

OZE & YUKIGUNI ODYSSEY:

A Cultural and Natural Adventure

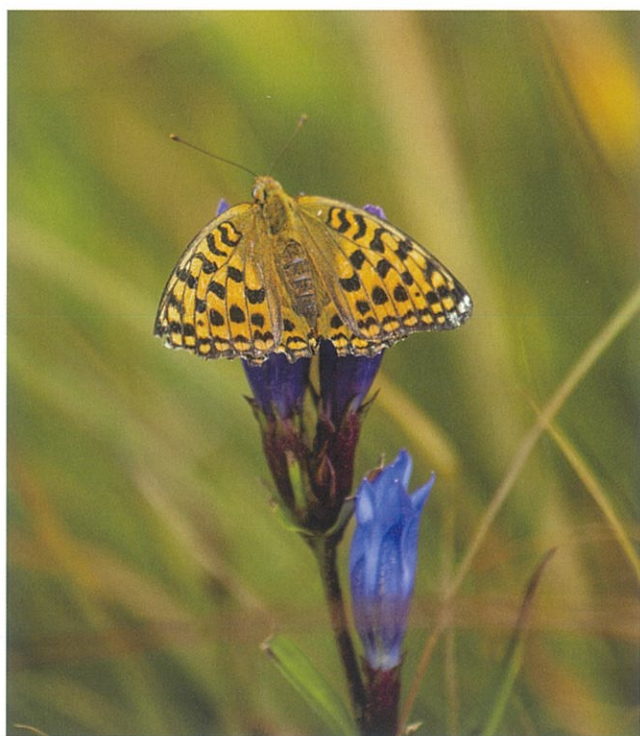


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About

YUKIGUNI



Discover YUKIGUNI,
where lives are shaped by snow.

Discover YUKIGUNI, where snow shapes life and culture. Journey through deep winters to find adventure, tradition, and refined luxury. Private transfers and elegant stays ensure a seamless escape, while each itinerary can be tailored to your style for a truly timeless experience.



Our Team

At YUKIGUNI Adventures, journeys are crafted by experts who know the region inside out and are trusted by the community. A dedicated through-guide accompanies your stay, while local specialists lead each activity with passion and deep knowledge. With warm hospitality and professionalism, we create personal adventures filled with encounters found nowhere else.

YUKIGUNI Adventures, Beyond the Ordinary

Guided by local experts who know YUKIGUNI inside and out, you'll unlock experiences far beyond the reach of ordinary travelers. From private journeys in a dedicated vehicle to rare encounters in remote landscapes, every moment is designed for authenticity, privacy, and unforgettable adventure in the heart of Japan's Snow Country.



Travel in comfort in a private car



Learn from a knowledgeable local tour guide



YUKIGUNI & Oze Adventure





DAY 1



From Tokyo to YUKIGUNI

Just 70 minutes from Tokyo by bullet train, arrive in serene Snow Country. Stay at a hot spring inn in Minakami, where warm baths and hospitality prepare you for the days ahead.



