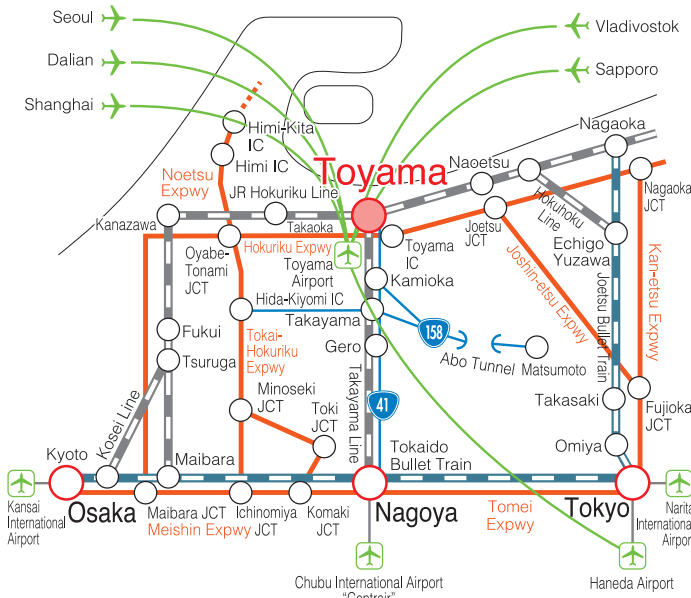


ACCESS

Access to Toyama

Toyama:
Where Japan
goes to relax!



From Tokyo		From Nagoya	
ANA	1 hr	JR (Shirasagi Express)	3 hrs 30 min
JR (Joetsu Bullet Train & Hakutaka Expwy)	3 hrs 10 min	Expressways (Tokai-Hokuriku)	3 hrs
Expressways (Kanetsu, Joetsu-etsu & Hokuriku)	5 hrs 30 min	Express Bus (Nagoya Sta.)	3 hrs 50 min
Express Bus (Ikebukuro Sta.)	6 hrs 30 min	From Sapporo	
From Osaka		AIR DO	1 hr 30 min
JR (Thunderbird Express)	3 hrs 8 min		
Expressways (Meishin & Hokuriku)	5 hrs		
Express Bus (Osaka Sta.)	5 hrs 30 min		

Getting Around The City: Useful Information

- Toyama Museum Bus "Gururin"**
It is a free bus which moves to and from the museums in Toyama City. Brochures are available at an information counter on the 1st floor of the CiC building. (Map: City Center B3) (Inquiries) Toyama City Culture & International Affairs Division (076-443-2040)
- Municipal Museums Passport (valid for 3 days) 700 yen**
Visit Toyama City's museums as many times as you want within 3 days. (Sales) Participating museums or Toyama City Tourist Information Center (076-432-9751), Toyama International Conference Center, ANA Crowne Plaza Hotel Toyama, Toyama Dai-ichi Hotel, Toyama Excel Hotel Tokyu, Meitetsu Toyama Hotel, Toyama Manten Hotel
- Public Transportation One-day Passport**
Unlimited rides on the Chitetsu Shiden Tram, CENTRAM, Chitetsu Bus & Toyama Light Rail for one day within a specified area.
 - Toyama "Machinaka" Iwase Pass..... 800 yen for adults (half fare for children)
 - Toyama "Machinaka" Yatsuo Pass..... 1,200 yen for adults (half fare for children)
 (Sales) Toyama City Tourist Information Center (076-432-9751), Toyama International Conference Center, Toyama Chitetsu General Information Center (1F, Dentetsu Toyama Station Building), Toyama Chitetsu Chuo Information Center (Corner of Nishicho Intersection), Portram Shop (North of Toyama Station), Toyama City Tourism Association, Toyama Airport Terminal Building (Domestic Flight Information Center)

(Inquiry)

Toyama City Tourism Division
7-38 Shinsakura-machi, Toyama City, Toyama 〒930-8510 Tel. 076-443-2072

Toyama City Tourism Association Tel. 076-439-0800

- Toyama City Tourist Information Website "Toyama City Sightseeing Guide"
<http://www8.city.toyama.toyama.jp/kanko>
- Multilingual Tourist Information Website
<http://visit-toyama.com>



TOYAMA CITY



This guidebook is made with eco-friendly vegetable oil ink, employing waterless printing technology.



