

## It's all about SNOW!

### Come and see Japan's magical winter sceneries

Tobu Railway Co., Ltd.

Tobu Railway Co. Ltd, the biggest private railroad company in Kanto, Japan, offers routes to enjoy Japan's unique and beautiful winter scenery with the number of limited seasonal events across Kanto and Tohoku area.

The Nikko & Kinugawa area of Tochigi prefecture is surrounded by the great wonders of nature and numerous historical buildings such as Nikko Toshogu Shrine - the foremost representative of the UNESCO World Heritage shrines and temples. In this area, you can enjoy a variety of beautiful winter sceneries and unique activities including "Japan's New Year Cuisine" with *OMOTENASHI*, the Japanese hospitality under the winter festivals such as the "Kamakura Festival" of Yunishigawa Onsen and the "Okunikko Yumoto Onsen Snow Festival" which is designated a "Night View Inheritance of Japan". One of the magical scenes, which symbolize the snow festivals is the "*kamakuras*". "*Kamakura*" is a snow cave made by digging a hole in the center of a huge pile of snow that is large enough for people to go in. The large number of "*kamakuras*" will be lighted up in the evening and this spectacle sceneries will bring you to another world.

If you travel a bit further up to north, you can enjoy the "Ouchi-Juku Snow Festival" in Fukushima prefecture where will be a fantastical light up with the Japanese traditional houses preserved since the Edo era (Over 400 years ago). If you are a skier, you should visit the "Juhyo Festival" in the Zao Onsen Ski Resort in Yamagata prefecture to see "snow monsters" which are lighting up white birch trees covered with snow.

The Nikko & Kinugawa area is well-known as popular hot spring resorts. You should not miss to experience an outdoor hot spring bath while enjoying the winter snow landscape.



## Winter events in the Nikko & Kinugawa area

### “Kamakura Festival” – A magical winter tradition which is certified as a “Night View Inheritance of Japan”

The “Kamakura Festival” is a winter tradition of Yunishigawa Onsen, creates the rows of small *kamakuras* (igloos) along the river lighted up with candles inside. The number of streets in this hot spring town will be decorated with elaborate snowmen and snow lanterns and this beautiful scenery is designated as a “Historical & Cultural Night View Heritage” of Night View Inheritance of Japan. At “Kamakura Festival”, you can also enjoy a barbeque inside of a *kamakura*, outdoor hot spring, foot bath and many of other snow activities. The snow and warm candle light will create an exquisite winter harmony.



Event dates Jan 28 (Sat) - Mar 5 (Sun), 2017

※There will be no light up at the small kamakura site along the river that is certified as a “Night View Inheritance of Japan” on Thursdays.

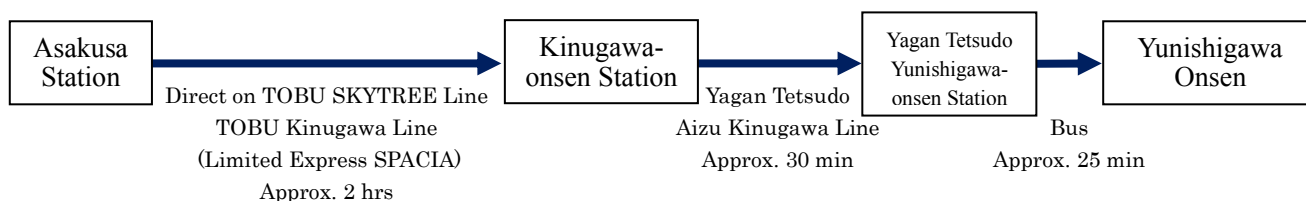
Location Yunishigawa Onsen, Nikko-shi, Tochigi

- TOBU Kinugawa Line “Kinugawa-onsen Station” (approx. 2 hrs from TOBU SKYTREE Line Asakusa Station)～Yagan Tetsudo “Yunishigawa-onsen Station” (approx. 30min)～bus (approx. 25min)

Admission fees Main venue: 1-day ticket ¥500, night ticket ¥200 (admission starts from 16:30)

- Kamakura barbeque costs ¥1,500 per person (minimum order 2 persons) and the usage fees for each kamakura are ¥1,500.

