

Toyama

Japan's Sparkling Gem



The Tateyama Kurobe Alpine Route
Yuki no Otani (Snow Wall) (late Apr.-late June)



Magnificent Nature

Home to the Tateyama Mountain Range, which hosts 3,000 meter-high mountains, and Toyama Bay, whose depth reaches 1,000 meters, Toyama features superb views created by a dynamic topography. Visitors can expect to discover different offerings for each season.



Amaharashi Coast

Toyama Prefecture

Blessed with Bounties
of the Sea and the Mountains

Spectacular Views



The Tateyama Kurobe Alpine Route
Autumn Leaves at Kurobedaira (late Sep.-mid Oct.)



The Tateyama Mountain Range and The Hokuriku Shinkansen

Immersion in Natural Landscapes

If you are thrilled at the idea of immersing yourself in beautiful natural wonders and observing them up close, try a walk through the 20 meter-high Yuki no Otani (Snow Wall) or a trolley ride through Kurobe Gorge, Japan's deepest gorge.



Located at the very center of Honshu, the main island of Japan, Toyama Prefecture faces the Sea of Japan to the north and precipitous mountains in the other three directions.

Toyama is full of nature's offerings such as beautiful sea and mountain landscapes and natural delicacies.

Toyama attracts visitors for different charms in each season – they are greeted by flower gardens in full bloom in the spring whereas they may relish the highlands and mountain streams as perfect places to stay cool in the summer.

In autumn, the mountains explode with color before becoming a winter wonderland featuring otherworldly landscapes and seafood sourced from the Sea of Japan.



A junction of warm and cold currents featuring a precipitous seafloor, Toyama Bay hosts various types of fish—the combination of such privileged features has earned this signature bay the nickname “Natural Fish Preserve.” The bay is known as home to Toyama’s famous red snow crab and yellowtail fish. In particular, fatty and firm winter yellowtail is a highest-grade delicacy. Tourists hoping to savor seasonal delicacies sourced from Toyama Bay can do so by ordering Toyama Bay Sushi.

Food

Red Snow Crab "Koshi no Akagani" (Sep.-May)

Thanks to the ports' close proximity to the fishing grounds, Toyama's red snow crabs are boiled soon after they are unloaded from the ship, making the meat succulent and soft. This signature snow crab is known for its sweet meat and savory tomalley in its shell.



Toyama offers various types of fresh seafood sourced from Toyama Bay. Regardless of the time of the year, visitors can find a variety of seasonal seafood delicacies.



Winter Yellowtail (Nov.-Feb.)

Burishabu (yellowtail hot pot) is a perfect cuisine to enjoy light-tasting yellowtail. Raw yellowtail is immersed in hot broth, which washes off a moderate amount of fat.



Firefly Squid (Mar.-Jun.)

Known for the pale and mystical light it emits, firefly squid is worth tasting for its nicely chewy meat.

Traditional Crafts

Deeply rooted in many Toyama towns, long-established traditional crafting techniques are continuously evolving through innovation on the global stage.



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Inami Wood Carving

Used for traditional Japanese houses and temples, this technique creates delicate and beautiful carvings. Nowadays, this traditional technique is represented in various types of home decor.



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Takaoka Bronze Casting



Visitors also can learn basic casting technique and make their own sake cups, small dishes and more.

Having been used to craft flower vases and Buddhist altar accessories for nearly 400 years, this casting technique is currently applied to make stylish home decor and tableware as well.



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The Kurobe Gorge Railway

Hop on the small sightseeing train that runs through Japan's famous gigantic gorge to catch a glimpse of beautiful seasonal views featuring fresh greenery, autumn foliage and more.

Experiences

There are various ways to enjoy visits to Toyama, from interaction with nature to souvenirs to keep the travel memories alive. Immerse yourself in unique experiences that are only available in Toyama.



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The Shogawa Gorge Cruise

Cruising through the valley is a perfect way to enjoy views of its seasonal scenery. Blanketed in snow, this signature valley looks like an ink brush painting.



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Buddha Image Tracing

A spiritual practice open to people of all ages and religious beliefs, this image tracing program is available at the Oiwasan Nissekiji Temple throughout the year.

Historical Scenery

Visitors may find architecture and townscapes with yesteryear charm across the prefecture, including the Gokayama area with well-preserved historical Japanese scenery as well as the Takaoka and Inami areas, prospering as large producers of traditional crafts.



UNESCO World Heritage
Michelin Green Guide ★★

1

Ainokura Gassho-style Village
A World Heritage Site

Designated as a World Heritage site, the Ainokura Gassho-style Village still serves as home to a fairly large population. The village preserves historic buildings, some built nearly 350 years ago, and some of which even offer accommodations.



