

Travel at a reasonable price!



April 2026 - February 2027
Minimum number of participants: 2

Travel around



Tsubame and Yahiko in a chartered

Price for one

(Same price for adults and children, tax included)

¥6,000

Niigata Wine Coast Tour

¥6,500

sightseeing taxi

For more information



We're offering a special gift to everyone who completes our passenger survey!

The Best Places Niigata Tour



Yahiko Shrine

Tsubame craftsmanship experience Tour



Tojiro Open Factory

Fully Enjoy Yahiko Tour



Yahikoyama Ropeway

Ryokan Pilgrimage Tour



Gogo-an

デジタルパンフレットはこちら

Digital brochure available here.
電子版宣傳冊可在此處取得。

日本語

English

繁體中文

Tsubame City Website



Niigata Wine Coast Tour



CAVE D'OCCI WINERY

※Photographs and illustrations are provided for reference purposes only.

The best of Tsubame, Yahiko, and Teradomari!



The Best Places Niigata Tour

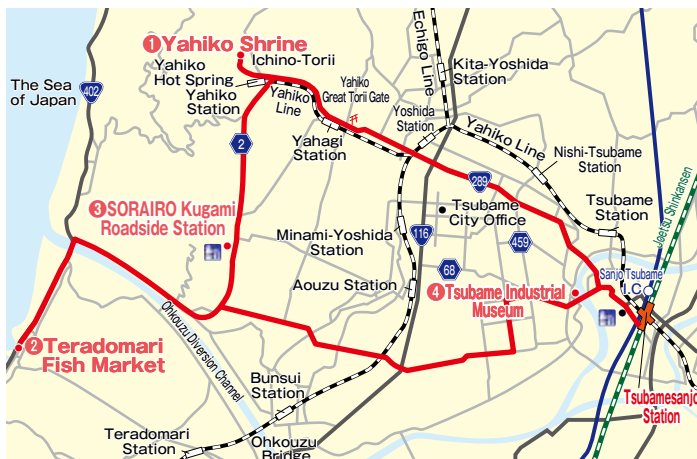


Tour Dates 2026 **Apr.1 (Wed.)-Feb.28 (Sun.)** 2027
Please see the calendar below.

Min. participants **2 people (Reservations required 3 days in advance)**
※ Reservations can be made the day before from the hotel. No tour guides.

Price Price for one (Same price for adults and children, tax included)※ Lunch is not provided.
¥6,000 (The fare is the same for getting on/off on the way. Entry fee to the Tsubame Industrial Museum included.) (Free for infants, but no seats available for them)

Meeting place Time
From Tsubamesanjo Station: In front of the rotary, Tsubame Exit, Tsubamesanjo Station 9:00
From Yahiko Shrine: In front of the first entrance gate, Yahiko Shrine 9:50



※ Scheduled times are approximate. The route may change depending on the weather and traffic that day.

From Tsubamesanjo Station	[Depart 9:10] In front of the rotary, Tsubame Exit, Tsubamesanjo Station Meet 9:00/Depart 9:10	1 Yahiko Shrine (With guide on premises) ※ Note 1 Arrive 9:40/Depart 10:50	2 Teradomari Fish Market Arrive 11:20/Depart 11:55	3 SORAIRO Kugami Roadside Station SORAIRO Kugami Roadside Station shopping coupon ¥500 for use on the day only Lunch on your own ※ Note 2 Arrive 12:10/Depart 13:10	4 Tsubame Industrial Museum ※ Note 3 Arrive 13:30/Depart 14:40	Tsubamesanjo Station (Tsubame Exit) Arrive 14:50 Yahiko Hot Spring To your hotel Arrive 15:10
	[Depart 10:10] In front of the rotary, Tsubame Exit, Tsubamesanjo Station Meet 10:00/Depart 10:10	1 Yahiko Shrine (With guide on premises) ※ Note 1 Arrive 10:40/Depart 11:50	3 SORAIRO Kugami Roadside Station SORAIRO Kugami Roadside Station shopping coupon ¥500 for use on the day only Lunch on your own ※ Note 2 Arrive 12:00/Depart 13:00	2 Teradomari Fish Market Arrive 13:15/Depart 13:50	4 Tsubame Industrial Museum ※ Note 3 Arrive 14:20/Depart 15:30	Tsubamesanjo Station (Tsubame Exit) Arrive 15:40 Yahiko Hot Spring To your hotel Arrive 16:00
From Yahiko Shrine	1 In front of the first entrance gate, Yahiko Shrine (With guide on premises) ※ Note 1 Meet 9:50/Depart 11:00	2 Teradomari Fish Market Arrive 11:30/Depart 12:05	3 SORAIRO Kugami Roadside Station SORAIRO Kugami Roadside Station shopping coupon ¥500 for use on the day only Lunch on your own ※ Note 2 Arrive 12:20/Depart 13:20	4 Tsubame Industrial Museum ※ Note 3 Arrive 13:40/Depart 14:50	Yahiko Hot Spring To your hotel Arrive 15:20	Tsubamesanjo Station (Tsubame Exit) Arrive 15:50

