

With this APP you can get Wi-Fi from Sado City



Sado City

[SSID] Sado\_City\_Free\_Wi-Fi

Welcome to Niigata!

## Getting to Niigata and Sado

Niigata Airport is the foremost international gateway to Japan on the Japan Sea, with six regular international routes to four different countries: Shanghai and Harbin (China), and Seoul (South Korea), and Taipei (Taiwan), and Khabarovsk and Vladivostok (Russia). You can get from Niigata to Tokyo in one hour and forty minutes by shinkansen or four hours by expressway.

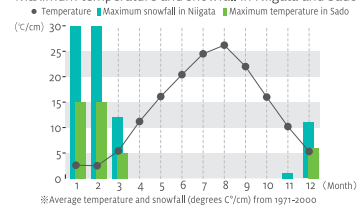


### CONTACT Sado City

Sado Tourism Association  
353 Ryotsu Minato Sado  
Niigata Prefecture  
Tel. 0259-27-5000  
E-mail : info@visitsado.com



Maximum temperature and snowfall in Niigata and Sado



Sado Tourism Association Website <https://www.visitsado.com/en/>

All information current as of Apr. 2023. Disclaimer: This publication is for reference only. Please visit our website for updates. Thank you.

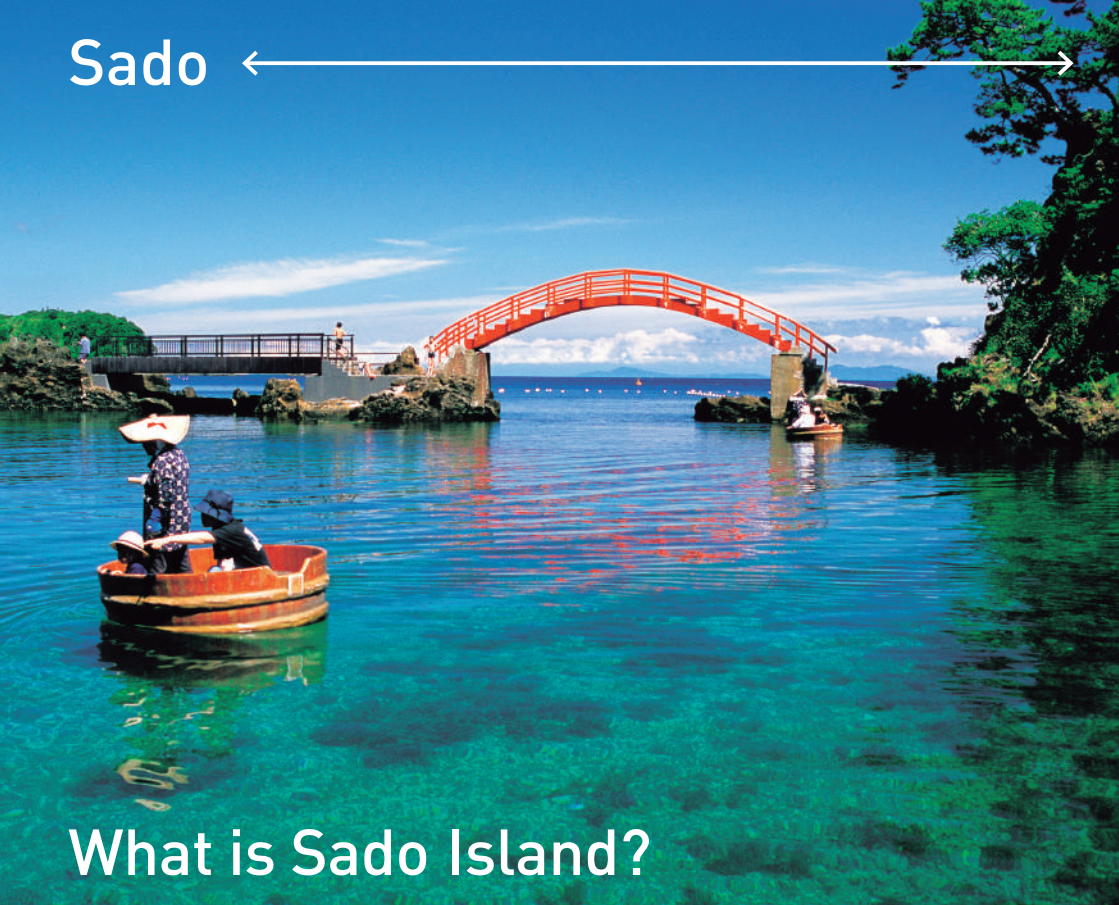
# Welcome to Sado Island Guide



Sado Tourism Association







## What is Sado Island?

Sado Island consists of two mountain ranges with plain areas in between. Part of its beautiful coastline belongs to a quasi-national park. The island was a designated penal colony for political dissidents during the Imperial Court of the Nara Period in the 8th century. The discovery of gold made the island under direct control of the Tokugawa Shogunate in the 17th century, and the following marine transport businesses brought positive socioeconomic impacts from other regions of the country. The combinations of the aristocratic, samurai and commercial exchanges have fused together to form a unique culture. Food varieties of land and sea are also a great attraction.



