

Welcome to

Ojiya

Tourist Guidebook on Ojiya City, Niigata Prefecture

Ojiya Trip



Fully
enjoy
Ojiya!



Ojiya Nishikigoi PR logo



*There are other logos.

Ojiya City where Nishikigoi (colored carp) originated widely promotes it to become the No.1 "Nishikigoi Town" in the world.



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Ojiya city mascot Yoshita-kun



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The mascot created from a bull in a bullfight is named Yoshita-kun from the chant, "Yoshita," by the handler of the fight. Yoshita is local dialect meaning "Good job."

MAP A-1

Please see page 24 for the MAP.



The facility offers free Wi-Fi.

Information herein is as of November 2020.
Please note that such information is subject to change.



Learn trivia about the city before your trip! /

Information on Ojiya

No. 1



Origin of Nishikigoi "Swimming Jewels"

Nishikigoi carp attracts attention as "Swimming Jewels" because one Nishikigoi may cost over 100 million yen. "Nishikigoi-no-Sato" is the only Nishikigoi museum in the world, where visitors can feed the carp. Every year in spring and autumn, the Nishikigoi Fair attracts many Nishikigoi lovers from overseas to see how Nishikigoi are raised in the clean water of the snow country by traditional methods.



No. 2



Shoyonshakudama of Katakai fireworks, the largest fireworks in the world!

The Katakai Festival in Ojiya has developed Shoyonshakudama fireworks. The firework explodes into a brilliant spectacle, measuring 800 meters in diameter. The beauty and dynamic sound of the fireworks is spellbinding.

No. 3



Live commentary of the bull sumo wrestling for a deeper understanding!

At the Ojiya Bullring, highlights of the bullfights are given in a live commentary for easy understanding. Know the background and each bull's signature move for a more fun, exciting and thrilling experience.

No. 4



Ojiya-chijimi, a fabric culture passed down in the region

Using a high-quality hemp fabric called Choma, Ojiya-chijimi is woven with a traditional method. It is the first Japanese fabric designated as an Important Intangible Cultural Property by the Japanese government and as an Intangible Cultural Heritage by UNESCO.

No. 5



Egami picture paper, a souvenir purchased by Ojiya merchants

During the Edo period (1603-1868), merchants selling Ojiya-chijimi in the metropolitan area often brought home Egami, or Nishikie (picture paper) as souvenirs. There are still many Egami picture papers, which are customarily used for decorations on the Girl's Day.

No. 6



Lanterns called Mando used in the Ojiya Festival have *karakuri* mechanisms

Mando used in the Ojiya Festival have moving mechanisms; therefore, they are called Karakuri Mando. Moving mechanisms are designed and created by local residents' associations and others.

No. 7



Go to Yamamotoyama Kogen to see natural landscape!

Rape blossoms in spring, sunflowers in summer, buckwheat in autumn and a sea of clouds in winter. Yamamotoyama Kogen is a scenic spot offering the natural landscape of Ojiya throughout the four seasons.

Now attracting attention
around the world!

Swimming Jewels

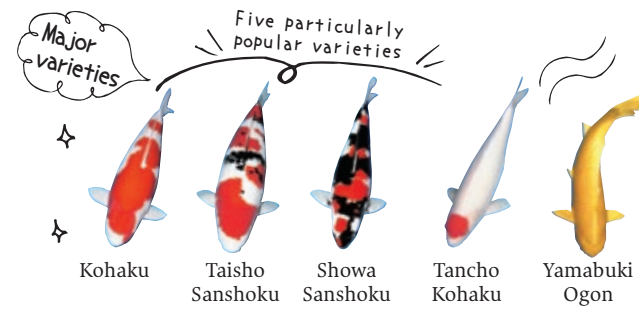
Nishikigoi

Watch the
movie from
here



Originated in Ojiya! Beginning of Nishikigoi

Nishikigoi (colored carp) first appeared in the first half of the 19th century during the Edo period (1603-1868). It is said that they first emerged as a result of a sudden mutation in carp that were bred for food at Nijyumurago (a part of present day Ojiya City, Nagaoka City and Uonuma City) in Niigata. Research and improvement followed, new varieties came about, and they soon began to attract attention as ornamental fish from overseas for the number of varieties and high quality. Each Nishikigoi has a different pattern, and it is said no two are alike.



