



NIIGATA
PREFECTURE



Enjoy Niigata
Official Travel Guide

November 2023
Niigata Prefecture

The “Niigata Welcome Campaign” is now being held as a discount plan for international travelers coming to Niigata Prefecture, Japan.



Niigata Prefecture is accessible from Tokyo by a two-hour shinkansen.

Stretching from North to South along the Sea of Japan, this prefecture holds plentiful untouched nature consisting of magnificent mountains and large rivers, and it is brimming with history and culture brought up with its nature.

As if it was a sealed time capsule holding the culture, traditions and natural landscapes of Japan up to around 150 years ago, the cityscape spread across the prefecture will surely show you a part of Japan you have never seen before.

Niigata prefecture is also a land where you can enjoy the fresh seafood brought from the Sea of Japan and various domestic cuisines, as well as the rice it takes pride in as it is the largest producer of rice in Japan.

In this prefecture, we have started the “Niigata Welcome Campaign” for international tourists. Filled with the local allures of Japan, you can visit Niigata Prefecture right now for a great deal.

●Campaign Summary

【Discount conditions and amount】

5,000 YEN OFF if your stay or experience totals 10,000 yen or more

2,500 YEN OFF if your stay or experience totals from 5,000 to 9,999 yen

NO DISCOUNT if your stay or experience totals less than 5,000 yen

【Reservation Period】

Monday, May 22, 2023 – Friday, February 29, 2024

【Discount Period】

Monday, May 22, 2023 – Friday, February 29*, 2024

*February 29 (Fri.): discount is available until checkout

【Plans】

Stays and experiences for the facility are either written as:

『Niigata Welcome Campaign !! ¥5,000OFF!!』 or

『Niigata Welcome Campaign !! ¥2,500OFF!!』

*Only up to 7 nights per person allowed at a time for reservations.

【Discount Conditions】

Upon arrival, you will need identification※ verifying that you are a foreigner.

※Passport or Residence Card

The campaign web page can be accessed from here:

<https://enjoyniigata.com/en/feature/Niigata-welcome-campaign/Niigata-welcome-campaign>

■For inquiries, please contact the Niigata Department of Tourism, Culture and Sports, International Tourism Promotion Division.

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