

The City of Craftsmanship

Sanjo City's Official Tourism Guide

新潟県三条市

The Outdoor City



The City of Craftsmanship

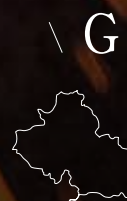
Craftsmanship in Sanjo dates back to the early Edo period (1603-1868) when, in order to provide relief to local farmers suffering from the frequent flooding of the nearby Ikarashi River, nail blacksmiths were invited from Edo (present-day Tokyo) to encourage those farmers to make Japanese nails on the side. Metalworking caught on, and since the Meiji period (1868-1912), the trade of a wide range of metalworks including cooking knives, blades, and hand tools forged using the blacksmithing techniques passed down through the generations has flourished. Those high-quality metal products—both artisanal and industrial—are being manufactured throughout Sanjo for domestic and international sale.



Official Tourism Site SANJONAVI
Craftsmanship Experience Page

https://www.city.sanjo.niigata.jp/sanjonavi/see_do/craftmanship/index.html

Welcome to the ci





The Outdoor City

Sanjo officially declared itself as the "Outdoor City of Sanjo" on July 22, 2023. It did so to deepen interactions between local outdoor-related businesses, local residents, and those who come to enjoy Sanjo's natural gifts, including its beautiful Shitada region.

Boasting a concentration of Japan's leading outdoor manufacturers to rival its abundant nature, people of all ages enjoy a wide range of outdoor activities—from hiking and cycling to fishing and camping—all within Sanjo's city limits.

Our hope is that through developing outdoor skills and know-how while enjoying nature, people will be better prepared in the event of a disaster to protect themselves and their loved ones, and to help others in their community.

With that background, Sanjo pledged to coexist with nature into the future and strives daily to further develop as an "outdoor city" that is loved by its residents and guests alike.

O /



ty of Sanjo, Niigata



Shitada Brand Site
Slow & Steady Shitada

<https://slow-and-steady-shitada.jp/>



The City of Craftsmanship

Experience blacksmithing
techniques!

Try making
Japanese nails
and paper knives!

Sanjo Blacksmith Dojo
TEL.0256-34-8080

Watch craftspeople in
action!

Enjoy observing
metalworks
at your own pace
in an open factory!

Suwada Open Factory
TEL.0256-45-6111

Official Tourism Site
SANJONAVI
Event Information Page



Self-Guided Itineraries!

- Sanjo Craftsmanship Route
- Shitada Sightseeing Route
- Honai Garden Route

Scan here →



April

May



May 14-15th
Sanjo Festival



Mid to late May
Echigo Sanjo
Takajo Himesayuri Festival

A gardener's paradise!

In addition to plants, gardening supplies, and landscaping materials, you can also buy local, seasonal ingredients!

The Roadside Station
Teien no Sato Honai
TEL.0256-38-7276



Tsubame-Sanjo Regional
Industries Promotion Center
TEL.0256-32-2311

Western tableware, cutlery, hammered copperware, kitchen utensils, and a wide variety of other products crafted in the surrounding Tsubame-Sanjo region are available at local prices.



Sanjo Curry Ramen

Curry ramen became popular in the early Showa era (1926-1944) as a delivery dish for blacksmiths. Curry ramen differs depending on the restaurant, but generally there are two types—either the ramen broth is curry-flavored or the ramen has curry on top.



Sanjo Ikagassen

The Sanjo Ikagassen (kite battle) dates back to 1649, when a jinya (samurai residence) was established in Sanjo. Jinya residents flew square kites on Boys' Day to celebrate the feudal lord's status as a benevolent ruler.

Since then, Sanjo's residents—particularly the jinya residents and local blacksmiths—have participated in this kite battle every year. The shape of the kites changed over time, leading to the present-day tradition unique to Sanjo of using hexagonal kites in the annual kite battle. A visual spectacle, this competition is taken seriously, with participants ranked and a champion announced at the end.



Promotional
Website



"Do It Yourself!!
-どうーいっと・ゆあせるふ-"

An original TV anime set in Sanjo and based on the theme of "high school girls x tools = craftsmanship" aired in 2022. It was also made into a TV drama in July 2023. Click here to see the real-life locations used in the anime! →