- ※ Note 1 : August 11 to 16 and November 1 to 24 (The Chrysanthemum Festival periods): No guides on these days. Enjoy walking around on your own.
- ※ Note 2 : Those who complete the survey will receive a 500-yen shopping voucher for Roadside Station SORAIRO Kugami, which is valid only on the day of the survey in the retail area and restaurant.
- ※ Note 3 : Additional charges for the experience at the Tsubame Industrial Museum.(Last entry at 16:00)

For the tour arriving at Tsubame-Sanjo Station, you may also choose to get off at Tsubamesanjo Regional Industries Promotion Center.



1 Yahiko Shrine

Echigo Ichinomiya is affectionately known as Oyahiko-sama. This shrine, which attracts over 2 million visitors annually, boasts the highest prestige and longest history among shrines in Niigata Prefecture.



3 SORAIRO Kugami Roadside Station

This is a new type of roadside station that you can stay at, serving as a hub for trekking and cycling as well as an outdoor and healing spot with barbecue facilities, day camping, and hot spring facilities. Visiting the roadside station is the purpose of the trip in itself.



2 Teradomari Fish Market



This popular spot is also known as the Ameyoko fish version because of its low prices, wide selection of products, and lively shouting.



4 Tsubame Industrial Museum



This museum showcases the 400-year history of metalworking techniques in Tsubame, dating back to the Edo period. Works by Living National Treasures, a valuable collection of tobacco pipes, and a collection of over 5,000 spoons from around the world are also displayed.



Calendar Open day **Tuesday - Sunday** (Mondays and yearend/New Year holidays [Dec.21-Jan.5]: Closed) ※ If Monday is a public holiday, we are open, but then closed on the following Tuesday.

Month	Week							Week							Week							Week												
	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.
2026 April				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
May						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
June	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
July				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
August						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
September			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		
October					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
November	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
December			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
2027 January					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
February	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28						

※ Photographs and illustrations are provided for reference purposes only.

A fulfilling journey where you can see the history of artisanship!

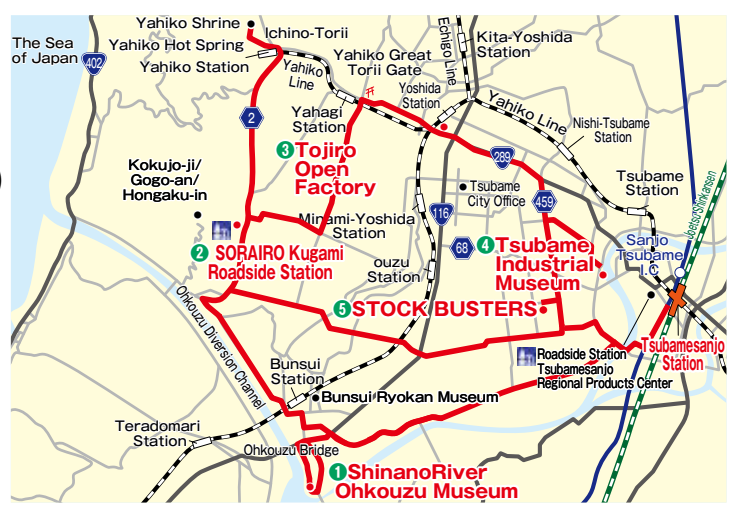
Tsubame Craftsmanship Experience Tour

Tour Dates 2026 **Apr.1 (Wed.)-Feb.28 (Sun.)** 2027
Please see the calendar below.

