

Nikko's Luxury Retreat — Snow, World Heritage and Onsen Bliss, Just 2 Hours from Tokyo.



Winter in Nikko is truly mystical.

As the New Year approaches, a crisp, cold, and pure atmosphere hangs over the World Heritage sites, such as Nikko Toshogu Shrine, enhancing their sacredness even further. You can feel this powerful energy throughout your entire being.

Take a moment to stop in Nikko National Park, and you will find a world of sound enveloped in the silence of the snow. Take a step, and the excitement begins.

There are three main reasons why we highly recommend a visit to "Winter Nikko":

1. World Heritage Sites Full of Mysticism
2. Snow Experiences: Enjoy powder snow, snowshoeing, and Yukimi Onsen (hot springs with snow views) in Oku-Nikko and Oku-Kinu.
3. The Best Taste of the Year: Winter Strawberries!

If you come to Nikko in winter, you must try strawberry picking to taste fresh, exquisite, and delicious strawberries, or simply enjoy various strawberry sweets. We invite you to discover an exceptional culinary experience, exclusive to Nikko in the winter season.

We invite you to discover a diverse array of winter experiences in Nikko City, ranging from encounters at the World Heritage Shrines and Temples of Nikko to a relaxing stay at a Snow-View Onsen.

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I . Sacred Snowy Landscape

When snow falls, the historic shrines and temples are wrapped in silver, and the contrast of white with gold and black becomes even more breathtaking. Those fortunate enough to encounter the gently falling snow are truly lucky. As if covered by a soft fabric, sounds are absorbed, highlighting the profound silence—wander through this "Silent Sanctuary" with an open heart.



Snowy Scenery of the World Heritage Shrines and Temples of Nikko; Nikko Toshogu Shrine, Nikko-zan Rinnnoji Temple, and Nikko Futarasan-Jinja Shrine



Snow-Covered Mystical Shinkyo Bridge

Shinkyo Bridge, standing at the entrance to the sacred places of Nikko, enhances the sense of sanctity.



Kanmangafuchi Abyss

It is a stroke of luck to witness the enchanting scene of around 70 Jizo statues wearing caps of snow.

II . Discover the Winter Wonders of Nikko National Park

With the arrival of winter, Nikko National Park is transformed into a world of profound silence and ethereal beauty. Discover a landscape of snow-dusted forests, frozen waterfalls, and an overwhelming sense of clarity in the crisp air. Amidst the serene atmosphere where nature and culture breathe as one, come and find your own miraculous moments that only winter can offer.

Experience the Magic of "Diamond Dust" Powder Snow



Located within easy reach of Tokyo, Okunikko is a hidden sanctuary for premium powder snow. The snow here is so dry and light that it squeaks underfoot and slips through your fingers, making it impossible to form a snowball. This "miracle snow" is a gift from the unique local climate. As moist air from the Sea of Japan crosses the mountain ranges, it sheds its moisture, arriving in Okunikko as intensely dry, frigid air. When this dry chill meets the sub-zero temperatures of Okunikko Yumoto Onsen, it creates ultra-light, crystalline flakes that dance in the wind. On the snowshoeing trails of Okunikko Yumoto Onsen, you can immerse yourself in this fluffy, weightless wonderland—a true paradise for winter explorers.

III. Effortless Winter Wonders

Discover stunning winter landscapes accessible by public transport, allowing you to enjoy the snow without the need for mountain trekking.



Ryuzu Falls

A frozen waterfall becomes a White Dragon. Warm up with delicious food at the Ryuzu-no-chaya(teahouse).



Kegon Falls

Experience the massive 97-meter ice pillars of Kegon Falls from the base of the waterfall.



Lake Chuzenji

A Masterpiece of Blue and White.



Ryuokyo Valley

Named after a surging dragon, Ryuokyo Valley reveals a stunning "White Dragon" only after a fresh snowfall. A truly rare and majestic sight.



Lake Yunoko

Escape to tranquility. Find untouched powder and lakeside stillness, 90 minutes from the station.

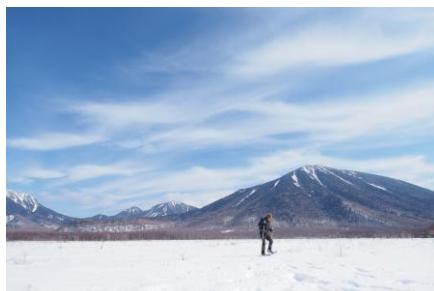


Lake Ikari & Yagan Railway

Local rail journey through a frozen white world on the lake. The view unfolds right before your eyes as you step out of Michi-no-Eki Yunishigawa.

