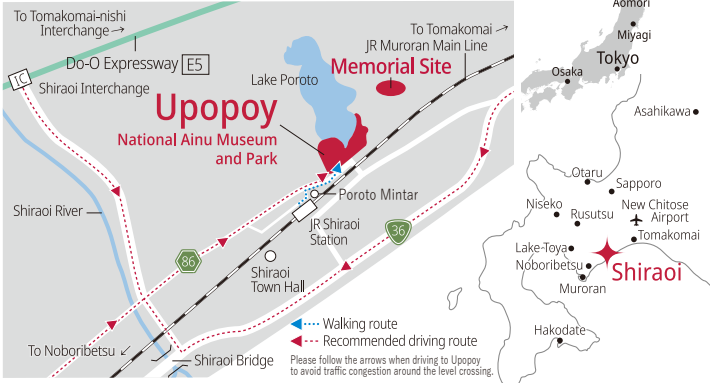


Just one hour from Sapporo and
40 minutes from New Chitose Airport



Sapporo	Sapporo-Kita Interchange of Sasson Expressway: Approx. 1 hr. 5 min. via expressway JR Sapporo Station: Approx. 1 hr. 5 min. by limited express train
New Chitose Airport	New Chitose Airport Interchange of Do-O Expressway: Approx. 40 min. via expressway JR New Chitose Airport Station: Approx. 40 min. by Rapid Airport and limited express train
Hakodate	Onumakoen Interchange of Do-O Expressway: Approx. 2 hr. 50 min. via expressway JR Hakodate Station: Approx. 3 hr. by limited express train

* The above travel times are estimates for reference purposes only and do not include transfer times.
□ Upopoy is about a 10-minute walk from JR Shirai Station and a 10-minute drive from the Shirai Interchange.

◆ Opening hours (until March 31, 2026)

April 1 – April 25, 2025	9:00am - 6:00pm	September 16 – September 19, 2025	9:00am - 6:00pm
April 26 – May 6, 2025	9:00am - 8:00pm	September 20 – September 21, 2025	9:00am - 8:00pm
May 7 – July 18, 2025	9:00am - 6:00pm	September 22, 2025	9:00am - 6:00pm
July 19 – August 31, 2025	9:00am - 8:00pm	September 23, 2025	9:00am - 8:00pm
September 1 – September 12, 2025	9:00am - 6:00pm	September 24 – October 31, 2025	9:00am - 6:00pm
September 13 – September 15, 2025	9:00am - 8:00pm	November 1, 2025 – March 31, 2026	9:00am - 5:00pm

Closed: Closed on Mondays, from December 29 to January 5, and from February 28 to March 9

*When Monday is a holiday, open on Monday and closed on the next business day

*Open on April 28, August 12, September 16 and September 22

◆ Admission (including tax)

	General	Group of 20 or more	One year pass
Adult	1,200 yen	960 yen	2,000 yen
High school student	600 yen	480 yen	1,000 yen
Junior high school student and below	Free	Free	—

※Some activities and special exhibitions in the museum are not included in the price of admission.

※Admission is free of charge for visitors with disabilities and one caregiver. Present any documentation upon entry.

◆ Parking fees (Parking 1: 246 spaces)

	Passenger cars	Motorcycles / Bicycles
General parking	500 yen per visit (including tax)	Free

* Day of visit only. * Large motorcycles whose width exceeds 90cm will be charged as passenger cars.

* Parking is free for additional visits on the same day. Ask staff for details.

Upopoy Guide App

Get information about the museum and park facilities through audio and images in eight different languages.



Official Upopoy Website

Refer to the official Upopoy website for more detailed information.

You can purchase admission tickets in advance if you wish. See our official website for details.



Contact The Foundation for Ainu Culture (Upopoy office)

Address: 2-3-2 Wakakusa-cho, Shirai Town, Shirai District, Hokkaido, 059-0902
Phone: 0144-82-3914 Fax: 0144-82-3685
<https://ainu-upopoy.jp/en>

an=ukokor aynu ikor oma kenru

National Ainu Museum

The National Ainu Museum aims to build a society where Ainu pride is recognized, raise awareness of Ainu history and culture, and help to forge a future for the Ainu people.



