



Power Spot Tour in Toyama … "Hatsumōde"

The year 2026 is coming soon! The first major event of the New Year in Japan is “hatsumōde” (the first shrine/temple visit).

At shrines/temples we wish for health and happiness in the year ahead. Shrines and temples are considered power spots, so you may receive energy for success and happiness.

(It is a traditional culture, not a guarantee of success.)

Shrines and temples have different styles of worship.

At shrines, you bow twice, clap your hands twice, and then bow once more. At temples, you do not clap your hands. You put your hands together and make a wish.

(Offerings are given freely) In both places, visitors purify themselves by washing their hands before praying. Shrines and temples each have their own special blessings:

開運 Good fortune (becoming lucky), 商売繁盛 prosperity in business (success at work and increased wealth), 無病息災 good health (being free from illness or injury), 厄除け protection from misfortune, 縁結び matchmaking (finding a good partner). You can ask which blessings are offered when you visit,

Shrines and temples in Toyama popular for Hatsumode (New Year's visit)





Hie Shrine(Toyama City)、Imizu Shrine(Takaoka)、Kushida Shrine(Imizu)、Keta Shrine(Imizu)、Oyama Shrine(Tateyama)、Takase Shrine(Nanto)、Zuiryu-ji Temple(Takaoka)、Shoko-ji Temple(Takaoka)

Let's Go See the first Sunrise of the Year !

It is said that bathing in the year's very first sunrise, the “hatsuhinode,” brings New Year's energy. In Toyama, the sun rises from the mountains. At places such as Amaharashi Coast, Shinminato, and Himi, you can see the sun rising over the sea. Let's hope for good weather!



Events in Winter

-  Nov. 28(Fri) to 2026. Jan. 31(Sat) White Illumination Toyama (Toyama City)
-  Oct. 10(Fri) to 2026. Mar. 1(Sun) Kansui Park Sweet Illumination (Toyama City)
-  2026. Jan. 10 (Sat) and 11 (Sun) Takaoka Hot Pot Festival of the Sea of Japan (Takaoka)
-  2026. Feb. 22 (Sat) and 23 (Sun) Nyuzen Ramen Noodle Festival (Nyuzen)

What is Toyama like? 1

All About Toyama Ranking... We compared Toyama with all 47 prefectures in Japan

🏠 In 2024, the annual amount of rainfall ranked 10th, while the total hours of sunshine ranked 44th. Because there is a lot of rain and many cloudy days, it is difficult to get a tan, so many people have fair skin.

🏠 House size ranked 1st (2023), electricity use per house also 1st.

Larger houses tend to consume more electricity.

🏠 The number of fire incidents ranked the lowest, 47th, in 2023.



🚗 The number of cars per household ranked 2nd in 2023.

Many people own one car each.

🏠 The proportion of people joining senior clubs ranked 1st in 2023.

Even in old age, many value community ties and remain active.



Attention ! Heavy snow in Toyama

Toyama is known for heavy snowfall caused by moist winds hitting the Tateyama Mountains. In Toyama, there have been the following major snowfalls up to now.

1963 Toyama City 250cm, Himi City 355cm

1981 Toyama City 160cm, Tonami City 181cm

—At that time, the total snowfall from the beginning to the end of the season reached a record 693 cm.

1984 Toyama City 122cm, Kamiichi town 224cm

In January 2021, Toyama City was hit by 107 cm of snow in a single day, causing major traffic chaos. Since then, the city has prepared many snowplows to ensure rapid removal.

A survey found Toyama residents consider 47.3 cm of snow a heavy snowfall, ranking third after Niigata (48.3 cm) and Fukui (47.2 cm).



<Precautions in Case of Heavy Snow>

1. Information Gathering... During heavy snowfall, roads in various parts of the prefecture may become impassable. Pay attention to the weather forecast and make use of convenient tools such as the prefecture's app and live camera footage.
2. Tire replacement... Even if it's not heavy snow, winter tires are necessary on snowy roads.
3. Things to Prepare in the Car... When snow suddenly piles up, snow removal may not keep up, causing the roads to become bumpy. If your tires get stuck, you won't be able to move. To prepare for such situations:
 - * It is useful to keep items like a shovel or a mat in the car.
 - * The shovel is for removing snow from under the tires, and the mat is for placing under the tires to make it easier to move the car.

What is Toyama like? 2

■The History of Tateyama Sabo

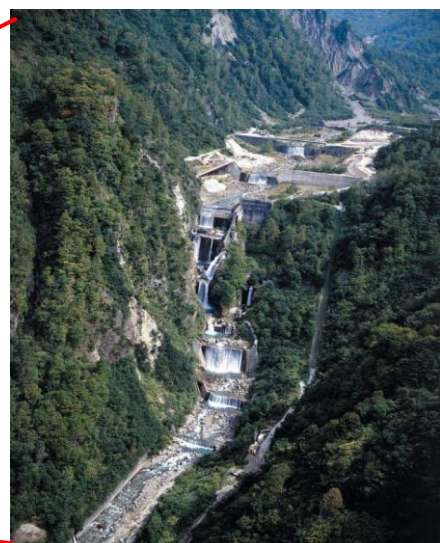
"Sabo" refers to the prevention of soil and rocks from the mountain slope.

The JOGANJI River has fast flow and a large amount of water, which has caused it to flood many times in the past.

For this reason, since around 1900, civil engineers have been planning Sabo dams to protect Toyama city from slope disaster and debris flow.

You can learn about the history and technology of Sabo at the Tateyama Caldera Sabo Museum near Tateyama Station.

Photo: Sabo technology (Tateyama Mountain Area Sabo Office, MLIT)



■Snow Valley (Tateyama Kurobe Alpine Route)

Snow Valley is a seasonal tourist spot that runs from mid-April to mid-June.

The snow valley reaches over 10 meters.

During this season, you can walk near the snow walls.

Why not experience these impressive snow walls?



Toyama Dialect (3) 「～cha」

☆ Putting “cha” at the end of a sentence: 「Verb+cha」 「i-adjective+cha」 「(na)-adjective+cha」 and 「Noun+cha」. They mean “～masu/desu”. Ending “-cha” is not used in a question sentence.

“～cha” is also used as “～wa,” a topic of a sentence.

Vb/Adj.	Example of Toyama dialect (Standard Japanese)
iki-masu iki-masen	<i>Ima, Iku-cha.</i> (= I'm going/coming now.) <i>Isogashii-kara ikan*-cha.</i> (= As I'm busy, I'm not going.)
tanoshii-desu genki-desu	<i>Karaoke-cha, tanoshii-cha.</i> (= (Singing in) Karaoke is interesting/fun.) <i>Yamamoto-san-cha, genkina hito dacha.</i> (= Yamamoto-san is an active person.)
ii-desu (1) good (2) no thank you	<i>Takai-cha-cha, iran-cha. Yasui-cha de iccha.</i> (=???) ★hint: You want to buy some tea. So you say this sentence to a salesclerk.

* 「ikan」 = Toyama dialect of 「ika-nai」

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