Min. participants 2 people (Reservations required 3 days in advance)
※ Reservations can be made the day before from the hotel. No tour guides.

Price Price for one (Same price for adults and children, tax included)※ Lunch is not provided.
¥6,000 (The fare is the same for getting on/off on the way. Entry fee to the Tsubame Industrial Museum included.) (Free for infants, but no seats available for them)

Meeting place Time
From Tsubamesanjo Station: In front of the rotary, Tsubame Exit, Tsubamesanjo Station 10:00
From Yahiko Shrine: In front of the first entrance gate, Yahiko Shrine 10:00



※ Scheduled times are approximate. The route may change depending on the weather and traffic that day.

Meeting Point	10:00	11:30	12:45	13:00	13:50	15:20	16:00	16:30
From Tsubamesanjo Station	Meet 10:00/Depart 10:10	Arrive 10:30/Depart 11:30	Arrive 11:45/Depart 12:45	Arrive 13:00/Depart 13:40	Arrive 13:50/Depart 15:20	Arrive 15:40	Arrive 16:00	Arrive 16:30
From Yahiko Shrine	Meet 10:00/Depart 10:10	Arrive 10:30/Depart 11:30	Arrive 11:45/Depart 12:45	Arrive 13:00/Depart 13:40	Arrive 13:50/Depart 15:20	Arrive 16:00	Arrive 16:30	Arrive 16:20

※Note 1 : Depending on the reservation, a guide may not accompany the visitors at the ShinanoRiver Ohkouzu Museum.
 ※Note 2 : Those who complete the survey will receive a 500-yen shopping voucher for Roadside Station SORAIRO Kugami, which is valid only on the day of the survey in the retail area and restaurant.
 ※Note 3 : Additional charges for the experience at the Tsubame Industrial Museum.(Last entry at 16:00)



1 ShinanoRiver Ohkouzu Museum
The Ohkouzu Diversion Channel is deeply related to Tsubame's industry and continues to protect the Echigo Plain even today. A trolley that was used 100 years ago is displayed here, and you can experience the Ohkouzu Diversion Channel with a realistic flood simulation. You can also enjoy a 360-degree view from the observation room on the 4th floor.

3 Tojiro Open Factory
A facility for touring a cutlery factory that handles integrated production of composite knives. The work process is open to visitors. A wide variety of knives for cooking, business use, and household use are displayed and sold.

5 STOCK BUSTERS
This outlet shop offers products that are unavailable through regular channels, including discontinued models from trading companies and manufacturers in the Tsubame-Sanjo area, all at exceptionally low prices.



4 Tsubame Industrial Museum
You can learn metalworking here, a rare experience even in Japan. Act like a Tsubame artisan and freely hammer patterns on a pure copper tumbler, or make a sake cup.

Calendar Open day Tuesday - Sunday (Mondays and yearend/New Year holidays [Dec.21-Jan.5]: Closed) ※ If Monday is a public holiday, we are open, but then closed on the following Tuesday.

Month	Week	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.						
2026	April			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				
	May						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
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	July			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
	August						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
	September			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				
	October					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
	November	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30						
	December			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
2027	January					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
	February	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28								

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Fully experience the charm of Yahiko!

Fully Enjoy Yahiko Tour



Tour Dates

2026 **Apr.1 (Wed.) - Feb.28 (Sun.)**
Please see the calendar below.

Min. participants

2 people(Reservations required 3 days in advance)
※ Reservations can be made the day before from the hotel. No tour guides.