DAY 2

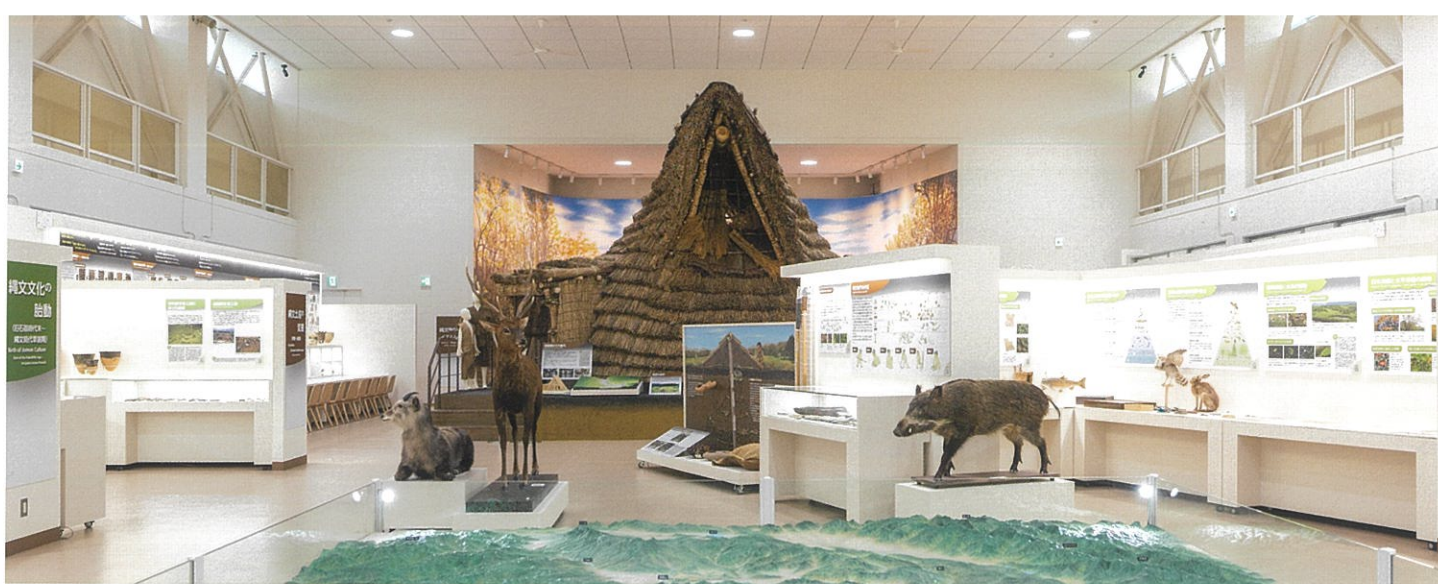


Into the Wilderness of Oze

Explore Oze National Park, a pristine wetland framed by peaks and alpine flowers. Travel in comfort by private car and boat, then unwind at a mountain lodge with nature-inspired cuisine.







DAY
3

Tracing the Roots of YUKIGUNI Culture

In Joshin'etsu Kogen National Park, discover Jomon heritage and Snow Country traditions. Visit the crystal spring of Ryugakubo before staying in Matsunoyama Onsen, where French-inspired gastronomy pairs with local sake.