Mini kamakura venue: Free



※If visitors take the TOBU SKYTREE Line rapid-service train from Asakusa Station, they can arrive at Yunishigawa Onsen Station without changing trains in approx. 3 hrs.

Tobu Top Tours offers accommodation plans that include a special shuttle bus service that makes a round trip to the venue on the following dates during the Kamakura Festival.

If there are seats on the bus two weeks before each listed date, guests who are staying in a participating ryokan of the Kinugawa Onsen Ryokan Association can ride for free on the bus by making an application at their ryokan. The bus leaves at 19:15 from Kinugawa-onsen Station, and guests can enjoy the Kamakura Festival at their leisure.

Scheduled bus operating dates in 2017: Jan 31 (Tues), Feb 3 (Fri), 7 (Tues), 10 (Fri), 14 (Tues), 17 (Fri), 21 (Tues), 24 (Fri), 28 (Tues), Mar 3 (Fri)

Kinugawa Onsen Ryokan Association URL : [http://www.kinugawa-onsen.com/lg\\_en/](http://www.kinugawa-onsen.com/lg_en/)

## **“Okunikko Yumoto Onsen Snow Festival 2017” – a winter festival in a hot spring town that takes advantage of the abundant snowfall**

At the “Okunikko Yumoto Onsen Snow Festival”, the number of activities will be taking place including “Yukiakari” that 500 of small kamakura (40cm height) lighten up with candles inside in Yumoto Park. This magical scenery with snow and candle light is certified as a Night View Inheritance of Japan “Light Up Night View Heritage”. Another key activity is “All Japan Ice Sculpture Okunikko Competition”, starting on Jan 28 (Sat). Chefs from famous hotels and sculptors from all over Japan will gather in Okunikko to create intricate ice sculptures which will be displayed inside the kamakuras. On Feb 11 (Sat), you will enjoy the winter fireworks over Yunoko Lake. During the snow festival, a “Yumeguri Pass” which enable the pass holders to go around the town to enjoy the hot spring in three different facilities free of charge together with the various activities will be issued for guests staying at the participating accommodations.



Event dates Yukiakari: Feb 6 (Mon) – 12 (Sun)

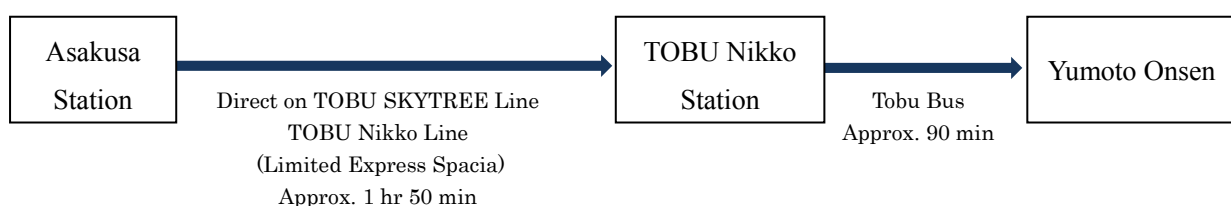
All Japan Ice Sculpture Okunikko Competition: Approx. 2 weeks starting on Jan 28 (Sat)

Yunoko Lake Fireworks Display: Feb 11 (Sat) ※Starts at 19:30

The Yumeguri Pass can be used during Dec 2016 - Mar 31, 2017 (Fri).

