

For walks, drives, excursions

Charm Discovery Map

📍 Murakami City 📍 Sekikawa Village 📍 Awashimaura Village



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Murakami City



map number 01 Murakami City Skate Park

The facility features two distinct areas: a full-scale "Park" designed to meet international competition standards, and a "Street" area offering fun for riders of all skill levels. Trial sessions are also available.

Senami Onsen 3-2-22, Murakami City tel.0254-53-8802
Open 9:00AM to 9:00PM Open every day (Closed for the New Year holidays)
Parking Capacity: 130 vehicles



map number 02 Black Wall Street (Anzen alley)

Many historical structures from the castle town remain in and around Anzen Alley in Murakami's former merchant district. Experience the charming atmosphere of this alleyway, steeped in the ambiance of the castle town.

Komachi, Murakami City tel.0254-53-2258 (Murakami City Tourism Association)
No Parking



map number 09 Sasagawa Nagare Kayak Center

Kayak tour through the breathtaking scenery of Sasagawa Nagare. Immerse yourself in the charm of Sasagawa Nagare and experience the unique vistas and sense of unity with the sea that only kayaking can offer. Reservations required.

Kuwagawa 936-1, Murakami city tel.080-8097-9035
Parking available



map number 10 Roadside Station Sasagawa Nagare Yuhi Kaikan

The light blue 'Sea of Japan Soft Serve' with a hint of saltiness is a specialty. On the second floor, a seafood restaurant serves dishes made with fresh seafood.

Kuwagawa 891-1, Murakami city tel.0254-79-2017
Open 9:00AM to 6:00PM Closed on Wednesday at the end of the month
Parking Capacity: 45 vehicles

map number 03 Iyoboya Salmon Museum

Japan's first salmon museum introducing the salmon culture of Murakami. Visitors can observe salmon migrating upstream in the Miomote River during autumn through the viewing windows at the Nature Observation Center.

Shiomachi 13-34, Murakami City tel.0254-52-7117
Open 9:00AM to 4:30PM Open every day (Closed for the New Year holidays)
Parking Capacity: 134 vehicles



map number 04 Oshagiri Hall (Murakami Local History Museum)

In addition to the large floats called "oshagiri" paraded during the Murakami Taisai Festival, the exhibition features impressive historical artifacts such as swords and armor associated with Murakami City.

Sannocho 7-9, Murakami City tel.0254-52-1347
Open 9:00AM to 4:30PM Open every day (Closed for the New Year holidays)
Parking Capacity: 50 vehicles



map number 11 Sasagawa Nagare Sightseeing Boat

Explore Sasagawa Nagare, a coastal scenic spot selected as one of Japan's Top 100 Scenic Views, from the sea. This approximately 40-minute cruise course offers breathtaking views of crystal-clear waters, bizarre rock formations, and sheer cliffs.

Kuwagawa 975-44, Murakami city tel.0254-79-2154
Late March to Late November (No holidays during this period)
Parking Capacity: 60 vehicles



map number 12 Gatsugi Yurihana Onsen

Facilities offering outdoor baths, cooking areas, and lecture halls. The spring water is a sulfate hot spring containing sodium and calcium, with a slightly alkaline pH.

Gatsugi 862-1, Murakami city tel.0254-77-3991
Open 9:00AM to 9:00PM Closed on the second Thursday of every month. (Open every day in July and August) Parking Capacity: 20 vehicles



map number 05 Murakami Castle Ruins

A castle built atop Mt. Gangyūzan at an elevation of 135 meters. It takes about 20 minutes on foot to reach the summit, where you can enjoy a panoramic view of Murakami City. It is also known as a famous cherry blossom viewing spot in spring.

Ninocho, Murakami city
Murakami Castle Site Preservation and Education Foundation
Parking Capacity: 50 vehicles



map number 06 Iwafune Port Fresh Fish Center

We offer a wide selection of fresh, seasonal fish, including lively local fish landed at Iwafune Port. Popular items include miso-marinated salmon, sake lees-marinated salmon, and handmade dried fish.

Senami Onsen 3-6-38, Murakami City tel.0254-52-1261
Open 8:30 AM to 5:00 P.M Irregular holidays Parking Capacity: 100 vehicles



map number 13 Roadside Station Asahi Midori no Sato

The facility complex includes a local products hall, restaurants, a farmers' market, day-trip hot springs, lodging, and a pool. Soft serve ice cream made with Murakami tea is a popular item.

