

**Niigata Prefecture
Myoko city**

- Total area: 445.52 km² ○Population: 33,844 ○Household 12,404
- Symbol flower: Glaucidium palmatum ○Symbol tree: Beech
- Symbol bird: Blue-and-white flycatcher

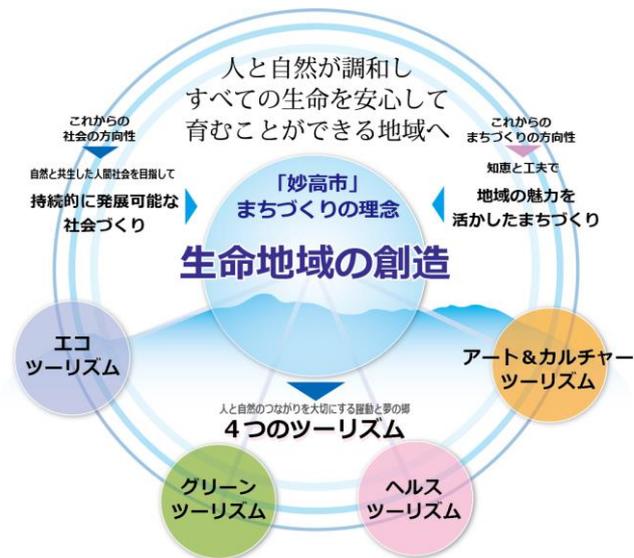


Mayor Niyuumura, Akira

Myoko City is located at south-west of Niigata Prefecture. Commanding view of Mt. Myoko, which is the origin of city name, Mt. Hiuchi, and Mr. Madarao; and surrounded by plateau hills at the skirt of Mt. Myoko, city is blessed with beauty of each season throughout year. In the foot of Mt. Myoko are national park, seven hot springs, and eight ski resorts. This area became the focus of attention as a large scale international tourist resorts in recent years both for green season and white season, attracting many foreign skiers especially.

Creation of environments where human and nature live in harmony

Reflecting changes in the social and economic conditions, lifestyle and value of individual are diversified. Value of “spiritual wealth” with focus on human and nature rather than value of “material wealth” has been required. Myoko City has rich regional resources such as nature and hot springs in the foot of Mt. Myoko, as well as life culture and history inherited by ancestors. Utilizing these resources, city is working on urban development aiming at the creation of environments where human and nature live in harmony. There, each citizens can creates new value, realizes true richness, live safe, wish to live in Myoko forever, and be proud of the life in Myoko. It is the basic philosophy of Myoko City, and for this, city promotes various projects based on four tourism represented by Eco Tourism, Green Tourism, Health Tourism, and Art & Culture Tourism as principle policy.



Toward Overall Healthy City Myoko

Utilizing natural environment and rich hot spring of national park; and with slogan of “protect our health by ourselves”, city promotes projects such as Myoko Health Walking program, health resort program, provision of base facilities for health promotion, establishment of daily exercise habit, and improvement of food life for all citizens and visitors.

Through the improved activities, etc, overall health promotion is furthered.



Climatotherapy Walking



"Aqua exercise" that used spa pool effects



Healthy local food
Bamboo grass sushi



Base facility of "Sanitarium" to be opened in April, 2017



Appearance

In order to promote health tourism and extension of the healthy life expectancy, city will open the base facility of sanitarium, “Myoko-karolt”, which provides health and nursing preventive care, climate therapy walking in quasi-highland supported by medical evidence, underwater exercise in a hot spring pools, and forest therapy. With this facilities, city provides such services as aqua exercise, health check, muscle strengthening for citizens and visitors.



Image of "Spa training pool"



Image of arena

Myoko City's web site:
<http://www.city.myoko.niigata.jp>