IV. Snow Activities You Can Experience in Nikko

In the heart of winter, Nikko National Park invites you to feel the pulse of nature through snowshoeing adventures, ice-fall trekking, and serene lakeside walks. Whether you seek the thrill of active exploration or the peaceful embrace of breathtaking vistas, a perfect retreat awaits. After your journey, soothe your senses in a nearby hot spring, warming both body and soul. Discover your own winter wonderland, at your own perfect pace.



Snowshoeing Experience

With a wide variety of courses, Nikko Yumoto is ideal for enjoying snowshoeing adventures.

Provided by: [Okunikko Guest House JUN](#), and [NAOC](#)



Backcountry Skiing

Explore Okunikko on skis that are wider and more stable than standard cross-country skis.

Provided by: [NAOC](#)



Snow Cycling

Ride across the snowy plains and discover the most spectacular winter views in Nikko National Park.

Provided by: [NAOC](#)



Unryu Valley Trekking

A 3-hour trek to a hidden world: The Temple of Ice. Experience the breathtaking scale of ice walls 100m wide and dozens of meters high.

Provided by: [NAOC](#)



Ioritaki Falls Trekking

An ice fall adventure: Trek to the frozen falls equipped with snowshoes and crampons.

Provided by: [Nature Planet](#), and [Nikko Natural Science Museum](#)

*We exclusively list activity operators that provide English-speaking guides.



Ski Resorts

Nikko offers three family-friendly ski resorts for everyone to enjoy skiing and snowboarding.

- [Edelweiss Ski Resort](#)
- [Nikko Yumoto Ski Resort](#)
- [Hunter Mountain](#)

V. Snow Festival / Winter Festival

Nikko hosts a variety of captivating winter festivals, including the Yunishigawa Onsen Kamakura Snow House Festival—a bucket-list event even for locals—as well as the Setsubun Festival on February 3 and the Oni(Guardian Ogre) Festival themed after the legendary "guardian ogre" of Kinugawa Onsen. Bundle up in your warmest clothes and come experience the magic of our local celebrations!



Yunishigawa Onsen Kamakura Snow House Festival

Yunishigawa Onsen Kamakura Snow House Festival Held annually from late January to early March, this romantic snow festival has a history spanning over 30 years. The festivities take place across three main venues, each offering a unique winter experience.

Festival Period January 30 (Fri) – March 1 (Sun), 2026



Heike no Sato Venue



Sawaguchi Riverbed Venue



Mizu-no-Sato Snow Park



1. Heike no Sato Venue

Step back in time at this historic site featuring traditional thatched-roof houses. The grounds are transformed into a snowy wonderland dotted with large and small *kamakura* (snow huts). During the day, you can savor local flavors like *Tochimochi* (horse chestnut rice cakes) and *Oshiruko* (sweet red bean soup with mochi).

Open daily throughout the festival

Hours: 9:00 a.m. – 9:00 p.m. (Last entry 8:45 p.m.)

Illumination: 5:30 p.m. – 9:00 p.m.

Admission: Adults JPY510 / Elementary & Junior High Students JPY250

*Re-entry is permitted on the day of purchase.

2. Sawaguchi Riverbed Venue

This is the festival's most iconic site, where countless miniature *kamakura* line the riverbed. At night, they are illuminated by candles, creating a breathtaking, mystical landscape.

Note: Illumination at this venue is held only on **Fridays, Saturdays, and Sundays** during the festival period.

Illumination: 5:30 p.m. – 9:00 p.m.

3. Mizu-no-Sato Snow Park

A perfect spot for families! Children can enjoy fun snow activities like sledding during the day. Best of all, the admission fee includes access to a day-trip hot spring, allowing you to warm up in 100% natural, free-flowing thermal waters after playing in the snow.

Closed: Every Wednesday.

Note: Open on Feb 11 (Wed, National Holiday); Closed on Feb 12 (Thu) instead.

Snow Park Hours: 10:00 a.m. – 3:00 p.m. (Last entry 2:00 p.m.)

Hot Spring Hours: 10:00 a.m. – 7:00 p.m. (Last entry 6:00 p.m.)

Admission: Adults JPY1,200 / Children (Elementary Students) JPY600

*Fee includes sledding equipment rental and admission to the Mizu-no-Sato Hot Spring.