Sarusawa 1215, Murakami city tel.0254-72-1551
Open 9:00AM to 5:00PM Open every day (Closed for the New Year holidays)
Parking Capacity: 250 vehicles



map number 14 Jomon Village Asahi

Exhibits folk and archaeological materials used in the Miomote settlement, which was submerged by the construction of the Okumotomote Dam. Visitors can experience making magatama beads, stone tools, and fire-starting techniques.

Iwakuzure 612-118, Murakami city tel.0254-72-1577
Open 9:00AM to 4:30PM Closed on Mondays (If it falls on a holiday, the following day) Parking Capacity: 34 vehicles

map number 07 Ikoi no Mori Children's Park

This area features a dinosaur slide (the symbol of the park) and barbecue facilities. In the back, visitors can find Dogen Pond and Ikoi no Mori Forest Park where they can enjoy walking paths and gazebos.

Senami Onsen 3-312-11, Murakami City tel.0254-53-2111 (Murakami City Urban Planning Division)
Parking Capacity: 30 vehicles



map number 08 Murakami City Arakawa Golf Course

Located on the banks of the Arakawa River, it offers enjoyment for players of all skill levels, from beginners to advanced. It also features Japan's second-longest course, a par-7, 868-yard layout.

Otsu 3318-62, Murakami city tel.0254-62-1100
Open Mid-March to Mid-December (No holidays during this period)
Parking available



map number 15 Roadside Station Kamihayashi Honami no Sato

Fresh vegetables are popular, especially spring mountain vegetables, which are highly regarded. Local specialties include bamboo leaf dumplings and rice dumplings made at the adjacent processing facility, as well as yose tofu, a regional specialty dish.

Kokonokaichi 809, Murakami city tel.0254-66-8172 (Fresh Vegetable Market)
Open 8:15AM to 5:15PM Open every day (Closed for the New Year holidays)
Parking Capacity: 64 vehicles



map number 16 Polar Star Kamihayashi

astronomical observation facility located within the Minami-Odaira Dam Lake Park Campground. Two telescopes with apertures of 35 centimeters and 40 centimeters are installed.

Minami-Odaira 1102-1, Murakami city tel.0254-66-6114 (Murakami City Kanbayashi Branch Office Industry and Construction Division) *Open on the 2nd and 4th Fridays from April to November. Closed from December to March. Operating hours: 7:00 P.M to 9:30 P.M. (7:30 P.M to 9:30 P.M from May to August) * Parking available



Plenty to see! Murakami's Three Grand Festivals

Murakami Taisai Festival (July 6 and 7)

Counted among the prefecture's three major high-ranking cities, the divine spirit is transferred to three portable shrines. Led by fourteen wild horses and a children's procession, they parade through the town. The nineteen floats following behind are a spectacular sight.



The Three Grand Festivals of Murakami are the Murakami Taisai Festival in July, the Senami Taisai Festival in September, and the Iwafune Taisai Festival in October.

Senami Taisai Festival (September 3 and 4)



One portable shrine and five festival floats parade through the town of Senami. The festival songs are bold and fast-paced, reflecting the spirit of this fishing town.

Iwafune Taisai Festival (October 18 and 19)



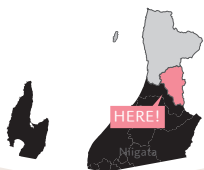
Originating from the legend that its enshrined deity arrived aboard an Iwafune (Stone Boat), this festival continues late into the night, as if lamenting the passing season.

A prime location and a charming hot spring town



Senami Onsen overlooking the Sea of Japan and the sunset

Senami Onsen was founded in 1904, and it celebrated its 120th anniversary in 2024. Hot water and white steam gushed forth during oil drilling, and the location was developed into a hot spring resort renowned for its abundant supply of water. Sourced from seven locations, the water has a temperature of approximately 95 degrees Celsius, earning it the nickname "Hot Spring." The spring water contains chloride which is said to be effective for fatigue recovery, treating excessive cold sensitivity, stiff shoulders, and joint pain. Alongside the high-quality water, the outstanding location with an expansive view of the Sea of Japan serves to capture the hearts of visitors. The town offers a variety of local delicacies and stores to shop from as well as sandy beaches and pine forests you can enjoy a leisurely stroll through. The world is your oyster here at this fantastic resort.