Shukunegi Area

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## SADO-NIIGATA PASS

Great Value for  
JR EAST Pass holders

¥8,000\*  
Adults/Children



### Niigata and Sado!

- A** **Niigata City Loop Bus One-Day Pass**
- B** **Round Trip Bus Ticket Niigata Station - Ferry Port**
- C** **Car Ferry To Sado Island Round-Trip Ticket**
- D** **Sado Island Local Bus Three-Day Pass**
- E** **Sado E-bike Rental First 2 hours free**

### Validity and Expiration

Valid only for JR EAST Pass holders (excludes JR Rail Pass)

Valid 10 days from the date of purchase.

Valid for the car ferry between Niigata - Ryotsu.

### Where to Buy

**① Niigata Station Bandai Exit Tourist Information Center**  
1-1-1 Hanazono, Chuo-ku, Niigata City, Niigata 950-0086  
Tel 025-241-7914 Open 9:00 - 19:00

**② Sado Kisen Ferry Niigata Port Information Center**  
9-1 Bandaijima, Chuo-ku, Niigata City, Niigata 950-0078  
Tel 025-245-1234 Open 8:00 - 16:00

### Important Restrictions and Guidelines

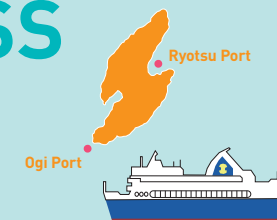
<https://sado-niigata.com/pass/>



## DISCOVER SADO PASS

Best Value for  
Sado Island Pass

¥6,900\*  
¥3,500  
Adults / Children



### Experience Sado!

- A** **Car Ferry To Sado Island Round-Trip Ticket**
- B** **Experience Program Vouchers**  
2,000 yen value for adults  
1,000 yen value for children

### Validity and Expiration

Valid for use on up to a 10-day trip. Not valid on day trips.

Valid for the Niigata - Ryotsu or Naoetsu - Ogi car ferry.

### Where to Buy

**① Sado Kisen Ferry Niigata Port Information Center**  
9-1 Bandaijima, Chuo-ku, Niigata City, Niigata 950-0078  
Tel 025-245-1234 Open 8:00 - 18:00

**② Sado Kisen Ferry Naoetsu Port Information Center**  
Minato-cho 1-9-1, Joetsu-shi, Niigata, Japan 942-0011  
Tel 025-544-1234 Open 8:30 - 17:00

### ③ Yamazaki Shop Niigata Airport 1FL

3710 Matsuhama-cho, Higashi Ward, Niigata 950-0001  
Tel 025-275-2635 Open 7:15 - 18:30

### Use Vouchers on...

- Gold Panning
- Tub Boat rides
- Local Sake Tastings
- Glass-bottom Boat rides
- Make your own Onigiri
- Island Mirage: Gold Mine MR Experience
- Explore the Sado Gold and Silver Mines
- Gold Mine Picture Scroll Experience

...and more!

### Important Restrictions and Guidelines

<https://www.visitsado.com/information/30285/>



\*Prices may be subject to change.

## Culture & Activities (p10-11)

### Model Courses (p12-13)

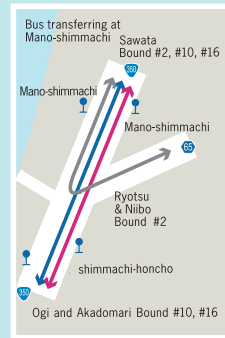
- A** Sado Gold Mine (Sado Kinzan)
- B** Shukunegi
- C** Seisuiji Temple and Guzedon Platform
- D** Myosenji Temple and Five-story Pagoda Tower
- E** Ono-game
- F** Natural Cedar Trees
- G** Senkakuwan Bay
- H** Tarabune Tub Boat (**H1** Ogi Port, **H2** Yajima-Kyojima)
- I** Gold Panning
- J** Playing the Drums at Sado Taiko Centre
- K** Sado *Bugyosho*, the Office of Magistrate
- L** Toki-no-mori Koen (Japanese Ibis Center)
- M** Sado Rekishi Densetsukan, Sado History and Folk Tale Museum
- N** Obata Sake Brewery
- O** Sado Ogi Folk Culture Museum
- P** Hokusetsu Sake Brewery
- Q** Kitazawa Flotation
- R** Kyomachi
- S** Futatsu-game

### Tourist information

- Hotels (p14-15)
- Bus stop
- Port (Sadokisen)
- Airport

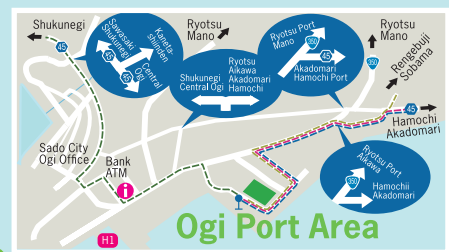
- Bus line
- Bus line (Hop-on Hop-off Zone) see p16-17

## Mano Area



### 11 Shukunegi Line

Etsumi - Ogi-Kanetashinden - Sawasaki - Fukaura - Shukunegi - Ogi



## Aikawa Area



## Sawata Area



### 10 Ogi Line

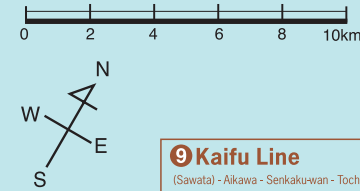
Ogi - Mano-Shimmachi - Sawata

### 8 Watatsu Line

Hamochi H.S. - Osaki - Kami-Kawano

### 16 Akadomari Line

Ogi - Akadomari - Mano-Shimmachi - Sawata



### 9 Kaifu Line

(Sawata) - Aikawa - Senkakuwan - Tochu - Iwayaguchi

### 6 Nanaura-kaigan Line

Sawata - Futami - Aikawa - Aikawa Museum - (Gold Mine) - Aikawa

\*Services in the solid line are one-way loop services.  
\*Services via Gold Mine may be seasonal.

