

手軽で、おトクなタクシー観光  
Easy, great-value sightseeing by taxi

April 1, 2025 - March 31, 2026

# 駅から観光タクシー

Hop on a sightseeing taxi at the station

## Itinerary 1

Echigo Hillside Park/ Yukiguni Botanical Gardens/  
Niigata Prefectural Museum of History and Eguchi Dango



## Itinerary 2

Experience the allure of Nagaoka Fireworks  
Roadside Station The Nagaoka Fireworks Museum  
and Hotoku Inari Taisha



## Itinerary 3

Stroll around Brewing Town Settaya,  
Koryu Shrine (Spiritual Power Spot)



Explore popular tourist attractions in  
Nagaoka by taxi

# 6 itineraries

## Itinerary 4

Explore Yamakoshi,  
an unspoiled Japanese landscape



## Itinerary 5

Stroll around Tochio,  
a town of covered alleys and "Aburage"



## Itinerary 6

Teradomari Fish Market Street and  
Roadside Station Ryokan-no-sato Washima



No reservations required in advance

Come to the **Tourism Information office** located on the second floor of Nagaoka Station before getting in the taxi.

If staff are not present, take one of the sightseeing taxi tickets for your desired itinerary for a taxi that is available in front of the Tourist Information office and show the ticket to the taxi driver.



Flat-rate system (same rate for 1-4 passengers)

- 2 hours ..... 8,000 yen / taxi
- 2.5 hours ..... 10,000 yen / taxi
- 3 hours ..... 12,000 yen / taxi

Note: Prices are subject to change due to price revisions.

Note: The taxi driver does NOT provide tours at each attraction.





Omotenashi sign

## ● Complimentary gifts at certain facilities

Show your taxi ticket at facilities marked with **“Omotenashi (hospitality)”** on the itinerary. The facilities offer a little small something or gifts. Look for the sign shown inside the facility.

# 1

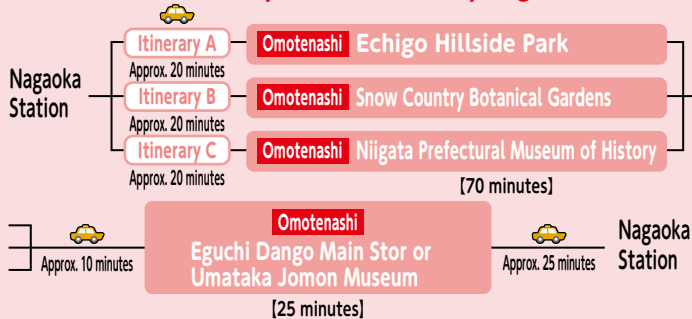
## Echigo Hillside Park/ Yukiguni Botanical Gardens/ Niigata Prefectural Museum of History and Eguchi Dango

Experience the nature and history of Nagaoka and enjoy popular Eguchi Dango.



- **Available period:**  
April 1 – March 31 of the following year  
Note: excluding August 2 and 3, December 26 – January 2
- **Available hours**  
9:30 am – 3:00 pm
- **Itinerary**  
2.5 hours: 10,000 yen/ taxi (same rate up to 4 passengers)

● **Select either itinerary A, B, or C when you get in the taxi**



Note 1: Check the date of operation and hours for each facility before selecting and beginning the itinerary.  
Note 2: Wear comfortable shoes.



### Echigo Hillside Park

Phone: 0258-47-8001

Enjoy exploring nature in the park where seasonal flowers, including hepatica, tulips, roses, and cosmos, blossom throughout the year. There is also plenty of wooden playground equipment, a water splash pad, and fun bike rides for small children. (\*2)



### Niigata Prefectural Museum of History

Phone: 0258-47-6130

The lifestyle of people in the snow country during the mid-1950s to 1960s as well as how the Jomon people lived throughout the year are recreated in the life-sized diorama. Walk through the diorama exhibitions to step back in time.



### Yukiguni Botanical Gardens

Phone: 0258-46-0030

Yukiguni Botanical gardens that recreated natural vegetation utilizing the villages of the snow country. Visitors can enjoy yukiwariso primrose and snow camellia in spring and other seasonal plants. (\*2)



### Eguchi Dango Main Store

Phone: 0258-47-4105

A long-established Dango store in Nagaoka. Surrounded by woodlands and a river, visitors can enjoy the slow-paced nostalgic landscape together with sweets in the store which was renovated from a historic old house.



