

Tourism
観光に
恋する
おぢや

Fall in love with
sightseeing in Ojiya



Nishikigoi
carp

These are said to have originated about 200 years ago when edible carp mutated, gaining bright coloration. Since then, the breeding lines have continued to be researched and improved, and Nishikigoi carp have earned a great reputation both in Japan and abroad. In 2017, it was designated as an ornamental fish by Niigata Prefecture, and the "Rice cultivation and carp farming system utilizing the advantages of snow" was recognized as a Japanese Nationally Important Agricultural Heritage System. It has gained worldwide recognition as the "national fish" symbolizing the beauty of Japan.

Click here
for the video



Nature
自然に
恋する
おぢや

Fall in love with
nature in Ojiya



Ojiya
Hot-Air Balloon
Festival

A two-day winter tradition held in late February. As the colorful hot air balloons float over the snowy field, their burners roaring powerfully, the crowd's energy reaches its peak. The first night features the fantastical light show of the Glowing Balloon Festival, with hot air balloons and fireworks. Take a test ride and enjoy the view from the sky.

Click here
for the video



The only museum

for Nishikigoi carp in the world Nishikigoi no Sato
Japan's "swimming jewels," carefully nurtured in snow country

There is a Japanese garden outside and a viewing pond inside, so visitors can witness these beautiful "swimming jewels" up close at any time. Visitors can feed and actually touch the Nishikigoi carp too. In one section, visitors can learn about the history of Nishikigoi carp, their varieties, and breeding methods. This is a great spot for appreciating and experiencing Nishikigoi carp, which are garnering attention worldwide.

Nishikigoi no Sato



Address: 1-8-22 Jonai, Ojiya City

Great for families!

Enjoy gentle mountain hiking
Pick up some famous water at the trailhead,
and head to the summit for a spectacular view.

A 384-meter-high nearby mountain, known locally as joyama ("castle mountain"). Baba Shimizu, Niigata Prefecture's famous water located at the entrance of the trail, is perfect with tea or coffee. The trail is wide and easy to walk, offering spectacular views of Ojiya City from the top of the mountain! The hike takes less than 2 hours as a round trip, so it can be enjoyed with children.

Mt. Tokimizujo



Address: Tokimizu, Ojiya City

Pokemon manholes
Find the Pokemon-themed
manhole covers!



A manhole cover depicting the Pokemon "Magikarp" has appeared! Find all four types of Pokemon manhole covers while strolling around Ojiya City. (Total of four types installed)
©Pokémon, ©Nintendo/Creatures Inc./GAME FREAK Inc.

Soothing hot spring waters and
the delicious food of Ojiya
Relaxing and refreshing

The spring is characterized by its mild, lukewarm waters. At the bathhouse, men and women can enjoy Japanese-style Tsumugi-no-yu and Western-style Chijimi-no-yu bathing on a weekly basis. In the dining area, visitors can enjoy hegisoba buckwheat noodles and other dishes made with local ingredients.



Roadside Bathhouse Chijimi no Sato
(Day spa facility)

Address: 1670-1 Hiu-ko, Ojiya City

Designated by the national government
as an Important Intangible Folk
Cultural Property
History and culture come alive in
ushi-no-tsunotsuki bull sumo

The fierce fighting between two gigantic bulls and their wild breathing is very vivid and real! The first tournament is held on May 3 every year, and an event is held every month until the final bout in November. The live commentary at the venue is easy to understand, so even first-time spectators can feel at ease.



Ojiya Bullfighting Ring

Address: 2453 Koguriyama, Ojiya City

An easy way to
experience country living.
Day trips and overnight farm stays

Two programs are available: a one-day program where even inexperienced farmers can enjoy cultivating vegetables, and a stay program where visitors can fully enjoy countryside life at a farm with German-style "laube" accommodation facilities. Get a taste of farm living at a farm nestled in the great outdoors!



Ojiya Kleingarten
Fureai-no-Sato

Address: 1814-2, Shiodono-ko, Ojiya City

Learn, play, and stay
A great spot for exchanges
among citizens, regions, and cities

Inside the museum, visitors can experience and learn through a train driver simulator and a diorama of the Shinanogawa Power Plant, while outside they can enjoy camping, barbecues, and playing in the snow during winter. Accommodation facilities are available for study camps and training programs.



Ojiya Shinanogawa Hydroelectric
Power Station Ojāru

Address: 1216-3 Yamamoto, Ojiya City

One of the best places in Honshu
to see migrating hawks
Observation Point!



At the top of Mt. Yamamoto, observe columns of hawks circling in the clear autumn sky. Many visitors come from outside the prefecture to capture this breathtaking sight on their cameras.

Ojiya, with its four distinct seasons,
is a place to experience
the richness of life! I enjoy the great
country life while messing
around in the soil in my own field.



Relocated from Tokyo
Urei Seino

I became friends with a koi carp farmer
in Ojiya, and learned a lot about
Nishikigoi carp. This place is truly
a mecca for Nishikigoi carp!
A lot of nice people live here too.



Emigrated from
the Philippines
Roel Yoshida