UNESCO World Heritage
Michelin Green Guide ★★

1

Suganuma Gassho-style Village
A World Heritage Site

Seasonal nighttime illuminations surround the area into an other-worldly spectacle.



National Treasure
Michelin Green Guide ★★

2

Takaoka Zuiryujii Temple
A National Treasure

Founded in the early 17th century, this magnificent, vast temple is truly awe-inspiring.



Michelin Green Guide ★

3

Zuisenji Temple

The temple's premises, including the Sanmon Gate, feature intricate works of Inami Woodcarving, a local traditional crafting technique.



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Yokamachi Street

Featuring an historic townscape, cobblestoned Yokamachi Street hosts an array of crafting studios. Don't miss the mallet sounds as you walk down the street.

Events



Takaoka Mikurumayama Festival (May 1) 9

UNESCO Intangible Cultural Heritage



Tatemon Festival (1st Fri. and Sat. in Aug.) 10

UNESCO Intangible Cultural Heritage



Etchu Yatsuo Owara Kaze no Bon (Sept. 1-3) 11



Tonami Tulip Fair (late Apr.-early May) 12

- 9 One of this festival's highlights is the beautifully decorated floats, which are the products of local artisans' outstanding metalworking and lacquer-working techniques.
- 10 Having originated about 300 years ago, this traditional festival is known for the unique triangle-shaped Tatemon floats, which is vigorously pulled around the town.
- 11 This early autumn festival features mystic and nostalgic dances and songs that have been passed down through generations for over 300 years.
- 12 This is one of the largest flower events with 3 million tulips in full bloom.



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The Tateyama Kurobe Alpine Route
Mikurigaike Pond and Mountains in summer (Jul.- Aug.)

Running through the 3,000-meter-high Northern Alps, the Tateyama Kurobe Alpine Route is a world-famous mountain sightseeing route. The gigantic snow wall that emerges in the spring, named Yuki no Otani, sometimes reaches a whopping 20 meters high.



6

Asahi Funagawa
"Spring Quartet" (early April)

During the spring season, this "natural theater" features a quartet of the Northern Alps, cherry blossoms, tulips and field mustard flowers.

Nature

This famous forest is home to characteristic multi-trunk swamp cedar trees. The branches of mature trees are weighed down by snow to the ground, causing new roots to emerge, eventually growing into multiple trunks.



7

Japanese Cedars in Sugisawa



8

Miyajima Gorge

Stepping into Miyajima Gorge, you'll be surrounded by a healing environment with sounds of the waterfall and swaying of the trees, whose negative ions will certainly refresh your mood.

Toyama Prefectural Museum of Art and Design

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The museum's extensive collections include works of Picasso and other world-class masterpieces as well as abstract artworks. The rooftop garden commands a magnificent view of the Tateyama Mountain Range.

Museums

Featuring a sophisticated architectural style designed by world-famous architect Kengo Kuma, the museum houses collections of modern glass artworks.



Toyama Glass Art Museum

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Dale Chihuly, Toyama Mille Fiori, 2015,
H280xW940xD580cm, Toyama Glass Art Museum



Dale Chihuly, Toyama Float Boat, 2015,
H60xW917.5xD657.5cm, Toyama Glass Art Museum



Access to Toyama

| | | |
|--|---|--|
| <p>Osaka / Shin-Osaka</p> <p>Approx. 2 hr. 10 min. by Limited Express Thunderbird</p> | <p>Tokyo</p> <p>2 hr. 8 min.* by Hokuriku Shinkansen (Kagayaki)</p> <p>*The indicated time is the shortest time.</p> | <p>Tokyo International Airport (Haneda)</p> <p>Approx. 1 hr. by air (ANA)</p> |
| <p>Kanazawa</p> <p>Approx. 25 min. by Hokuriku Shinkansen</p> | <p>Toyama Kitokito Airport</p> <p>Approx. 20 min. by bus</p> | |
| Toyama | | |



Discover Toyama's Attractions in Tokyo!

NIHONBASHI TOYAMA

Nihonbashi Daiei Building 1F, 1-2-6 Nihonbashi Muromachi, Chuo-ku, Tokyo 103-0022

Business Hours

- Shop Floor 10:30AM-7:30PM
 - Japanese Restaurant 11:30AM-2:30PM 5:00PM-10:30PM (Sun. and holidays 9:00PM)
 - Bar Lounge 11:00AM-9:00PM
 - Kanko Koryu Salon 10:30AM-7:30PM
- Open all year round (excluding New Year holidays, building inspection days, etc.)

<https://toyamakan.jp/en/>



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*The business hours may be subject to change. Please visit the website of Nihonbashi Toyamakan for the latest information.

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UNESCO
World
Heritage

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The Historic Villages of Gokayama



Official Tourism Information in Toyama

<https://foreign.info-toyama.com/en/>