This is the only Nishikigoi museum in the world. There is a pond in a Japanese garden and another pond in the museum building where visitors can see over 300 carp of approximately 20 varieties swimming gracefully. There is also an area where visitors can learn about the history and varieties of Nishikigoi carp.

Visitors can feed the carp!



Nishikigoi-no-Sato (Nishikigoi museum)

MAP B-3
1-8-22 Jonai, Ojiya City
Tel: (+81) 258-83-2233
Hours: 9:00 a.m. - 6:00 p.m.
*Until 5:00 p.m. between December and February
Admission: Adult/ 520 yen
Elementary and junior high students/ 310 yen

Visit the website
from here



Simple and Cool

Ojiya-Chijimi

A hemp fabric culture has existed in Ojiya for approximately 1,200 years. Ojiya-chijimi is a traditional fabric that first emerged in the early Edo period (1603-1868) when Masatoshi Horijiro came from Harima Akashi and improved Echigo hemp fabric. Its characteristic creases, called "Shibo," give it a distinctive coolness and texture. Ojiya Tsumugi and Katakai cotton are also popular among Kimono fans.



Ojiya City Sogo Sangyo Kaikan
in Sun Plaza

Ojiya Orimono Kobo (Ojiya fabric workshop)

Located on the first floor, Orinoza is a hands-on fabric gallery where visitors not only learn about the history of textile technology, but they can also try making a coaster using its unique weaving technique. Apparel and interior goods made with Ojiya's traditional fabric can be purchased at Takuminoza on the second floor.

MAP B-3

1-8-25 Jonai, Ojiya City
Tel: (+81) 258-83-2329



Designated Important Intangible Cultural Property by the Japanese government
Registered Intangible Cultural Heritage by UNESCO



Jackets and shirts made with Ojiya-chijimi fabric are also sold here. They are fashionable and fit wonderfully!



Buckwheat noodles
in a textile town!

Hegisoba

When you visit Ojiya, you must try Hegisoba buckwheat noodles. Seaweed called *funori* for gluing fabric is used as a binding agent, which makes noodles smooth and firm. Bite-size portions are beautifully arranged on a square, board-like dish called a hegi.



List of Soba Noodle Shop

- Ojiya Soba Wada** ☎ 0120-459-883
1-2-2 Touei, Ojiya City (Toll free. Available in Japan only.)
- Wataya Main Shop** ☎ (+81) 258-82-2258
2-3-34 Honcho, Ojiya City
- Wataya Hirasawa Shop** ☎ (+81) 258-83-0588
1-8-5 Hirasawa, Ojiya City
- Ojiya Soba Kadoya** ☎ (+81) 258-83-2234
4992 Sakuramachi, Ojiya City
- Fukumasu** ☎ (+81) 258-82-2624
1413-1 Sakuramachi, Ojiya City
- Suzakaya** ☎ (+81) 258-82-3295
1721-1 Kowada, Ojiya City
- Maruichi** ☎ (+81) 258-86-3037
794-1 Mattocho Otsu, Ojiya City
- Yudokoro Chijimi-no-Sato** ☎ (+81) 258-81-1717
1670-1 Oaza Hiu Ko, Ojiya City

Excitement in the Spring

This Is Bullfighting in Echigo

Spectacular sight

Nationally Important Intangible Folk Cultural Property

So Powerful

Watch the movie from here



Bull vs. Bull!

Bull vs. Seko!?

Opening of Bull Sumo Wrestling



Mystical cherry blossoms floating in the spring night

Cherry blossoms in Funaoka Park [MAP](#) B-3



Yellow carpet extending yonder

Oilseed flowers at Yamamotoyama Kogen [MAP](#) C-4

Bull Sumo Wrestling

The sight of two huge bulls weighing more than one ton each crashing into each other as handlers called seko supervise the battle chanting "Yoshita!" is a sight to see. The fact that 400 brave bulls took part in this exciting sacred event for over three days was recorded in a book published 200 years ago. Higashiyama villagers, who raise these special bulls as members of their family, believe it has a history that stretches back 1,000 years. The first tournament of the year is held on May 3rd and one tournament is held every month until November.



