

Niiigata Day & Night

One Place Two Experiences

-Sustainable Development of
Cities and Communities



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NIIGATA

Rice, Sake, snow — and a long coast



No.1

rice producer in Japan

80%

of sake is water — and Niigata's is soft

63.4M

visitors in 2024

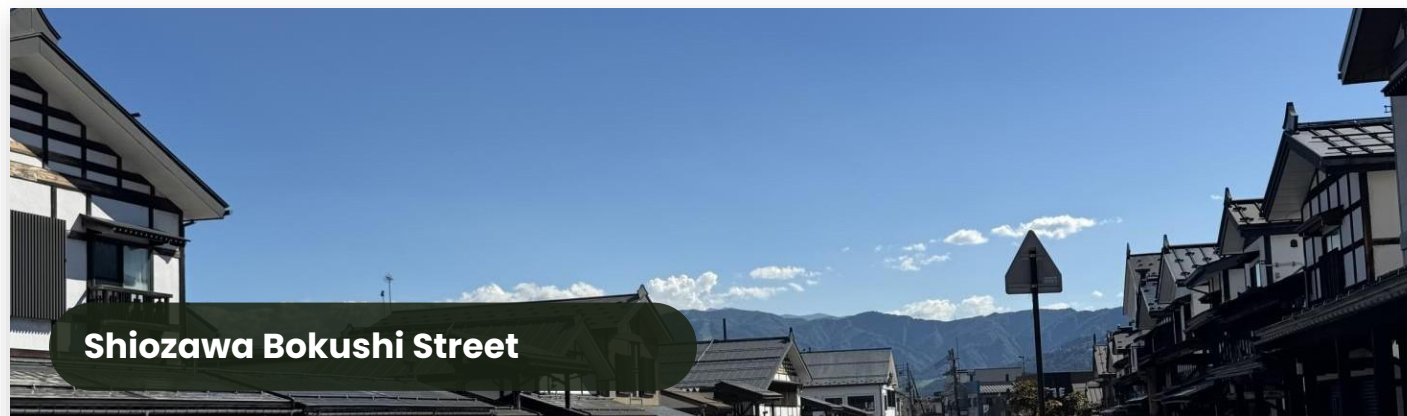


Summer green



Winter white

We went to Uonuma



THE PROBLEM

Niigata closes at sunset

Visitors come for the day, eat once, and leave.
The evening — the most profitable part of tourism — is empty.

Beaches sit idle

Used a few weeks a year, then nothing.

Sake is bought, not lived

Furumachi has the breweries — but no reason to stay.

Money leaves with them

Short visits mean no dinner, no drinks, no hotel.



Niigata City's own "2 km" plan focuses on the centre — the coast and the night are still open ground.

THE CONCEPT

One place, two experiences



DAY

- Water park at Hiyoriyama Beach
- Sake tasting along Furumachi
- Local food on the sand

NIGHT

- Beach night street at Sekiyahama
- Sake shops become izakaya
- Sunset, live music, night market

DAY PLAN

Water Park at Hiyoriyama Beach

- Giant slides, trampolines, obstacle courses
- Lifeguards on duty — safe for kids and adults
- Eat at local restaurants right on the sand

Benchmark: Korean water leisure parks



HIYORIYAMA BEACH, A NEW PLAYGROUND BY THE SEA!

A spectacular water park coming to Hiyoriyama Beach!

A beautiful beach, exciting activities, and unforgettable memories for everyone.
A new summer attraction in Niigata, where families, friends, and visitors can have the time of their lives!

For Families

For Friends

For Couples

For Tourists

Niigata Hiyoriyama Beach Water Park Project

EXCITING WATER ACTIVITIES!

- ✓ Giant Slides
- ✓ Trampoline
- ✓ Balance & Obstacle Course
- ✓ Climbing Wall
- ✓ Kids Area
- ✓ Fun Floatables for Everyone!

BEAUTIFUL LOCATION

Enjoy the stunning Hiyoriyama Beach, one of Niigata's best spots!

SAFE & SECURE

Lifeguards on duty for your safety and peace of mind.

FUN FOR EVERYONE

Activities for kids and adults alike! Everyone can join the fun!

BOOSTING THE LOCAL AREA

Connecting with local restaurants and tourism to create new energy for the area!

EXPECTED BENEFITS

- ✓ Increase in tourist visits
- ✓ Revitalization of the local economy
- ✓ Create memories for youth & families
- ✓ A new symbol of Niigata's summer!

PROJECT OVERVIEW (IMAGE)

PROJECT HIGHLIGHTS

- Marine-themed design inspired by Niigata's sea and nature
- High-quality and safe facilities
- Easy-to-understand signage and illustrations
- Clean, simple, and accessible layout

COLOR PALETTE

TARGET OPENING

Summer 2026 (Tentative)

TOGETHER, WE CREATE A BETTER NIIGATA!

