



The Tokamachi Snow Festival Character
"Neige"

TOKAMACHI SNOW FESTIVAL

The 68th Celebration of White Love

十日町 雪まつり

2017.2.17 FRI · 18 SAT · 19 SUN
18:00~22:00 9:00~22:00 9:00~16:00



Tokamachi Snow Festival Executive Committee
Tokamachi Tourist Information, 251-17 Asahi-cho, Tokamachi City, Niigata Prefecture 948-0079
TEL:025-757-3100 / FAX:025-757-2285

Snow Carnival Participating Artists

● Date: February 18 (Sat) 17:00-18:30 ● Place: Special Venue at Jogaoka Pure Land



NGT48



Sarah Alainn



Announcements about additions to the lineup!



Ijiri Okada
(Stage MC)



Tomotaka Okamoto



Tomomi Kahara



Tanpopo
(Stage MC)

*Please understand that admission limits may be imposed for safety purpose.
*Performers may be subject to change without notice in certain situations.

Main Event

17th (Fri)

Opening Festival 2017

This is the major event which marks the opening of the three-day Tokamachi Snow Festival.
Time: 18:30 - 20:30
Location: Community Square (Tokamachi High School Sports Field)



19th (Sun)

2017 Tokamachi Kimono Queen Contest

We will choose a "Tokamachi Kimono Queen", who will participate in tourism events for a year as a Tokamachi tourist ambassador, promoting PR for the city's tourism and kimono.
Time: 13:00 - (doors open at 12:30)
Location: The large hall in Cross 10



18th (Sat)

Welcome Ceremony

You will meet Miss Tokamachi and her equivalent from other related cities.
Time: 13:00 - 14:30
Location: Community Square (Tokamachi High School Sports Field)



28th Tsumarian Ball Championships

This is the championship event of a snow sport that originated at the Tokamachi Snow Festival, called "Tsumarian ball (Snow field volleyball)".
Time: 9:00 - 15:30
Location: Community Square (Tokamachi High School Sports Field)



Snow Carnival

Live music and brilliant shows on a huge snow stage followed by truly fantastic fireworks.
Time: 17:00 - 18:30
Location: Special Venue in Jogaoka Pure Land



Event information will be periodically updated. For more information, please visit the Tokamachi Snow Festival's official website at: <http://snowfes.jp/>

There's a lot you can see and learn on our website!! A convenient passport!

The Tokamachi Snow Festival Passport

We are releasing a "Tokamachi Snow Festival Passport" so that you can fully enjoy the Tokamachi Snow Festival. Use this Passport when you visit the Tokamachi Snow Festival.

Advance tickets: **2,500yen** (Including tax)
Same-day tickets: **3,000yen** (Including tax)

Tickets are scheduled to go on sale from December 1st.

Snow Carnival Backstage Tour

Backstage Tour Plan * Japanese guide

Date and time: February 16 (Thur) 16:00
Capacity: Limited to 20 people (Elementary school age and older) * First-come, first-served basis
Admission: Free
Notes: [Pre-booking Required] This is a walking tour from the Tokamachi City Chuo Kouminkan to the Festival ground
Application: Tokamachi City Tourist Association TEL:025-757-3345

This year's stage theme is "The Dragon God's palace" It's made entirely out of snow! Watch the legend come to life!



Snow Sculpture Viewing Tour

Do not miss out on viewing these snow sculptures, available for a limited time only!

The expertly crafted snow sculptures displayed all over the city will take your breath away.



Application: Kyoritsu Kanko Co., Ltd. TEL: 025-752-4128

* Applications will be received only until capacity is reached.
* The meeting place will be Tokamachi Station's West Exit.

* Japanese only

Two courses are offered [Price Per Person]

- ◆ Snow Sculpture Tour: February 17 (Fri) 18:30 - 21:30 / 3,000 yen
- ◆ Winners Works Tour: February 18 (Sat) 13:00 - 16:00 / 3,000 yen

*1,500 yen discount on both courses for Snow Festival Passport holders.

Festival Square

Come and enjoy our finest hospitality, and see this unique, snowy area

You can enjoy various activities, including a snow slide, Honrya-do, rice cake pounding, and free presents.