Our six perspectives

The permanent exhibition introduces six themes from the perspective of the Ainu: Language, Universe, Lives, History, Work, and Exchange. The Plaza Exhibition in the central area provides an overview with exhibits that encapsulate each of the themes. Even visitors with limited time can gain an understanding of the main themes.



● Our Language



● Our History



● Our Universe



● Our Work



● Our Lives



● Our Exchange

Interactive Station "tempatempa"



- Permanent exhibition room, 2nd floor of museum
- Tempatempa* means "Touch and feel them" in the Ainu language.

This is an area for children and adults alike to interact with Ainu culture through dioramas, models, *tamasay* (necklaces) and 3D animal puzzles.

Theater Screening



- Theater, 1st floor of museum

Watch videos introducing various aspects of Ainu culture on a large high-definition screen in a 96-seat theater.

an=ukokor uaynukor mintar

National Ainu Park

The National Ainu Park is an interactive open-air center where you can experience Ainu culture, which is intrinsically linked to the natural environment. The park is also a space to relax and enjoy the splendor of nature while experiencing Ainu culture.



At Upopoy you can see and take part in a variety of activities designed to allow you to experience and understand the culture, worldview, relationship with nature and spirituality of the Ainu. * Additional fees apply for some activities.

Ainu Language Workshop



Archery Experience



Musical Workshop



Performing Arts Workshop



Cooking Workshop



Ainu Clothing Experience



imeru



- Cultural Exchange Hall

Performances of new songs and dances bringing arts once buried in history to life.

ikarkar=an ro/inuye=an ro



- Crafts Studio

Try embroidering or carving an Ainu pattern.

These are just some of the many programs on offer.

See the program leaflet available at the park and the official Upopoy website for more information.

Example plan for your visit

If you're visiting Upopoy for the first time, here are some recommendations!
This plan covers all the best things to see and do at Upopoy.

National Ainu Museum *an=ukokor aynu ikor oma kenru*

🕒 9:00am

— Length: Approx. 60 minutes

① Museum

- Permanent Exhibition Room
- Museum Shop
- Library



Permanent Exhibition Room

Cultural Exchange Hall *uekari cise*

🕒 10:00am

— Length: Approx. 20 minutes

② *sinot*

Performances of songs and dances with roots in different regions, against a backdrop of Hokkaido's magnificent natural landscapes.



Kotan (Traditional Ainu Village) *teeta kane an kotan*

🕒 10:30am

— Length: Approx. 15 minutes

③ *upaskuma*

Learn about life in a *kotan* and experience traditional songs and dances. Each session features a different theme, including houses, boats, hunting equipment, and place names.



🕒 11:30am

— Length: Approx. 15 minutes

④ *newsar=an ro*

Experience Ainu oral literature through tales and lyrical songs passed down through the generations.



We also have example plans for afternoon visits.

See the official Upopoy website for more information.

About the Ainu and Ainu culture

Aynu means "human" in the Ainu language. The term distinguishes humans from the *kamuy* (spirit-deities) found in the natural environments that support the Ainu way of life.

The Ainu are an indigenous people with a unique language, culture and history. In the past they lived in the north of Honshu (Japan's main island), Hokkaido, Sakhalin and the Kuril Islands in communities known as *kotan*, where they hunted, fished, foraged, farmed and traded with neighboring peoples. Ainu identity is a valuable part of Japan's cultural diversity, with beautiful patterns that adorn clothes, tools, and ceremonial objects, a rich oral literary tradition epitomized by *yukar* epics, and a worldview expressed through a relationship with the *kamuy* that includes singing, dancing and prayers (*kamuynomi*). *Kamuynomi* can be expressions of respect or gratitude to *kamuy* that are benevolent, or a fierce front to intimidate those that are fearsome.

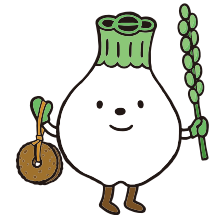
Today, however, fewer and fewer people speak Ainu as a first language, and the culture that forms the basis of Ainu identity is under threat. Urgent action is needed so that the Ainu language and culture can be passed on to future generations.

About Upopoy

Upopoy was created to act as a base for initiatives such as the revival and continued development of this invaluable culture. It represents the building of a forward-looking, vibrant society with a rich, diverse culture in which indigenous people are treated with respect and dignity, without discrimination.

Upopoy comprises the National Ainu Museum, the National Ainu Park and the Memorial Site.

