Discover Itoigawa
Hidden Beauty Along the Jade Coast

Takanami-no-Ike Pond

Birthplace of Jade

Fresh Seafood

Local Sake
Discover Itoigawa

Itoigawa is where the Japanese Alps plunge into the Sea of Japan, creating dynamic landscapes like the Cliffs of Oyashirazu.

Experience Japan from a different perspective in Itoigawa!

Welcome to Itoigawa, hidden between the northernmost point of the Japanese Alps and the Sea of Japan coast. Home of the Itoigawa UNESCO Global Geopark, Itoigawa is a city of breathtaking natural beauty, rich cultural heritage, culinary delights and more. Discover for yourself the beauty and wonder to be experienced here along the Jade Coast.
Northern Alps

If you had to describe Itoigawa’s scenery in one word, it would be dynamic. Bordered by the massive Japanese Alps to the south and the Sea of Japan to the north, Itoigawa is a paradise for nature lovers of all varieties.

Mt. Korenge (2766 m) - Highest Peak in Niigata

Explore the dense forests and mountains that surround Itoigawa on one of dozens of hiking trails and mountain roads.

Autumn Colors

Himekawa Gorge

The romantic Oito Line winds through the scenic Himekawa Gorge, connecting Itoigawa to Hakuba, Matsumoto and other popular destinations.

Hiking Trails

Shiroike Pond

Sea of Japan

Expelled from an underwater volcano over 1 million years ago, Benten-iwa Rock has long been a sacred site to the local fishing community.

Benten-iwa Rock

These imposing cliffs were known long ago as the most perilous crossing of the Hokuriku Road and have inspired artists and poets alike.

Cliffs of Oyashirazu

From surfing and snorkeling to swimming and fishing, enjoy a variety of water sports along the Jade Coast!

Fishing Tours

Snorkeling & Water Sports

Sunset & Tottoko-iwa Rock

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Rent a bike or bring your own! Itoigawa’s winding coastline and thrilling mountain roads are perfect for the cyclist looking for a change of scenery.

Whether you ski or board, you’re going to want to visit Itoigawa Seaside Valley and Charmant Hiuchi for some of the best powder snow in Japan.
Festivals and Culture

The Itoigawa Fighting Festival, or Kenka Matsuri, is held every April 10. Two teams of men gather at Amatsu Shrine where they fight a fierce battle with their omikoshi portable shrines. After a winner is declared, the mood changes as the attention turns to the shrine’s stage, where local children and adults perform ancient bugaku court dances. These dances, handed down by the people of Itoigawa for over 600 years, are registered as National Culturally Important Properties of Japan.

Held every January 15 in front of Omi Station, the Omi Takenokarakai Festival celebrates the New Year. Two teams of local men paint their faces with wild, kabuki-inspired makeup and engage in an intense tug-of-war using massive bamboo poles. The winning team is said to be blessed with a bountiful harvest in the coming year. It is a very unique festival in Japan and its origins are lost to history.

On April 24, Nou Hakusan Shrine celebrates the arrival of spring with its Spring Grand Festival. The festival is centuries old and features unique bugaku court dances performed by local children and adults. It culminates in the stirring dance Ryō’ō-no-Mai, which depicts an ancient king who was said to control the sun.

Relax

Renge Hot Springs

Itoigawa is home to over 10 natural hot spring baths, including the stunning Renge Hot Springs, located in the Northern Alps 1500 m above sea level. Each of Itoigawa’s hot springs is unique, so try them all.

Itoigawa Shimpaku

Itoigawa’s Mt. Myojyo is the birthplace of the Itoigawa Shimpaku, a beautiful juniper tree that is considered one of the finest in the bonsai world.

Tanimura Art Museum

Experience beauty on a spiritual level at this unique art museum. Designed by renowned architect Togo Murano, this museum is dedicated to the Buddhist artwork of sculptor Seiko Sawada.

Gyokusuien Garden and Hisuien Gardens

While visiting the Tanimura Art Museum, be sure to stop by the nearby Gyokusuien and Hisuien Gardens. These stunning Japanese gardens combine Itoigawa’s jade and natural landscape to create beautiful scenery no matter what season you visit!
Discover jade and other stones along Itoigawa’s Jade Coast!

Join in the hunt for 300 million year old fossils at Fossil Valley!

Itoigawa is the only place in Japan where gemstone quality jade is found. Home to the world’s oldest jade culture, jade has been collected here since prehistoric times.

In 2009, Itoigawa was recognized as Japan’s first UNESCO Global Geopark. UNESCO Global Geoparks are areas recognized by UNESCO as areas of international geological significance whose geological and cultural heritages are managed with a holistic approach of conservation, education and sustainable development.

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Today, the Itoigawa UNESCO Global Geopark features 24 Geosites where visitors can experience the stories to be told by our planet’s geology and how the land has shaped our lives and communities.

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For more information about the Itoigawa UNESCO Global Geopark, visit us online at http://www.geo-itoigawa.com/eng/
Major Sites of Interest in Itoigawa

- Toyama Prefecture
- Asahi-Machi
- Uramoto
- Touzaki Coast
- Tsutsuishi
- 4BEP
- Oyashirazu Coast
- Community Road
- Oyashirazu Pier Park
- Memorial Plaza
- Ichiburi Road Station
- Echigo Ichiburi no Seki
- Oyashirazu
- By Train
- Oyashirazu Golf Course
- Fishing Park
- Ski Resort
- Major Shrine
- Jade Campground
- Hot Spring
- Beach
- "Michi no Eki"

More Information
Download our app Gururi Itoigawa or visit http://www.geo-itoigawa.com/eng/