Location Yumoto-onsenkyo, Nikko-shi, Tochigi

- TOBU Nikko Line “TOBU Nikko Station” (approx. 1 hr 50 min from TOBU SKYTREE Line Asakusa Station) ~ Tobu Bus “Yumoto Onsen” (approx. 90 min)





## “Chuzenji Onsen Kamakura Festival” – skating on natural ice and kamakura-making experience

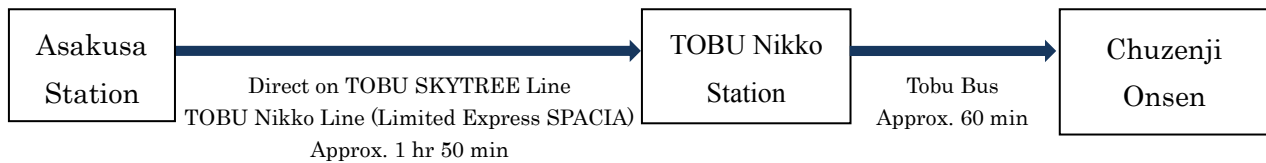
This festival offers variety of activities which family with kids can enjoy snow such as building kamakuras, walking in snow shoes, skating on natural ice and a big snow slider. In the evening, the numbers of kamakuras will be lighten up with candle inside and illumination, it will create a magical scenery with snow.

※The contents of events may be different from the above description.

Event dates Feb 11 (Sat), 12 (Sun), 2017

Location Chuzenji Onsen, Nikko-shi, Tochigi

- TOBU Nikko Line “TOBU Nikko Station” (approx. 1 hr 50 min from TOBU SKYTREE Line Asakusa Station)～Tobu Bus “Chuzenji Onsen” (approx. 60 min)



## “Nikko Yumoto Onsen Ski Park” – a full day of entertainment for the family and skiing novices

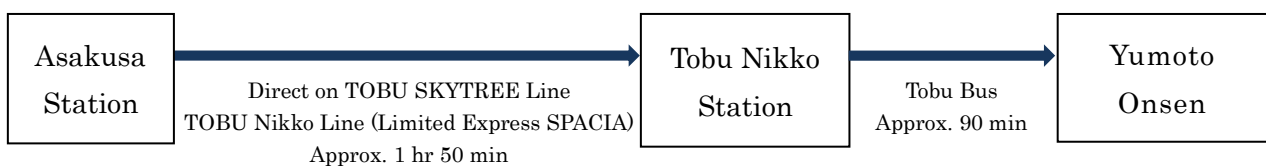
The Nikko Yumoto Onsen Ski Park has ski courses where beginners can take up the challenge of skiing easily. There is also an area for families, where kids can enjoy playing on sleds. Taking a rental services of snow wear and equipment, you can enjoy skiing without heavy items to bring.



Event dates Dec 22, 2016 (Thurs) – Mar 31, 2017 (Fri)

Location Nikko Yumoto Onsen Ski Park, Nikko-shi, Tochigi

- TOBU Nikko Line “TOBU Nikko Station” (approx. 1 hr 50 min from TOBU SKYTREE Line Asakusa Station)～Tobu Bus “Yumoto Onsen” (approx. 90 min)



[Recommended onsen]

## Chuzenji Kanaya Hotel

This is a western style log house hotel located in the forest on the edge of Chuzenji Lake in the Nikko National Park. Guests can enjoy the wonder of nature in the outdoor hot spring where they can take a relaxing bath while soaking in the sunlight filtering down through the trees during the day or looking up at a star-lit sky at night.

Chuzenji Kanaya Hotel URL: <http://www.kanayahotel.co.jp/eng/ckh/>



[Recommended gourmet cuisine in Nikko]

## Sun Field

Nikko is famous for producing “yuba” or bean curd skin which is the thin layer that forms on the surface of boiled soy milk. At this restaurant, diners can enjoy yuba prepared with a variety of seasonings including the old-fashioned way of stewing yuba in a sweet sauce.

