

To representatives of travel operators and land operators

# About Upopoy National Ainu Museum and Park

April 1, 2025

A symbol of a society based on mutual respect and coexistence

Upopoy is not only a space and facility for transmitting Ainu culture, but also a base for larger initiatives to revitalize and expand the Ainu culture, which is an invaluable culture in Japan but remains under threat. Upopoy is a symbol of 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.

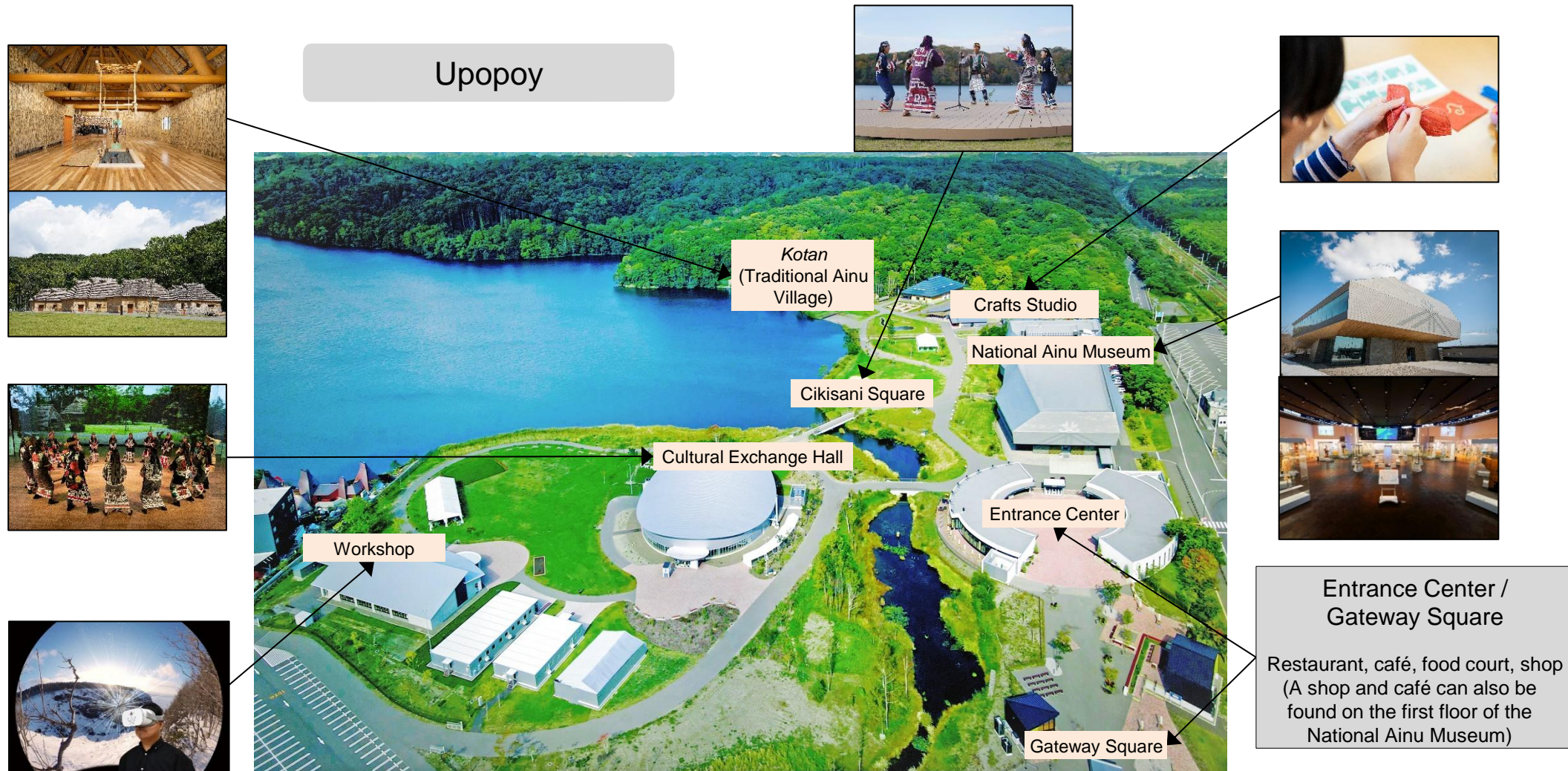


**Upopoy: Discover, Feel and Think  
about the World of the Ainu**



## A national center for learning and passing on Ainu history and culture

Upopoy is located in a rich natural environment and consists of two main areas; the National Ainu Museum, Japan's northernmost national museum and the first one dedicated to the history and culture of the indigenous Ainu people, and the National Ainu Park, an interactive open-air center where visitors can experience the culture of the indigenous Ainu people. The park is home to various facilities, such as the Cultural Exchange Hall and the *Kotan* (Traditional Ainu Village) where visitors can watch performances featuring traditional Ainu culture.



Japan's northernmost national museum and the first one dedicated to the history and culture of the indigenous Ainu people.



Required time:  
Approx. 60 min.  
(estimate)

Capacity:  
Approx. 300  
people

Eating, drinking  
and recording  
video are not  
permitted

Timed-entry passes can be reserved through the  
website

\*Visitors can also enter without a reservation



The exhibition space is on the second floor. This floor also features the Observation Deck where visitors can see a complete view of Upopoy centered around Lake Poroto.  
The first floor has a general information point, library, theater, museum shop and café.