Sekikawa Village

The nature-rich village of Sekikawa is dotted with abundant hot springs and numerous historical structures.



map
number
01

Watanabe's Residence

Along the Yonezawa Highway, this residence belonged to the wealthy merchant who was both the regional administrator and a landowner. This grand mansion, spanning 3,000 tsubo (approx. 9,900 sq. m), reflects the prosperity of its era. The exquisite stonework in the garden, designated a National Scenic Spot, is a must-see.

Shimoseki 904, Sekikawa Village tel.0254-64-1002
Open 9:00AM to 4:00PM Open every day(Closed for the New Year holidays)
Parking Capacity: 40 vehicles



map
number
02

Tokeien Residence

Built in 1905 as a branch residence of the Watanabe family, this Japanese-style mansion features a hipped roof covered in Japanese tiles. The residence also houses a cafe (open April-November) and a coworking space.

Shimoseki 906-2, Sekikawa Village
tel.0254-64-1349 Open 9:00AM to 4:00PM
Open every day(closed mid-November to early part of April)
Parking Capacity: 20 vehicles

map
number
03

Onsen Yumu and Fitness Studio Korasshe

A day-trip hot spring facility you can easily drop by. Adjacent to it is a health promotion facility featuring a multipurpose sports space and fitness studio.



Shimoseki 1307-11, Sekikawa Village tel.0254-64-1726
Open 9:00AM to 9:30PM(Last admission is at 9:00 PM.)
Closed on the third Wednesday(If it falls on a holiday, the following day)
Parking Capacity: 280 vehicles

map
number
04

Chigura Hall - Local Products

Offers a diverse selection of products, including rice from Sekikawa Village, agricultural goods, wild mountain vegetables, items from the Onnagawa Ham Workshop, and Jabami pork bacon. Many visitors relax at the foot bath in front of the facility.



Kamiseki 1260-4, Sekikawa Village tel.0254-62-7833
Opened 9:00AM to 5:00PM Closed on the third Wednesday (If it falls on a holiday, the following day) Parking Capacity: 100 vehicles



map
number
05

Roadside Station Sekikawa Playground

Children can play on various play equipment, including the 10-meter-tall "Waku Waku Sekikawa Rainbow Lily." The target age range is 3 to 12 years old.

Kamiseki 1252-1, Sekikawa Village
tel. 0254-64-0252 (Natural Environment Management Corporation)
Parking Capacity: 280 vehicles
Sekikawa Village Natural Environment Management Corporation



map
number
06

Sekikawa Tourist Information Center Nyaam

Exhibits of Sekikawa Village's specialty product, the "Neko Chigura" cat basket. Observing the production process is possible (around 10:00 AM to 3:00 PM, except Saturdays). The Neko Chigura Association office is located here, and purchase requests can also be made.

Kamiseki 1252-1, Sekikawa Village tel.0254-64-3311(Sekikawa Village Cat Chigura Association) Open 9:00AM to 4:30PM Open every day (Closed for the New Year holidays) Parking Capacity: 30 vehicles

map
number
07

Oishi Dam Lakeside Prefectural Recreation Area

The grounds feature a small zoo, mini athletic course, and barbecue area, along with rides such as go-karts, mini steam trains, and battery-powered cars.



Oishi 1080, Sekikawa Village
tel. 0254-64-0252 (Natural Environment Management Corporation)
Reception hours are Monday through Friday, 9:00 AM to 5:00 PM.
Open every day (closed December to March)
Parking Capacity: 70 vehicles

map
number
08

Echigo-Sekikawa Onsen Resort

Takase Onsen, Takanosu Onsen, Kira Onsen, Yusawa Onsen (public bathhouse), and Katsuranoseki Onsen—a popular day-trip hot spring—form a hot spring resort comprising five distinct hot spring areas with different source waters.



tel.0254-64-1341(Sekikawa Village Onsens&Resorts Association(Sekikawa Village Chamber of Commerce and Industry))

Sekikawa Village's Big Event: The Giant Snake Festival



The Guinness World Record holder for the longest snake made of straw and bamboo

To ensure that the legend of the giant serpent at Ori Pass, passed down in Sekikawa Village, and the tragedy of the Uetsu Floods that occurred in 1967 are never forgotten, this festival commemorating the flood victims has been held since 1988. The giant serpent, created by each settlement making separate sections that are then joined together, measures 82.8 meters in length and weighs 2 tons. Made of bamboo and straw, it was recognized by the Guinness Book of Records in 2001 as the world's longest snake. The festival's main event, the Great Snake Parade, takes place every year on the last Sunday of August. The night before, a fireworks display illuminates the night sky.