### 4 Uchikaifu Line

Ryotsu - Utami - Washizaki - Iwayaguchi

### 1 Honsen Line

Ryotsu - Kanai - Sawata - Aikawa

### 2 Minamisen Line

Ryotsu - Niibo - Mano-shimmachi - Sawata

### 3 Higashi-kaigan Line

Ryotsu - Ogawa - Katanoo - Oda

### 13 Kuninaka-Kanamaru Line

Sawata - Kanai - Niibo - Hatano - Mano-Shimmachi - Kanamaru - Kanai - Sawata

\*This service is a loop line.

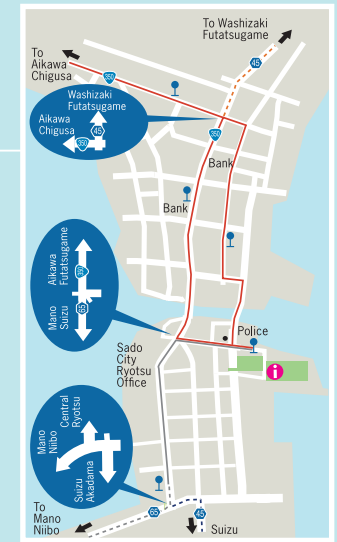
### 7 Maehama Line

Hamochi H.S. - Akadomari - Oda

### 14 Iwakubi Line

Sawata - Kanai - Oda - Kakinoura

## Ryotsu Area



This map is based on the 1:200,000 regional map by Geospatial Information Authority of Japan with its approval. All rights reserved.  
この地図の作成に当たっては、国土地理院長の承認を得て、同院発行の20万分1地勢図を使用した。(承認番号 平 26 北使、第 14 号) 転載不可。



Sado, with its high mountains, fertile plains and well-stocked seas round about, is a treasury of various tastes. Fresh seafood and fruit, and the very best quality Koshihikari rice, are some of the things visitors must try while they are here.



## Benizuwaigani (red snow crab)

Red snow crab, or *benizuwaigani*, caught in the sea near Sado, is exceptionally fresh. It should be eaten as soon as it is boiled so that its firm flesh can be appreciated.



## Namban-Ebi

Also known as sweet shrimp, or *amaebi*, are delicious when eaten raw as sashimi.



## Kamburi (yellowtail)

*Buri*, or yellowtail, is Sado's finest fish. *Buri* caught in winter, called *Kamburi*, when the flesh is fatty is highly prized as a high quality delicacy typical of Sado.



## Kaki (oysters)

As it is surrounded by the sea, Sado offers a rich variety of shellfish including oysters, *sazae* or horned turban, and *awabi*, or abalone. Oyster farming is also widely practiced.



## Ika (squid)

Huge amount of squid are caught on Sado, and out at sea in summer visitors can see the fishing lights for luring the squid to the boats. *Ika somen*, or long, thin strands of noodle-like squid with a wonderful consistency, is another delicacy of Sado.



## Burikatsu-don

This specialty comes with a bowl of Sado's *Koshihikari* rice topped with fried yellowtail fish caught in Sado's water. Fried pieces are flavored with an original sauce made from soy-based *ago dashi* broth.



## Okesa Gaki (a type of persimmon)

A wide variety of fruit is grown on Sado. Of these, the *okesa gaki*, a large, flat type of persimmon without any pit, is particularly well known. Once the astringent taste has been removed, the thick, creamy flesh of the fruit is considered to be of the finest quality among persimmons.



## Seafood of Sado

Visitors can taste sashimi and seasonal seafood caught in the water surrounding Sado. Enjoy it in a hotel or restaurant.



## Koshihikari & Toki to Kurasu Sato Rice

*Koshihikari*, cultivated in a lush natural environment, enjoys a reputation as one of Japan's finest varieties of rice. *Toki to Kurasu Sato* (lit, the home of the Japanese crested ibis) Rice is grown with great concern for food safety with less than half the conventional amount of pesticides and herbicides.



a.

a. Manotsuru  
Obata Shuzo  
in Mano



b.

b. Hokusetsu  
Hokusetsu Shuzo  
in Akadamari.



c.



d.

c. Shinryo  
Hemmi Shuzo  
in Nagaishi.



e.

d. Tenryohai  
Tenryohai Shuzo  
in Kamo-Utashiro.

## Sake Breweries

Five breweries produce quality sake on Sado. Niigata's select rice and pure water are desirable conditions for brewing. Plant tours and free sample are available at most breweries. Enjoy.

e. Kintsuru  
Kato Shuzo  
in Sawane Sumiya-machi.





## Spring

### Hina-matsuri Doll Festival

Dates: During March  
Locations: Aikawa and Ryotsu Areas

Japan has a tradition of displaying *hina dolls* during this season to celebrate the sound growth of girls in early ages. Visitors can see those classical exhibitions in these areas.



## Summer

### Earth Celebration

Dates: August Location: Ogi Area

An international music and arts festival held in August. The highlight of the festival is a performance by Kodo, taiko drummers who give concerts across the world. The festival lasts three days and includes various events, culminating in an open air concert.