Toyama City, the Best Place for Viewing Tateyama

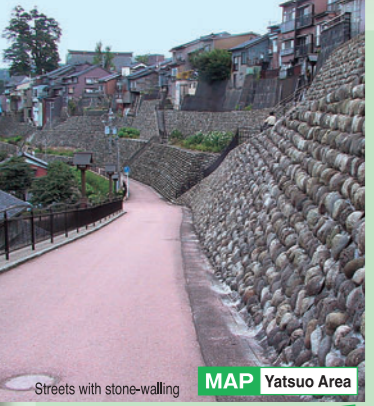
One of Japan's 100 best streets: Yatsuo Suwa-machi Main Street

Mori Residence: Home of Kitamae-bune shipping agent

History & Culture

Tradition nurtured by hundreds of years of history. A blending of new and old cultures

Toyama's big appeal lies in its antique towns where you can feel a sense of nostalgia even on your first visit.



MAP Yatsuo Area

Hilly Town, Yatsuo
The prosperous atmosphere of a merchant town where silkworms were once raised still remains. Gentle hills with stone paths, houses with thick mortar walls and lattice doors are reminiscent of the past. Yatsuo is famous for its festival called "Owara Kaze-no Bon".



Eichus-Yatsuo Hikiyama (parade float) Festival

Take a Walk



Iwase Canal Hall

Convenient Access to Iwase by Toyama Light Rail!

Japan's first real LRT which runs 7.6 km from Toyama Station North Ticket Gate to Iwase Harbor features trendy low-slung carriages in 7 different colors. You can enjoy a safe and comfortable ride to the terminal station, Iwasehama.



Back to the Past



Toyama Castle
Toyama castle used to be a home of feudal lords such as Sassa Narimasa in the Sengoku Era and also 13 lords of the Maeda clan in the Edo Era. Inside of the main castle tower, there is a museum that features the castle's history. At the Matsukawa river that flows by the park, you can enjoy a scenic tour of the city on a boat.
1-62 Honmaru, Toyama City 076-432-7911
(Admission to Local Museum) Hours: 9:00-17:00 (Last admission 16:30)
Admission: 200 yen for adults, 100 yen for elementary & junior-high students
Closed: Year-end and New Year holiday, temporary closing dates

Toyama Glass Studio

Toyama City promotes itself as "a city of glassworks". The studio is a facility to train glasswork artists and arrangement can be made for a studio tour to see how glass works are made. You can also experience glass blowing. (reservation required)
152 Furusawa, Toyama City 076-436-2600
Hours: 9:00-17:00 Admission: free Glass blowing trial: 2500 yen Paper weight making: 1500 yen Closed: Year-end and New Year holidays



Toyama Municipal Folkcraft Village

At the foot of Kurehayama Hills, where you can view the Toyama Plain, there are several museums such as a pharmaceutical museum, a folk art museum and a ceramic art house. You can enjoy coloring Toyama's clay dolls.
1118-1An-yobo, Toyama City 076-433-8270 Hours: 9:00-17:00 (last admission 16:30) Admission: 100 yen (or higher for adults, 50 yen for higher per facility for elementary & junior-high students - Closed: Year-end and New Year holidays, temporary closing dates

Toyama, Where You Can Live & Play with Nature



Relax in a Hot Spring
Hot Springs
MAP Broad Area B3 etc.



Enjoy a relaxing escape with a view of spectacular scenic beauty. Many hot springs are located within convenient access from the city center.
● Kasuga Hot Spring Village/(Osawano Tourism Association) 076-467-1963
● Tateyama-Sanroku Hot Spring Village/Kamegai Hot Spring Village/Awasuno Hot Spring Village/(Oyama Tourism Association) 076-481-1900
● Ushidake Hot Spring Village/(Health Center) 076-457-2131
● Yamada Hot Spring Village/(Gen-en-ro) 076-457-2121
● Jinzu-kyo Iwaine Hot Spring Village/(Rakkyo-kan) 076-485-2800
● Yatsuo Yume-no Mori Hot Spring Village/(Yuyu-kan) 076-454-3330

Nature

Leisure Experiences in the Great Outdoors

Toyama's big appeal lies in the grand nature which spans Toyama Bay, "a treasure house of sea products", to the 3000-meter mountains. Throughout all seasons one can enjoy various activities like beach swimming, camping, or skiing.

Diverse Courses



Golf Courses
Autumn in Toyama is the season for golfing. You can play golf while enjoying a panoramic view of the Toyama Plain.
● Kureha Country Club/ 076-434-2100 MAP Broad Area A2
● Toyama Country Club/ 076-467-2240 MAP Broad Area B2
● Yatsuo Country Club/ 076-455-2611 MAP Broad Area B2
● Oyama Camella Country Club/ 076-483-2800 MAP Broad Area B2

Feel the Grandeur of the North Alps on the Tateyama-Kurobe Alpine Route!!

