



- Explore the regions -



Tastes of Japan by ANA has won the award for Tourism Business (Field of Domestic and Inbound Travel) from Tourism EXPO Japan 2016, supported by Japan Tourism Agency and others.

Tastes of Japan by ANA 荣获由日本观光厅等单位主办的 2016 年日本旅游博览会旅游业部门（国内·访日领域）大奖。



1 Ooyu bathhouse, Nozawa Onsen, Nagano Pref., © Nagano Tourism Organization  
长野县野泽温泉大汤浴池 © 长野县观光机构

2 Echigo mountains with snowy Echigo Yuzawa townscape, Niigata Pref.  
新潟县越后山及银装素裹的越后汤泽风景

## 沉醉雪国

# Immersion in Snow Country Culture

Not far from the center of Honshu is the Shin'etsu region, perfectly suited for seaside fun as well as delightful adventures in a winter wonderland. The snow country areas of Nagano and Niigata prefectures offer memorable immersion in nature and culture, from skiing to hot spring bathing amid a land rich in history, literature, rice, and sake.

信越地区靠近本州岛中心，是各种海滨娱乐和冬日快乐冒险的圣地。位于雪国地区的长野县和新潟县拥有让人难以忘怀的自然与文化景观，在这样一个充满历史、文学宝藏的粮仓和清酒之乡，无论是滑雪还是泡温泉，都情趣无限。

长野县野泽温泉  
Nozawa Onsen, Nagano Pref.

沐浴温泉村

## Afloat in a Hot Spring Village

Hearing rave reviews of wide-open bowls of fresh powder from skiing and snowboarding buddies, plus apres-ski hot-spring bathing, I headed out to northern Nagano. Before going, I learned that Nozawa Onsen Village, near the prefectural border of Niigata, has 30 or so hot-spring sources, including Ogama, a national monument topping out at nearly 100°C, where locals boil veggies and eggs. Another choice was Yunakama, maintaining 13 baths since the Edo period (1603–1868). But I came for the snow as well as the baths. My expectations were exceeded.

Nozawa Onsen is up around 600 meters, and our days got about a meter of snowfall, light and pure. With an altitude drop of roughly a thousand meters, skiing and snowboarding were pure delight: the powder was dry and soft, meaning we could ski and board over bump-free tracked snow and glissade our way downhill. Off-piste trails offering descent around frost-covered trees are best done with guides and great fun, but regular slopes also had wonderfully scenic views experienced while heading down a few wide-sweeping runs.

There's nothing like a day of powder skiing to tire the limbs and stoke the appetite, and after sunset immersion in a soothing outdoor bath, we went to a restaurant with a homey atmosphere for a fine meal of local goodies simmering in a *nabe* pot dinner. It seems like our time here was spent floating on powdery-fresh snow, in muscle-relaxing hot spring baths, and over warm and inviting food at day's end!



Nozawa Onsen *ogama*, source used for cooking eggs, veggies, etc., Nagano Pref., © Nagano Tourism Organization  
长野县野泽温泉麻釜的热泉源可用来蒸制鸡蛋和蔬菜等 © 长野县观光机构



Ski field and runs, Nozawa Onsen, Nagano Pref., © Nagano Tourism Organization  
长野县野泽温泉的滑雪场和雪道 © 长野县观光机构

听了享有滑雪爱好者盛誉的开阔松软雪坡，再加上了解了滑雪以后泡温泉的舒适，我迫不及待地来到长野北部。在出发之前，我了解到位于新潟县边境的野泽温泉村有大约 30 个温泉源泉地，其中包括当地人用于蒸煮蔬菜和鸡蛋的，温度高达近百度的国家天然纪念物——麻釜。还有一个选择是去“汤仲間”，它起源于江户时代（1603-1868），至今仍保存了 13 处温泉。尽管我对雪有着与对温泉一样的期待，但之后的一切仍大大超过了我的预期。