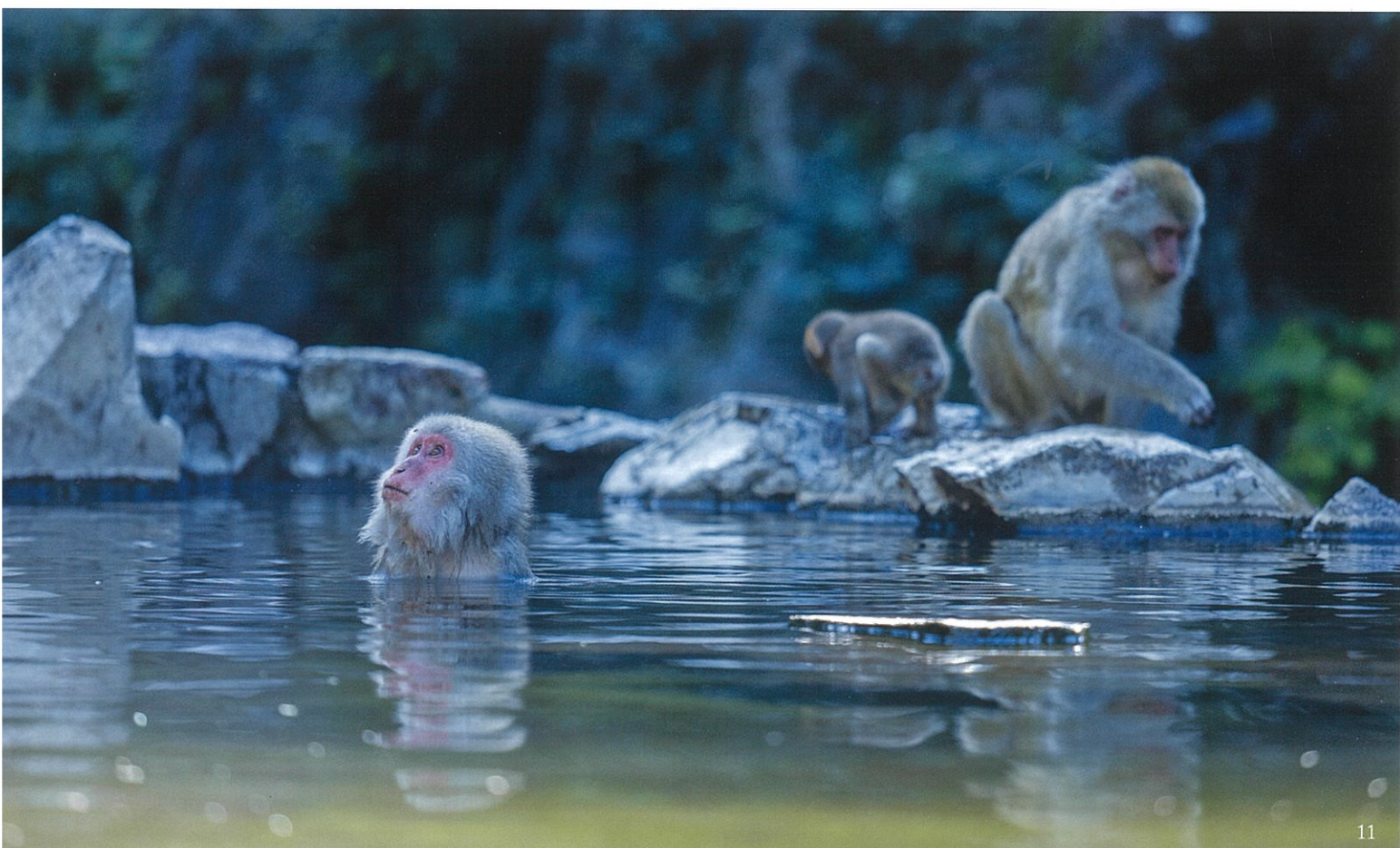




DAY
4

Snow Monkeys and Local Flavors

See wild snow monkeys bathing in hot springs at Jigokudani — a sight unique to Japan. Stop at a roadside market for local specialties, then enjoy a renowned eel lunch before a restful hot spring stay.



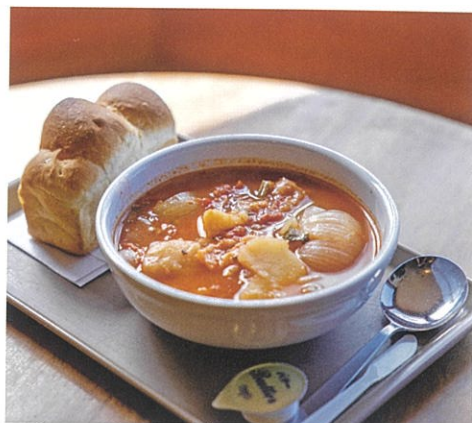


DAY

5

Highland Vistas and the Spirit of Onsen

Begin in the Shiga Highlands with fresh bread at Japan's highest bakery, or opt for a thrilling buggy ride. Stroll Kusatsu's iconic Yubatake hot spring fields, then close your journey at a tranquil forest ryokan, embraced by onsen and refined hospitality.



Arts & Crafts in YUKIGUNI

5 days

Discover where timeless traditions meet modern creativity. Explore the Echigo-Tsumari Art Field, where villages and rice terraces become vast open-air galleries. In Tsubame-Sanjo, step inside workshops to witness centuries-old metalwork techniques still alive today. A journey that unites heritage and innovation, only in Snow Country.