Price

Price for one (Same price for adults and children, tax included)※ Lunch is not provided.
¥6,000 (The fare is the same for getting on/off on the way.)
(Free for infants, but no seats available for them)

Meeting place Time

From Tsubamesanjo Station
In front of the rotary, Tsubame Exit, Tsubamesanjo Station 10:00
From Yahiko Shrine
In front of the first entrance gate, Yahiko Shrine 9:50



※ Scheduled times are approximate. The route may change depending on the weather and traffic that day.

From Tsubamesanjo Station


- Meet 10:00/Depart 10:10
- 1 In front of the rotary, Tsubame Exit, Tsubamesanjo Station
- 2 Omotenashi Hiroba
Yahiko shopping coupon ¥500 (Usage limited to that day & the next) ※ Note 2
Lunch on your own
- 3 Summit of Mt. Yahiko
Enjoy the Climbing Car on the ropeway on your outbound trip. ※ Note 3-4
During the winter months (Dec. to Mar.) the ropeway is the only way available to go up Mt. Yahiko.
- 4 Hand-Hammering Studio Seigado (weekdays) Arrive 14:40/Depart 15:10
- 5 Yayoi Liquor Store (weekdays) Arrive 15:15/Depart 15:45
- 6 STOCK BUSTERS (weekends, national holidays) Arrive 15:30/Depart 16:00
- Tsubamesanjo Station (Tsubame Exit) Arrive 16:15
- Yahiko Hot Spring To your hotel Arrive 15:50

From Yahiko Shrine


- Meet 9:50/Depart 11:00
- 1 In front of the first entrance gate, Yahiko Shrine (With guide on premises) ※ Note 1
- 3 Summit of Mt. Yahiko
Enjoy the Climbing Car on the ropeway on your outbound trip. ※ Note 3-4
During the winter months (Dec. to Mar.) the ropeway is the only way available to go up Mt. Yahiko.
- 2 Omotenashi Hiroba
Yahiko shopping coupon ¥500 (Usage limited to that day & the next) ※ Note 2
Lunch on your own
- 5 Yayoi Liquor Store (weekdays) Arrive 14:05/Depart 14:35
- 4 Hand-Hammering Studio Seigado (weekdays) Arrive 14:40/Depart 15:10
- 6 STOCK BUSTERS (weekends, national holidays) Arrive 14:55/Depart 15:25
- Yahiko Hot Spring To your hotel Arrive 15:20
- Tsubamesanjo Station (Tsubame Exit) Arrive 15:50
- Yahiko Hot Spring To your hotel Arrive 15:50
- Tsubamesanjo Station (Tsubame Exit) Arrive 16:20

- ※Note 1 : August 11 to 16 (Obon period) and November 1 to 24 (The Chrysanthemum Festival period): No guides on these days. Enjoy walking around on your own.
- ※Note 2 : Everyone who completes the survey will receive a 500-yen Yahiko shopping voucher. The voucher is valid only on the day of the survey or the following day and can be used at any of the following locations: the ropeway, Seigado, Yayoi Liquor Store, or any store in the Yahiko Hospitality Plaza.
- ※Note 3 : The ropeway (800 yen) and climbing car (220 yen) are at the customer's expense. (A round-trip ropeway ticket is 1,500 yen.)
- ※Note 4 : In case of rain or stormy weather, the event may be changed to Teradomari Fish Market Street.
- ※Note 5 : Alcoholic tasting is available for a fee. It may be temporarily closed at times.



3 Summit of Mt. Yahiko 

Altitude 634m. A ropeway runs from the foot of the mountain to the summit. The 100m-high Panorama Tower at the top has an observatory that rotates 360 degrees as it rises, offering a magnificent view of the Sea of Japan and the Echigo Plain.

4 Hand-Hammering Studio Seigado 

This workshop located at the foot of Mt. Yahiko uses Tsubame's traditional metal hammering techniques to create items from everyday tableware to metal arts. Enjoy the refined crafts made with their unique coloring techniques.

5 Yayoi Liquor Store 

An old folk house was relocated to a modern store designed by German architect Karl Bengs. The store offers a wide selection of local sake and wine. Visitors can taste and choose sake, and also enjoy craft beer from Yahiko Brewing.