Yuba gozen (special yuba set) ¥1,800 (tax exclusive)



## Welcome Nikko Kinugawa-onsen Campaign

From Jan 26 (Thurs) to Feb 15 (Wed), 2017, a special hospitality event called “Welcome Nikko Kinugawa-onsen Campaign” will be held in the entire Nikko City area for visitors from overseas. If you present your passport or foreign resident registration card, you can enjoy a special hospitality service of traditional Japanese New Year cuisine or a free hot spring bath in one of the accommodation facilities in the city as well as free admission to tourist attractions such as Tobu World Square (1/31, 2/2) and EDO WONDERLAND Nikko Edomura (1/30, 2/1).

URL: [http://nikko-travel.jp/english/topic/2016autumn.html/h\\_topic\\_4](http://nikko-travel.jp/english/topic/2016autumn.html/h_topic_4)

(Special deals)

When travelling around the Nikko & Kinugawa area, visitors are recommended to use convenient discount passes that offer great savings with unlimited travel on trains and buses, such as the “NIKKO ALL AREA PASS” or the “THEME PARK & NIKKO CITY AREA PASS” which can be purchased at Asakusa Station and on our website.

DISCOUNT PASS URL: <http://www.tobu.co.jp/foreign/en/>

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## Winter events in Tohoku region

### “Ouchi-juku Snow Festival” – a fantastical light up of Japanese traditional houses preserved from the era of Edo

Ouchi-juku is a lodging town established during the Edo period (around 1640) that was mainly used by samurai and merchants travelling to and from Tohoku area and Edo (old name of Tokyo). Today, the town is known as a “Samurai Village” as the original village scenery has been preserved with rows of thatched roofed houses that are still actually lived in by local residents. In 1981, the town was designated an Important Preservation District for Groups of Traditional Buildings, and the houses are now converted to souvenir shops and restaurants serving soba and local treats.

During the Ouchi-juku Snow Festival, a variety of colorful events that feature the characteristics of the region will be held, including traditional performing arts, yosakoi dance, fireworks display and free sampling of local country cuisine. When night falls, candles are lit up in the snow lanterns in front of each house, and the whole town is surrounded in a surreal dream-like atmosphere.



Event dates Feb 11 (Sat) - Feb 12 (Sun), 2017

Location Ouchi-juku, Shimogo, Minamiaizu-gun, Fukushima

- Aizu Railway “Aizu Tajima Station” (approx. 3 hr 15 min directly from TOBU SKYTREE Line Asakusa Station)~Aizu Railway “Yunokami-onsen Station” (approx. 30 min)~bus (approx. 15 min)



#### [Recommended onsen]

#### Toryukan

This traditional Japanese inn standing along the Okawa River is a hideaway retreat with only 12 rooms. Guests can soak in the negative ions in the outdoor hot spring bath while looking out across the great nature of Okawa Valley. Each guest room comes complete with an indoor stone bath so that guests can enjoy a hot spring bath at any time during their stay.



Toryukan URL:

[http://travel.rakuten.com/hotel/Japan-Fukushima-Shimogo-Toryukan\\_Yunokami\\_Onsen/17905/](http://travel.rakuten.com/hotel/Japan-Fukushima-Shimogo-Toryukan_Yunokami_Onsen/17905/)



[Recommended gourmet cuisine in Ouchi-juku]

## Negi-soba

Ouchi-juku is famous for its Negi-soba with a long Japanese leek (negi) used as chopsticks to eat the soba. Please take the opportunity to try this famous soba while chewing on the leek which adds extra flavor.



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## Zao Onsen Ski Resort “Juhyo Festival” Light up – A great work of art created by the wonder of nature

In Zao Onsen Ski Resort, a “Juhyo Festival” to light up the snow-covered white fir trees called “Juhyo” or “Snow Monsters” will be held for a special limited period of 52 days from Dec 23, 2016 to Mar 5, 2017.