Watch the brave sekos separating the excited bulls

Ojiya Bull Sumo Wrestling Arena

A total of 15 to 20 matches per day take place during the tournament. Live commentary is provided to first-time spectators for easy understanding.

Admission (including tax)/
General 1,000 yen
VIP 2,000 yen
Parking / Free (space for 300 vehicles)

Once a month in May–November

*Held from noon on the first Sunday of the month except in May and August

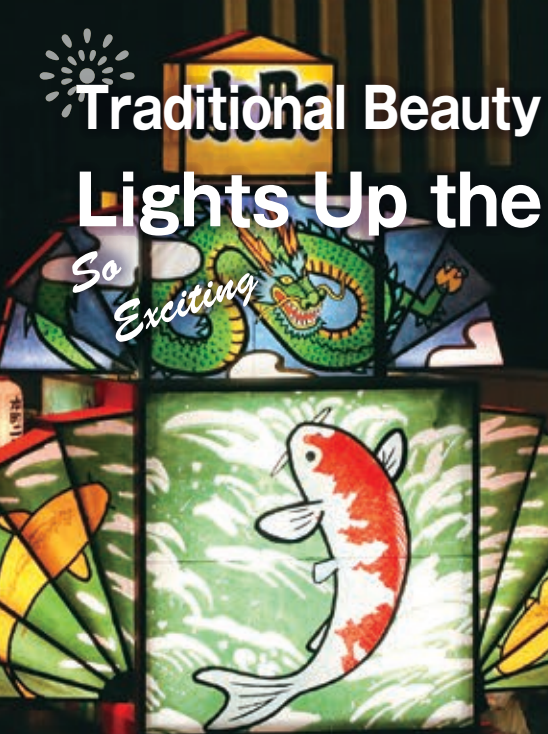
Obtain information on event dates and access routes from here



Tel: (+81) 258-83-3512 (Ojiya City Tourism and Exchange Section)

Traditional Beauty of Ojiya (Must-see Mando) Lights Up the Summer Sky

So Exciting



Watch the movie from here



Ojiya Festival
Participated by people from every corner of the city

Contrast to the summer sky



Sunflower field at Yamamotoyama Kogen [MAP C-4](#)

Sunset coloring the shelf pond



Carp nursery pond in Higashiyama District [MAP D-2](#)



The finale features super-sized fireworks over 1,000 meters wide!

Ojiya Festival

Held at the end of August, this grand festival is the largest in Ojiya. It features fireworks, Bon dances by people from every corner of the city and a Karakuri Mando Parade. Mando floats with *karakuri* mechanisms designed and created by neighborhood and citizen's groups parade through the town accompanied by musical instruments and chanting.

Honcho Dori / Karakuri Mando Parade [MAP C-3](#)

Nikko Shrine Festival

Loved by locals, this traditional event featuring culturally valuable folk arts such as the Honen Shishimai dance and Mikojii-Ningyo-Ayatsuri puppets. It is held in around the middle of July every year.

Nikko Shrine [MAP C-3](#)

- 1 Mikojii-Ningyo-Ayatsuri puppets
- 2 Honen Shishimai dance



Will there be fireworks next year?

Fireworks Filled with Our Thoughts Set Off to the Autumn Night Sky

So Emotional



Asahara Shrine / Katakai Firework venue [MAP](#) B-1

Katakai Fireworks

The Asahara Shrine Autumn Festival is held on the 9th and 10th of September every year. Fireworks are a symbolic offering to the shrine, and the festival is famous for Yonshakudama, the largest fireworks in the world. For locals, the fireworks are a "pride of the city they demonstrate" in celebrating Coming of Age (for 20-year-olds), Kanreki (for 60-year-olds) and other special events. Around Asahara Shrine, many booths and food stalls offer food and souvenirs. It is truly a wonderful old-style festival.