野泽温泉海拔约为 600 米，我们去的时候降雪大概有一米，雪花轻盈而纯白。滑雪路线的高度落差约有千米，绝对刺激——积雪干燥而柔软，意味着我们可以在没有震荡冲击的滑雪道畅享乐趣，一路飞驰而下。人们还可以在雪道外的小径，从被雪覆盖的森林间穿梭下行，不过这些路线最好有导游陪伴，以便拥有更好的体验。当然普通的路线也同样被美景包围，你可以一边从宽阔的雪道下滑，一边将其尽收眼底。

一天的滑雪会让四肢极度疲惫同时却让胃口大开，夕阳西下，在泡过舒畅的户外温泉以后，我们来到了一家极富家庭情调的餐馆享用当地美食锅炖菜。我们在这里的时间如同浮游在粉雪中、浸泡在放松肌肉的温泉里，暖洋洋地迎接当天最后的美餐。



新潟县越后汤泽温泉

Echigo Yuzawa Onsen, Niigata Pref.

白雪与清酒的美食乐园

## Savory Land of Snow and Sake

Thinking about where to go for a fun trip, I recalled the first line of a Yasunari Kawabata novel, “The train came out of the long tunnel into the snow country,” and wanted to emerge into the bright light of Echigo Yuzawa Onsen, setting of *Snow Country*. Located between the Sea of Japan and the Japan Alps, the hot-spring resort town near the prefecture’s center gets one of Japan’s highest annual snowfalls—a guarantee of slick skiing on wet snow up to three meters deep in February—and relaxing soaks in outdoor hot spring baths. I soon would hit the trails of ski resorts in close proximity, including Yuzawa Kogen and its gondola shuttle service from Echigo Yuzawa Station to many slopes. Also at the station was a sake museum, where I learned this area was also rice country, complete with sake *onsen* and outdoor foot bath!

I found well-groomed trails that let me schuss down the afternoon but knew I’d soon need soothing relief from a post town with hot-spring history back to 1076. Within that history is the charming legend of a certain literary master who often took a dip in a 44°C bath without adding cold water. After a good soak in my cooled-down bath, I headed to a warm place down a narrow lane, offering *teppanyaki*, seafood, and a flask of hot sake to celebrate a day of wintry adventures among breathtaking views—an immersion rich in culture, history, and cuisine!



Après-ski relaxation includes a warming and welcome flask of hot sake.  
滑雪后可以享受一壶迎客的热清酒，暖人身心。



Go for thrills with snowboarding fun on powder and hard-packed runs.  
在坚实的粉雪雪道上滑雪寻求刺激

就在思量去哪里享受一段快乐旅程的时候，我想到了川端康成小说的第一句话：“电车驶出长长的隧道，就进入了雪国”，并渴望将身体沉入雪国的场景之一——越后汤泽温泉的光辉中。这座温泉度假区位于日本海和日本阿尔卑斯山之间，靠近县中央，其年降雪量居全国前列，在2月有3米深的湿润积雪形成的光滑雪道，也是户外休闲泡汤的圣地。我还将造访附近滑雪胜地的雪道，比如汤泽高原。从越后汤泽车站出发，有很多穿梭缆车带着人们去各个雪坡。越后汤泽车站还有一个清酒博物馆，在那里我得知当地还是有名的粮仓，车站旁甚至还有清酒温泉及户外足浴温泉！