Photo. Ma Yangsong / MAD Architects "Tunnel of Light"





DAY 1

From Tokyo to Tranquility

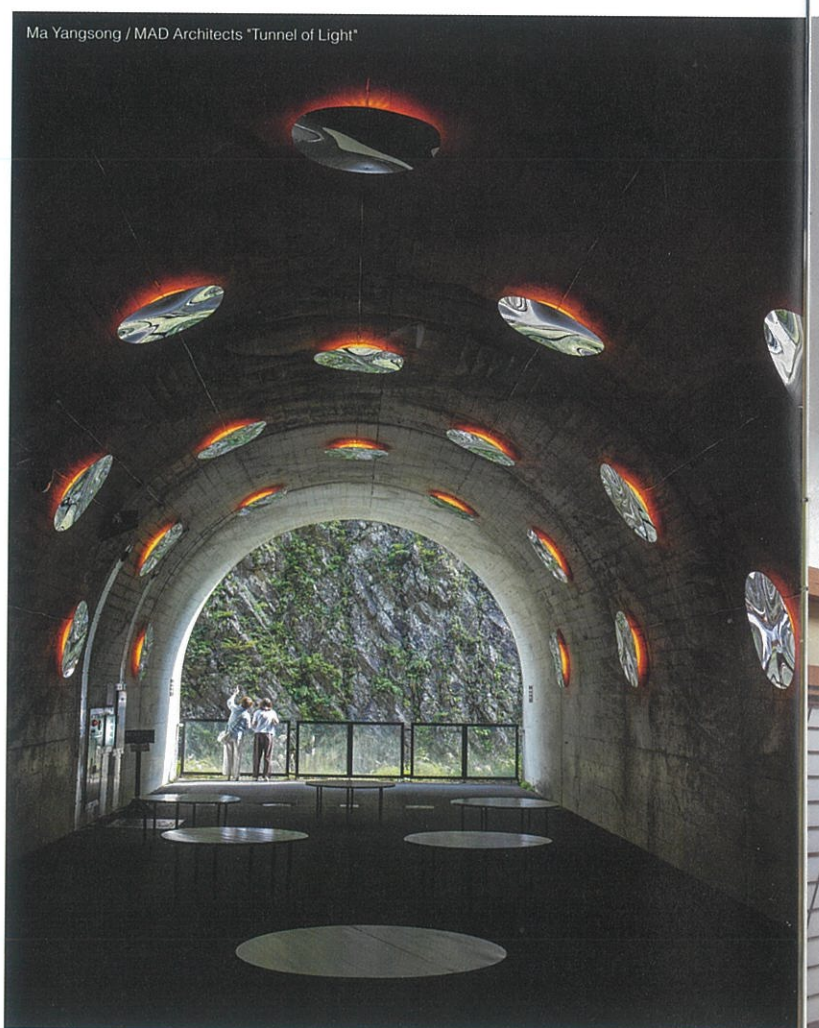
In just 70 minutes, exchange Tokyo's bustle for YUKIGUNI's serene landscapes. Begin your journey at a modern inn where contemporary design meets Japanese tradition, wrapped in silence and comfort.



DAY 3

Art in the Satoyama, Rest in a Hidden Hot Spring

Walk among contemporary artworks scattered through Echigo-Tsumari's villages and rice terraces. End the day in Matsunoyama Onsen, a secluded medicinal hot spring, where rich waters ease both body and spirit.



Ma Yongsong / MAD Architects "Tunnel of Light"



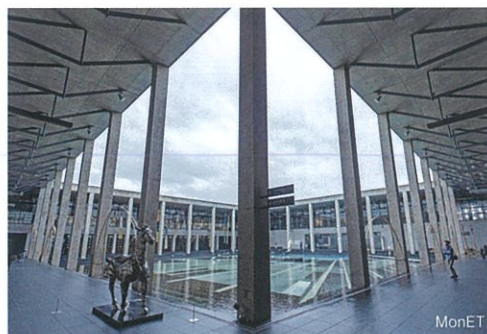
DAY 2

Wisdom of Life in YUKIGUNI

Discover how people of Snow Country have lived in harmony with deep winter for generations. Join a local family farm, visit a sake brewery with its snow cellar, and taste traditional pickles in a historic home. A day to experience the timeless wisdom that snow has nurtured.



James Turrell "House of Light"



MonET





DAY / 4

Masterpieces of Japanese Craft

Create your own copper tumbler at the Tsubame Industrial Museum, then visit the workshop of Living National Treasure Tamagawa Nobuo. Conclude the day at a historic hot spring inn, where heritage and hospitality come alive.