### Umataka Jomon Museum

Phone: 0258-46-0601

A museum where visitors can learn about the flame pots and Jomon villages. You can experience life and art from 5000 years ago.

# 2

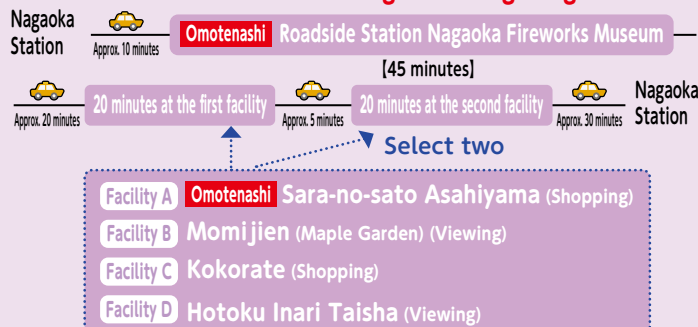
## Experience the allure of Nagaoka Fireworks Roadside Station Nagaoka Fireworks Museum and Hotoku Inari Taisha

Visit a large Inari shrine after experiencing the allure of Nagaoka Fireworks



- **Available period**  
April 1 – March 31 of the following year  
Note: Excludes August 2 and 3, December 30 – January 2  
Wednesdays in December through March (the following weekday if it falls on a national holiday)
- **Available hours**  
9:30 am – 2:30 pm
- **Itinerary**  
2.5 hours: 10,000 yen/ taxi (same rate up to 4 passengers)

● **Select two from facilities A through D when getting in the taxi**



Note: The worship hall of the Hotokusan Inari Taisha Shrine varies depending on the season. (Main Shrine: Mid-April to Early November/ Inner Shrine: Early November to Mid-April)  
Note: Momijien (Maple Garden) is closed during the winter months (December to March).  
Visitors must exit the taxi in the parking lot and walk to the maple garden when an event is taking place.



### Roadside Station Nagaoka Fireworks Museum

Phone: 0258-86-7766

A tourism facility where visitors can enjoy Nagaoka Fireworks throughout the year, including a restaurant and a gift shop. The dome theater where you can experience virtual Nagaoka Fireworks showtimes are four times a day. (11:00 am/ 1:15 pm/ 2:45 pm/ 4:15 pm) (Approx. 40 minutes)



### Hotoku Inari Taisha

Phone: 0258-92-3341

A magnificent colorful shrine with an enormous Torii gate. Here visitors can light 5-hued candles which respectively have meanings and pray for the three pillars of gods which are the enshrined deity.



### Sara-no-sato Asahiyama

Phone: 0258-92-6070

A facility adjacent to the sake brewer "Asahi Shuzo" that produces the sake called Kubota. In addition to sake products, the store offers "rice, sake, sake lees, and koji-themed" original merchandise, including nibbles and sweets, which are available only here.



### Momijien (Maple Garden)

Phone: 0258-92-6360

A villa and Japanese garden built in the Meiji period by the Takahashi Family who were major landowners in Kamiya. The Japanese maples changes to beautiful hues in autumn.




### Kokorate - Koshiji Community Center

Phone: 0258-86-5208

Tourism information center for the Koshiji region. The food court located on the first floor offers a café, bakery, and Korean cuisine. Souvenirs, such as rice crackers by Iwatsuka Seika, are also available for purchase at the shop.

## ● QR Translator can help you with sightseeing!

QR codes are placed at tourist attractions throughout Nagaoka City, which provide audio guidance with written description just by scanning the codes with a smartphone. The guidance is available in 14 languages, including Japanese and English.

Note: This service applies only to facilities with  that are listed in each itinerary.



## 3 Stroll around Brewing Town Settaya, Koryu Shrine (Power Spot)

Explore fermentation and sake brewery culture in the town along a historic highway and enjoy visiting the spiritual power spot that is believed to bestow visitors with luck of business prosperity.



### ● Available period

April 1 – March 31 of the following year

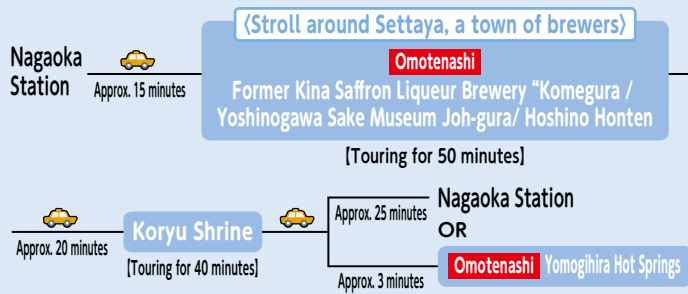
Note: Excludes: Tuesdays (the following day if it falls on a national holiday), August 2 and 3, December 29 – January 4.