Awashimaura Village

Awashima spans a mere 23 kilometers in circumference. Nature stretches as far as the eye can see. Its beautiful sunsets and night sky views are worth the visit.



01 Uchiura Beach & Campground

The flat terrain makes it safe for families with young children to enjoy. Fully equipped with water stations, restrooms, and shower facilities. (Reservation and Reception: Awashima Tourism Association)

Hagenohama, Awashimaura
tel.0254-55-2146 (Awashima Tourism Association)
Open April to October



02 Kamaya Beach & Campground

A secluded campground on the back side of Awashima Island, at Kamaya Beach. It has a breathtaking view of the emerald blue sea that stretches endlessly into the horizon. The water is so clear you can even see the rocks at the bottom. (Reservation and Reception: Awashima Tourism Association)

Onamachi, Awashimaura
tel.0254-55-2146
(Awashima Tourism Association)
Open April to October

03 Awashima Horse Stables

Enjoy a leisurely walk on horseback along the ocean-view riding grounds, guided by staff using Japanese riding horses (reservation required by the day before).

Hagenowaki 656-1, Awashimaura
tel.080-8492-5869
Reception Hours: 10:00 AM to 11:00 AM and 3:00 PM to 4:00 PM
Irregular holidays
No Parking



04 Public Bathhouse Otohime

Awashima's only public bathhouse facility. Relax while gazing out at the Sea of Japan stretching beyond the windows. Currently operating with heated water due to equipment failure.

Hinomiya 1513-10, Awashimaura
tel.0254-55-2111 (Awashimaura Village Office)
Open 3:00PM to 7:00PM
Closed on Tuesday and Irregular holidays
No Parking



05 Awashimaura Local History Museum

The museum displays wooden fishing boats and fishing gear used until a generation ago. Jomon pottery and stone monuments (itabi) built from the Kamakura period to the Muromachi period, are on display.

Uchiura 159-5, Awashimaura
tel.0254-55-2111 (Awashimaura Village Office / education board)
No Parking



06 Mural Art

Two artists leading the mural art movement created these works. The theme at Awashima Steamboat Building in Uchiura Port is "People," while the theme at Kamaya Fishing Port is "Abundant Nature."

tel.0254-55-2146 (Awashima Tourism Association)
No Parking

07 Itabi (Stone Monuments)

Constructed from the Kamakura period through the Muromachi period, they are said to have been built for the purpose of honoring ancestors and praying for happiness and prosperity in the afterlife during one's lifetime.

tel.0254-55-2146 (Awashima Tourism Association)
No Parking



08 Hotokezaki Lookout

A viewpoint selected as one of Niigata's Hundred Scenic Views, it offers a panoramic view of the bizarre rocks and reefs sculpted by the rough seas. The scenery from here is said to be the finest on Awashima.

Hotokezaki 1407-1, Awashimaura
tel.0254-55-2146 (Awashima Tourism Association)
No Parking



About Awashima Digital Islanders and Mural Art

title:Awashima Bente
theme:Go to the people and the people will come to you.
Art:Kensuke Takahashi



title:Fanfarria
theme:The grand nature of a small island
Art:Shogo Iwakiri

A one-of-a-kind art piece embellished with Awashima's finest elements

Awashimaura is implementing a hometown tax donation program as part of its initiative to foster residents. Donors are issued certificates granting them residence on the island. The 'Digital Island Resident Certificate' features motifs from mural art found on Awashima. The term "mural" in mural art refers to wall paintings. Two leading mural artists created murals on Awashima. One is located at the art installation in the Awashima Kisen Building in Uchiura Port, where visitors can find a mural themed around Awashima's greatest charm: its people. The other is at Kamaya Fishing Port, where a mural can be found that captures the island's rich natural environment. These murals are one-of-a-kind, heartfelt works of art that embody the unique essence of Awashima.

Event Schedule

Murakami City

Sekikawa Village

Awashimaura Village

Jan. 1st
Murakami City New Year's Marathon



Febr.

Early Febr.
Shichikadani Yukihotaru
Early Febr.
Oishi Domonko Festival



Mar.

