

Ojiya Tourism Center
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 Tel: 0258-83-3512, Fax: 0258-83-0871
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 Ojiya City website: <http://www.city.ojiya.niigata.jp>
 Ojiya Tourism Association website: <http://www.ojiyakanko.com>

Inquiries

When Traveling by Expressway
 From Nerima I.C.:
 Approximately 2 hours 30 minutes
 by Kan-Etsu Expressway
 From Takasaki I.C.:
 Approximately 1 hour 30 minutes
 by Kan-Etsu Expressway

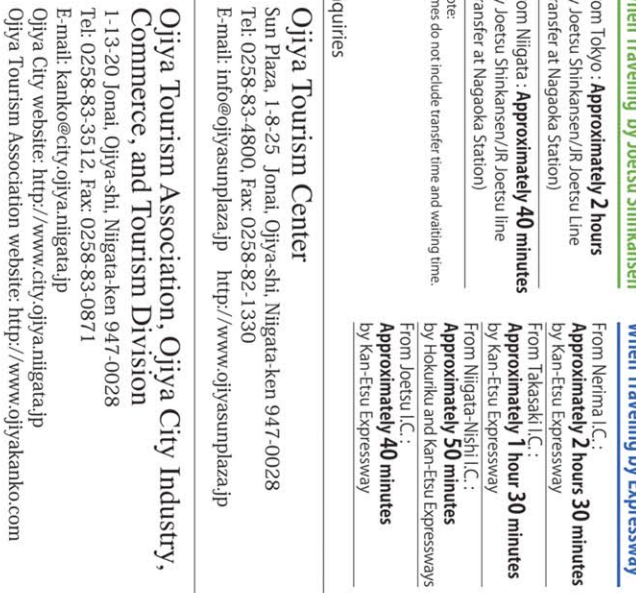
When Traveling by Joetsu Shinkansen
 From Tokyo: Approximately 2 hours
 by Joetsu Shinkansen/JR Joetsu Line
 (transfer at Nagaoka Station)
 From Niigata: Approximately 40 minutes
 by Joetsu Shinkansen/JR Joetsu line
 (transfer at Nagaoka Station)

Note:
 Times do not include transfer time and waiting time.

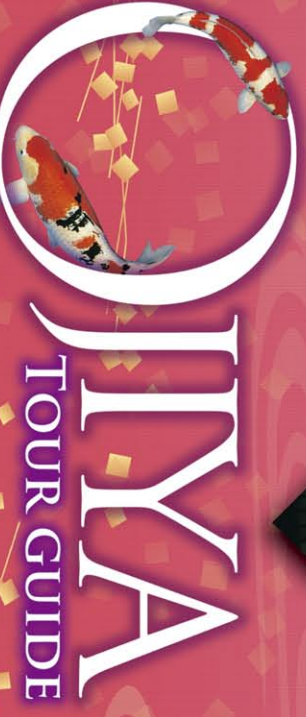
From Joetsu I.C.:
 Approximately 40 minutes
 by Kan-Etsu Expressway

From Niigata-NISHI I.C.:
 Approximately 50 minutes
 by Hokuriku and Kan-Etsu Expressways

From Joetsu I.C.:
 Approximately 40 minutes
 by Kan-Etsu Expressway

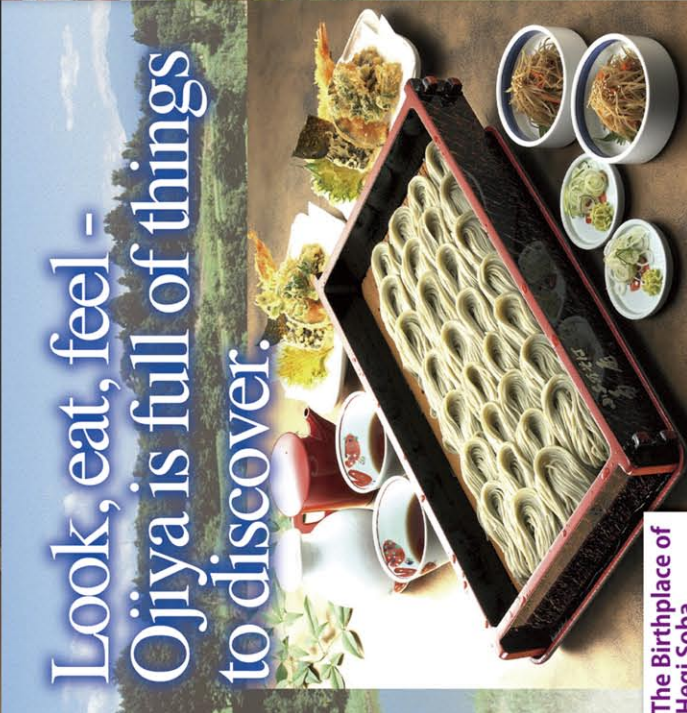
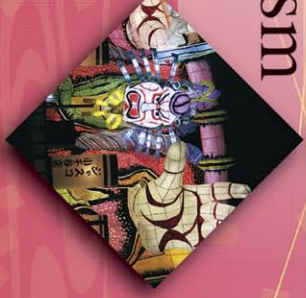


Enjoy the
 relaxed pace
 of life in Ojiya.