Calendar Open day **Thursday-Tuesday** (Wednesday, yearend/New Year holidays [Dec.21-Jan.5] and on Tuesdays from Dec. through Feb. : Closed)

Month	Week	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.							
2026	April				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				
	May						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
	June	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30							
	July				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
	August							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
	September			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30					
	October					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
	November	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30							
	December			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31				
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	February	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28									

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Make the most of the historic sites and nature of Tsubame!

Ryokan Pilgrimage Tour



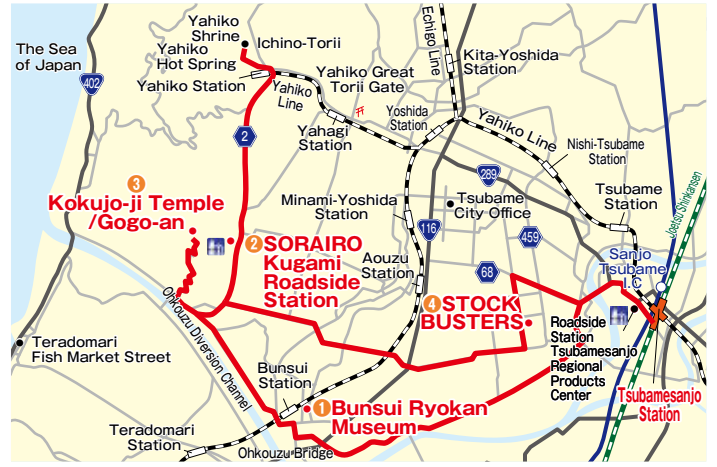
Tour Dates 2026 **Apr.1 (Wed.) - Nov.30 (Mon.)**
Please see the calendar below.

Min. participants **2 people**
(If you would like a guided tour, please make a reservation at least 14 days in advance.)
※ Reservations must be made at least 3 days in advance if you are going without a guide.
※ Reservations can be made the day before from the hotel. No tour guides.

Price Price for one (Same price for adults and children, tax included)※ Lunch is not provided.
¥6,000 (Admission to the museum and Kokujo-ji Temple Treasure Hall included)
(Free for infants, but no seats available for them)

Meeting place Time

- From Tsubamesanjo Station: In front of the rotary, Tsubame Exit, Tsubamesanjo Station 10:00
- From Yahiko Shrine: In front of the first entrance gate, Yahiko Shrine 9:50



※ Scheduled times are approximate. The route may change depending on the weather and traffic that day.

From	1	2	3	4	Arrive	
Tsubamesanjo Station	In front of the rotary, Tsubame Exit, Tsubamesanjo Station Meet 10:00/Depart 10:10	1 Bunsui Ryokan Museum Arrive 10:35/Depart 11:05	2 SORAIRO Kugami Roadside Station SORAIRO Kugami Roadside Station shopping coupon ¥500 for use on the day only ※ Note 1 Lunch on your own Arrive 11:15/Depart 12:25	3 Kokujo-ji Temple/Gogo-an (With guide) Arrive 12:35/Depart 13:55	4 STOCK BUSTERS Arrive 14:15/Depart 14:45	Tsubamesanjo Station (Tsubame Exit) Arrive 15:00 Yahiko Hot Spring To your hotel Arrive 15:05
Yahiko Shrine	In front of the first entrance gate, Yahiko Shrine Meet 9:50/Depart 10:00	3 Kokujo-ji Temple/Gogo-an (With guide) Arrive 10:20/Depart 11:40	2 SORAIRO Kugami Roadside Station SORAIRO Kugami Roadside Station shopping coupon ¥500 for use on the day only ※ Note 1 Lunch on your own Arrive 11:50/Depart 13:00	1 Bunsui Ryokan Museum Arrive 13:10/Depart 13:40	4 STOCK BUSTERS Arrive 14:00/Depart 14:30	Yahiko Hot Spring To your hotel Arrive 14:50 Tsubamesanjo Station (Tsubame Exit) Arrive 15:20

● You will be walking along mountain paths along the way. Please wear appropriate clothing and shoes.

