

# Winter Fun & Snow Culture

As one of Japan's snowiest regions, Joetsu is known for its winter landscapes. A popular ski & snowboard destination, the city's many snow-related activities and events offer visitors a different appeal than Takada's spring cherry blossoms.

Historically, skiing was first introduced to Japan in Joetsu, when Major Theodor Edler von Lerch of the Austro-Hungarian Empire taught the activity to locals in 1911.



Japanese Ski Memorial Museum



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## Cupid Valley, Snowman Heights

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This ski resort features 9 courses, including one 4,000m run. Great for experienced skiers and families alike, Cupid Valley is loved for its powdery snows. Complete ski & snowboard rental services available.

Season: Early December – Early April  
<http://www.yukidaruma-kogen.com/>  
(See English Page)