

# TOKAMACHI SNOW FESTIVAL 2017

## DOWNTOWN AREA HIROBA GUIDE

What is a **HIROBA**?

At the Tokamachi Snow Festival, most of the events, performances, snow sculptures and food stalls are found in squares known as "hiroba". They are located all over town and each one has something different to offer. Visit as many as you can!



### 1 COMMUNITY HIROBA



17TH (FRI) 18:00-21:45  
18TH (SAT) 09:00-21:45  
19TH (SUN) 09:00-15:00

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● **ACCESS**

A 10 minute walk from Tokamachi Station east exit

● **MAIN EVENTS**

(Fri) 18:30-20:30 Opening Festival 2017  
  
(Sat) 13:00-15:30 Cross Country Ski Sprint  
12:00-12:30 Kimono Queen Photo at tea ceremony tea house  
13:00-14:30 Welcome Ceremony  
14:00-15:30 Tea Ceremony on Snow\*  
16:00-17:00 Treasure Hunting  
17:00-18:30 Tea Ceremony on Snow\*

(Sun) 09:00-14:30 The 28th Tsumarian Ball Championships  
11:00-12:30 Tea Ceremony on Snow\*  
15:00 Closing Ceremony

● **ACTIVITIES**

Complementary amazake (limited supply), snow slide, Juuouja Rangers Show/photo opportunity and more!

\* 300 servings of green tea available

### 2 IPPUKU HIROBA



18TH (SAT) 10:30-21:00  
19TH (SUN) 10:00-15:00

● **ACCESS**

A 13 minute walk from Tokamachi Station east exit

● **MAIN EVENTS**

(Sat) 11:00~ Live Musical Performance  
(Sun) 10:30~ Traditional Dance  
12:30~ Yosakoi Dance Performance

● **FOOD/DRINK**

Curry rice, ramen, warm soba, oden, yakitori, kenchin soup...

● **ACTIVITIES**

Performances of traditional dances

### 4 HONCHO ICCHOME NAJODA NO HIROBA



17TH (FRI) 19:00-23:00  
18TH (SAT) 10:00-20:00  
19TH (SUN) 10:00-15:00

● **ACCESS**

A 13 minute walk from Tokamachi Station east exit

● **MAIN EVENTS**

(Fri) Snow sculpture light up only  
(Sat) 13:00~ Snow Sculpture Creation Experience (Free prize for all participants)

● **FOOD/DRINK**

Tsumari Pork breaded skewer, draft beer, sake, amazake, konjac dengaku and chocolate covered bananas!!

Snow Sculptures at this hiroba have won the Mayor's Prize 8 years running!

### 3 WELCOME HIROBA



18TH (SAT) 10:00-20:00  
19TH (SUN) 10:00-15:00

● **ACCESS**

A 13 minute walk from Tokamachi Station east exit

● **MAIN EVENTS**

(Sat) 12:00-14:00 The 8th Yosakoi Dance Contest on Snow  
15:00-16:30 Live Music (Welcome Live 2017)

● **FOOD/DRINK**

Sake, beer, fruit juice and amazake

● **ACTIVITIES**

Flower exhibition, giant snow slide, complementary amazake, local sake and chinkoro for sale

### 5 HOUSHINKAI HIROBA



18TH (SAT) 10:00-19:00  
19TH (SUN) 10:00-13:00

● **ACCESS**

A 10 minute walk from Tokamachi Station east exit

● **FOOD/DRINK**

Salt grilled iwana fish, fish flavored sake, amazake, yakitori

● **ACTIVITIES**

Complementary amazake

KEY



Nearest Circle Route Bus Stop



Toilets



Children's Category Snow Sculpture



Regular Category Snow Sculpture



Competition Category Snow Sculpture

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### 6 EKIMAE EVENT HIROBA



18TH (SAT) 09:30-20:30  
19TH (SUN) 10:00-15:00

● **ACCESS**

Located outside the east exit of Tokamachi Station



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A great first stop at the Tokamachi Snow Festival!



**Neige**

TOKAMACHI SNOW FESTIVAL  
OFFICIAL MASCOT CHARACTER

Snow Festival Passport holders can collect stamps all over town to get a Neige picture book and tote bag!

#### GETTING AROUND DOWNTOWN TOKAMACHI...

Although you can walk between the hiroba found in the downtown area, you may want to take a bus for a quicker ride to where you want to go!



The **CITY CIRCLE ROUTE BUS** arrives every 30-40 minutes. Please ask at a festival information booth for more information!

### 7 FUREAI HIROPPA HOKUHOKU



18TH (SAT) 10:00-21:00  
19TH (SUN) 10:00-15:00

● **ACCESS**

Located outside the west exit of Tokamachi Station



● **MAIN EVENTS**

(Sat) 12:00~  
(Sun) 12:00~

Children's Treasure Hunt

● **FOOD/DRINK**

Yakitori, yakisoba, grilled fish, tonjiru, frankfelters...

● **ACTIVITIES**

Jumbo snow slide, live stage performance

### 9 KINARE HIROBA



18TH (SAT) 10:00-17:00  
19TH (SUN) 10:00-16:00

● **ACCESS**

An 8 minute walk from Tokamachi Station east exit



● **MAIN EVENTS**

(Sat) 10:00-15:30  
(Sun) 10:00-15:30

Live Stage Performance

● **FOOD/DRINK**

"Gourmet Street" featuring kaen tantan ramen, salt grilled ayu fish and more...

### 8 HAKUBUTSUKAN HIROBA



18TH (SAT) 10:00-16:00  
19TH (SUN) 09:00-15:00

● **ACCESS**

A 10 minute walk from Tokamachi Station west exit



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● **FOOD/DRINK**

Grilled mochi, soba tea, Jomon sake, amazake, baked sweet potato

● **ACTIVITIES**

Snow Country tool exhibition, chinkoro sale, eat and drink around a traditional irori hearth, try on snow shoes and garments

Head inside the museum to learn about Snow Country culture, and see the famous Flame-style Pottery! (A Japanese National Treasure from the Jomon period)

### 10 OMOTENASHI HIROBA



18TH (SAT) 10:00-17:00  
19TH (SUN) 10:00-15:00

● **ACCESS**

A 8 minute walk from Tokamachi Station east exit



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● **MAIN EVENTS**

(Both Days) 10:00  
12:00  
13:00

Complementary amazake  
Kids Treasure Hunt  
Mochi (rice cake) Pounding

● **FOOD/DRINK**

\*See Kinare Hiroba

**HAVE A GREAT TIME!!**