The name Upopoy means "singing together in a large group" in Ainu.



TureppoN

The mascot of Upopoy

TureppoN is a *turep* (giant lily bulb) girl. She enjoys taking it easy.

Ainu language signage

Ainu is the principal language used within Upopoy. In many areas, the first language displayed is Ainu written using katakana or the Latin alphabet.

English



April 2025-March 2026

1

yayhanokkar cise

Workshop

This facility hosts activities for school groups and cooking workshops. In the Annex you can try archery and see installation art in the Ainu language.

2

uekari cise

Cultural Exchange Hall

Watch traditional Ainu dance – designated as Important Intangible Folk Cultural Properties in Japan and as elements of intangible cultural heritage by UNESCO – together with other Ainu performing arts such as *mukkuri* (a kind of mouth harp) music. * Seat ticket required

3

an=ukokor aynu ikar oma kenru

National Ainu Museum

Find out about traditional Ainu culture and learn about today's diverse Ainu cultures and the people who practice them through a variety of exhibits.

4

ikar usi

Crafts Studio

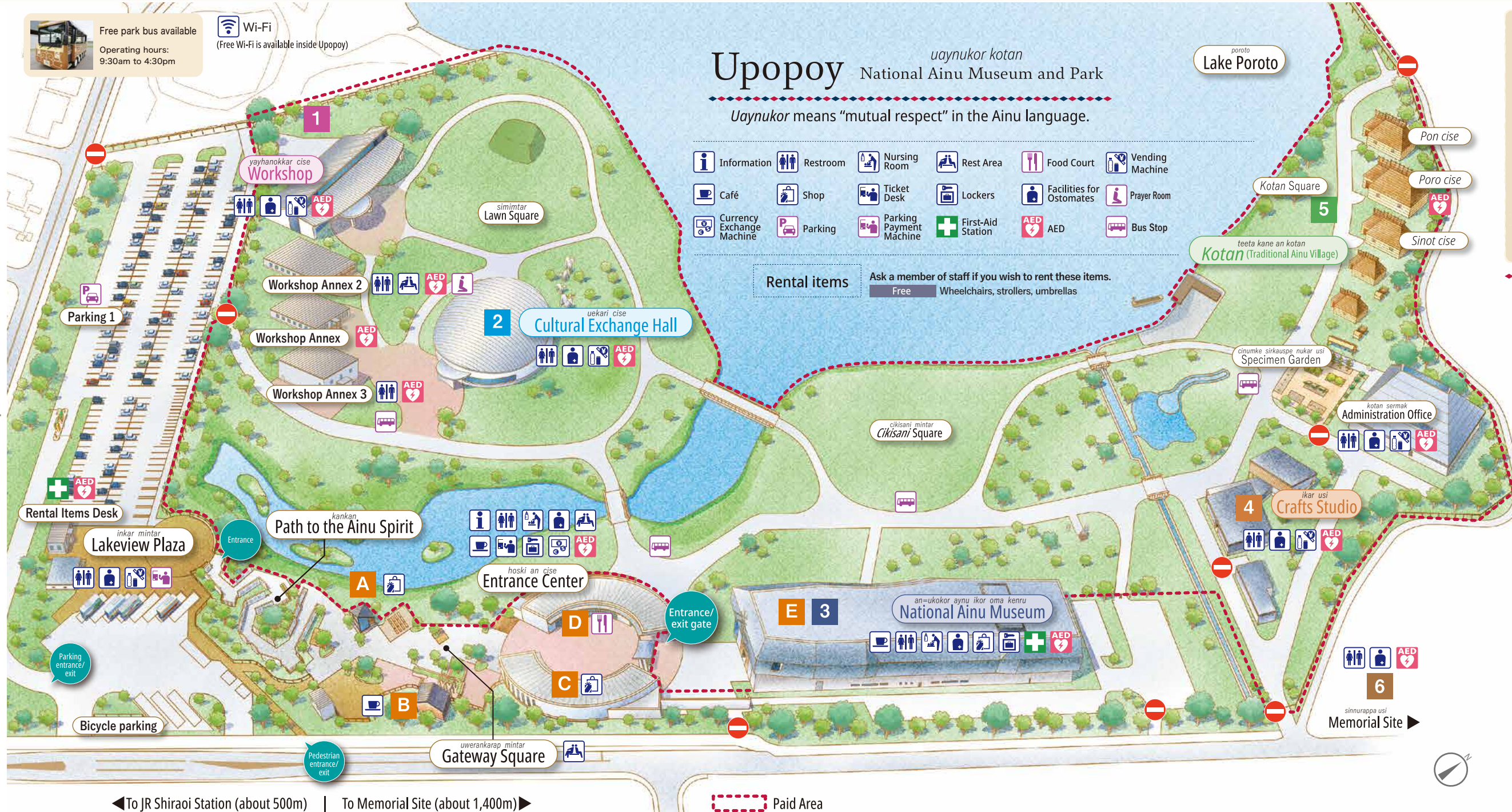
Experience up-close demonstrations by staff of techniques that have been handed down through the generations and participate in woodcarving, embroidery and musical workshops.