## Autumn

### Ondeko in Niibo & Toki Yubae Flea Markets

Dates: Early October Location: Sado City Niibo Office

This is an active local event in which the main themes are outdoor stalls, *onidaiko*, or deity-masked dance, and *toki*, or Japanese crested ibis. The event holds the island's largest gathering of outdoor stalls, with over 90 shops. A number of *onidaiko* groups demonstrate their dance performance with robust drum beats.



## Winter

### Do-oshi Sacred Ceremony

Dates: January 3rd  
Location: Bishamon-do Temple in Tsukibuse, Ryotsu area

*Do-oshi* ceremony is intended to ward off evil spirits of men in *yakudoshi*, a set of believed "unlucky" ages. After a Buddhist priest has chanted a sutra, bean husks are burned on the hearth and the holy ministers bang on the wooden wall inside the hall, while those men are lifted up by holy carriers in loin and pushed round the hall. The event is held in the evening of January 3rd every year.

Many enjoyable activities are held on Sado, from small, traditional festivals to sports competitions and events with a strong international flavor.



## February

**Massaki Shoku-no Jin (Taste of Sado in Matsugasaki)**  
Dates: Mid-February., Location: Oda Port

## March

**Ryotsu Ohinasama and Treasure Festival**

Dates: During March., Location: Ryotsu area

**Aikawa Hina Festival (Doll Festival)**

Dates: During March., Location: Aikawa area

**Yotteke Festival (Taste of Sado in Mano)**

Date: Mid-March., Location: Ibuki 21 (next to Mano Park)

## April

**Oiran-dochu Parade in Cherry Blossom Festival**

Dates: Mid-April., Location: In front of playgrounds of Hamochi Elementary and Junior High School

**Daizen Shrine Festival Noh Theatre**

Dates: April 18., Location: Daizen Shrine Noh Stage

**Akadomari Festival**

Date: April 18., Location: Yahata-hachimangu Shrine in Akadomari

**Ichi-no-miya Festival**

Dates: April 23., Location: Hamochi-ioka Watatsu Shrine

## May

**Donden Plateau Spring Festival**

Dates: Late April to Early May., Location: Donden Lodge

**Chokokuji Temple Peony Festival**

Dates: Mid-May., Location: Chokokuji Temple

**Sado-koku Ondeko .com (Onidaiko Festival)**

Dates: Late May., Location: Ondeko Dome

## June

**Yoi-no-mai Dance Parade**

Dates: Early June., Location: Kyo-machi dori Street and Sado Bugyosho

**Sado Kanzo Festival (Yellow Day-lily Festival)**

Date: the second Sunday of June., Location: Ono-game

**Kusakari Shrine Annual Festival and Noh Theater**

Dates: June 15., Location: Kusakari Shrine

## July

**Hakusan-maru Festival**

Dates: 4th Sunday of July., Location: Sado-koku Ogi Folk Museum

**Tanabata Star Festival in the Ocean**

Dates: Early July., Location: Kita-koura and Kotoura

## August

**Akadomari Minato Matsuri Festival**

Dates: 1st Sunday of August., Location: Akadomari Port

**Ryotsu Tanabata and Kawabiraki Festival**

Dates: August 7 and 8., Location: Ryotsu area

**Lighting-up Senkaku-wan Bay**

Dates: August 14 and 15., Location: Around Senkaku-wan Bay Aghshima Yuen

**Ogi Minato Matsuri Festival**

Dates: August 29 and 30., Location: Ogi Port area

## September

**Kuji Hachiman Shrine Festival**

Dates: Mid-September., Location: Kuji-hachimangu Shrine

## October

**Ondeko in Niibo & Toki Yubae Flea Markets**

Dates: Early October., Location: Spacial Stage by Sado City Niibo Office

**November and December**

**Sado Fish Festival**

Dates: Early November., Location: Ryotsu Fish Market

**Osaki Soba-no-kai**

Dates: Late November and early Dec., Location: Osaki Kasseika Center

# Performing Arts

On Sado, where a variety of cultures met and mingled, different types of traditional performing arts have been preserved.



## Sado Okesa

Folk song and dance style typical of Japan, with plaintive tunes and graceful dancing, visitors can see *okesa* all over Sado.

## Bun-ya Ningyo

This puppet theater is the original

form of classic *yoruri*. The simple, minimal performances are played with the plaintive melody and songs accompanied by the *shamisen*.

## Onidaiko

This is a rare type of traditional performing art found only on Sado. Each area of the island has its own style handed down from generation to generation. The performances, where deity-masked performers dance wildly to the stirring beat of the drum, is a Shinto ritual driving out evil spirits and praying for a good harvest.

## Takigi Noh

Sado Island is a place where *Zeami*, the founder of Noh, was exiled in the 15th century. Local preservation groups occasionally present their performance. Over 30 active outdoor Noh stages are found on the island. Takigi Noh in particular, performed beside a bonfire, takes you back to ancient times.

# Sports on Sado

The island hosts various sport events where participants can sense Sado's nature.