### ● Available hours

9:30 am – 3:00 pm

### ● Itinerary

2.5 hours: 10,000 yen/ taxi (same rate up to 4 passengers)



Note: Part of the former Kina Saffron Liqueur Brewery "Komegura", subject to availability based on event schedules.

Note: If arriving at Yomogihira Hot Springs, you can take your time to tour the facility listed on the itinerary at a leisurely pace.



### Brewing Town Settaya

The scent of koji comes wafting along from numerous sake, miso and soy sauce breweries in town. Explore the historic streetscape, including the former Mikuni-Kaido, which used to be called Road of Lords.



### Former Kina Saffron Liqueur Brewery "Komegura"

0258-86-8545 (Settaya 6 Hakko Museum Komegura) Former Kina Saffron Liqueur Brewery is a mansion and cellar owned by Nitaro Yoshizawa, who made a fortune with Saffron Liqueur from Meiji to Showa era. Komegura houses a café and souvenir shop. Adjacent Kote-e (trowel pictures) Warehouse is also a must to see.

### Yoshinogawa Sake Museum "Joh-gura"

Phone: 0258-77-9910

Located on Yoshinogawa premises, there is a sake bar where you can enjoy sake, vendors, and an exhibition area which presents sake brewing technique and history using visual and digital technologies.



### Hoshino Honten

Phone: 0258-33-1530

A miso and soy sauce brewery established in 1846. The brewery had renovated the building which was built at the end of the Edo period to sell products. Salted rice Koji and Freeze-dried miso soups are popular.



### Koryu Shrine

Phone: 0258-23-2020

As a god of prosperous business, this is a shrine which shrinegoers never stop traveling to from across the country and prefecture. Nestled in a beautiful area surrounded by mountains on three directions, a mysterious atmosphere hangs over the area.

## 4 Unspoiled landscapes of Japan Explore Yamakoshi

Enjoy a relaxing moment in Yamakoshi which boasts beautiful, terraced paddy fields and ponds.



### ● Available period

April 1 – around December 20

(Facilities/operation are subject to closing/cancellation due to snow.)

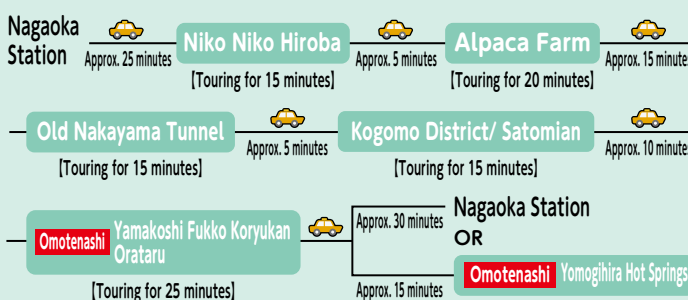
Note: Excludes: Mondays (except National Holiday), August 2 and 3

### ● Available hours

9:30 am – 2:00 pm

### ● Itinerary

3 hours: 12,000 yen/ taxi (same rate up to 4 passengers)



Note: If arriving at Yomogihira Hot Springs, you can take your time to tour the facility listed on the itinerary at a leisurely pace.



### Niko Niko Hiroba

There are terraced paddy fields and ponds where multicolored carp inhabit scattered across Yamakoshi. Niko Niko Hiroba located on top of a hill looks over the terraced paddy fields and ponds, which is a perfect spot for taking pictures for social media.



### Alpaca Farm

Phone: 0258-59-2062

Alpacas are very popular for their large, adorable eyes and fluffy fleece. Visitors can feed and pet them.



### Old Nakayama Tunnel

The longest tunnel in Japan which was manually excavated using pickaxes by residents over 16 years. As shown in the traces of pickaxes, a precious civil engineering heritage which conveys the great energy and the agonizing history of our ancestors.



### Kogomo "Satomian"

Visitors can freely view the exhibition of photographs and documents that depict the time when the Chūetsu earthquakes occurred. A farm stand which sells regional produce is also available.