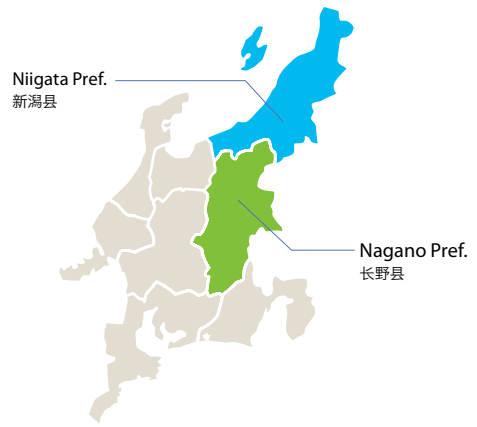
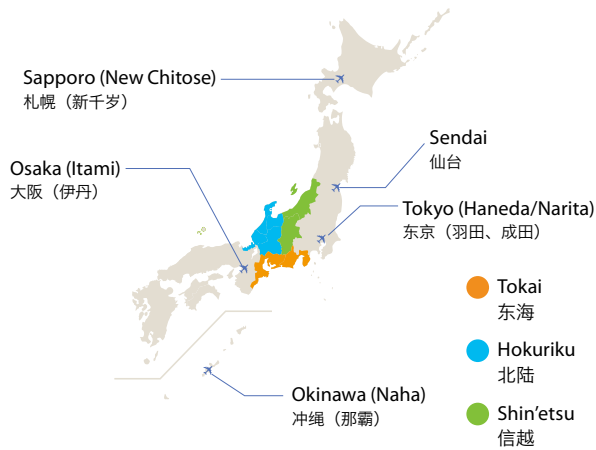
我在平整的雪道畅快滑行了一个下午，心里明白自己很快就需要在住宿地再度享受温泉的抚慰。此温泉街的历史可以追溯到1076年。某位历史上的有趣文豪爱泡44度不加冷水的高温温泉的故事也为人津津乐道。我在舒畅地泡了降了温的温泉后，径直走向小路上温暖的餐馆，用铁板烧、海鲜和一壶热清酒来庆祝这一天冬日冒险的圆满成功，为绝美的景色、丰富的文化、历史及美食干杯！

### Looking Ahead

The next theme of Get to Know Tokai, Hokuriku, and Shin’etsu for March is “Food,” when we feature well-known local markets in Ishikawa Pref. and Shizuoka Pref.

### 下期预告

3月我们将继续为您介绍东海、北陆、信越地区，其主题定为“美食”。我们将聚焦石川县与静冈县知名的当地市场。



### Getting There

#### Nozawa, Nagano Pref.

ANA daily serves Tokyo (Haneda) from Osaka (Itami), Nagoya (Chubu), Sapporo (New Chitose), Fukuoka, Okinawa, and many other airports. Travel from Tokyo to Nozawa Onsen by airport shuttle from Haneda Airport to Tokyo Station, train ride to Iiyama Station via Nagano Station, and nonstop bus (Nozawa Onsen Liner) takes about three hours.

#### Echigo Yuzawa, Niigata Pref.

ANA daily serves Niigata Airport from Tokyo (Narita), Osaka (Itami), Nagoya (Chubu), Sapporo (New Chitose), Fukuoka, and Okinawa. Travel time from Niigata to Echigo Yuzawa Onsen by airport shuttle and train is about 1.5 hours.

In addition, ANA daily serves Tokyo (Haneda) from Osaka (Itami), Nagoya (Chubu), Sapporo (New Chitose), Fukuoka, Okinawa, and many other airports. Travel time from Tokyo to Echigo Yuzawa Onsen by airport shuttle and train is about two hours.

### 交通

#### 长野县野泽温泉

ANA 每日有航班从大阪(伊丹机场)、名古屋(中部机场)、札幌(新千岁机场)、福岡及冲绳等多个机场飞往东京(羽田机场)。从东京去野泽温泉,先乘坐机场大巴从羽田机场去东京车站,再坐火车经由长野站去饭山站,最后坐巴士(野泽温泉 Liner)直通目的地,共需约3小时。

#### 新潟县越后汤泽温泉

ANA 每日有航班从东京(成田机场)、大阪(伊丹机场)、名古屋(中部机场)、札幌(新千岁机场)、福岡及冲绳飞往新潟机场。坐机场大巴和火车从新潟去越后汤泽温泉约需1个半小时。

此外,ANA 每日有航班从大阪(伊丹机场)、名古屋(中部机场)、札幌(新千岁机场)、福岡及冲绳等多个机场飞往东京(羽田机场)。坐机场大巴和火车从东京到越后汤泽温泉约需2小时。



ANA Inspiration of JAPAN

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