Watch the movie from here



Enthusiasm and Excitement
Katakai Festival



Sparkling field before the harvest

Terraced fields of Sodenosawa [MAP](#) C-5



Looking forward to the soba harvest

Buckwheat field at Yamamotoyama Kogen [MAP](#) C-4

Beautiful Snow Country

White Snow and Brilliant Colors

So Beautiful



Festival of white color and light
Ojiya Hot-Air Balloon Festival

Ojiya Hot-Air Balloon Festival venue [MAP](#) B-3

Ojiya Hot-Air Balloon Festival

Numerous colorful hot-air balloons float above the white snow-covered fields as though in a winter fairytale. This event takes place for two days at the end of February. The first night features a balloon contest and fireworks. This magical world is worth seeing.

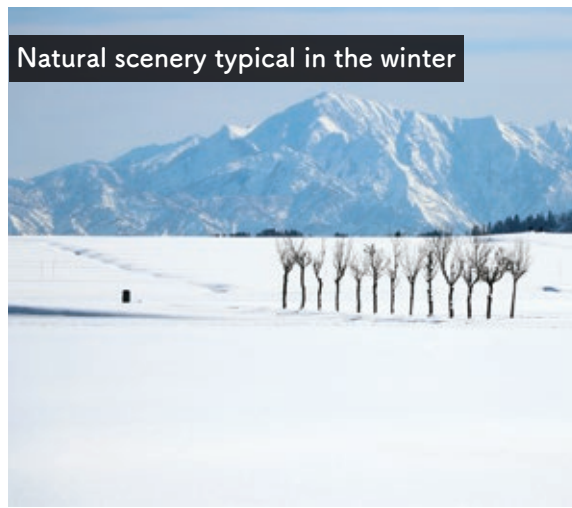


Glowing balloons in the night sky



Kamakura igloo snow light and winter fireworks

Yamaya Tsubono Honyarado Festival [MAP](#) B-2

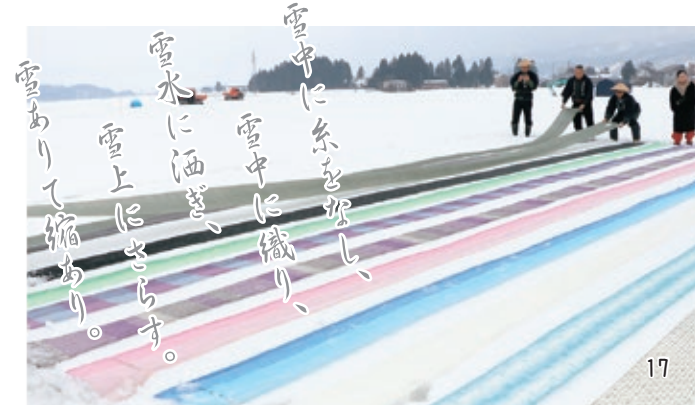


Natural scenery typical in the winter

Hasaki for drying rice at Ikegahara [MAP](#) C-4

Bleaching Ojiya-Chijimi on Snow

Ojiya-chijimi is laid out on the snow for bleaching at the Ojiya Hot-Air Balloon Festival venue. This is a traditional method of finishing the fabric with vivid colors.