This mountain touring route starts at Toyama City and goes all the way to Omachi in Nagano. You can cross over the mountains by cable car, ropeway, and trolley bus, while enjoying the spectacular beauty of the nature in the Northern Alps.
● Tateyama Kurobe Kanko Co., LTD. Business Head 076-432-2819



Yakuro Otani (great snow walls) Mikuriga-ike Pond in the summer



MAP Broad Area D2

Ushidake Spa & Ski Resort

With snow produced by a snow-making machine, you can enjoy snowboarding as well as night skiing. The Kid's Corner is popular among families. At the foot of mountains there is a hot spring where you can find relief from the fatigue of the day.
● 076-457-2044



Tateyama Sanroku Mountain Resort

This is the biggest ski resort in the Hokuriku area. It consists of three ski areas. All levels of skiers, from beginners to advanced, can enjoy. In other seasons, visitors can enjoy riding the gondola cable car, trekking or paragliding.
● Raicho Valley, Gokurakuzaka Ski Resort /076-482-1311 MAP Broad Area D3
● Awasuno Ski Resort/076-482-1844

Toyama, City with Great Seasonal Products

Seasonal Foods & Products Products & Delicacies of Toyama City

to See and Eat

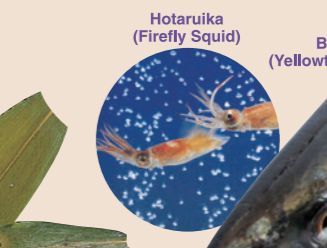
Toyama's unique food traditions and also its traditional festivals have been nurtured by abundant nature and a long history. With each visit, you encounter something unique to Toyama.



Local Sake (Rice Wine)
Made from delicious rice which is found in abundance in Toyama.



Masu-no-Sushi (Trout Sushi)
A kind of sushi made with white vinegared rice topped with reddish trout and wrapped in bamboo grass is truly a work of art.



Shiroebi (White Shrimp)



Decorated Kamaboko (Boiled Fish Paste)
Toyama's decorated kamaboko is a must at festive occasions. It is said to bring good luck as betrothal and wedding gifts.



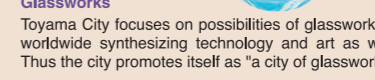
Products from Toyama Bay
Toyama Bay, 1000 meters deep, is considered to be a "natural fish reserve." Various kinds of seafood are available and seasonal delicacies from Toyama Bay are especially tasty.



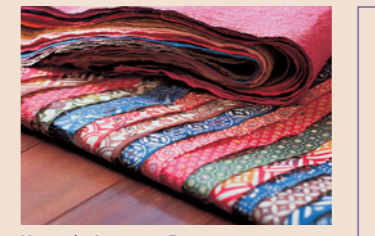
Toyama Medicines
With a history of over 300 years and a unique marketing system called "use first, pay later", "medicine peddlers" who deliver medicines door to door are still in business all over Japan.



Toyama's Clay Dolls
These dolls have a 150-year history. In addition to their vivid and colorful appearance, they have a rustic texture and warm scent of clay.



Glassworks
Toyama City focuses on possibilities of glassworks that have been developing worldwide synthesizing technology and art as well as industry and culture. Thus the city promotes itself as "a city of glassworks".



Yatsuo's Japanese Paper
Producers of Yatsuo's Japanese paper have been maintaining the traditional manner of making paper by hand. Nationally accredited as Japan's traditional art craft, the warmth of its natural texture has attracted people throughout the ages.

Souvenirs are available at ...



Iki-iki Kan (Toyama Tourism & Products Center)
076-444-7120 Hours: 10:00-20:00 MAP City Center B3



Iwase Canal Hall
076-438-8446 Hours: 9:00-21:00 (Product sales: 9:30-17:00) MAP Iwase B1

Shop at ...

- Toyama Daiwa 076-424-1111 (Department Store) Hours: 10:00-19:00 MAP City Center B5
- Favore 076-466-5000 (Shopping Center) Hours: 10:00-21:00 MAP Broad Area B2
- APITA Toyama 076-495-3311 (Shopping Center) Hours: 9:30-20:00 MAP Broad Area B2
- APITA Toyama-Higashi 076-452-3311 (Shopping Center) Hours: 10:00-21:00 MAP Broad Area B1
- APA Shopping Center 076-445-3111 Hours: 10:00-20:00 MAP Broad Area B1