### Yamakoshi Fukko Koryukan "Orataru"

Phone: 0258-41-1203

As a base for reconstruction of the hilly, mountainous area, this is a community center which conveys the experiences of the Chūetsu earthquakes and post-earthquake reconstruction process to later generations, as well as sending gratitude and regional appeal to the rest of the country.



## ● General information for all itineraries

- Check the business days and hours, and admission fees on each facility's websites before getting in the taxi.
- The tour may be subject to cancellation in case disruption of operation hours is expected due to inclement weather.
- You must pay admission fees to enter certain facilities.
- If one of the facilities listed on the itinerary is closed, the tour duration for a different facility on the same tour may be extended.
- You are not allowed to get in a taxi other than at designated locations and are not allowed to stop at locations that are not on the itinerary.
- Wear comfortable shoes when visiting flower gardens, including Echigo Hillside Park, Yukiguni Botanical Gardens, and Honzan Murata Myohoji Temple.

Scan for  
Nagaoka tourism  
information



Nagaoka Tourism Navigation

## 5 A town of covered alleys and "Aburage" Stroll around Tochio

Stroll around a town of covered alleys unique to snowy regions to indulge yourself in a nostalgic moment.



### ● Available period

April 1 – March 31 of the following year

Note: Excludes: August 2 and 3, December 30 – January 3

Note: Mamesen is closed on Tuesdays

### ● Available hours

9:30 am – 3:00 pm

### ● Itinerary

2 hours: 8,000 yen/ taxi (same rate up to 4 passengers)

### ● Select either A or B when you get in the taxi



In Course A (Stroll around the townscape of covered-alleys and "Aburage"), get off the taxi at Mamesen for shopping. Koshimeijo to stroll around and return to the taxi in front of the Tanjin Gofuku store. Enjoy freshly fried Aburage between 11 am to 2 pm.



### Covered Alley

Covered alleys are residential streets protected by elongated eaves to avoid having to walk in the snow during winter months. In Tochio visitors can enjoy a nostalgic moment by strolling under covered alleys that are unique to snowy regions.



### Tochio's specialty food "Aburage (deep-fried Tofu)"

Giant deep-fried Tofu, which is more than three times larger than the normal size. It is known as "Tochio-age" across the country, and is crispy on the outside, soft on the inside and very filling. It is a specialty food of Tochio and more than ten vendors compete for the best tasting Aburage in town.



### Inner shrine at Akiba Park/ Sculpture of Uncho Ishikawa

Phone: 0258-51-1195

A shrine located inside of Akiba Park, which is on the opposite side of the ruins of Tochio Castle and is a place where Kenshin Uesugi raised his army. The inner shrine was sculpted by Uncho Ishikawa and Gentaro Kobayashi over a period of eight years and completed in 1858. A bronze statue of Kenshin Uesugi is enshrined in the park.



### Roadside Station R290 Tochio

Phone: 0258-53-2030

Road side Station where you can enjoy freshly Aburage, Tochio's specialty food. The souvenir shop offers Aburage, Temari Balls, and local sake from Tochio.

## 6 Teradomari Fish Market Street and Roadside Station Ryokan-no-sato Washima

Enjoy seafood BBQ by the sea in Teradomari and soft-served ice cream in Washima



### ● Available period

April 1 – March 31 of the following year

Note: Excludes: First Monday of the month (Services available if it falls on a national holiday)

August 2 and 3, December 29 – January 2

### ● Available hours

9:30 am – 2:30 pm

### ● Itinerary

3 hours: 12,000 yen/ taxi (same rate up to 4 passengers)

### ● Select either A or B when you get in the taxi



### Teradomari Fish Market Street

Also known as "Ameyoko (shopping street) of Fish," the fish market offers a wide variety of fresh, seasonal seafood from local to across the country. Enjoy shopping and a gourmet tour of grilled seafood, such as squid and scallops.



### Honzan Murata Myohoji Temple

Phone: 0258-74-2207

A temple where visitors can enjoy a variety of flowers throughout the year. In spring lots of self-perpetuating yukiwariso primrose can be seen on the hill behind the shrine. Note: Wear comfortable shoes when visiting the temple.



### Roadside Station Ryokan-no-sato Washima

Phone: 0258-41-8110

The eatery which was renovated from a 180-year-old historic residence offers local cuisine. Sweets shop "Hifumido" also offers soft-served ice cream made from Guernsey cows and seasonal original soft-served ice cream.

Note: Photographs and illustrations are for illustrative purposes only.