※ Note 1 : Those who complete the survey will receive a 500-yen shopping voucher for Roadside Station SORAIRO Kugami, which is valid only on the day of the survey in the retail area and restaurant.

For the tour arriving at Tsubame-Sanjo Station, you may also choose to get off at Tsubamesanjo Regional Industries Promotion Center.



1 Bunsui Ryokan Museum

Relics, writings, and related materials of Ryokan, from when he lived in Gogo-an and a hut at Otogo Shrine are on display. Ryokan who loved poetry, songs, and calligraphy, was admired by people and lived in nature. At special exhibitions in spring and autumn, nationally and prefecturally designated cultural properties are displayed here.



Kokujo-ji Temple



Gogo-an

3 Kokujo-ji Temple/Gogo-an

Kokujo-ji Temple: The oldest temple in Echigo, built in 709, was founded by Konchi Daitoku after he received a prophecy from Yahiko Shrine.

Gogo-an: The hermitage where Ryokan stayed after completing his pilgrimage around Japan and returning to Echigo. The name Gogo-an comes from the monk Bangen, who rebuilt Kokujo-ji Temple, and was given a daily allowance of five go of rice, which is about 750 grams.



4 STOCK BUSTERS

This outlet shop offers products that are unavailable through regular channels, including discontinued models from trading companies and manufacturers in the Tsubame-Sanjo area, all at exceptionally low prices.



■ Calendar Open day Tuesday - Sunday Open on public holidays that fall on Mondays, but then closed the following Tuesday. Closed on the second and fourth Tuesdays of every month except in August and November.

Month	Week							Week							Week																						
	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.									
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September			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30					
October					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
November	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30							

※ Photographs and illustrations are provided for reference purposes only.

See more

Experience the local culture on a tour of Tsubame and Yahiko!

Some travel tips to make your trip even more memorable.

Yahiko
Tourist Volunteer
Guide

We'll take you on a tour of local history, anecdotes, and mysterious spots you cannot find in guidebooks. Focusing on the grounds of Yahiko Shrine, this 45 to 60-minute tour will provide an easy-to-understand introduction to the shrine's history, mysterious legends, and hidden gems that are often overlooked.

※Advance reservations are required at least three days prior to your desired date. (We are unable to accept walk-ins on the day of your visit.)

For more information



Hint 1

Start your day by recharging with Oyahiko-sama's energy!



Onikku Ceremony

At Echigo Ichinomiya Yahiko Shrine, Niigata Prefecture's premier power spot, the Onikku Ceremony is held every morning; offerings of rice, sake, and other sacred foods are presented to the deities. Prayers are also offered for the continued prosperity of the Imperial family, the nation's well-being, and the happiness of the people. This solemn ritual is a rare experience for the general public; ritual prayers echo through the refreshingly crisp air of the shrine's main hall in the early morning. Enjoy a healthy morning in Yahiko and receive a blessing of lucky rice as a memento of your visit.

■ Meeting time: 6:50 AM

■ Meeting place: In front of the prayer reception at Yahiko Shrine (to the right when facing the main hall within the shrine grounds)



Hint 2

Points to remember when visiting Oyahiko-sama Shrine

[Part 1] Let's get our minds and outfits in order.

Dress appropriately to show respect to the gods. Avoid going barefoot or wearing overly casual attire.

[Part 2] Bow at the first torii gate.

Once you pass through the first torii gate, you enter the sacred precincts. Be sure to bow before the torii gate and offer your greetings to the deity of the shrine.



[Part 3] Purify yourself at the water basin.

Before making a wish to the gods, let's purify ourselves of any negative energy from the outside world.

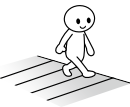
[Part 5] Two bows, four claps, and one bow

The proper way to worship Oyahiko-sama is to bow twice, clap your hands four times, and bow once. Of course, the standard practice of two bows, two claps, and one bow is also acceptable.



[Part 4] Walk along the edge of the approach path.

The center of the approach path is for the gods. When visiting the shrine, please avoid walking in the center.



Hint 3

Will my wish come true?