## Suponichi Sado Long Ride 210

Dates: Mid May.  
Start and Finish: Sawata  
Location: Sawata



## Sado International Triathlon

Dates: 1st Sunday of September.  
Start and Finish: Sawata



## Sado Open Water Swimming

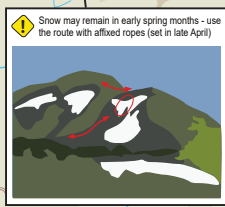
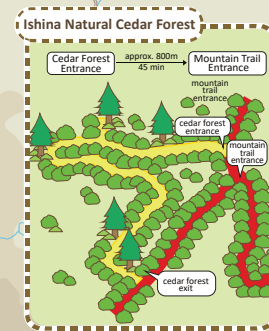
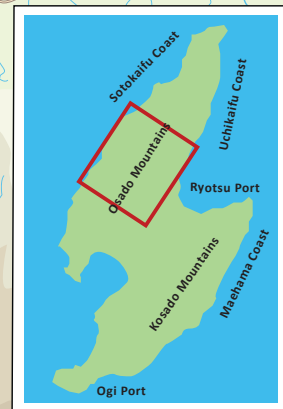
Date: 1st Sunday of August.  
Start and Finish: Sawata Beach

# OSADO TRAIL MAP

0 500 1000 2000 3000m  
1 : 37,000

	Hiking Trails
	Hiking Trails (advanced)
	Snow Season Route
	Ministry of Defense Road
	Prefectural Road / Forest Road
	Trailhead
	Portable Toilet (Free)
	Portable Toilet (100 yen)
	Toilet Facilities (Free)
	Spring

(Indicated springs are naturally-occurring and do not guarantee water potability. Please take precautions by filtering, etc. before drinking)



⚠ Snow may remain in early spring months - use the route with affixed ropes (set in late April)

<https://www.visitsado.com/en/sado/trekking/info/>

View Online





## HISTORY

Many influences and technologies from other regions of the country and beyond have been introduced to Sado Island since ancient times and, as a result, the island has developed a unique culture.



### A Sado Gold Mine (Sado Kinzan)

*Doyu-no-Wareto* Outcrop

Sado Gold Mine, the symbol of Sado, was discovered in 1601 and developed to become an important base of support for the Tokugawa Shogunate, achieving maximum prosperity during the early Edo Period in the 17th century. The split in the mountain, known as *doyu-no-wareto* outcrop, was a result of open-cut mining from the summit. Although its mining business was discontinued in 1989, visitors can enter and observe the remaining mining tunnels as historic landmarks and scientific exhibitions of the days of the gold mine. Sado Gold Mine has been on the nation's tentative list of World Heritage candidate sites to be nominated to UNESCO.



### B Shukunegi

The Shukunegi area in the Ogi Peninsula functioned as a base of the marine transportation shipbuilding business from the 18th century to the early 20th century and generated a great amount of wealth. Nar-

row passages and alleys along with closely-packed houses are well preserved just as they were long ago. Many houses are built with leftover materials of shipbuilding, and one of those houses looks just like a ship. The national government has designated the area as an important historic site, and a local preservation group has been maintaining this valuable townscape.



### C Seisuiji Temple and Guzeden Platform

### D Myosenji Temple and Five-story Pagoda Tower

Over 280 old shrines and temples can be found on Sado. Seisuiji Temple was modeled after Kyoto's Kiyomizudera Temple, while Myosenji Temple features a five-story pagoda tower, a nationally designated important cultural asset.



## Pottery

Visitors can try their hand at making *mumyoi* pottery, a type of pottery unique to Sado, which uses clay containing iron dioxide found adjacent to Sado Gold Mine.



## NATURE

Clear water, panoramic views and unspoiled natural beauty are all here for visitors to enjoy.

### E Ono-game

There are magnificent views from the summit, 167 meters above sea level, of this enormous, monolithic rock jutting out of the sea. The area is carpeted with *tobishima kanzo*, or yellow day-lilies in early June, found in the wild only here and in Tobishima in Akita Prefecture.



### F Natural Cedar Trees

Observe Sado's natural cedar trees which have long been preserved in areas at an altitude of about 900m. The weather-beaten shapes formed over hundreds of years give human beings a strong message of how magnificent nature is.

Everybody can enjoy it, even children!



Sado Island's charm is its many beautiful beaches and campgrounds.



### G Senkakuwan Bay

This area belongs to part of the Sado-Yahiko-Yoneyama Quasi-National Park, one of the first registered quasi-national parks in 1950. The name of Senkaku is a direct translation of Hardanger Fjord in Norway because of the similarity in scenic beauty. Visitors can enjoy a glass-bottomed boat cruise through the marine park zone.

## Hands-on Experiences

### H Taraibune Tub Boat

An unusual type of tub boat was invented by local fishers out looking for *sazae*, or horned turban, and *wakame* seaweed in the Ogi area. Tourists can try out a hands-on experience on these tubs. Though it might look a little scary, there's no need to worry because an instructor in traditional island dress will provide instructions in the boat.



### I Gold Panning

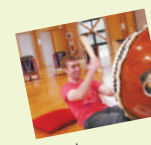
Sado's Nishimikawa Gold Park is a popular attraction set up near the locations in which placer mining collected gold in the



past. Visitors can experience the thrill of discovering gold deposits and take home the precious metal obtained. The exhibition hall displays scientific materials, and souvenir items are available in the shop.

### J Playing the Drums at Sado Island Taiko Centre

Many visitors have great fun at Sado Island Taiko Centre. Instructors are staff members of internationally renowned taiko drum group Kodo. Participants can also have a try on a pair of large drums made from a 600-year old zelkova tree.



Let's sense the powerful sound of the Japanese drum.





# Model Courses

Introduction to the active model courses around Sado's nature and history by route bus and rental car.  
From Niigata to Ryotsu it is 2 hrs and 30 min by car ferry, 65 min by Jetfoil, and 1hr and 40 min direct from Naoetsu to Ogi by high-speed car ferry.