Late Mar. ~ Mid Nov.
Sasagawa Nagare Boat Tour
Early Mar. ~ Early Apr.
Murakami Castle Town Merchant District Doll Tour



Apr.

Apr.
Sasagawa Nagare
Marathon



May

Mid May
Omakuba Tea Ceremony
Early May ~ Late May
Murakami Castle Town Spring Garden Tour



Early May
Awashima Island opening

June

June
Dasuke-Murakami
Job Festival



Mid June
Sekikawa Marathon



Mid June
Awashima Cleanup Operation



July

July 6 & 7
Murakami Taisai Festival
July
Gan-Gan Rock Festival



Aug.

Early Aug.
Murakami City Fireworks Festival
Aug 16 & 17
Murakami Tanabata Festival

Early Aug. Sounds of Nature Morino-ne Picnic
Walking Challenge

Late Aug. The Giant Snake Festival



Sept.

Sept. 3 & 4
Senami Taisai Festival
Mid Sept. ~ Mid Oct.
Murakami Castle Town
Byobu Festival
Mid Sept. ~ Mid Oct.
linekka Murakami
Sept. 19 & 20
Shioya Taisai Festival
Late Sept.
Sasagawa Nagare International Triathlon Championship



Mid Sept.
Okura Shrine Festival



Mid Sept. ~ Mid Oct.
Rock Octopus Catching Tour

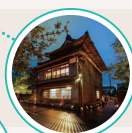


Oct.

Mid Oct.
Bamboo Lantern Night Festival
Oct. 18 & 19
Iwafune Taisai Festival

Mid Oct. ~ Late Oct.
Sounds of Nature Morino-ne Picnic
Oishi Dam Lake Shore Festival

Oct. 9th
Rokusha Shrine Festival
Oct. 27th
Hassho Shrine Festival



Nov.

Mid Nov. ~ Late Nov.
Shiobiki-zake(Shiobiki-salmon) Dojo



Dec.

Local Specialties Gourmet

Murakami City

Iwagaki Oyster

Large natural rock oysters are in season from early July to late August. They are characterized by their large size, lustrous appearance, and firm, plump texture.



Local sake

Murakami City is home to Shimeharitsuru from Miyao Shuzo and Taiyo Sake Brewery's Taiyozakari, both of which have a large following worldwide.



Iwafune Fu

Iwafune Fu, a specialty of the port town of Iwafune. Smooth on the outside, with a chewy, springy texture inside.



Salmon dishes

The entire fish is edible, including the roe known as "harako." The milt, the head, and more—nothing goes to waste.



Murakami Beef

Murakami beef is characterized by its abundant marbling, sweetness, and melt-in-your-mouth flavor.



Pickled Red Turnips

Made with red turnips from the Sanpoku region. They were grown without needing weeding, fertilizers, or pesticides thanks to sustainable Yakihata farming practices.



Murakami Tea

Murakami is Japan's northernmost tea-producing region, and its tea boasts a history of approximately 400 years. Made from newborn buds that survived winter, it is characterized by a mellow umami flavor.



Sasagawa Nagare Salt

Natural salt made by boiling down the highly transparent seawater of Sasagawa Nagare. Rich in minerals and no additives.



Iwafune Rice

Rice cultivated in the idyllic countryside nurtured by the pristine waters of the Miomote River. Renowned for pairing well with any side dish.



Sekikawa Village

Onnagawa Game Meat

We limit additives and draw out the meat's inherent umami to the utmost using local mountain cherry blossoms, then age it slowly.



Kintsuba

A renowned confectionery produced by Takase Onsen, preserving over 100 years of tradition. Awarded the Prime Minister's Prize at the National Confectionery Exposition.



Arakawa Fresh Shiitake Mushrooms

Total amino acid content is 1.8 times that of standard domestic products! Plump and packed with umami. Fresh wood ear mushrooms also available.



Kousagi Mochi

100% locally harvested glutinous rice "Kogane Mochi," carefully and meticulously pounded into mochi with a pestle.



Iwafune Rice

Rice cultivated in the idyllic countryside nurtured by the pure waters of the Asahi mountain range. Renowned for pairing well with any side dish.



Echigo Sekikawa Seasonal Miso

Handmade miso using 100% Sekikawa Village-grown Gohyakumangoku rice koji with soybeans sourced fully from Sekikawa Village.



