

Want to know more? Here you go!

おぢやに恋する

Fall in love with Ojiya

Welcome to OJIYA CITY

Sea of clouds at Mt. Yamamoto

The sea of clouds viewed in early mornings during fall, when temperatures vary greatly, is a fantastical scene.

Blessed with cultural and tourist resources such as Nishikigoi carp, ushi-no-tsunotsuki bull sumo, Ojiya-chijimi hemp fabric, and the Katakai fireworks, the city also has a thriving manufacturing industry that takes pride in its high technology and outstanding quality. Ojiya also makes committed efforts toward childcare and the child-raising environment. It's a town where people can enjoy life and enrich the spirit. Learn more about the abundant charms of Ojiya, and fall in love with it!



Hasagi, Ikegahara

The dignified appearance of these trees standing amid snowy fields has even been featured in TV commercials. This spot is popular among photographers from both inside and outside Niigata Prefecture.



冬

Winter

Buckwheat field in the Mt. Yamamoto Highlands

The "pure white carpet" that covers the entire area is at its peak from mid- to late September. Enjoy the beautiful landscape and buckwheat flowers.

秋

Autumn



Snow exposure for Ojiya-chijimi hemp fabric

This traditional technique makes the colors of the woven fabric more vivid. A demonstration is held annually at the site of the Ojiya Hot-Air Balloon Festival, held in late February.

Sunflower field in the Mt. Yamamoto Highlands

This spectacle of blooming flowers on the vast fields partway up Mt. Yamamoto, 336 meters above sea level, is breathtaking. In summer, Ojiya comes alive with brilliant color.

夏

Summer



Terraced rice paddies in Sodenosawa

Terraced rice paddies located in the Iwasawa district seem to radiate a golden glow. The rice is grown in sunny rice paddies that take advantage of the mountain slopes, using spring water from the mountain.



春

Spring



Cherry blossoms in Funaoka Park

A famous place where magnificent cherry blossoms bloom every year. From mid-April, visitors can enjoy viewing cherry blossoms at night in a fantastical setting with illumination and paper lanterns.

Rape blossoms in the Mt. Yamamoto Highlands

The best time to see the "yellow carpet" of blossoms is during Golden Week in early May. It is also known for spectacular views of the Three Mountains of Echigo, among others.



Koi carp ponds in the Higashiyama area

Higashiyama has a large area of terraced ponds for farming of Nishikigoi carp. Combine the carp pond with sunrise or sunset for a truly photogenic shot.



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