Fireball Stone (Heavy-Light Stone)



A type of stone divination known locally as the Heavy-Light Stone. You lift the stone while silently making a wish. If it feels light, your wish will come true; if it feels heavy, it will not.

Hint 5

Become a craftsperson in the mecca of the metalworking industry!

Tsubame Industrial Museum (Manufacturing Experience)



Pure copper tumbler hammering workshop

Workshop duration: About 30 min.

Create your own custom tumbler by hammering the surface of a pure copper tumbler with a gold hammer, creating a hammered pattern.



Tin sake cup making workshop

Workshop duration: 30-40 min.

You will craft a custom sake cup from a round tin plate, using a wooden mallet.



Titanium spoon oxidation and coloring workshop

Workshop duration: 3-5 min.

Titanium acquires its color by passing an electric current through it, creating an oxide film. The titanium color varies depending on the voltage applied.

Hint 4

It's not just ramen!

Happy Dish, a favorite that the locals continue to love!



When it comes to local cuisine in Tsubame City, the pork back ramen, which was selected for the Agency for Cultural Affairs' 100-Year Food Declaration initiative, is particularly famous. Another local specialty that took root alongside the development of the metalworking industry is *kama-meshi* (iron pot rice), which became widely popular in households because it was traditionally served to artisans as a treat after completing a job. People would also take home boxed *kama-meshi* meals as souvenirs for their families. Takeout is available here too. If you contact them in advance, you can enjoy the delicious taste just like a traditional station box lunch. Boxed *kama-meshi* meals are perfect for your travels.



Hint 6

Enjoy the breathtaking views and the thrilling experience of crossing the bridge!

Sengando Suspension Bridge



Located halfway up Mt. Kugami (a mountain associated with the monk Ryokan), this red suspension bridge connects Gogo-an, where Ryokan spent about 20 years, with the Asahi-yama Observatory. From the 124-meter-long bridge, you can enjoy the beauty of the fresh greenery, autumn foliage, and snow-covered landscapes that adorn the Sengando Valley as well as the panoramic view of the Echigo Plain below, making it a highly recommended scenic spot on Mt. Kugami.

Event Information



Bunsui Oiran Procession (Apr. 12) in Tsubame City
A magnificent procession of beautiful courtesans, accompanied by their attendants, parades down a cherry blossom-lined road. This event, which expresses gratitude and hospitality, originates from a costumed parade for cherry blossom viewers held around 1924 when cherry trees were planted to commemorate the completion of the Okozu Diversion Channel.



Hot Water Splashing Festival (early April) in Yahiko Village
Sacred hot spring water is collected from the Yu-jinja Shrine, the birthplace of Yahiko Hot Springs. People parade through the town, towing a float (2m wide and 4m long) with hot water as they sprinkle the water on people, using green bamboo leaves to purify them. They pray for protection from evil, good fortune, business prosperity, recovery from illness, academic success, and the continued development of tourism in Yahiko.

Yahiko Lantern Festival
(Jul. 24 to 26) in Yahiko Village

The Yahiko Lantern Festival, a lantern ritual passed down for over a thousand years, is the biggest and most lively summer festival at Yahiko Shrine, which is the principal shrine of the Echigo region.



Demon procession at Mt. Kugami
(Sep. 27) in Tsubame City in Echigo

This event is based on Shuten-doji, a legendary demon said to have been born in Tsubame City. Participants, made-up like demons and wearing costumes, parade around the Shuten-doji Shrine, praying for their wishes to come true.



Tsubame Open-Air Market (Oct. 4) in Tsubame City
This annual big bazaar is held in Tsubame City, famous for its metalworking industry. A wide range of items, including metal tableware, kitchenware, household goods, and hammered copperware (renowned as a traditional craft) are sold at special prices.



Yahiko Chrysanthemum Festival (Nov. 1 to 24) in Yahiko Village
The Yahiko Chrysanthemum Festival, held on the grounds of Yahiko Shrine, is the largest chrysanthemum exhibition in Japan for the number of exhibitors and the variety of flowers on display. As a hallmark of autumn in Yahiko, the festival attracts large crowds. The venue features a stunning display of 2,000 pots of chrysanthemums, meticulously cultivated over the course of the year by enthusiasts from across the prefecture and beyond.

