

Seafood & Hot Springs

Located on the coast, Joetsu has excellent sushi and fresh fish. Many restaurants specialize in fresh catches, and no visit to Joetsu would be complete without trying the seafood.

Unohama Onsen is a great destination for hot springs and seafood. The coastal spring's warming waters contain minerals similar to seawater and have a therapeutic effect. On clear days, visitors can enjoy breathtaking sunsets over the Sea of Japan. Try fishing on the shore with seine nets from spring – autumn.



Local Saké & Wine

Niigata is a famous saké region. Even within Niigata, Joetsu's rice, water, and climate are especially well suited to making high-quality saké, and the region has long been home to many breweries. Today, 12 breweries operate within the city limits. Visitors can enjoy brewery tours depending on the season.

Joetsu is also home to the Iwanohara Vineyard (est. 1890), which laid the foundation for Japanese wine. The vineyard's founder, Zenbei Kawakami, is known as the father of Japanese wine. Visitors to the Iwanohara Vineyard can enjoy wine tastings in the winery store.

Every October local saké brewers and winemakers gather in one place for the Echigo Kenshin Saké Festival. With the purchase of an official tasting cup, visitors can try as many varieties as they like. As many as 100,000 people attend the popular 2-day event to enjoy saké and food from participating stalls. Enjoy drinks while walking around among the locals.



Joetsu Aquarium ("Umigatari")

Coming in June 2018, this new aquarium features tanks that look through to the Sea of Japan, an exciting dolphin show, and Japan's largest Magellanic penguin colony.