## Two Days and One Night

### Day1

**Niigata port**  
2hrs and 30min



**Ryotsu port**  
5mins on foot



**Rental Car Procedure (Ryotsu Area)**  
60mins by car

There are several car rental services nearby Ryotsu Port. Some of them even offer a multi-language (or multilingual) car navigation system. For more details see page 16.



**H Tarai tub Boat** see p10  
15min by car



You may choose between three locations where you can experience riding a tub boat: Rikiya Kanko Kisen, Yajima-Kyoshima, and Shukunegi Hangiri.



**B Shukunegi** see p10  
40min by car

Having been a port since the medieval times, Shukunegi went through the prosperous 17th century brought about by Sado Kinzan Gold Mine, and developed as a kitamaebune port of call for the merchant shipping industry. Facing a small inlet, Shukunegi is characterised by the crowded rows of over 100 houses built with plate walls made from ship planks, and it has been designated as a National Important Preservation Area for Traditional Buildings and Architecture. Three private houses are open to the public (admission charges required), and the entire Shukunegi village represents a history of involvement in ship-related industries.



**P Hokusetsu Sake Brewery**  
60min by car

Hokusetsu Shuzo Sake Brewery was established in 1872. Hokusetsu is a dry, smooth sake, which evokes images of heavy snow in the northern provinces. Sake produced by Hokusetsu is loved at Nobu restaurants in New York, Los Angeles, London, Milan, and Dubai, among others, which attract celebrities from around the world.



**Lodging in Aikawa Area** see p14

### Day2

**Lodging in Aikawa Area**  
10min by car

Aikawa flourished thanks to the gold and silver mine. There are accommodations along the coast line from which one has a magnificent view over the Sea of Japan and the sunset. How about enjoying the view while soaking in an open air Onsen?



**A Sado Gold Mine** see p10  
5min by car



**Q Kitazawa Flotation**  
15min by car

The Kitazawa area in Aikawa is home of a group of facilities such as a power plant and a thickener (designated National Historical Site), which contributed to modernization of mines. The flotation method had originally been used for copper beneficiation, but at Kitazawa Flotation Plant, the techniques were applied to silver and gold extraction, and successfully utilized for the first time in the world. Under a war-time plan of increase in production, large-scale investment was made. As a result, the Flotation Plant was able to process over 50,000 tonnes of ore per month, and the plant was declared the greatest one in the East.



**G Senkakuwan Bay** see p11



**Temple and Shrine** see p10  
30min by car

It is challenging to visit all of Sado's 280 plus temples and shrines, but how about getting an impression of Sado's history by visiting two or three of them?



**Rental Car Return**  
5min on foot



**Ryotsu Port**

## Three Days and Two Nights

### Day1

**Niigata port**  
2hrs and 30min



**Ryotsu port**  
5min on foot



**Rental Car Procedure (Ryotsu Area)**  
60min by car



**A SadoGold Mine** see p10  
5min by car



**R Kyomachi**  
5min on foot



Kyomachi Street is a main street that connects Aikawa's gold and silver mines with the Sado Commissioner's Office. Kyomachi Street leads up the hill from Shimokyomachi, where the time bell tower is located, through Nakakyomachi to Kamikyomachi. In the past, many residences of both mine-related workers and merchants used to stand side-by-side on this street. The street itself, studded with narrow alleyways, is a reminder of the haphazard town planning that took place during Aikawa's time of prosperity. A symbolic event of Kyomachi Street, "Yoi-no-mai", is held in early June. Dancers, clad in kimonos of the past, dance to the Aikawa Ondo folk song and accompanying music.



**Q Kitazawa Flotation**



**Lodging in Aikawa Area**  
see p14

### Day2

**Lodging in Aikawa Area**  
10min by car



**Bike Rental at Aikawa Tourism Information, Kirarium Sado**  
40min by bike



**G Senkakuwan Bay**  
40min by bike



**Return bike at Aikawa Tourism Information**  
60min by car



**H Tarai tub Boat**  
15min by car



**H Shukunegi** see p10  
40min by car



**J Kodo Taiko Centre** see p11



**Lodging in Ryotsu Area**  
see p14

### Day3

**Lodging in Ryotsu Area**  
60min by car

Ryotsu Port's vicinity is an area where restaurants line up and from which you can see the sunrise. It's the location of Niigata Prefecture's largest lake, Kamoko, around which Japanese crested ibises live. You might even get to watch them flying from your accommodation's window.



**C Ono-game**  
15min by car



**S Futatsu-game**



Futatsugame resembles two turtles nestling closely and the scenery changes according to the tide. The water around Futatsugame is the clearest in Sado, and Futatsugame Bathing Beach has been selected as one of the Top 100 Sea-Bathing Spots in Japan. Futatsugame is also listed with two stars on the Michelin Green Guide, along with Onogame.



**Temple and Shrine** see p10  
30min by car



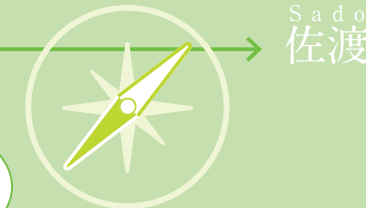
**Rental Car Return**  
5min on foot



**Ryotsu Port**

Please be advised that the model courses suggested in this guide do not ensure on-time bus operation and connections. Use this information at your own discretion.