雪ありて縮あり。
 雪上にさらす。
 雪水に洒ぎ、
 雪中に織り、
 雪中に糸を染し、



Attractive majestic nature! Sightseeing Spots



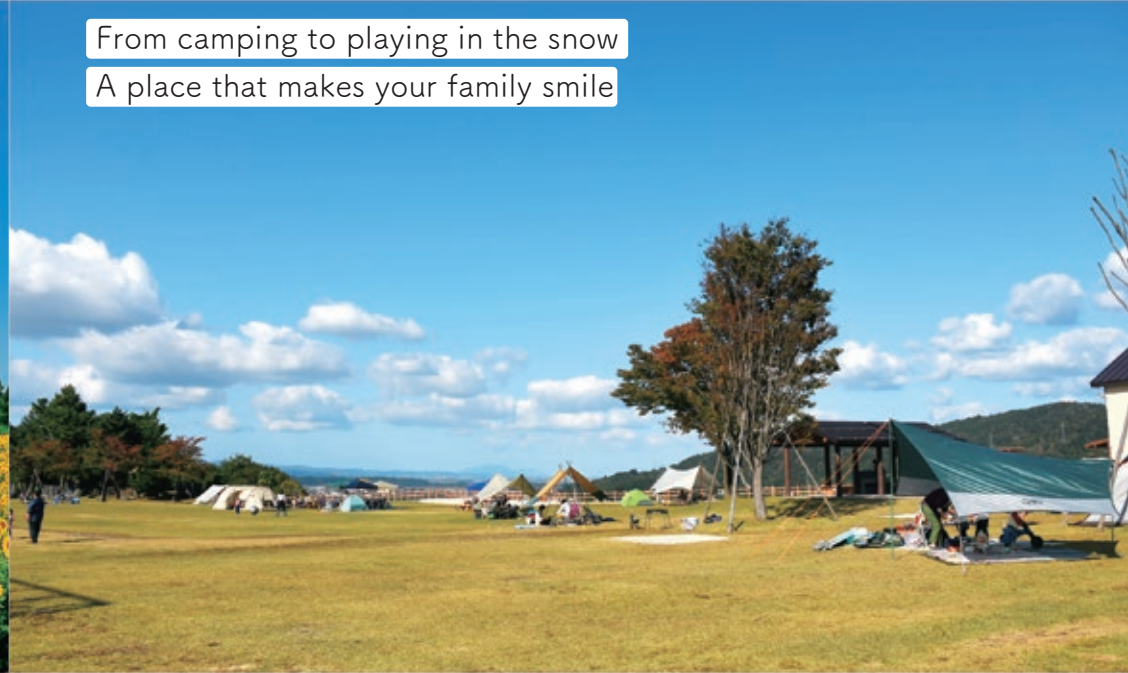
Beautiful plateau

Where refreshing river breezes blow



From camping to playing in the snow

A place that makes your family smile



Yamamotoyama Kogen (Yamamotoyama Highland)

Located 336 meters above sea level, the observatory at Yamamotoyama Kogen offers a view of the three mountains of Echigo, the Aizu mountain range, and the Shinano River. Autumn attracts many birdwatchers because this is considered one of the best birdwatching spots in the eastern Japan to watch migrating bird of prey such as eagles and hawks.



MAP C-4

Yamamoto, Ojiya City
Tel: (+81) 258-83-3512
(Ojiya City Tourism and Exchange Section)

Ojāru, Citizen's House

Ojiya Shinanogawa Hydroelectric Power Station

This is a place of residents and visitors to relax and to learn about hydropower generation and the Shinanogawa River. It also offers lodging. Simulators allow visitors to experience how it feels to be a driver, which is fun for children. A campground and barbecue pits are available for outdoor pleasure. People can play with snow during the winter season. Many couples visit to ring the "Koryu-no-kane (Bell of Exchange)," the symbol of the facility.

MAP C-4

1216-3 Yamamoto, Ojiya City
Tel: (+81) 258-82-2478
Hours: 9:00 a.m.–6:00 p.m.
(until 5:00 p.m. from November to March)
Closed: Wednesdays (Closed between December 29 and January 3)
Admission: Some sections require admission.



Visit the website from here



(Japanese only)





Enjoy delicious Ojiya specialties
after a bath in *onsen* spa



Yudokoro Chijimi-no-Sato's mascots
Chijimi-chan Tsumugi-kun

Yudokoro Chijimi-no-Sato (day-use hot spring)

Onsen spa having no lodging facilities annexed to a roadside station. There are two types of baths: a Japanese-style Tsumugi-no-yu and a western-style Chijimi-no-yu. One week, the Japanese-style bath is reserved for men, and the western-style is reserved for women; the next week, women use the Japanese-style bath, and men use the other. The restaurant serves Hegisoba buckwheat noodles and chewy udon noodles, as well as bountiful set meals. Ojiya souvenirs are sold at the shop.



MAP C-3

1670-1 Oaza Hiu Ko, Ojiya City
Tel: (+81) 258-81-1717
Hours: 10:00 a.m.–10:00 p.m.
(admission closed at 9:00 p.m.)