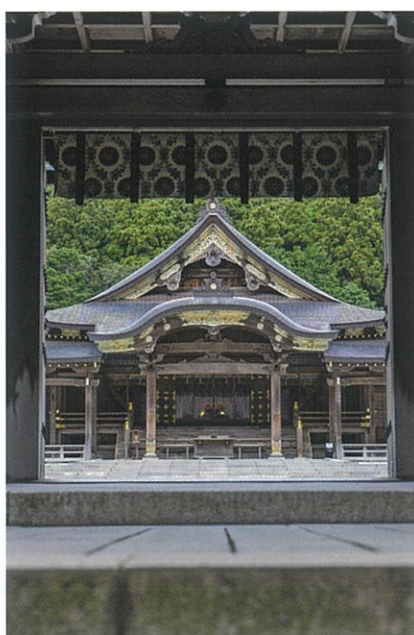




DAY 5

Craft, Spirit, and the Sea

Craft a fruit knife at the Tojiro Open Factory, then receive a blessing at Yahiko Shrine. Drive the Echigo Nanaura Seaside Line with sweeping views of the Japan Sea, before closing your journey in Niigata — a port city of quiet elegance.



Contact

We design bespoke journeys created just for you. Begin your unforgettable adventure in YUKIGUNI — Japan's Snow Country. Please feel free to reach out to us.

Snow Country Tourism Zone Information Center

| Facility Information |

Opening Hours: 09:00–17:00 (Closed on Wednesdays, except during peak seasons)

2431-1 Yuzawa, Yuzawa Town, Minami Uonuma-gun, Niigata

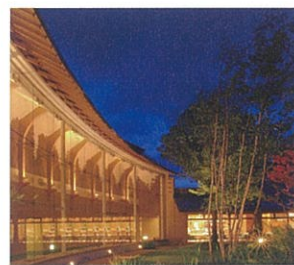
Phone: 025-785-5353

Website: <http://adventure.yukigunijapan.com>



Exclusive Stays in YUKIGUNI

YUKIGUNI offers a one-of-a-kind environment where nature and culture are deeply entwined. Stay at eco-lodges and refined inns that harmonize with their surroundings, blending comfort with sustainability. Each retreat carries the spirit of the land while offering a warm welcome and elegant repose.



Bettei Senjuan



Hinanoyado Chitose



HATAGO Isen



Kaikake Onsen



Hoshi Onsen Chojukan



Ryokan Tanigawa



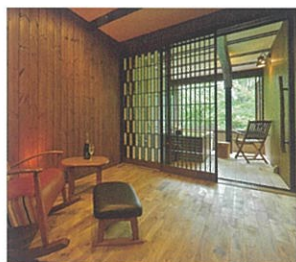
ryugon



Oze Jujo



Satoyama Jujo



Syoubun



Takahan



Tamakiya



Tatsumikan

Access

YUKIGUNI is easy to reach from Tokyo, Niigata, and Kanazawa.

From Tokyo

By train: Joetsu Shinkansen, about 70 min

By car: about 1 hr 50 min (167 km)

From Niigata

By train: Joetsu Shinkansen, about 50 min

By car: about 1 hr 30 min (131 km)

From Kanazawa

By train: Hokuriku Shinkansen – Hokuhoku Line, about 3 hrs 30 min

By car: about 4 hrs (339 km)

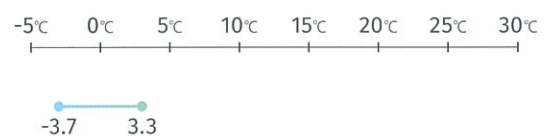


Weather

Snow Country is defined by striking seasonal contrasts — each season offering its own beauty and shaping daily life.

Winter (Dec–Mar)

-3.7 °C – 3.3 °C Deep snow and crisp skies



Late Winter (Apr)

3.9 °C – 15.3 °C Snow melting into spring rains



Spring (May–Jun)

9.8 °C – 21.4 °C Blooming fields and fresh greenery



Summer (Jun–Sep)

19.3 °C – 29.9 °C Blue skies and lush mountain landscapes



Autumn (Oct–Nov)

3.7 °C – 12.6 °C Brilliant foliage and the first snow





Lives shaped by snow

YUKIGUNI Adventure