Access:

Heike no Sato Venue: Take the bus bound for Yunishigawa Onsen from Yagan Railway "Yunishigawa-Onsen Station" (approx. 25 min). Get off at the last stop, "Yunishigawa Onsen," and it's a short walk from there.

*It is about a 7-minute walk one way from the Heike no Sato venue to the Sawaguchi Riverbed venue.

Optimized for Travelers

Heading to the Yunishigawa Onsen Kamakura Snow House Festival?

Save Money and Travel Comfortably with the 2-Day Free Pass!

For those visiting the Kamakura (snow hut) Festival, we highly recommend the "Kinugawa, Edo Wonderland, & Yunishigawa 2-Day Free Pass."

Why choose this pass?

Guaranteed Comfort: During the festival, buses from Yunishigawa Onsen Station are often crowded. By using this pass to take the bus directly from Kinugawa-Onsen Station (the starting point), you are much more likely to get a seat and enjoy a relaxing ride.

Best Value: The pass pays for itself with just one round trip!

[Pass Details] Price: Adults JPY2,800 / Children JPY1,400

[Where to Buy]

1. In person: [Kinugawa-Onsen Station Tourist Center](#)

2. Online: Via the "[Jorudan](#)" app/website, and [TOBU TOP TOURS](#)

	Standard Fare (Round Trip)	With Free Pass	You Save
Train + Local Bus	JPY3,460	JPY2,800	JPY660
Direct Bus	JPY4,100	JPY2,800	JPY1,300

We highly recommend staying overnight in Yunishigawa Onsen to enjoy traditional irori (sunken hearth) cuisine. After a magical evening at the Kamakura Snow House Festival, there is no better way to warm your chilled body than soaking in a soothing hot spring bath at your inn.

For a truly unique stay, "Hana to Hana" offers a special accommodation plan that includes a snack experience inside a massive kamakura snow hut. It is sure to make your winter getaway even more extraordinary.



Kinugawa Onsen "ONI" Festival (Good Fortune Ogre Festival)

Invite good luck for the year at Kinugawa Onsen!

Join us in celebrating the "Oni" (ogres) of Kinugawa Onsen! This festival is a lively event where we drive away evil spirits and welcome good fortune alongside our local ogres. While ogres are often depicted as scary creatures in folklore, the ogres of Kinugawa are beloved symbols of "good luck" and prosperity.

[Event Period] February 1 to February 28, 2026 Various events will be held throughout the month.



1. Special Event at Kinugawa Onsen Station

A two-day celebration featuring local culture and flavors.

Dates: February 7 (Sat) & 8 (Sun), 2026

Time: 10:00 a.m. – 2:30 p.m.

Location: Kinugawa Onsen Station Plaza (Right outside the station)

Highlights: Local food stalls, traditional performing arts, and fun activities like target shooting and shuriken (ninja star) throwing.

Note: Stage performances are free to watch.

2. Limited-Time "Oni-Gourmet"

Discover unique "Oni" themed dishes created by over 20 local restaurants! From adorable ogre-shaped sweets to "Oni-mori" (mega-sized portions) and "Oni-kara" (extra spicy) dishes, there is something for everyone.

3. Seven Lucky Ogres Stamp Rally

Explore the town and find the ceramic statues of "Kinuta" and "Kinuko," the guardian ogres believed to ward off evil. Collect all 6 remaining stamps to receive a special limited-edition gift! *Supplies are limited.

Participation: Free

Stamp Sheet & Prize Collection: Kinugawa-Kawaji Onsen Tourist Information Center (Open 9:00 a.m. – 5:00 p.m.)

How to Join: One stamp is pre-marked on the sheet. Visit the bridges and landmarks across the hot spring town to find the rest.

4. Be an Oni! – Special Discounts & Perks

Wear "Oni" goods (such as ogre masks or horns) to receive special discounts and small gifts at participating facilities. Let's all become ogres and enjoy the festivities together! Participants and specific dates will be announced soon.

5. Traditional "Mamemaki" (Bean Throwing)

Experience the traditional Japanese custom of Mamemaki to bring in good luck. Guests staying at participating hotels will receive a complimentary "Fukumame (Lucky Beans) & Mini Oni Mask" set.

Eligibility: Guests at participating accommodations (One set per room).

Note: Supplies are limited and available on a first-come, first-served basis.

Distribution periods vary by hotel.



Kinuta and Kinuko: The Beloved Guardians of the Town

Kinugawa Onsen is home to eight unique ogre (Oni) statues. Each of these statues is crafted from Mashiko-yaki, a traditional pottery style from Mashiko Town, Tochigi Prefecture.