With the power of the community and local partnerships, let's make Hiyoriyama Beach a world-class summer destination!

Concept image generated with AI

07

NIGHT PLAN

Beach Night Street at Sekiyahama

- Food trucks, local dishes and Niigata Sake
- Sunset views from seating on the sand
- Live music, DJ sets and a night market

Benchmark: Finns Beach Club, Bali



SEKIYAHAMA BEACH NIGHT STREET

Beach, Food, Music & Sake – A New Night Culture in Niigata

A lively beachside night spot where you can enjoy delicious food, local sake, music, and amazing sunset views. A new gathering place for locals and visitors alike.

Beach Bar
 Sake & Dining
 Food Trucks
 Music
 Friends & Family

HIGHLIGHTS

- Beautiful sunset and ocean views
- Variety of food & sake
- Live music & DJ events
- Relaxing beach atmosphere
- Perfect for friends, dates and families

1 FOOD TRUCKS & KITCHEN CARS

Enjoy a variety of delicious dishes from local ingredients!

2 NIIGATA SAKE SPOT

Taste Niigata's famous sake at casual sake stands and kitchen cars!

FOOD TRUCKS & KITCHEN CARS

Enjoy a wide variety of cuisines!

Takoyaki
 Yakitori
 Niigata Ramen
 Okonomiyaki
 Matcha Kakigori
 and more!

NIIGATA SAKE SPOT

Enjoy local sake casually!

LOCATION IMAGE (CONCEPT)

ENJOY THE BEACH ALL DAY & NIGHT

Daytime: Marine activities, beach sports, relaxing
Nighttime: Delicious food, drinks, and music

MUSIC & EVENTS

Live music, DJ performances, and special events throughout the summer!

FOR EVERYONE

A safe and comfortable space for families, couples, and groups of friends.

CLEAN & ECO-FRIENDLY

We care about the beach and the environment. Let's keep Sekiyahama beautiful!

ACCESS

About 20 minutes by car from Higata Station
Easy access & parking available

OPENING (PLANNED)

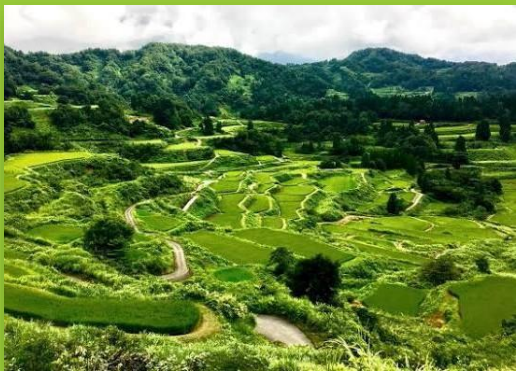
Summer 2026 (Planned)
Open every weekend & holidays in summer

CONNECT.

Good food, good sake, good music, and good people. See you at Sekiyahama Beach!

Concept image generated with AI

Why Niigata Sake is different



RICE

Japan's largest producer.
Gohyakumangoku and Koshitanrei ferment clean.



WATER

Snowmelt with almost no minerals — 40 mg/L. Slow, delicate fermentation.



CLIMATE

Cold winters and clean, snow-washed air give yeast a stable home.



TOJI

Echigo Toji master brewers. Japan's only sake school is here.

FURUMACHI

Sake Street by day

- Taste and compare many kinds of sake
- Eat rice balls and hegi soba on the street
- Tour a brewery and see how sake is made



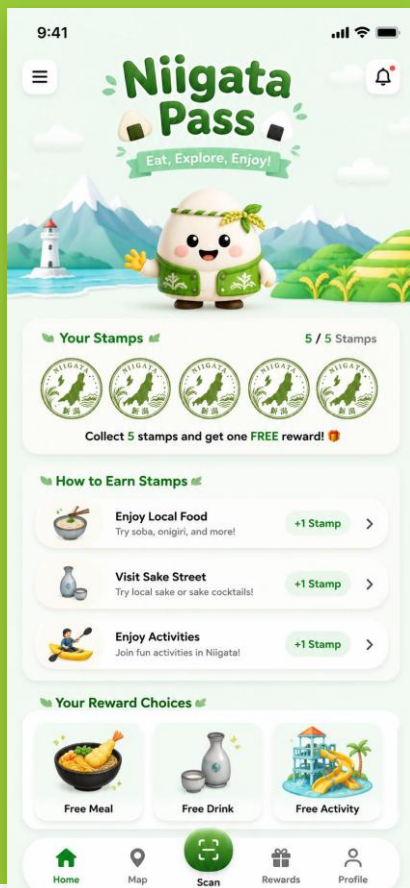


FURUMACHI

The same street, after dark

- Sake shops turn into Izakaya
- Local food, local Sake, local people
- The night atmosphere is the product

One app: "Niigata Pass"



Eat, drink, play → 1 stamp

Local food, a cup at Sake Street, or an activity.

