

How Toyama's Hidden Onsens Are Redefining Wellness Travel

Move over Hakone...Toyama is quietly stealing Japan's wellness spotlight.

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-- Move over Hakone...Toyama is quietly stealing Japan's wellness spotlight. Tucked between the northern Japanese Alps and the serene Sea of Japan, this under-the-radar region is home to two of the country's most extraordinarily mythical hot spring retreats. Together, they are transforming Toyama into Japan's most soulful secret for travelers seeking rejuvenation, stillness and serenity.



@Oomaki Onsen

Known as the “gateway to the Kurobe Gorge,” Unazuki Onsen is one of Toyama's most renowned hot springs and a luminous sanctuary within Japan's wellness culture.

Famed for its crystal-clear waters — often considered the purest in Japan — Unazuki Onsen offers a soothing experience. Its colorless, transparent hot springs that warm the body to the core and gently calm the mind. From riverside inns, guests can enjoy sweeping views of the gorge's mountains, which transform beautifully with each season. A ride on the iconic open-air Kurobe Gorge Railway passes dramatic cliffs and cascading waterfalls, culminating in an unforgettable soak overlooking the breathtaking valley.

Evenings here are spent savoring exquisite dishes made with the pure waters of Kurobe from Toyama Bay, followed by peaceful strolls through the quiet streets of Unazuki Onsen. From January to March, every Saturday night brings the Unazuki Onsen Winter Story Snow Fireworks Festival, lighting up the snowy sky in a magical, cinematic display—Japan at its most poetic, where luxury feels natural, not curated.

Travelers who truly seek entire disconnection find their way to Oomaki Onsen, at the edge of the

world. Few places on Earth rival this stellar location for its sheer remoteness and romance. Hidden deep within the Shogawa River basin, this riverside ryokan is accessible only by train and by an exclusive boat ride along the Shogawa Gorge. Once you arrive, it becomes immediately clear that the journey was worth every moment. After a tranquil boat journey gliding across the surface of the river, you step into a secluded inn embraced by the mountains — and suddenly, it feels as though time itself has come to a gentle stop.

Evenings are spent soaking in open-air baths by the river, gazing at the mountain views across the water. At night, you savor seasonal local ingredients in a traditional Japanese kaiseki meal paired with regional sake, all while looking up at the starry sky. It's the kind of place where you naturally put your phone away and simply breathe.

As today's travelers crave deeper connection and slower rhythms, Toyama's onsen culture offers exactly that—a space to breathe, reflect, and reconnect. It's not about five-star opulence. It's about immersive simplicity, where nature itself becomes the teacher.

About Toyama Prefecture:

Nestled between the Sea of Japan and the Japanese Alps, Toyama is a hub of natural beauty, craftsmanship, and slow travel. From snowy peaks to bays that nurture a rich food culture, the region offers a window into Japan's quieter, deeper soul.

<https://visit-toyama-japan.com/en>

@toyama_visit

Gabriella A Ribeiro

Trumarketing

+ 19734208343

[email us here](#)

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