Visitors can stay overnight in a hotel and enjoy the charm of Sado more deeply. Japanese-style Onsen inns are available. (see p.14-15)





## HOTELS



**SAKURA QUALITY**  
Sakura Quality is a system for valuing the quality of Japanese hotels and other lodgings. The higher the rating, the better the quality of the accommodation. The rating is done by a private unbiased investigator.  
S = Sakura Quality

### Ryotsu Area

- 1 Minami Ryokan  
215-1 Sumiyoshi, Sado Island  
Tel. 0259-27-5621
- 2 Sado Green Hotel Kiraku  
658 Harakuro, Sado Island  
Tel. 0259-27-6101
- 3 Hotel New Katsura  
696 Harakuro, Sado Island  
Tel. 0259-27-3151
- 4 Sunset & Lake The Hotel Aokiya  
685 Harakuro, Sado Island  
Tel. 0259-27-4145
- 5 Sado Grand Hotel  
4918-1 Kamo-Utashiro, Sado Island  
Tel. 0259-27-3281
- 6 Hotel Shiiya S  
4916-7 Kamo-Utashiro, Sado Island  
Tel. 0259-27-2127
- 7 Ryotsu Yamaki Hotel S  
66 Akitsu, Sado Island  
Tel. 0259-23-4141
- 8 Kagetsu Hotel  
262 Ryotsu-Ebisu, Sado Island  
Tel. 0259-27-3131
- 9 Yoshidaya Ryokan S  
261-1 Ryotsu-Ebisu, Sado Island  
Tel. 0259-27-2151
- 10 Sado Futatsugame View Hotel S  
1116-2 Washizaki, Sado Island  
Tel. 0259-26-2311



Sado's hotels and ryokan offer tourists comfortable stays with delicious seasonal offerings and onsen. The island is divided into 4 areas: Ryotsu, Aikawa, Sawata and Ogi.



### Aikawa Area

- 11 Hotel Mancho  
58 Aikawa-Orito, Sado Island  
Tel. 0259-74-3221
- 12 Ryokan Doyu  
333-1 Aikawa-Kabuse, Sado Island  
Tel. 0259-74-3381
- 13 Hotel Meoto  
1267-5 Takose, Sado Island  
Tel. 0259-76-2511
- 14 Hotel Azuma  
548-1 Aikawa-Oura, Sado Island  
Tel. 0259-74-0001
- 15 Hotel Familio Sadoaikawa  
1267-1 Ogawa, Sado Island  
Tel. 0259-75-1020
- 16 Hotel Osado S  
288-2 Aikawa-Kabuse, Sado Island  
Tel. 0259-74-3300



### Sawata Area

- 17 Sawata Onsen Hotel Iriumi  
782 Kubota, Sado Island  
Tel. 0259-52-3521
- 18 Ryokan Urashima S  
978-3 Kubota, Sado Island  
Tel. 0259-57-3751
- 19 Hotel Yahatakan S  
2043 Yahata, Sado Island  
Tel. 0259-57-2141
- 20 Tabino Hotel Sado  
113-12 Chigusa, Sado Island  
Tel. 0259-58-8020

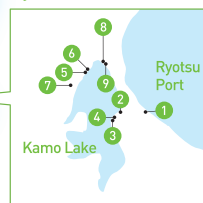
### Ogi Area

- 21 Ogi Onsen Ryokan Kamomeso  
11-7 Ogimachi, Sado Island  
Tel. 0259-86-2064

### Aikawa and Sawata Area



### Ryotsu Area



# Sado Experience Programs → Sado 佐渡

## Onidaiko Experience at Sanno Shrine



Onidaiko is essential to holding a *matsuri* (festival) on Sado Island.

This performing art is considered a cultural ritual central to the island's spirit. In this program, visitors are invited to experience Onidaiko in



Viewing a film inside the actual shrine precinct, and experiencing Onidaiko first-hand simulates the authentic experience of Sado's *matsuri*.

its authentic form, inside Sanno Shrine. View a film on the big screen, then jump in and learn Onidaiko movements!

This experience also includes a tour of the grounds, and visitors will learn how to navigate cultural manners when visiting a shrine.

## Kasuga Matsuri Experience

The Magic of Local Festival Onidaiko drumming, dance, and Food Culture! The Local Kasuga Festival ("Matsuri") is held every year on April 14. The people of Kasuga town come together to perform Onidaiko, a traditional performing art unique to Sado Island. The Oni is a revered figure, and considered on Sado Island to be a reincarnation of God. With the Taiko Drum in tow, the troupe tours the town from morning until night, going from house to house to offer prayers for a good harvest, safety in the home, and expelling any evil spirits. This experience is a valuable and rare opportunity for guests to intimately experience local tradition and culture that has been passed down for generations. Step inside the authentic world of Onidaiko and Matsuri on Sado Island!



## Iwakubi Rice Terraces Agricultural Experience



Experience the Stunning Rice Terraces of Iwakubi with a local Guide! Through this experience, visitors can experience rural culture and village life that has been preserved for centuries. Walk with a local guide, learn about the region and the culture of rice on Sado, and experience agricultural practices first-hand! At the end of the tour, get a taste of the delicious and pure Iwakubi rice - hot and fresh - along with a selection of locally-sourced side dishes!



The Iwakubi rice terraces were originally developed to create food security for the growing population. They are also known as the "Ascending Dragon Rice Terraces." This is because some people say the terraces look like a dragon flying into the heavens when seen from below...

# Transportation (on Sado)

Roads on Sado are slightly narrower than those on the mainland and there are a large number of tunnels. There is no railway. Cars are the principal means of transportation, but the bus network covering the whole island is also widely used both by locals and tourists. Regular tourist buses, taxis and car rentals are also an important means of transport.

