

川場村

Kawaba Village



Outline

86% or 85.29 square kilometers of Kawaba Village is composed of mountains and forests. It is said that the village developed by the riverside of 4 A-class rivers: Usune River, Sakura River, Mizomata River, and Tazawa River. This is the origin of this village and the name 'Kawaba' came from being surrounded by many rivers.

Built on the foundation of ancient history and culture, Kawaba Village as we know it today was established in 1889.

The climate is cold with an average yearly temperature being 11.0 degree Celsius, and an average winter temperature of 6.6 degree Celsius. In winter, up to 2 or 3 meters of snowfall accumulates in the mountainous area.

When Kan-Etsu Expressway and Joetsu Shinkansen opened, transportation was dramatically improved, fostering economic growth through the exchange of products and services. Under this situation, projects promoting agriculture and rural village tourism have been planned.

Attractions

<Spring>



After mid-April, spring comes to Kawaba Village in the form of carp streamers which flap in the warm wind. When snow on Mt. Hotaka starts to melt, trees and other plants around the mountains begin to push out new shoots as if they have been waiting for spring. This makes people feel the limitless energy of nature. An abundant clear stream nourishes the famous Kawaba brand rice, 'Yukihotaka' and Kawaba's two breweries. Young green rice ears planted all over the village impress visitors with Kawaba's 'beautiful rural landscape'.

◆ Kawaba Den-en Plaza



Roadside Station "Kawaba Den-en Plaza" is a tourist complex, where all the attractions of Kawaba Village are displayed. Handmade products, such as locally brewed beer, drinkable yogurt, hams, sausages, and pizza are popular with tourists. Many visitors often come to buy local vegetables and fruits at the farmers' market.

For the past 5 years, Den-en Plaza has consecutively been the first in the 'My Favorite Roadside Station' survey which is organized by the Kanto Roadside Station Network on 125 roadside stations in a subdivision of the Kanto Region Development Bureau, Ministry of Land, Infrastructure and Transport. In addition, it

has won the 1st in the 'Roadside Station where all of the family can enjoy for all day in Eastern Japan', which has been conducted by the weekly newspaper 'NIKKEI Plus 1'.

Events take place in spring and autumn and are highly esteemed by visitors.

◆ Kawaba Festival



Splashing sweat and swirling excitement! The jostle of many portable shrines seems the perfect climax for a festival. The festival finishes with a firework display, a performance of light and sound that colors the summer night sky. Kawaba Festival is a big event which includes traditional festival activities, folk entertainments and other local events sponsored by the village. The 4th Sunday of July is the time to celebrate all over the village.

◆ Kirinokidaira Camp Site



Kirinokidaira Camp Site is located near the head of Usune River, where you can enjoy fishing. There are some safe and comfortable cottages and cabins available for both new and experienced visitors.

◆ Mt. Hotaka



The elevation at the peak of Mt. Hotaka, the symbol of Kawaba Village, is 2158 meters. The mountain has a majestic shape and has been known as a holy mountain for mountain worship since ancient times. The statue of Yamato Takeru no Mikoto is built at the peak. It is also one of the 100 most famous mountains in Japan.

This mountain can be said to be a treasure house of nature. Various animals and plants live on this mountain. Many mountaineers and hikers visit this mountain to enjoy viewing the wildlife.

The three routes to the top of the mountain are categorized to match the strength, experience and age of each hiker so even a beginner can try to climb.

In late September, "Mt. Joshu-Hotaka Skyviewtrail" takes place at Mt. Hotaka. The competition was created to admire and honor Yamada Noboru's efforts as a world-famous mountaineer who came from Gunma.

◆ Onsen in Kawaba



Six onsen which provide large quantities of high-quality hot spring water are scattered within Kawaba Village. Sometimes, the springs heal local villagers who are tired from a day's worth of hard farm work and sometimes the springs warm the heart and body of tourists. The sound of a babbling brook and the peaceful view full of nature welcomes you at each onsen. You should not miss enjoying these onsen in every season.

◆ Fruit Picking



Kawaba is a "Kingdom of Fruit" from summer to autumn. Picking blueberries, grapes and apples is available at tourist farms. Both residents of Gunma as well as visitors to Gunma come here to enjoy fruit picking and tasting.

◆ Kawaba Ski Area



Kawaba ski area offers high quality snow and is located conveniently for visitors. The car park can hold 1000 vehicles and visitors can go directly from the car park to the ski ground. There is a snowboard park with courses for all levels of snowboarders. The ski ground is at an elevation of 1290-1860 meters. On sunny days, Mt. Fuji and the North Japan Alps appear in the distance.

◆ Harugoma Festival



Harugoma Festival takes place on 11 February, the celebration day of Konkoinari Shrine. Young men in women's clothing visit homes in Monzen area and sing and dance. They pray for the well-being of these homes and the prosperity of silk-farming. Since this festival is unique, it is well-known in all over the country.

<Event Calendar>

Mid-January	Dondo Yaki (Bonfire)
18 January/18 April	Yakuyoke Kan-non En-nichi
Mid-February	Kawaba-mura Geino Festival
11 February	Harugoma Festival
The 3rd Sunday of April	Kokuzo Festival
3 May	Green Festival
4-5 May	Den-en Plaza Spring Event
Late June	Opening of Mt. Hotaka
The 4th Sunday of July	Kawaba Festival / Firework Display
The last Sunday of September	Mt. Joshu-Hotaka Skyviewtrail
3 November	Cultural Festival / Agricultural Festival
Early December	Kawaba Ski Area Opening