5

teeta kane an kotan

Kotan
(Traditional Ainu Village)

This area features a group of reconstructed thatched *cise* (Ainu houses), where you can experience a traditional Ainu living space. Explore the inside of the buildings and listen to talks about the lives and culture of the Ainu people who lived in *cise*.



6

sinnurappa usi

Memorial Site

In the past, remains of deceased Ainu people and related burial items were excavated, collected, and stored at universities and other institutions all over Japan. While efforts have been made to return these remains to the Ainu, those that cannot currently be returned are collected at Upopoy. The Memorial Site was established to provide a dignified memorial and to ensure that remains are handled appropriately until such time as arrangements for their return to the Ainu are established. Located on a hill overlooking the Pacific Ocean on the east side of Lake Poroto, the Memorial Site comprises an area for storing remains, a memorial service facility and a monument symbolizing the site's mission.

● **Opening hours**
April 1 to September 30, 2025: 9:00am to 5:00pm
October 1, 2025 to March 31, 2026: 9:00am to 4:00pm

Shops & Restaurants

There are three dining facilities in the park, where you can stop for meals and snacks from original sweets to set meals based on traditional Ainu methods and Ainu food culture. The shop is stocked with souvenirs including original goods, which are great as a memento of your trip or as gifts for friends and family.

A

ihok usi

Gateway Square Shop

sweets café NANAKAMADO IRENKA

Enjoy a range of items for takeout, including sweets, soft-serve ice cream and drinks made using Hokkaido ingredients, and choose from a wide range of original products and other souvenirs.
● Opening hours: From 9:00am until Upopoy closing time

B

akup

Gateway Square Café

Café RIMSE

In addition to Ainu dishes made using local ingredients, this café offers a selection of snacks, drinks, and items to take home for friends and family.
● Opening hours: From 9:00am until Upopoy closing time (last order 1 hour before closing)

C

ihok usi

Entrance Center Shop

niepuy

Offers a range of original Upopoy merchandise, items featuring park mascot TureppoN and Hokkaido souvenirs in addition to snacks and some everyday items.
● Opening hours: From 9:00am until Upopoy closing time

D

ipe usi

Food Court

HINNA HINNA KITCHEN EN

Enjoy a wide variety of dishes and light snacks for takeout made with local ingredients.
● Opening hours: From 9:00am until Upopoy closing time (last order 30 mins before closing)

E

ikar oma kenru ihok usi

National Ainu Museum Museum Shop

This shop features Ainu crafts, original museum merchandise and books. You can also purchase drinks to enjoy while looking out onto Lake Poroto.
● Opening hours: From 9:00am until Upopoy closing time

You can stop for a breather at the Rest Area. Food and drink are permitted.

Important notices for visitors

- Admission to some facilities may be restricted during busy times.
- Eating and drinking is not permitted in the museum exhibition rooms, inside the Cultural Exchange Hall, or in other areas indicated by signage.
- Smoking on the premises is prohibited.
- Do not disturb the plants, insects or fish in the park.
- Do not bring in hazardous items (including imitation firearms or swords).
- Video recording is prohibited in the Theater and exhibition rooms of the museum. Photography is also prohibited in some areas.
- Please refrain from bringing fountain pens, ballpoint pens, umbrellas and large items of baggage into the museum exhibition rooms.
- Animals other than service dogs are not permitted.
- Refrain from playing ball games and other sports in the park.
- Unauthorized business or advertising activities are not permitted on the premises.
- Please follow all instructions from members of staff and be considerate of other visitors.