Bonuses 1

Passport Lottery

A lottery postcard will be attached to your passport. If you take part in the lottery, you'll have a chance to get a fantastic prize.
• Hotel Belnatio voucher (offering accommodation for two for 1 night stay with 2 meals included) ... 1 winner
• manma & cafe YUKIMATSURI 2,000 yen meal tickets ... 3 winners
• Tokamachi catalog gift ... 5 catalogs, 5 winners, and more

Bonuses 3

Snow Carnival Special zones for passport holders

Passport holders are allowed to enter passport zones during the Snow Carnival held on February 18th (Sat).

Bonuses 5

Snow Art Exhibition Snow Sculpture Tour discount service

There will be a 1,500 yen discount off the snow sculpture tour service fee, on February 17th (Fri) and 18th (Sat). * Please make a reservation at least two days prior to the tour date. [Application] Kyoritsu Kanko Co., Ltd. Tel: 025-752-4128

* Japanese only

Bonuses 7

One-day Lift Discount Ticket for Ski Slopes in the City

• Joetsu Kokusai Aema Ski Slopes • Nakasato Kiyotsu Ski Slopes
• Matsudai Family Ski Slopes • Matsunoyama Onsen Ski Area

Bonuses 2

Snow Artwork Tour and Town Sight-seeing Stamp Rally

Collect stamps when visiting snow carvings or the shopping street to win prizes. 5 stamps gets a Neige picture book. 10 stamps gets a tote bag.

Bonuses 4

The chance to take a souvenir photograph with the Snow Carnival performers

If you apply in advance with the application number on your Snow Festival Passport you could be one of the lucky winners who gets to take a souvenir photo with the performers from the Snow Carnival. It is only available to those that are able to come to the Carnival site at the specified time on February 18th. For further details, please check the Tokamachi Snow Festival website. *We are unable to accept requests for photos with individual performers.

Bonuses 6

City tour bus and Square tour bus Unlimited Rides on Tour Buses

You can ride buses that go around the city center and the festival squares in the suburbs on the 18th and 19th, unlimitedly.

Bonuses 8

Shopping street, car rental, hot springs and museums Hospitality Services

We will offer special services at some stores in the shopping street and hot springs.

Passport tickets sale office Available at 7-11 & Lawson across Japan, Tokamachi Aeon, and at View Plaza or Midori-no-Madoguchi in main JR East Stations *Also available at other locations.
* Some "Green Windows" do not sell this passport ticket.



Snow Fairy Neige is a character who promotes the Tokamachi Snow Festival, introduces the features of the Tokamachi Snow Festival and shares event information on Facebook.

The Tokamachi Snow Festival (Facebook page)