June

July



Late May to early June
Sanjo Ikagassen



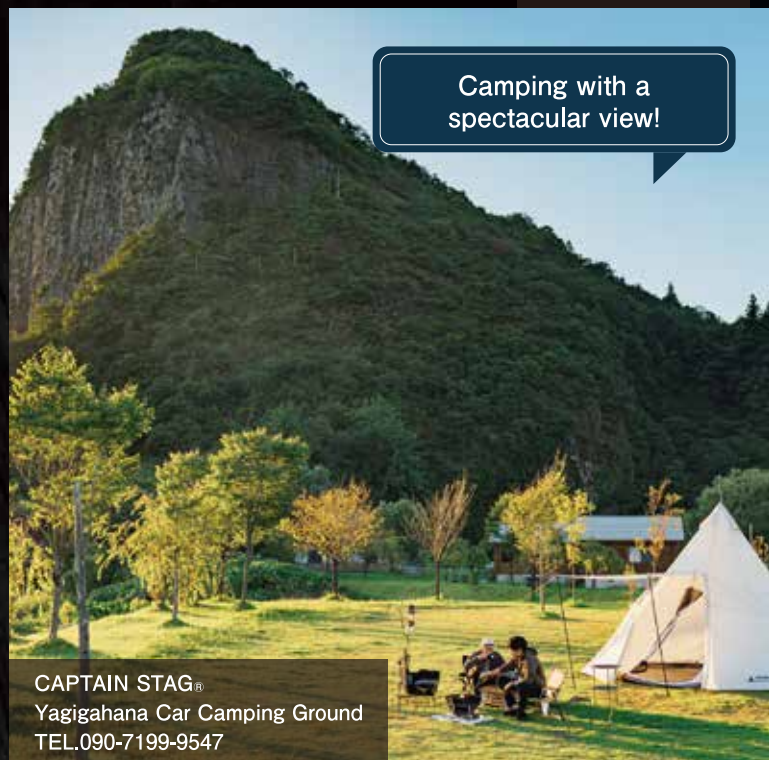
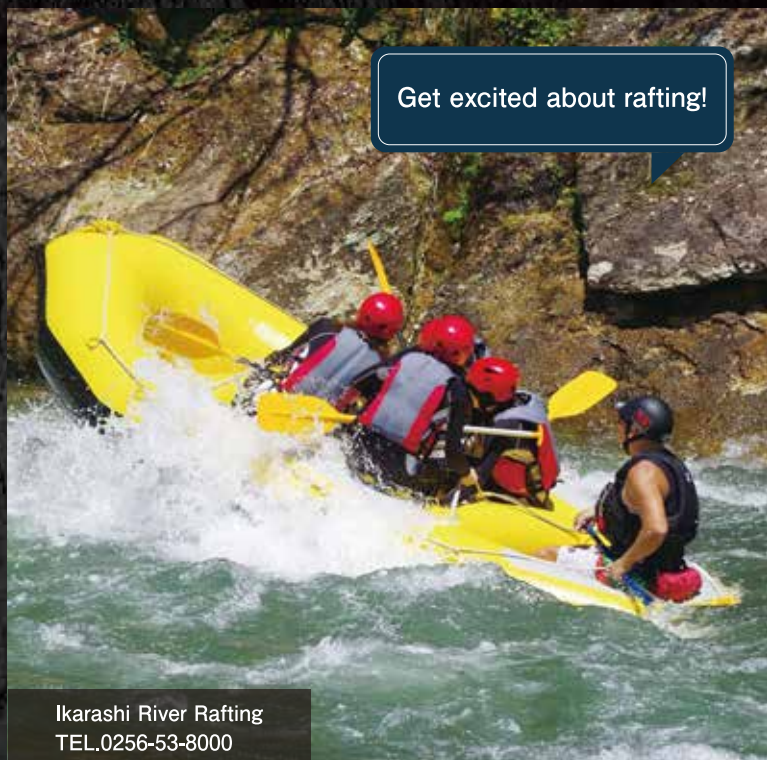
Mid-June
Sanjo Craft Fair



Mid to late June
Japanese Iris Festival



Late July
Sanjo Summer Festival



August

September

October



Enjoy a luxurious time
at a stunning
multi-facility campground

All season camping!