小千谷観光案内

Welcome to Ojiya.
 Ojiya Tourism
 Information



Look, eat, feel -
 Ojiya is full of things
 to discover.

The Birthplace of
 Hegi Soba



Ojiya Soba

Soba, or buckwheat noodles, are a traditional food of Japan with a history. Ojiya Soba is particularly popular for its hearty, chewy texture. In general, a type of seaweed algae is used to bind soba flour. Ojiya Soba is also called *hegi soba*, which gets its name from a large container used for serving soba.

There are many soba houses throughout the city where you can try Ojiya Soba.



Mochi and Sasa Dango

Niigata is famous for its *sasa dango* (dumplings) and *mochi* (rice cakes). Heart and soul goes into making these treats with carefully-selected glutinous rice.



Miso and Soy Sauce

These condiments are essential for Japanese food, and represent traditional flavors passed down by artisans.



Unuma Koshihikari Rice

This is delicious rice that is carefully grown using water flowing into rice fields from melted snow.



Bull Horn Fight

Bulls butting heads is truly an amazing sight to behold, and a long-standing tradition of Ojiya that has been passed down over many years. Echigo horn fights end in a draw as a rule. The bravery and fine skill of releasing excited bulls with a stick is spectacular.

The Birthplace of the
 Nishikigoi



Nishikigoi

Nishikigoi, a variety of carp, is loved by many as a "swimming jewel", garnering attention from all over the world. Nishikigoi swim year round to the delight of all. The Kohaku, Taishosanke, and Showa Sanshoku varieties are popular for their traditional coloring and mottling.



Snow

Ojiya is one of Niigata's snowiest regions: From two to four meters of snow can accumulate in the winter, turning the world into a silver landscape.



The Birthplace of the
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Yearly Autumn Festival at Asahara Shrine - Fireworks Dedication

The Katakai fireworks display (Ojiya City) held every September 9 and 10 is known all over Japan for its Shoyon-Shakudama fireworks.

The Birthplace of the Shoyon-Shakudama Fireworks



Shopping



Ojiya Chijimi

Ojiya Chijimi is a modified version of Echigo cloth, which has been woven in Ojiya since the Edo period. In the mid-Edo period weaving of Ojiya Tsumugi began, a type of silken cloth with a unique shine.



Ojiya Balloon Festival

This grand spectacle is held on a snowfield. Large hot air balloons vividly color the pure white snow-covered fields as they challenge the open sky. At night the balloons glow like lanterns, illuminating the field for a dreamlike scene.

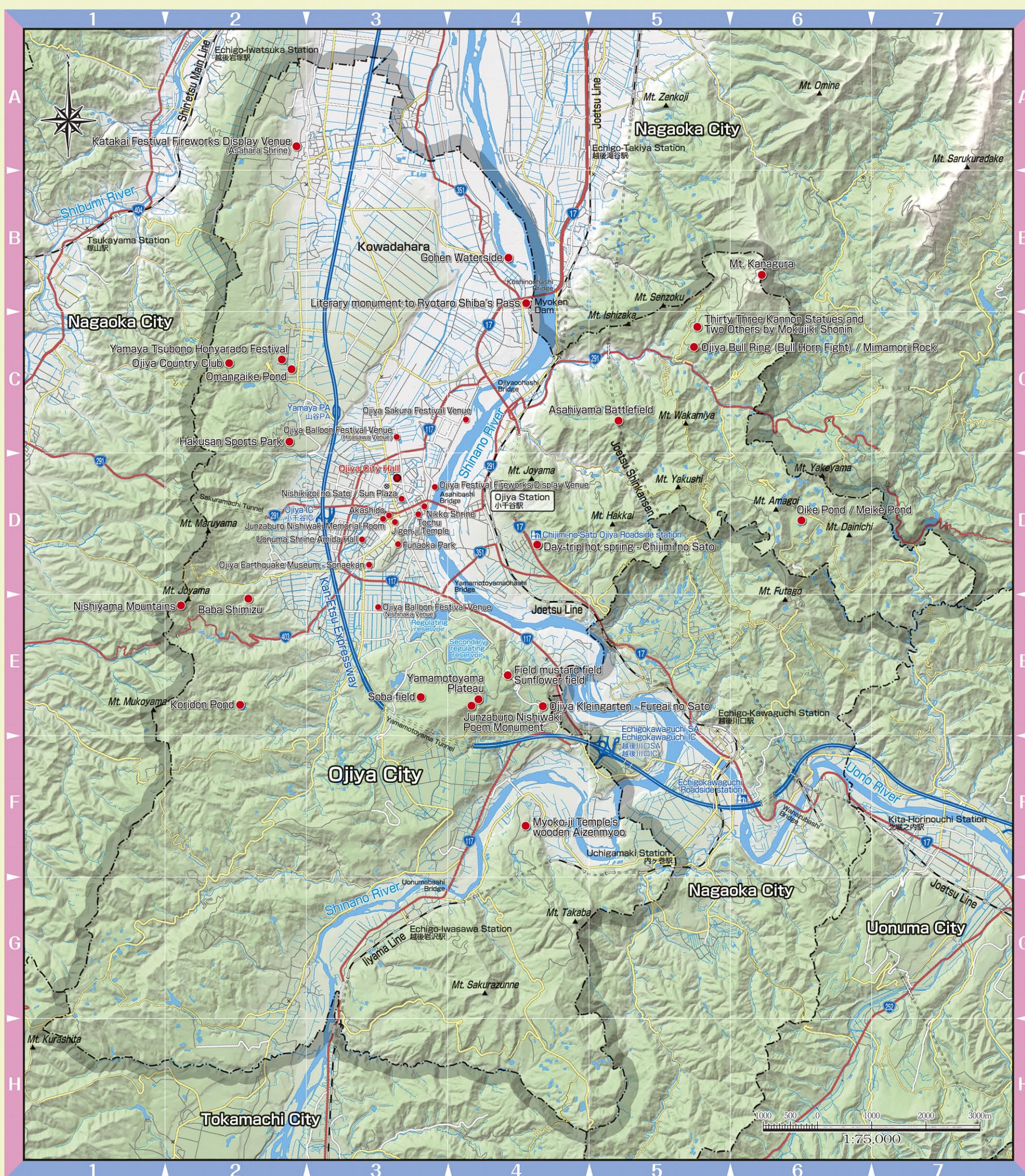
Welcome to
 Ojiya.

