

# Seasonal Gourmet

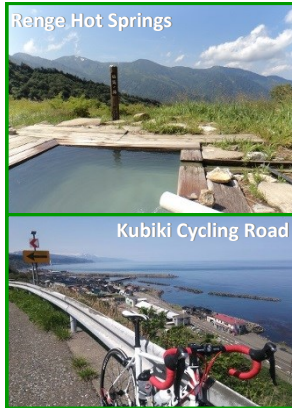


Located along the Sea of Japan, Itoigawa's cold and oxygen-rich sea is known for an exceptionally delicious bounty of sea-food. Itoigawa is a regional leader in fresh fish, shrimp, crab and more served up daily in local hotels, restaurants and bars.

Be sure to pair your catch of the day with sake produced at one five locally owned and operated sake breweries. Made traditionally with locally produced rice and locally sourced natural spring water, each sake has its own unique character!

Aside from fine seafood and sake, Itoigawa's family-run farms produce a rich harvest of fresh seasonal vegetables, *Ko-shihikari* rice, chicken, mushrooms and more!

# Hiking, Camping & More!



Itoigawa is a great destination for the adventurous or the outdoorsy. With 50 km of coastline and mountain peaks nearly 3,000 meters high, Itoigawa's outdoors have something for everyone. Enjoy Japan's beautiful natural scenery while cycling and hiking or just relax on the beach or in one of over a dozen natural hot spring baths throughout the city.

Weather not cooperating? Don't worry! Experience local culture and history at one of Itoigawa's many museums.

For more information, visit our homepage or download our app, **Gururi Itoigawa!** (App info on back of pamphlet)



## Coming to Itoigawa

Tokyo	Hokutaka Super Express Hokuriku Shinkansen	Itoigawa	Hokutaka Super Express Hokuriku Shinkansen	Tokyo
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Train Schedule

Go		Return
6:28 ⇒ 8:44	Jade Gorge Fishing Park	7:04 ⇒ 9:20
7:52 ⇒ 10:12		8:13 ⇒ 10:40
8:44 ⇒ 11:01		9:13 ⇒ 11:40
9:32 ⇒ 11:44		10:12 ⇒ 12:40
10:32 ⇒ 12:48		11:46 ⇒ 13:52
11:24 ⇒ 13:26	Fossa Magna Museum	12:46 ⇒ 14:52
12:24 ⇒ 14:34		13:46 ⇒ 15:52
13:24 ⇒ 15:26		14:46 ⇒ 16:52
14:24 ⇒ 16:34	Sumo School	15:40 ⇒ 17:52
15:24 ⇒ 17:29		16:59 ⇒ 19:12
16:32 ⇒ 18:48		17:40 ⇒ 20:00
18:04 ⇒ 20:31	Fossil Hunting	18:59 ⇒ 21:16
19:04 ⇒ 21:31		19:52 ⇒ 22:12
20:12 ⇒ 22:31		21:08 ⇒ 23:24

Smartphone App

## Smartphone App - "Gururi Itoigawa"

Available for iOS and Android devices

Interested in more information about Itoigawa and the Itoigawa UNESCO Global Geopark? Download **Gururi Itoigawa**, our free tourism information app today to explore all that Itoigawa has to offer including hotels, restaurants, activities, events, cycling routes and more!

Use the smart QR code below or search for "Gururi Itoigawa"



## More Info About Itoigawa

■ Itoigawa City Geopark Promotion Office  
1-2-5 Ichinomiya, Itoigawa, Niigata 941-8501  
**Email:** [geopark@city.itoigawa.niigata.jp](mailto:geopark@city.itoigawa.niigata.jp)  
**URL:** <http://www.geo-itoigawa.com/eng/>

Find us on

Itoigawa Global Geopark



# Itoigawa

## Hidden Beauty Along The Jade Coast

*Just a stone's throw away!*

The shores of Itoigawa are known for the pebbles of white, green and lavender jade that can occasionally be found along the water's edge. This is why it is called the Jade Coast. Only two hours from Tokyo via the Hokuriku Shinkansen, visit Itoigawa today and discover natural beauty, rich history and vibrant culture.