5 stamps → 1 free reward

A meal, a sake, or an activity. The visitor picks.

50% off for first-timers

Plus a separate coupon to bring them back.

Tag us, drink free

#NIIGATA #NIIGATADAYNNIGHT unlocks nomihodai.



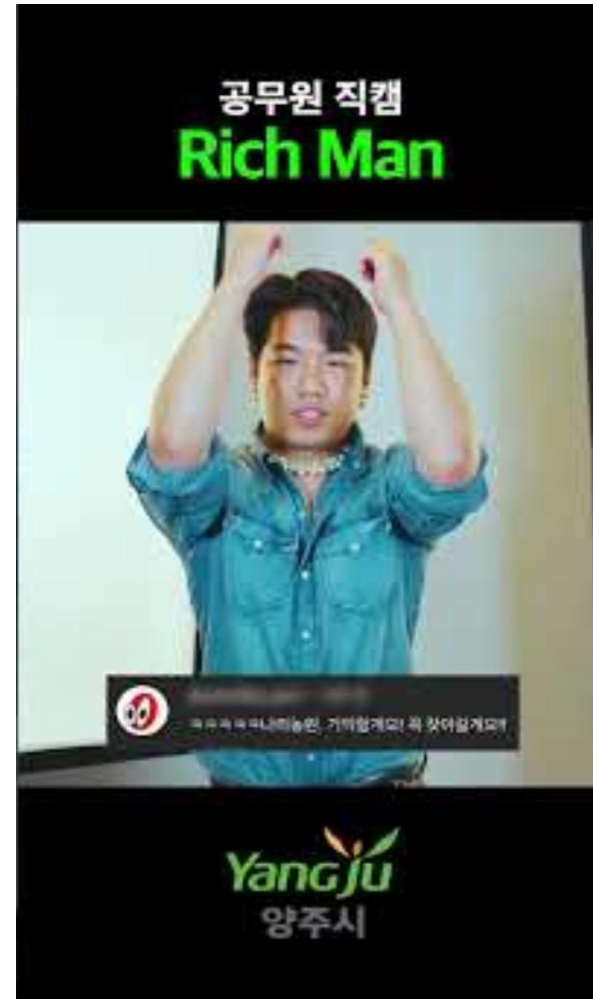
PROMOTION

One face: “Niigata Man”

A public official who becomes a creator.
It already worked in Korea.



- Free reach — one phone, not a campaign
- People follow people, not prefectures
- Day-and-night contrast is built for shorts
- Every video ends with a Niigata Pass coupon



BENCHMARK

“Yangju Man”, Korea

A city hall employee
whose short videos
made a quiet suburb
famous.

PROMOTION

HIKAKIN is from Niigata

Japan's most-followed YouTuber

Born 1989 in Myoko, Niigata Prefecture · founder of UUUM

19.7M

subscribers
on HikakinTV

18B+

total views
across channels

No.1

most-followed
YouTuber in Japan



**One video from him reaches more people than
Niigata's entire yearly visitor count.**

**Our ask: one "Niigata Day &
Night" collab video**

What this is worth

63.4M

visitors in 2024

+1.6% YoY

+8M

target by 2030

our projection

2×

hours per visit

day → day + night

2026

Pilot summer

2027

Sake Street opens

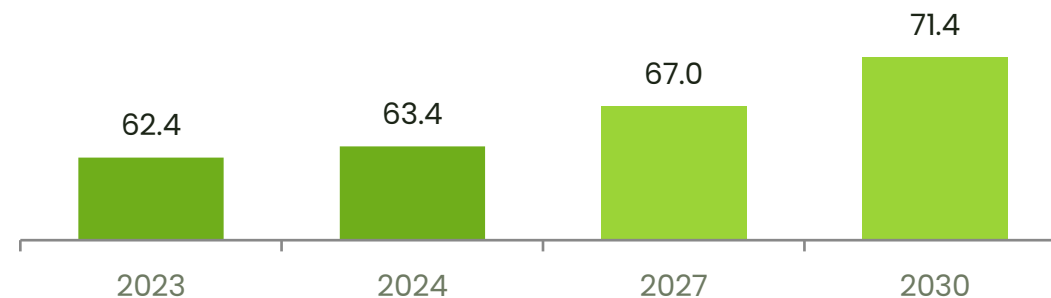
2028

Full season

2030

All year round

Visitors to Niigata Prefecture (million)



2023–24: Niigata Prefecture tourism statistics. 2027 / 2030 are our own projections.

One place, two experiences.

Thank you — questions welcome.

SOURCES

Niigata Prefecture tourism visitor statistics (2023–24) · Niigata Nippo · Niigata City “2 km” project · Hakkaisan Brewery site visit, Aug 2026 · Yangju City official SNS · Concept visuals generated with AI