Closed: Wednesdays
(open if a Wednesday falls on a holiday)

Admission: Adults 900 yen / Elementary school students 500 yen
(700 yen for adults and 300 yen for children after 6:00 p.m. on weekdays, and 8:00 p.m. on weekends and holidays)



Restaurant building
telling about the prosperity of Ojiya



Ishokutei Tochu

This restaurant continuing from the Edo period (1603-1868) is famous for its Ume-no-ma room where Tsuginosuke Kawai had lunch after meeting with the new government army. Registered tangible cultural property.



MAP C-3

11-11 Motomachi, Ojiya City
Tel: (+81) 258-82-2033
Hours: 11:00 a.m.–1:30 p.m. (Last order) 1:30 p.m. /
5:00 p.m.–11:00 p.m.
(Cafe opened to 4:00 p.m. Reservations required for dinner hours)
Closed: Irregular



Wealthy merchant's mansion in Ojiya Nishiwaki Residence

Nishiwaki residence was the home of a wealthy merchant during the Edo (1603-1868) and Meiji (1868-1912) periods. Today, the residence is open to the public and visitors can see its stately garden changing with each season.

And More

MAP B-3

2-7-6 Honcho, Ojiya City
Tel: (+81) 258-82-3000
Hours: 10:00a.m.–4:00p.m.
Closed: Wednesdays
Admission: Adult/ 300 yen
Elementary and junior
high students/ 150 yen



Let's Go Shopping

Pick Up Your Souvenirs!

Line-up of delicious and delightful souvenirs manufactured using traditional Ojiya techniques



Ojiya soba buckwheat noodles

Take home delicious buckwheat noodles made with high-quality buckwheat flour and *funori*.



Ojiya fabric goods

Crisp texture of hemp feels good to the touch.
Decorate your room with high-quality apparel and accessories.



Koshihikari rice from Uonuma

Rice with distinctive sweetness and stickiness.
Rice brand famous throughout Japan.



Japanese Sake

Delicious sake exhibiting the skill of Echigo brewers using sake rice grown in a rice-producing area and fresh water.



Miso / Soy sauce

Exquisite Echigo miso, soy sauce and other seasonings loved by local people.



Sweet potato pudding

Flavor making the most of sweet potato.
Hand-made by farmers.

Unique products using Kaki-no-tane rice crackers



Rice crackers

Special flavor of rice crackers made in a rice-producing area.



Confectioneries

There are many confectioneries with the motif of Ojiya traditions, such as Nishikigoi carp and fireworks.



Full line-up of souvenirs /

Ojiya City Sogo Sangyo Kaikan Sun Plaza, Ippinkan

There is a full line-up mainly of products from Ojiya. Many of the products sold at Ippinkan are also available through "Ojiya Fan Club" online shop which is convenient for repeat purchases.

MAP B-3

1-8-25 Jonai, Ojiya City
Tel: (+81) 258-83-4800
Hours: 9:00 a.m.-5:30 p.m.
*Until 5:00 p.m. from December to February