URL <http://www.facebook.com/neige.sanpo>

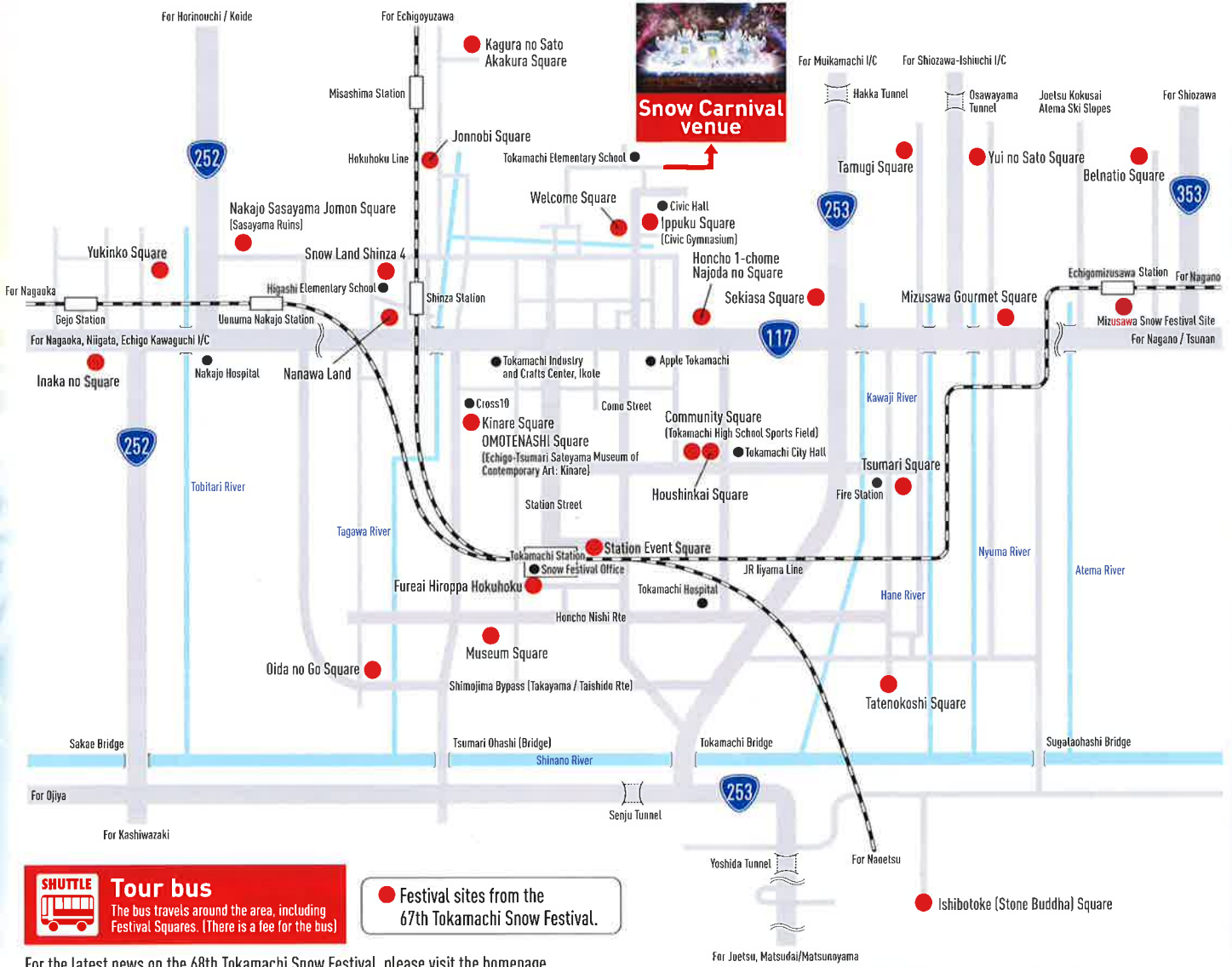


Free app for smartphones. See snow art works, Festival Square locations and information about the city! Navigation functions to help you get to your destination are also available! We will support you by giving you "information you need to know".



Download from the above QR code.

Snow Artwork Exhibition With Local Citizens Our Warm and Friendly Festival Square



Traffic Access *Parking is very limited, so please use public transportation

From Tokyo

- Take the Joetsu Shinkansen from Tokyo Station and get off at Echigo-yuzawa, then change to the Hokuohoku Line. It will take 2 hours and 10 minutes to get to Tokamachi Station
- It will take 2 hours and 30 minutes to reach Kanetsu Motorway Muikamachi I/C, and 25 minutes to get from Muikamachi I/C to Tokamachi

From Hokuriku

- It will take about 2 hours and 30 minutes via Joetsu Myoko Station on the Hokuriku Shinkansen

Special trains

- Niigata / Nagaoka**
Feb 18 (Sat) <Rapid train> Tokamachi Snow Festival Train [via Muikamachi, reservations available]
Leaves Niigata at 9:28 → arrives in Tokamachi at 11:39, leaves Tokamachi at 20:50 → arrives in Niigata at 22:58
- Omiya / Takasaki**
Feb 18 (Sat) <Limited express> Hokuohoku Tokamachi Snow Festival <Direct from Omiya, reservation required>
Leaves Omiya at 11:02 → arrives in Tokamachi at 14:29, leaves Tokamachi at 19:58 → arrives in Omiya at 22:47
- Nagano**
Feb 18 (Sat) and 19 (Sun) <Rapid Train> Snow Express Tokamachi <reservation required>
Leaves Nagano at 09:15 → arrives in Tokamachi at 11:24, leaves Tokamachi at 15:28 → arrives in Nagano at 18:05

Inquiries
East Japan Railway Company Inquiry Center TEL:050-2016-1600
Hokuriku Express Hokuohoku Line, Tokamachi Station TEL:025-752-0770