Awashimaura Village

Potato Shochu "Nppon"

Potato Shochu made with 100% potatoes carefully cultivated by the mothers of Awashima



Wappani Stew

A hearty fisherman's dish where fish and miso are placed in a Wappa(wooden bowl), hot water is poured in, and a blazing red-hot stone is dropped in.



Potato octopus Imodako

A traditional Awashima family dish, simmered with locally grown potatoes and freshly caught octopus.

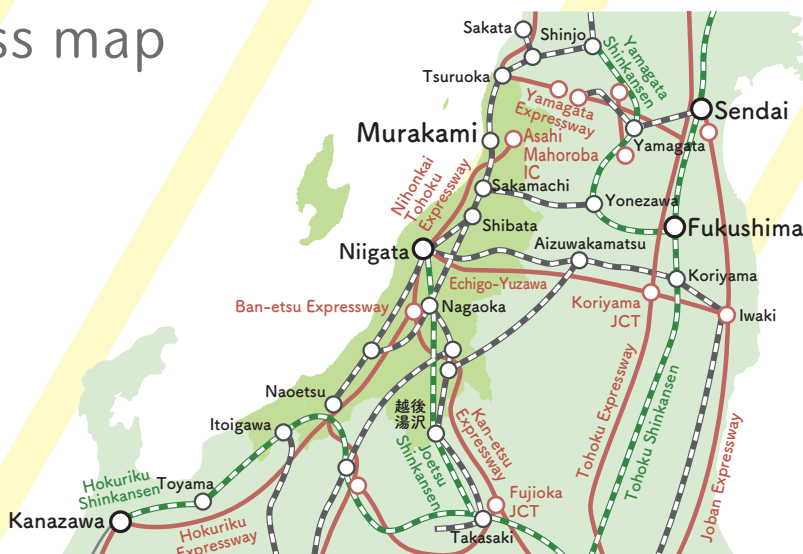


Calbee miino "Hitori Musume" Salt Flavor

A bean snack made with Awashima's blue soybeans, "Hitori Musume." Its simple salt flavor that brings out the natural taste of the ingredients never gets old.



Access map



City and Village Offices

Murakami City Office
tel.0254-53-2111
Sekikawa Village Office
tel.0254-64-1441
Awashimaura Village Office
tel.0254-55-2111
Niigata Prefecture Murakami
Regional Promotion Bureau
tel.0254-52-7230

Roadside Station - Products Center

Roadside Station - Sasagawa Nagare
tel.0254-79-2017
Roadside Station - Asahi
tel.0254-72-0300
Roadside Station - Kamihayashi
tel.0254-66-6326
Roadside Station - Sekikawa
tel.0254-64-0252

Taxi

Murakami City
Senami Taxi
tel.0254-53-2187
Hamanasu Sightseeing Taxi
tel.0254-50-7788
Fuji Sightseeing Taxi
tel.0254-50-5050
Iwafune Taxi
tel.0254-56-7031
Sakamachi Taxi
tel.0120-834-300

Sekikawa Village
Arakawa Taxi
tel.0120-641-042

Tourism Associations & Inn Associations



Murakami City Tourist
Information Center
tel.0254-53-2258



Senami Hot Springs
Inn Cooperative Association
tel.0254-52-2656



Sekikawa Village
Tourism Association
tel.0254-64-1478



Echigo Sekikawa Hot Springs
Resort Inn Association
tel.0254-64-1341



Awashima Tourism
Association
tel.0254-55-2146

Awashima Kisen Ferry



Awashima Kisen Co., Ltd.
tel.0254-55-2131



Murakami City
Tourism Mascot
Sakerin



Sekikawa Village
Official Mascot
Nyankichi



Awashimaura
Village Mascot
Taibo-kun



Murakami City Sekikawa Village Awashimaura Village
For walks, drives, excursions

Charm Discovery Map

Issued March 2026

Niigata Prefecture Murakami Regional Promotion Bureau

tel.0254-52-7230 fax.0254-52-1316

In Cooperation with Murakami City, Sekikawa Village,
Awashimaura Village, Murakami City Tourism Association,
Sekikawa Village Tourism Association, Awashimaura Village
Tourism Association



Murakami
Regional Promotion Bureau
Official Website



Murakami
Regional Promotion Bureau
Official X



NIIGATA
PREFECTURE



Outdoor Booklet「10 Light
Outdoor Activities in
Northern Niigata Prefecture」