## Kubiki Cycling Road



Toward Nou & Joetsu

Toward Itoigawa

The **Kubiki Cycling Road** stretches 33 kilometers along the coast from Itoigawa to neighboring Joetsu City. In addition to offering gorgeous views of the **Sea of Japan**, the route passes through scenic seaside communities, **Nou Fishing Port** and **Marine Dream Nou**.

Built atop the **Old Hokuriku Main Line**, the road features a number of old train tunnels preserved as they were when they were last used over half a century ago.

**Rental bicycles** are available at Itoigawa Station and Marine Dream Nou. For information about this and other cycling routes in Itoigawa, check our smartphone app **Gururi Itoigawa** for iOS or Android. (Info on Back)

## Fossa Magna Museum



Adults: 500 yen Children: Free  
Hours: 9:00 - 16:30 Closed Mondays

Newly reopened in 2015, this “**Museum of Jade and the Earth**” features fascinating exhibits about the **Birth of the Japanese Islands**, **Itoigawa UNESCO Global Geopark**, and **Itoigawa Jade**. Discover the beauty and power of Itoigawa, Japan and our planet Earth!

After exploring the Fossa Magna Museum, try hunting for real limestone fossils outside at the **Fossil Valley outdoor activity center!** (200 yen Ages 6 and up)

## Tanimura Art Museum



Tanimura Art Museum  
Hours: 9:00 - 16:30

Designed by famed architect **Murano Togo** and featuring the Buddhist artwork of **Sawada Seiko**, this **unique art museum** is a must-see while in Itoigawa. The adjoining **Gyokusuien Garden** is a masterpiece of landscaping!

Adults: 500 yen Children: 300 yen

## Kotakigawa Jade Gorge



Kotakigawa Jade Gorge  
Admission Free

Jade Gorge Fishing Park  
Hours: 9:00 - 16:00 Fee: 2000 yen

Deep in Itoigawa's mountains the **Kotakigawa River** weaves through peaks and forests. As it passes beneath the massive limestone face of **Mt. Myojo** it forms the **Kotakigawa Jade Gorge**--Japan's first and largest deposit of jade where large boulders of **raw jade** lie strewn about the riverbed, uncovered over millions of years by natural forces. The fast currents of Itoigawa's rivers carry pebbles of jade to the sea where they are scattered along Itoigawa's famous **Jade Coast** where, with a little luck (and skill!) you may find some jade of your own!

At the nearby **Jade Gorge Fishing Park**, local residents of the Kotaki region offer visitors the opportunity to **catch and grill mountain fish** including **char (iwana)** and **trout (masu)**.

For more information about getting to the jade gorge, visit our homepage or download our free app **Gururi Itoigawa** today!

## Marine Dream Nou



Crab Boat Alley (Kaniya Yokocho)  
Hours: 8:00 - 17:30

Benten-iwa Rock

**Marine Dream Nou**, in Itoigawa's beautiful Nou Region, is a **paradise for seafood lovers**! Local fisherman and crab boats gather at the market here daily to sell their freshest catches. Choose from the mounds of crab and fish on sale and **enjoy fresh crab and seafood** on site at **Kanikani-Kan**! If you'd rather have a dine-in experience, stop in for gourmet cuisine at one of the restaurants or cafes!

During your visit to the **Nou Region**, be sure to explore the local community. **Nou Fishing Port**, **Benten-iwa Rock**, and **Hakusan Shrine** are all must visits!

## Authentic Japan



Terraced Fields

Kaga-no-I Sake Brewery  
Oldest in Niigata Prefecture

Tsutsuishi Fishing Village

From the *gangi*-lined townhouses and centuries-old businesses of **downtown Itoigawa** to tightly packed **fishing villages** and **mountain hamlets**, Itoigawa is a region full of **scenic diversity** and culture perfect for the adventurous.

With Itoigawa's smartphone app **Gururi Itoigawa** discovering the hidden beauty of this region has never been easier. Download it today and discover Itoigawa yourself!