

Niigata

Family Fun
in the Snow

Niigata prefecture is famous for its heavy snowfall. Have you ever experienced snow in Japan? If not, why not come over to Niigata?



Located near the geographical center of the Japanese archipelago, Niigata has four distinct seasonal faces - one each for spring, summer, autumn and winter. From outdoor fun in the mountains or the sea, to delicious dishes made from seasonal seafood or vegetables, there's something for everyone here. Recently, more and more people from all parts of the country are flocking to Niigata, be it for its traditional fireworks festivals, its richly individualistic local cuisine, or its famed powdery snow during winter.

For this coming winter, why not have some family fun here in Niigata, and fall in love with its fresh, heavenly, powdery-soft snow?

Niigata

Tokyo

NIIGATA: HOW DOES IT SQUARE UP TO THE REST OF JAPAN?			
Rice production Shipments of <i>beika</i> (rice snacks)	Number of Important Tangible Folk Cultural Properties	Number of Shinkansen stations	1st
Shipments of metallic Western tableware	Tulip production	Number of koi farmers	
Number of shrines			
Largest stopover for migrating swans in Japan	1st	Number of seaside resorts	3rd
Natural parks by land area	2nd	Number of hot springs with accommodation	3rd
Number of Important Intangible Folk Cultural Properties	2nd	Number of skiing and snowboarding spots	3rd
Shipments of craft and hand tools	2nd	Number of <i>ryokan</i> and hotels	4th
Shipments of sake	3rd	Number of ramen restaurants	4th
Number of Designated Traditional Crafts (under METI)	3rd	Number of businesses older than 100 years	5th

Source: Niigata Prefectural Government: <http://www.pref.niigata.lg.jp/tokei/1240862480256.html>

FUN IN THE SNOW

WITH YOUR FAMILY



Niigata, with its many snowcapped mountains, is home to numerous unique ski resorts like in the Joetsu, Chuetsu and Kaetsu regions with many hot spring in the vicinity. Apart from the locals, those from the Tokyo-Osaka region, but international ski enthusiasts as well. Also come to experience the traditional illuminations and snow festivals that the powdery winter snow brings. Try the range of snow activities you can find in the silvery world of Niigata in winter.



1



Snow Tubing — 1

Ride a tire-shaped float and slide off the dedicated course. Sliding backwards or spinning around is more thrilling than sledding! Jumping makes it even faster, a sport that kids and adults alike can enjoy.

Air Board — 2

The air board is a new activity that involves sliding down a slope on a rubber board. By being closer to the ground, you feel more speed than sitting and it is thrilling! You can easily master the skills required to stop and turn after just a short practice, allowing you to enjoy the sport.



2

Snow Scoot — 3

Snow scoot is a winter sport that combines the characteristics of bicycles and snowboards. It is said to be easier to balance the upper body because it is operated with the steering wheel. Even if it is your first time, you can easily get the gist of it after a few hours of practice. There is more stability, letting you to enjoy the speed and thrill without worrying about tripping. It can be enjoyed by elementary school children and elderly people.



3

Snow Rafting — 4

Take a rubber rafting boat, attach it to a snowmobile and ride on the snow field! You can adjust the speed and roll according to your preferences. It's good fun whether it is with a group of friends or family. You can also go slowly if you have children with you and enjoy the scenery. If you prefer it to be more thrilling, you can ride on the back of the boat and experience the big shake from the centrifugal force.



4

Gala Yuzawa is only 80 minutes from Tokyo

Gala is the only ski resort in the world with its Shinkansen station. It's a speedy ride from Tokyo and right next to the station is the Cowabunga Ski Centre and gondola station. Cowabunga Ski Center is the one-stop ticketing, concierge and rental location for all your winter fun requirement. They provide you with all the gear you need in a convenient location, which means you can come to Gala empty-handed!

HOW TO GET TO GALA YUZAWA FROM TOKYO BY *TRAIN

At Tokyo station follow the signs for the Joetsu Shinkansen (platforms 20-23) and take a train marked Tanigawa or Max-Tanigawa. This train will take you to either Echigo-Yuzawa or directly to Gala depending on the time and destination of the train. If you get-off the train at Echigo-Yuzawa station take one of the shuttle buses to Gala.

Gala Yuzawa Ski Resort

1039-2 Kayabira, Yuzawa, Minamiuonuma-gun Inquiries: 025-785-6543 Hours: 8:30 to 17:00

*JR TOKYO WIDE PASS:

A discounted pass for unlimited rides in Tokyo and the surrounding Kanto area. Valid for three days for only 10,000 yen, the pass is good for unlimited rides using reserved seats on ordinary cars on Shinkansen, limited express and other trains in the valid use area.

For more information, visit <https://www.jreast.co.jp/e/tokyowidepass/>

NIIGATA 5 REASONS WHY

1. Easy access

If you go to Gala station by Shinkansen from Tokyo, it takes only 80 mins. to the nearest ski resort, Gala Yuzawa.



2. Heavy snowfall, but warm



Niigata is a prefecture known for heavy snowfall. Despite this, warm currents from the sea keep temperatures relatively warm. Visitors of all ages will be able to enjoy the winter.

3. Plenty of ski resorts

Niigata is a proud home of a large number of ski resorts for all tastes.



4. Accommodation-attached hot springs



Most accommodations in Niigata are located next to skiing areas, complete with hot springs and are close to shopping locations.

5. Best Japanese rice and fresh seafood



While Niigata is most well-known for its production of rice, it also boasts an abundance of seafood, fresh from the Sea of Japan.