Scan below for tourist information Visit our official website and see our social media!



Tsubame City Tourism Association Website

Instagram Tsubame City Tourism Association

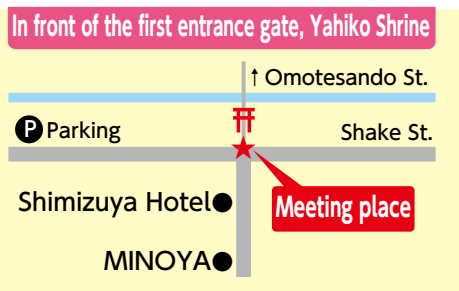
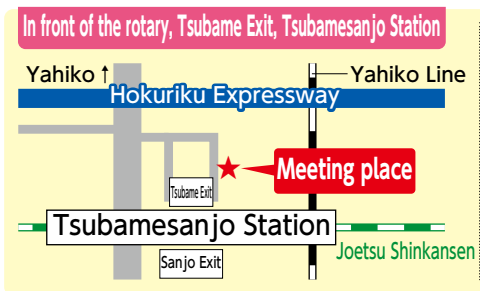
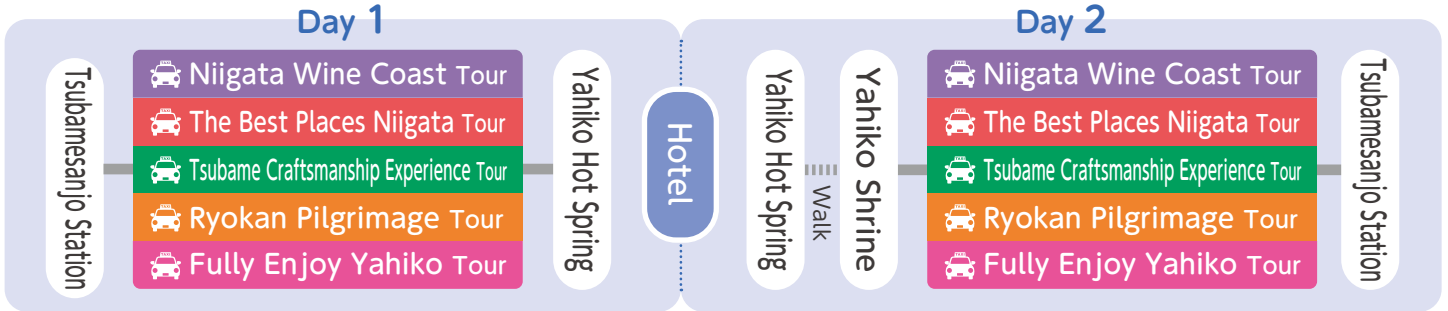
X Tsubame City Tourism Association

Yahiko Tourism Association Website

Instagram Yahiko Tourism Association

X Yahiko Tourism Association

Example of using a sightseeing taxi 1 night 2 days



Information

- Regular or jumbo taxis will be used for sightseeing depending on the number of people booked.
- Itinerary times are approximate. They may change depending on the weather and traffic conditions.
- Please apply at least 3 days before departure. If you are staying close to Yahiko, Iwamura or Tsubamesanjo, we accept reservations until 18:00 the day before except for Ramen taxi tourists.
- If a reservation is made the day before, a guide does not accompany you.
- All prices include tax.
- Business hours may vary depending on the conditions at the destination facilities.

Contact

Operating company : Chuetsu Traffic Co., Ltd.

Business hours: 9:00-17:00
1-9-5 Kitanuyugura, Sanjo City, Niigata Prefecture

Phone : +81-(0)256-38-2021 Fax : +81-(0)256-38-8850
tanabe@chuetsu-traffic.com

We also handle inquiries via email, but reservations are only available by phone.

Planned by: Tsubame-Yahiko Wide Area Tourism Cooperation Conference ※Photographs and illustrations are provided for reference purposes only.