Ojiya has a nostalgic feel even
 when you visit for the first time.

Visit the sights, sample the
 famous eats, experience the
 local specialties, and interact
 with the warm locals.

A trip to Ojiya is packed with charm.





この地図の作成に当たっては、国土院院長の承認を得て、同院発行の数値地図(国土基本情報)電子国土基本図(地図情報)、数値地図(国土基本情報)電子国土基本図(地名情報)及び数値地図(国土基本情報)基礎地図情報(数値標高モデル)を使用した。(承認番号 平27情使、第421号)

See the natural and historical sights that gave birth to Ojiya.

Enjoy Ojiya Walking Map



Nishikigoi no Sato
錦鯉の里 MAP D 3

You can view approximately 40 different kinds of Nishikigoi in this amazing Japanese garden with natural stones near Sun Plaza. You can also get up close to feed the fish.



Sun Plaza
サンプラザ MAP D 3

This tourist spot has everything Ojiya related, from souvenirs to local specialties, and sightseeing. You can also enjoy food and a hands-on weaving experience. Its location in the city and large parking lot make it convenient.



Bull Horn Fight
牛の角突き MAP C 5

Cheers break out along with cries of "Yoshita!" when the skills of those using a stick to hold back the bulls are seen. This traditional event is seen in the Edo period best seller Eight Dog Chronicles.



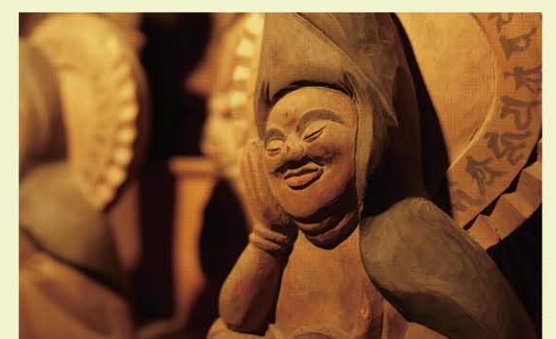
Day-trip hot spring - Chijimi no Sato
日帰り温泉 湯どころ「ちぢみの里」 MAP D 4

There are two large, separate baths for men and women, including open-air baths, saunas, and Jacuzzis. The stone sauna is also available as a refreshing way to relax after tiring travels. You can also enjoy the famous Ojiya Soba.



Myoko-ji Temple's wooden Aizenmyoo
妙高寺 木造愛染明王坐像 MAP F 4

This is the principal image of Myoko-ji Temple and designated as an important cultural property by the Japanese government. It is also very famous as a matchmaking Buddha. The statue of Aizenmyoo is unveiled each month on the 26th.



Thirty Three Kannon Statues and Two Others by Mokujiki Shonin
木喰上人作三十三観音他二像 MAP C 5

Mokujiki Shonin traveled all around Japan carving statues of smiling Buddhas in his wish to make others happy. This is designated as a cultural property by the government of Niigata.



Uonuma Shrine Amida Hall
魚沼神社 阿弥陀堂 MAP D 3

This was built during the Muromachi period (1563) and is designated as an important cultural property by the Japanese government. Uonuma Shrine was built during the age of civil strife where Uesugi Kenshin prayed for victory in battle when he sent troops to Kanto.



Ojiya Earthquake Museum - Sonaekan
震災ミュージアム「そなえ館」 MAP D 3

On October 23, 2004, a magnitude 6.8 earthquake centered in the Chuetsu region occurred. This museum is a hands-on facility that shows the road from the earthquake to rebuilding in chronological order.