Sun Plaza



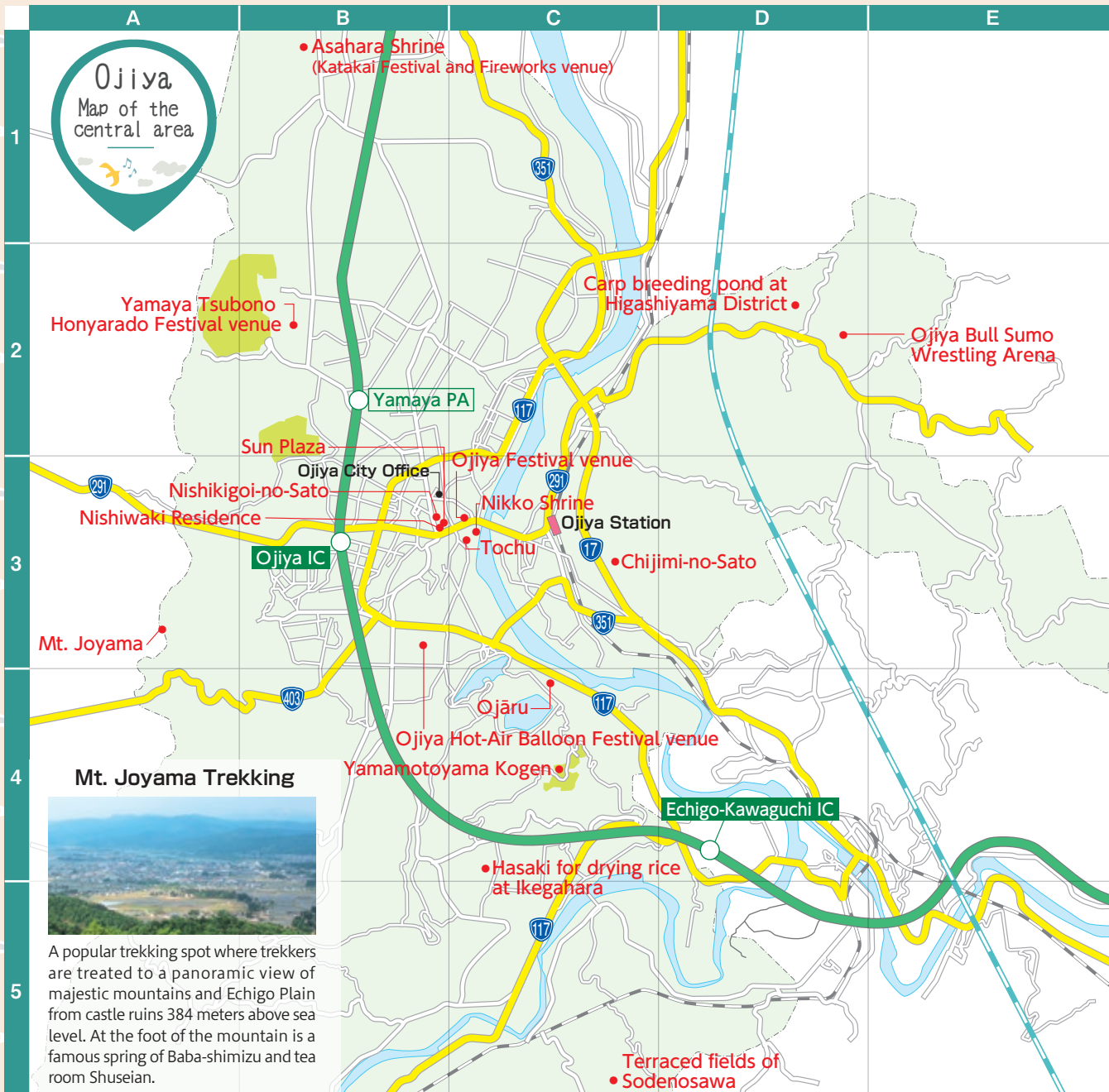
(Japanese only)



Online shop



(Japanese only)



Mt. Joyama Trekking

A popular trekking spot where trekkers are treated to a panoramic view of majestic mountains and Echigo Plain from castle ruins 384 meters above sea level. At the foot of the mountain is a famous spring of Baba-shimizu and tea room Shuseian.