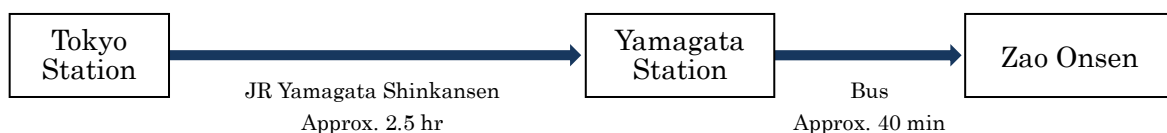
The sight of the snow monsters lit up in glowing, vibrant colors while standing quietly in the pitch-black darkness of night is a sharp contrast from their silvery white brilliance during the day, creating an atmosphere of a magical lost world. During the festival, a “Juhyo Corridor of Fantasy” tour on a “Night Cruiser” will be held. The “Night Cruiser” is a special new type of snow mobile that is equipped with heating, and visitors can get a close-up experience of the lit-up Juhyo and silver frost while riding on a Night Cruiser. (This tour is operated on a reservation basis, and reservations can be made up to 7 days in advance. Reservation phone number: +81-23-694-9518)



Event dates Dec 23 (Fri), 2016 – Mar 5 (Sun), 2017 (the event will be held for 52 days during this period)

Location Zao Onsen Ski Resort, Yamagata-shi, Yamagata

• JR Yamagata Station (approx. 2.5 hr from JR Tokyo Station)~bus (approx. 40 min)



[Recommended onsen]

## Zao Astoraea Hotel

This is the highest hotel in Zao Onsen at a height of 950m above sea level.

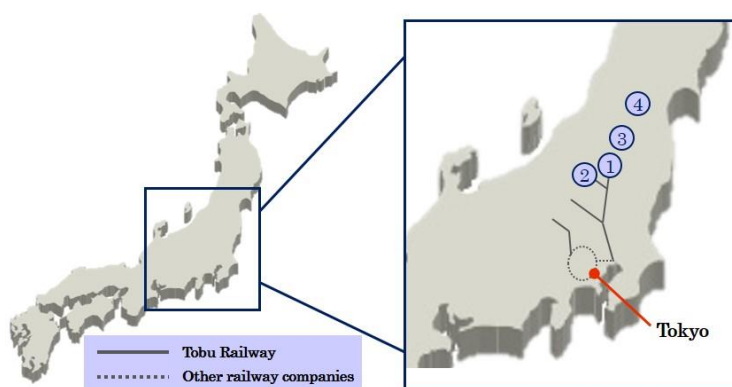
Guests can enjoy a hot bath in the morning while taking in the panoramic view of the mountain range from the open air hot spring.

Zao Astoraea Hotel URL :

<http://www.zaoastraesa.com/english/>



【Unique winter scenery & activity spots in various parts of Japan】



- ① Kamakura Festival
- ② Okunikko Yumoto Onsen Snow Festival 2017  
Chuzenji Onsen Kamakura Festival  
Nikko Yumoto Onsen Ski Park
- ③ Ouchi-juku Snow Festival
- ④ Juhyo Festival

## Latest information concerning the Tobu Railway Group

### Tobu Group Official SNS

#### ■facebook

「Asakusa,Tokyo Skytree Town,Nikko,Kawagoe &

Ikebukuro>Welcome to Tobu!」

<http://www.facebook.com/tobugroup.en>



### Mynewsdesk

At Tobu Railway, we bring you the latest information about the Tobu Group via Tobu Group exclusive newsroom on the corporate news platform “Mynewsdesk.”

<https://www.mynewsdesk.com/tobu-railway>

## TOBU FREE Wi-Fi



### TOBU FREE Wi-Fi

Tobu offers free wireless internet for tourists from abroad in Tobu Group facilities, including most Tobu Railway stations, TOKYO SKYTREE TOWN, and Tobu World Square in the Nikko and Kinugawa area.

<http://www.tobu.co.jp/foreign/pdf/FreeWifi.pdf>