Snow Peak HEADQUARTERS
TEL.0256-41-2222



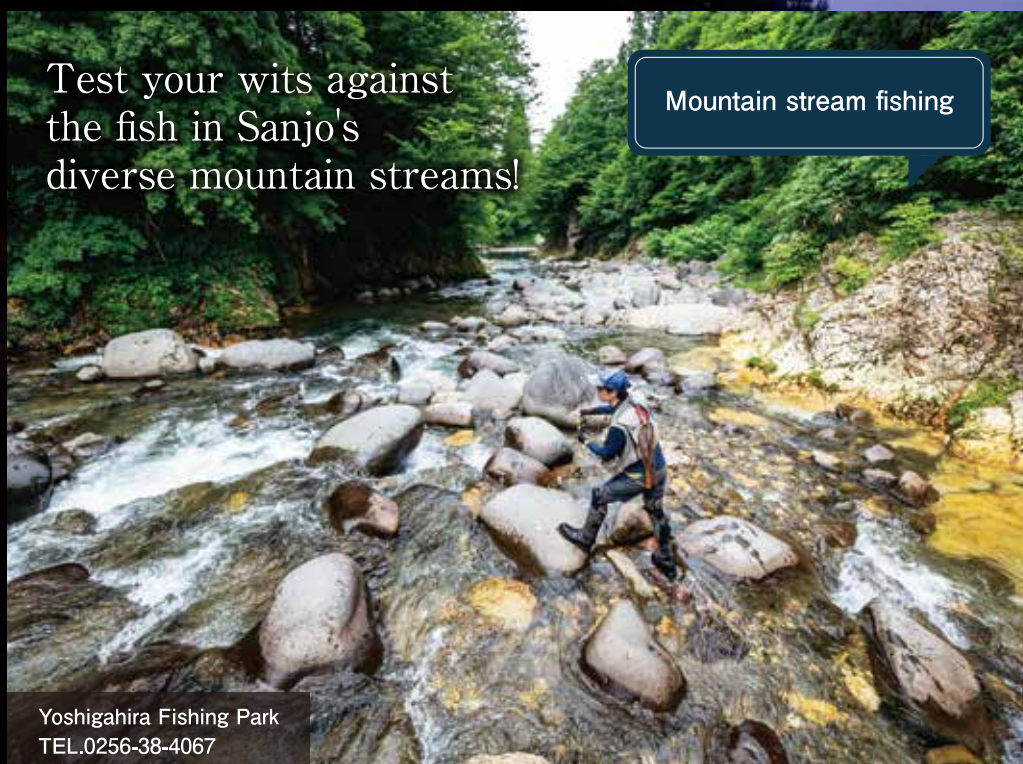
Snow Peak FIELD SUITE SPA
HEADQUARTERS
TEL.0256-46-5650



The Outdoor City

Test your wits against
the fish in Sanjo's
diverse mountain streams!

Mountain stream fishing



Yoshigahira Fishing Park
TEL.0256-38-4067



Outdoor Activities

November December January February March



January 14-15th
Votive Lantern Festival



February 3rd
Honjo-ji Oni Dance & Bean Throwing Ceremony

Access

〈 Getting to Sanjo 〉



〈 Niigata Prefecture 〉



〈 Sanjo City 〉



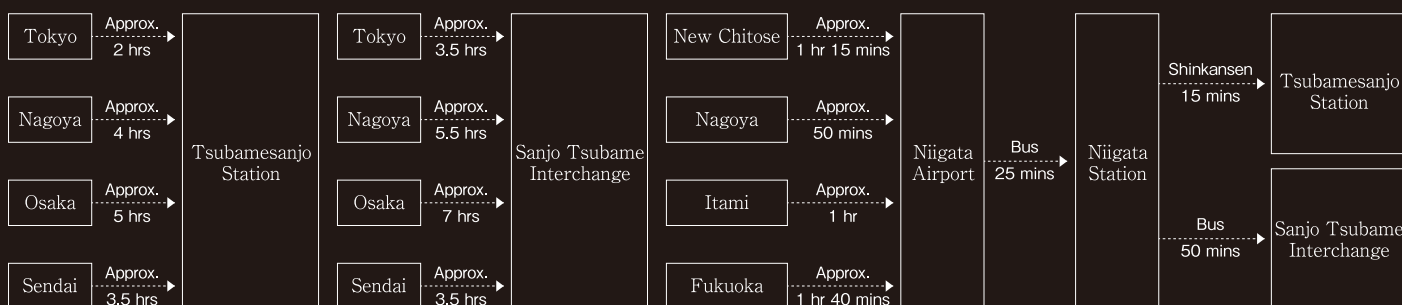
By Shinkansen



By Car



By Air



Getting around Sanjo

Demand Responsive Transit

〈City area〉

Book using the call centre, the smartphone app, or the official LINE account
TEL.0256-46-8696

〈Other areas〉

Book directly with a taxi company



Taxis

S Taxi	TEL.0256-32-5021
Sanjo Taxi	TEL.0256-33-1661
Chuetsu Traffic Co., Ltd.	TEL.0256-38-2021
Sanjo Sales Office	
Hinomaru Tourist Taxi	TEL.0256-35-5555

Circular route and regular route city buses

Echigo Kotsu, Sanjo Sales Office	TEL.0256-38-2215
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Car Rental Services

JR Rent-A-Car Tsubamesanjo Office	TEL.0256-35-6351
ORIX Rent-A-Car Tsubame-sanjo Ekimae Rental Site	TEL.0256-36-0563
TOYOTA Rent a Car, Sanjo Shop	TEL.0256-35-5488
NIPPON Rent-A-Car Tsubamesanjo Station Branch	TEL.050-1712-2871
Times CAR RENTAL, Tsubame Sanjo Branch	TEL.0256-34-9400
J-net Rent@Car Tsubame-sanjo Ekimae Rental Site	TEL.0256-46-8716

Sanjo City, Economic Department, Marketing Strategies Office
2-3-1 Asahicho, Sanjo, Niigata, Japan 〒955-8686
E-mail / eigo@city.sanjo.niigata.jp

TEL.0256-34-5603

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Official Tourism Site
SANJONAVI



Check here for
various brochures