Ojiya City List of Lodging Facilities

- Hotel Senkei**
2-2-1 Jonai, Ojiya City Tel: (+81) 258-82-5651
- Hotel Plaza Katayama**
1-7-3 Honcho, Ojiya City Tel: (+81) 258-82-2051
- Hotel New Plaza**
1-2-35 Jonai, Ojiya City Tel: (+81) 258-82-1185
- Ojiya Park Hotel**
2-6 Inarimachi, Ojiya City Tel: (+81) 258-82-0089
- Ryokan Inn Kawagishiya**
1-2-3 Toei, Ojiya City Tel: (+81) 258-82-2161
- Ryokan Inn Kaminoyu**
546-2 Oaza Hiu Tei, Ojiya City Tel: (+81) 258-82-4838
- Ryokan Inn Gyoden**
2-6-21 Honcho, Ojiya City Tel: (+81) 258-82-2031
- Ryokan Inn Miya**
2-2-2 Funaoka, Ojiya City Tel: (+81) 258-82-4581
- Guest House Maruichi**
794-1 Mattocho Otsu, Ojiya City Tel: (+81) 258-86-3037
- Ojiya Furusato-no-Oka Youth Hostel**
2063 Oaza Koguriyama, Ojiya City Tel: (+81) 258-59-2951
- Farmer's Inn Shinsuke**
3736-3 Oaza Minaminigoro, Ojiya City Tel: (+81) 258-59-2779
- Farmer's Inn Okko-no-ki**
(Nationally Registered Tangible Cultural Property Building)
2518 Mattocho Bo, Ojiya City Tel: (+81) 258-86-7998
- Farmer's Inn Hendon**
3382 Oaza Iwasawa, Ojiya City Tel: (+81) 258-89-8220
(Iwasawa Achikotaneeze)
- Shimin-no-le (Ojāru)**
1216-3 Yamamoto, Ojiya City Tel: (+81) 258-82-2478

Access Map

Time required from major airports

✈ From Niigata Airport

Approximately **1 hr. 30 min.**

Via Hokuriku Expressway

✈ From Narita Airport

Approximately **4 hr.**

Via Metropolitan Inter-City Expressway and Kanetsu Expressway

✈ From Haneda Airport

Approximately **3 hr. 30 min.**

Via Kanetsu Expressway

✈ From Komatsu Airport

Approximately **3 hr. 20 min.**

Via Hokuriku Expressway



Various methods of transportation

By Joetsu Shinkansen

From Tokyo Station
Joetsu Shinkansen⇒JR Joetsu Line
(Transfer at Urasa Station)

Approximately **2 hr.**

From Niigata Station
Joetsu Shinkansen⇒JR Joetsu Line
(Transfer at Nagaoka Station)

Approximately **50 min.**

*Not including transfer and waiting time

By Expressway

From Nerima IC
By Kan-etsu Expressway
Approximately **2 hr. 30 min.**

From Takasaki IC
By Kan-etsu Expressway
Approximately **1 hr. 30 min.**

From Niigata-Nishi IC
By Hokuriku or Kan-etsu Expressway
Approximately **50 min.**

From Joetsu IC
By Hokuriku or Kan-etsu Expressway
Approximately **60 min.**

By Express Bus

From Ikebukuro
By Kan-etsu Expressway
Approximately **4 hr.**

Nagaoka Station

Approximately **20 min.**

- Miyauchi Station
- Echigo-Takiya Station
- Ojiya Station
- Echigo-Kawaguchi Station
- Kita-Horinouchi Station
- Echigo-Horinouchi Station
- Koide Station
- Yairo Station

Approximately **30 min.**

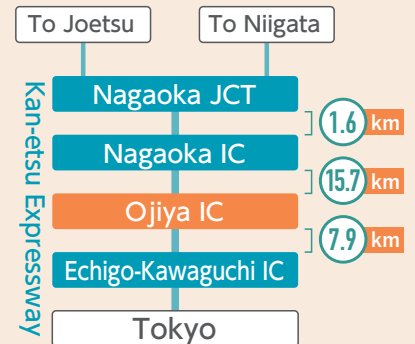
Urasa Station

Tokyo

Check out Ojiya Station!



The underground passage in front of JR Ojiya Station is in the shape of Nishikigoi carp, a symbol of the city. Walk into the passage imagining the fun you will be experiencing as you travel in Ojiya.





Inquiries:

Ojiya Tourism Center

Sun Plaza, 1-8-25 Jonai, Ojiya City, Niigata 947-0028

Tel: (+81) 258-83-4800

E-mail: info@ojiyasunplaza.jp

URL: www.ojiyasunplaza.jp

Ojiya City Tourism and Exchange Section/Ojiya Tourism Association

Tel: (+81) 258-83-3512

E-mail: kanko@city.ojiya.niigata.jp

URL: www.city.ojiya.niigata.jp/site/kanko/

URL: www.ojiyakanko.com



Planned by Ojiya City Tourism and Exchange Section
Produced by Daiichiprinting Co., Ltd.