The town is perfect for a stroll, with a full loop taking about 2.5 hours. We encourage you to explore the area, find the statues, and collect all the ogre stamps!



- The Eight Ogre Statues -

Kinuta (Kinugawa-Onsen Station) The welcoming face of the town, greeting everyone as they arrive at the station.

Tate-Ki (Kinu-Tateiwa Long Suspension Bridge) The protector of the hot spring town, standing firm as a "shield" (Tate) for the community.

Rikki (Tateiwa Bridge) A powerful, sturdy ogre standing tall like a Nio guardian deity.

Join-Ki (Kinugawa-Onsen Fureai Bridge) A unique ogre praying for your happiness. Unlike humans, he joins his feet together in prayer while crossing his arms.

Yushin-Ki / *Girl (Kurogane Bridge) A friendly female ogre who wishes for all visitors to have a bright and relaxing stay.

Shi-i-Ki (Takimi Bridge) Depicted in deep thought, envisioning a bright and prosperous future for Kinugawa Onsen.

Hanka-Ki (Kinuiwa Bridge) A relaxed ogre sitting with one knee raised, symbolizing the peace and tranquility of this hot spring resort.

Tanjo-Ki / Birth (Below Tateiwa Lookout) A ogre that brings blessings for matchmaking (love) and healthy children.

FREE GUIDED TOUR

Local guides will show you the highlights of "Nikko's history and attractions".

This tour will be guided from the outside of the shrines and temples, but the content of the tour is designed to make your visit more enjoyable when you visit the inside on your own after the tour.

Please feel free to join us on this tour to enhance your visit to Nikko.



Dates: February 13 to 22, 2026

Reception: [Tobu Nikko Station Tourist Information Center](#)

Gathering Time: 10:30 a.m.

Tour Duration: Approx. 90 minutes

How to Join: No reservations required. Please sign up at the reception desk on the day of the tour!

Notes: - Bus fare from the station to Shinkyo is required. (Adult: 220 JPY (one-way))

- Donations are welcome from guests who wish to support the continuation of the tour.

► [Flyer of Free Guided Tour \(PDF\)](#)

The Stars of History: Experience "Starry Night in Nikko"



Just two hours from Tokyo, Nikko is a place where UNESCO World Heritage sites, untouched nature, and a breathtaking night sky quietly come together.

Beyond its famous shrines and temples, Nikko holds a lesser-known story deeply connected to the stars. From the legend of Shodo Shonin, guided by a deity associated with Venus, to Tokugawa Ieyasu, who chose Nikko to be enshrined beneath the North Star, this sacred land has long been shaped by a hidden connection with the stars.

This special stargazing event invites you to experience Nikko as a place where history and the night sky gently overlap. Collect beautifully designed Star Cards around the city, listen to stories curated from ancient beliefs, and look up at the same sky once gazed upon by those who shaped Nikko's history. As day turns into night, let the stars guide you to pause, listen, and make a quiet wish beneath the sky.

► [Learn more about Starry Night in Nikko](#)

VI. Taste of Tradition: Winter Specialties Loved in Nikko

Savor the Winter Flavors of Nikko: Yuba, Yikan, and Strawberries

In Japan, the New Year is celebrated with *Osechi-ryori*—an assortment of lucky foods served in beautiful lacquered boxes, each dish carrying a wish for prosperity. In Nikko, it is a long-standing tradition to include *Yuba* (soy milk skin) and *Mizu-yokan* (soft bean jelly) in these boxes, enjoying them in the cozy warmth of a *Kotatsu* (heated table).

Yuba is a versatile delicacy: savor it in a steaming bowl of *Soba* noodles or try it as "Sashimi Yuba" to appreciate its delicate, natural flavor. For sweet lovers, Nikko is famous for *Yokan*. We recommend the refreshing *Mizu-yokan* for immediate enjoyment and the firmer *Neri-yokan* as a perfect souvenir. With many historic confectionery shops in town, finding your favorite is a journey in itself.

Winter is also the peak season for strawberries. The freezing temperatures concentrate their sweetness, creating a perfect balance with a hint of acidity. This "edible ruby" is a gift from Nikko's pure water and the dedicated craftsmanship of local farmers. Whether you visit a farm for fresh picking or indulge in exquisite sweets at a local cafe, Nikko's strawberries are a must-try.

► [Explore more about Nikko's culinary delights through the link below.](#)

<https://www.nikko-kankou.org/features/110>



Click here for strawberry farms offering 30-minute all-you-can-eat experiences.

