

TOKAMACHI SNOW FESTIVAL DOWNTOWN AREA MAP 2020

KEY

- Snow Sculptures
- Hiroba Location
- Restroom
- TAXI Stand
- Festival Information Booth
- Snow Festival Tour Bus Stop
- Temporary Shuttle Bus Stop

*HIROBA (which means "square" or "plaza" in English) are the Tokamachi Snow Festival event sites. Visit each HIROBA to see snow sculptures, special shows and events, food stalls, and more!

Main Area [KINARE]

Activities: Captain Stug Booth, Snow play Area, Snowglobe Tent, Treasure Hunt, Rest Area, Food Stalls, Tea Ceremony, Kinare Stage, Snow Stage, Cross-ten.

Facilities: Restroom, Toilet, Snow Sculptures, Festival Information Booth.

Lots of food stalls, events and attractions happening here!
Access: 10 minutes walk from Tokamachi Station.

Sat: 09:00 to 21:30 / Sun: 9:00 to 15:00

Events & Attractions

Free Amazake (limited supply)

- Saturday 15th**
 - 9:30 Opening Festival
 - 11:30 Treasure Hunt (Sign up at 11:00)
 - 11:30 Gosetsu-JAM (Music Performance)
 - 12:10 Tokamachi Kimono Queen Photoshoot
 - 13:00 Mochi Pounding
 - 14:00 Tea Ceremony
 - 16:30 Tea Ceremony
 - 17:30 Traditional Japanese Music
 - 18:00 JAZZ Live Show
 - 19:00 Japanese Drum Performance
- Sunday 16th**
 - 9:50 Dance & Music Performance
 - 11:30 Treasure Hunt (Sign up at 11:00)
 - 12:00 Mochi Pounding

GOURMET GUIDE

SAKANA SHIOYAKI

It's not hard to miss these grilled river fishes on sticks. They're delicious in texture and taste so give them a try!

KENCHIN-JIRU

Warm up with this countryside soup that (usually) contains root vegetables and tofu!

LOCAL SAKE

There are two local sake brewers in Tokamachi: Matsunoi and Tenjinbayashi. Which do you prefer?!

TSUMARI BEER

Tsumari beer is a local craft beer company famous for its soba ale, a beer they make using buckwheat hops!

Landmarks: Hotel New Tokamachi, Bunjiro, Hotel Shimizu, City Hall 529 Hamburgers, Suigetsu Temple, Chisenji Temple, Lion D'or (Supermarket), Shimizuya Ryokan, Akashi no Yu (onsen baths), Echigo Tsumari Museum of Contemporary Art KINARE, Tokamachi Station, Tokamachi City Hall, Tokamachi Central Community Centre, Silk Mall (Supermarket/100 yen store), Otagi-no-Kuni Art Museum, Convenience Store, Post Office, Park, Nature Footpath, Bus Garage, Toyota Car Rental, Mukadeya Hotel.

Event Locations: Main Area [KINARE], EKIMAE EVENT HIROBA, HOUSHINKAI HIROBA, TOHOKU DENRYOKU HIROBA.

Transportation: JR Iiyama Line, HokuHoku Line, Tokamachi Station (East Exit, West Exit), Temporary Shuttle Bus Stop, Snow Festival Tour Bus line end at this bus stop.

Tokamachi Station Enlarged View

Police Station, Taxi Stand, JR Tokamachi Station, Tokamachi Tourist Information, HokuHoku Line Tokamachi Station, Underground passageway, Parking Lot.

EKIMAE EVENT HIROBA

Sat: 09:30 to 18:00
Sun: 10:00 to 14:00

Access: In front of Tokamachi Station east exit.

Start heading to right after leaving the Tokamachi Station's east exit. Once you pass the welcome gates, you'll see a lot of fun events!!

HOUSHINKAI HIROBA

Sat: 11:00 to 19:00

Access: About 10 minutes walk from Tokamachi Station east exit.

We recommend the Kajika-zake (cup of sake containing small grilled fish) and Yakitori! Offers free Amazake. Please enjoy the food and company!

TOHOKU DENRYOKU HIROBA

Sat: 09:30 to 17:00
Sun: 09:30 to 15:00

Access: About 13 minutes walk from Tokamachi Station east exit.

Come ride on our truck's crane and get a bird's eye view of Tokamachi!! Feel free to come inside the building for hot drinks and a chat! Mascot characters 'Yutotto', 'Makapu' and 'Tsunappe' meet and greet. Free tea and coffee.

15th(sat) only Temporary Shuttle Bus to/from DANJURO

to	Cross-ten	West Exit (In front of Toyota Car Rental)	DANJURO
	12:40 →	12:45 →	12:52
	13:10 →	13:15 →	13:22
from	DANJURO	West Exit (In front of Toyota Car Rental)	Cross-ten
	13:35 →	15:42 →	15:47
	16:10 →	16:17 →	16:22

FREE

KIMONO QUEEN CONTEST 2020

What? A pageant contest to select the 2020 Tokamachi Kimono Queens. Come and see beautiful Japanese kimono! Entrance is free but there will be a limited number of seats so arrive early!

Time: Sun 16th 13:00 (Doors open at 12:30)

Place: Echigo-Tsumari Culture Hall DANJURO

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