## Bus

## Private Cars

Generally speaking, cars are the principal means of transport. Since Sado is bigger than many people would think, there is often quite a distance between point of arrival and destination. If driving on Sado, it is wise to prepare for ample fuel and time.

## Fixed Route Bus Passes

Passes are available at the following information offices:  
Niigata Kotsu Sado in Ryotsu, Aikawa, Sawata, and Ogi.

### Three-day Pass

Unlimited bus ride for three consecutive days  
Adults: ¥3,000  
Children: ¥1,500

### Two-day Pass

Unlimited bus ride for two consecutive days  
Adults: ¥2,500  
Children: ¥1,250

### One-day Pass

Unlimited bus ride for one-day  
Adults: ¥1,500  
Children: ¥750

These passes provide discount benefits at the service providers.  
More detail information, visit <http://www.sado-bus.com/>

## Bus Line (Hop on-off Zones) See p4-5 MAP

Hop-on/Hop-off zones indicated by dotted lines allow passengers to get on and off a bus on fixed-route services anywhere. Raise a hand so that the bus driver can easily recognize it, and notify him/her approximately 100m before getting off. Hop-on/Hop-off services are not available on the solid lines. Passes are also available. See above.

## Rent-a-cycle Places

Sado Tourism Association Offices:

Ryotsu Area: Ryotsu Port Tourist Information Office	Tel. 0259-27-5000
Ogi Area: Minami-Sado Tourist Information Office	Tel. 0259-86-3200
Aikawa Area: Aikawa Tourist Information Office	Tel. 0259-74-2220
Others:	
Sawata Area: Niigata Kotsu Sado Tourist Information Office	Tel. 0259-57-2121

Rental cycles are battery-assisted bikes. Users will be liable for costs of damages in case of accidents due to negligence.

Fares for fixed route buses are calculated based on the distance traveled each trip (up to ¥820), and payment is made when passengers get off. Bus passes are also available. See right.

## Regular Sightseeing Buses

Guided sightseeing bus tours comfortably take participants to select spots. These tours are all Japanese. The tours may be canceled due to irregular conditions. No partial refunds for leaving the tour early.

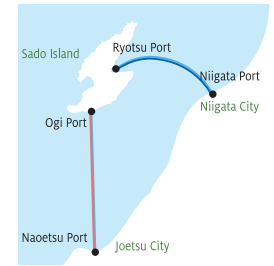
# Transportation (From Niigata to Sado) → 佐渡

Visitors can cross by sea from Niigata, or Naoetsu. Refer to the section "Transportation to Niigata" for access details from other major cities to Niigata.



## To Sado

## Ship course



## Jetfoil

The jetfoil takes just 65 minutes. All seats must be reserved. Tickets are available from Sado Kisen information desks, travel agencies and the JR Midori-no-madoguchi (Reservation Ticket Office).

## Car Ferry

The car ferry takes 2 hours and 30 minutes between Niigata and Ryotsu. Apart from the large, carpeted 2nd class lounge, reservations are required for all upper class seats. There is also a suite complete with a reception room. Reservations can be made at all Sado Kisen information desks and travel agencies. Early reservations for vehicles are recommended.

## Car ferry

Naoetsu Port - Ogi Port : For 2 hours and 40 minutes.

Sado Kisen

<http://www.sadokisen.co.jp/en/>

## Getting from Niigata to Sado

Port of Departure	Craft	Time
Niigata Port - Ryotsu Port	Jetfoil Ferry	65 min. 2 hours 30 min.
Naoetsu Port - Ogi Port	Ferry	2 hours 40 min.

## On Sado

There is no rail transport on Sado Island. However, multiple other methods of are available, including car rentals. Information about the various modes of transport on the island, along with contact addresses and telephone numbers can be found following.

## Car Rentals

### Ryotsu Area

Sado Kisen Kanko Co., Ltd. (Tel. 0259-27-5195)  
Watanabe Sansyou Co., Ltd. (Tel. 0259-27-5705)  
Toyota Rental Lease (Tel. 0259-27-2100)  
Times Rental Car Ryotsu Office (Tel. 0259-24-7211)  
Island Rent-a-car (Tel. 0259-23-2455)  
Nippon Rent-a-car (Tel. 0259-23-4020)  
Niko Niko Rental Car (Tel. 090-1883-9747)  
Kigaruni Rent-a-Car (Tel. 0259-58-8031)  
Sado Rental Car (Tel. 0259-86-3010)  
Aburaya Rental Car (Tel. 0259-67-7791)  
Maesado Unso Co., Ltd. (Tel. 0259-87-3101)  
JA Rental Car (Tel. 0259-22-3133)

### Ogi Area

### Akadomari Area Niibo Area

A valid international driving permit (IDP) is needed to drive a vehicle in Japan. Please be advised that an IDP must be issued by a signatory country to the 1949 Geneva Convention.

Another way of seeing the island is to rent a car when you arrive on Sado. Choose the type of car according to the number of passengers. Many tourists rent cars during the high season so early reservation is recommended. This is a good way to see the island for visitors who come with a small group of friends.

## Tourist Taxi



This is a good way to see the island for visitors who you come with a small group of friends. Small taxis for five people, medium-sized ones for six people, and jumbo taxis for ten people, including the driver in each case, are available. There are 17 regular sightseeing routes, but special arrangements can be made upon request.