[Nikko Strawberry Park](#)

[Nikko Hana Ichi Monme](#)

Tochigi Prefecture, home to Nikko, is Japan's leading strawberry producer, proudly holding the top spot for 58 consecutive years as the 'Strawberry Kingdom'.



A Taste of Winter Heritage: Sake Breweries and Local Flavors

Winter marks the peak of the sake-brewing season in Nikko. The combination of pristine spring water from the Nikko mountain range and the intense winter chill refines the sake, giving it an exceptionally crisp and pure character. From December to February, "Shinshu" (newly brewed sake) makes its highly anticipated debut. Visiting a sake brewery during this time is a sensory delight—step into an atmosphere filled with the fresh, floral aroma of freshly pressed sake, observe the time-honored craftsmanship, and enjoy a tasting of the season's first offerings. To accompany your drink, explore the rich fermented foods of the Nikko Imaichi area. Traditional staples like miso and *tamari-zuke* (vegetables preserved in soy sauce concentrate) develop a profound depth of flavor during the cold months. We invite you to experience these authentic tastes, which form the heart of both Nikko's heritage and Japanese culinary tradition.



Experience a Sake Brewery Tour

Two historic sake breweries in Nikko offer guided tours of their facilities. While standard tours are free of charge, "Premium Plans" are also available for a deeper experience (additional fee applies).

Please ensure you make a reservation at least one day in advance.

1. [Watanabe Sahei Shoten](#)
2. [Katayama Shuzo](#)

VII. Nikko's Winter Retreat: Onsen & Mindful Stays

Find Your Sanctuary: Nikko's Winter Onsen Areas

From the milky-white healing waters of Yumoto Onsen nestled in the snowy peaks to the magnificent lakefront vistas of Chuzenji Onsen, Nikko's hot springs offer diverse paths to relaxation. For those seeking a deeper escape, the hidden gems of Okukinu Onsen—secluded retreats accessible only by hiking or dedicated shuttles—provide the ultimate "off-the-grid" experience amidst a pristine white wilderness.

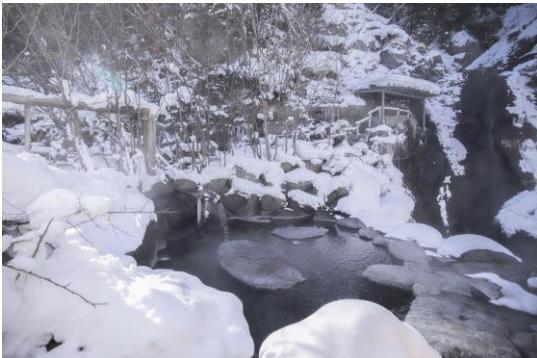


Photo: Hatcho-no-yu

Okunikko Yumoto Onsen

Famous for its rich, milky-white sulfur springs. This area serves as a perfect base for exploring Nikko National Park, including Lake Yunoko and Senjogahara Marshland.

Chuzenji Onsen

Located on the shores of Lake Chuzenji, guests can enjoy both sulfur and alkaline simple springs depending on the ryokan. The contrast between the deep blue winter lake and the surrounding snow-capped peaks is breathtaking.

Okukinu Onsen

A secluded sanctuary featuring only four rustic lodges. Two of these exclusive retreats are accessible only by a 90-minute trek through the snowy forest, preserving the area's pristine nature and wild spirit. Surrounded by silence, these "wild" springs offer a rare chance to disconnect from the world and reconnect with nature.

Kinugawa Onsen

A historic resort discovered in the Edo period, once reserved exclusively for high-ranking officials and monks. Diverse accommodations line the Kinugawa River valley, offering everything from luxury hotels to private open-air baths. It is an ideal hub for exploring World Heritage sites.

Nikko Onsen

The closest hot spring area to the World Heritage Shrines and Temples. Offering a range of stays from traditional ryokans to luxury hotels, the mild alkaline springs are perfect for soothing your body after a day of walking. You can also visit "Yashio-no-yu," a local public bathhouse loved by residents.

VIII. Getting Around

Access to Nikko just 2 hours by limited express train from Asakusa, Shinjuku, or Ikebukuro. For detailed access and discount rail passes, please visit our website below.

►[Nikko Official Guide](#)

Please note that event details are subject to change without prior notice. We recommend checking the official website or contacting the office below before your visit.

For inquiries regarding this press release, please contact us at the following:



NIKKO CITY TOURISM ASSOCIATION

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