### Exhibition



The Permanent Exhibition Room explores six themes from an Ainu perspective: Language, Universe, Lives, History, Work, and Exchange.

The Special Exhibition Room hosts various exhibitions on a wide range of topics including the culture of the Ainu and other indigenous peoples.

\*Part of the exhibition materials are explained in English.

\*Entry into the special exhibition requires a separate fee.



### Theater Programs



Required time:  
Approx. 20 min.

Capacity: 96  
people

Eating, drinking and  
recording video are not  
permitted

\*Meet at the venue from 15 min. before  
the start time

Ainu culture is introduced in an easy-to-understand way through high-definition movies shown on a large screen, which cover a variety of topics.

\*Entering or exiting the venue is not permitted during the screening

\*Audio guides are available in English, Chinese, Korean, Thai and Russian.

Visitors can watch *mukkuri* (a kind of mouth harp) music along with traditional Ainu performing arts and dance, which are designated as Important Intangible Folk Cultural Properties in Japan and recognized by UNESCO as elements of intangible cultural heritage.



Performance duration: 20 to 30 min.

Capacity: Max. 303 people

Eating, drinking, and taking photos or videos of the performances are not permitted

Please take your seats at least 5 min. before the start time.  
\*Groups must go to the Cultural Exchange Hall 15 min. before start time  
\*Entering or exiting the venue is not permitted during the performances



### Traditional Performing Arts "Sinot" / "Imeru"

### Recommended program

This program received the highest evaluation during a professional FAM Trip (promotional tour) in 2022

Traditional Ainu performing arts have been performed in prayer and daily life for various purposes including rituals, play and work to enjoy with the *kamuy* (spirit-deities). This program features a range of songs, dances, oral literature and musical performances.



\*Explanatory materials and audio guides are available in English, Chinese (Simplified and Traditional), Korean, Thai and Russian.

### Screening of Short Films

Visitors can enjoy dynamic animations (films) based on Ainu legends.



\*Explanatory materials are available in English, Chinese (Simplified and Traditional), Korean, Thai and Russian.

This area features a group of reconstructed *cise* (Ainu houses), where visitors 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*.



## Cultural Program "upaskuma"

Free

Required time:  
15 min.

Capacity:  
60 people

Go directly to  
the venue



Visitors can experience Ainu culture through *upaskuma* (passing down of wisdom) covering life in a *kotan* (traditional Ainu village) and songs and dances that have been passed down through the generations. Held on the Outdoor Stage during the summer season (around May to October), weather permitting. The Outdoor Stage has a capacity of 100 people.  
\*Explanatory materials are available in English, Chinese (Simplified and Traditional), Korean, Thai and Russian.

## Clothing Experience "amip"



Free

Required time:  
10 min.

Capacity:  
About 20 people at a time

Go directly to  
venue

Visitors can try their hand at a traditional Ainu game that uses a bow and arrow. These arrows are blunt, so they are a fun and safe way for people of all ages to learn archery. This program is popular among a wide range of people.

\*Outdoor venue

\*Canceled for safety reasons in the case of severe wind, etc.

## Oral Literature Performance "newsar=an ro"



Free

Required time:  
15 min.

Capacity:  
60 people

Go directly to  
venue

Visitors can gather around the hearth to enjoy tales and other forms of oral literature from the everyday lives of Ainu people in the past.

\*Entering and exiting the venue is not permitted during performances.

This facility hosts activities for school groups, cooking workshops and an archery experience.

### Screen Experience "kamuy eyes"



Free

Required time:  
5 min.Capacity: 16  
people

Go directly to venue

See the world from the perspectives of the animals that Ainu people view as kamuy eyes (spirit-deities), through powerful images using virtual reality goggles.

※Explanatory materials are available in English, Chinese (Simplified and Traditional), Korean, Thai and Russian.

### Archery Experience "aksinot"



Free

Required Time 5 minutes  
per personElementary school students and  
above (ages 6 and over)

Go directly to venue

Try a traditional Ainu game that uses a bow and arrow. These arrows are blunt, so they're a fun and safe way for people of all ages to learn archery.

※You may be asked to wait during busy times.

Workshop-Annex

### Port of Words "itak tomari"



Free

Required time:  
5 min.

Capacity: 15people

Go directly to venue

itak (language) and tomari (port) come together to make itak tomari—Language Harbor. Listen, envision and speak part of the language that is rooted in Ainu culture through installation art.\*

\*A style and method of expression of contemporary art where an entire place or space is experienced as an artwork

Workshop-Anne3

Visitors can learn about Ainu crafts and watch craftspeople demonstrate techniques that have been handed down through the generations as they make their creations. There are also wood carving and embroidery workshops that visitors can easily take part in.



### Watch Ainu Crafts

Free

Go directly to the venue



Visitors can see demonstrations and exhibitions of all kinds of traditional Ainu crafts. The craftspeople will give a talk about their crafts while they work.

### Embroidery Workshop "ikarkar=an ro"

**Recommended program**

Fee:  
Free to 1,000 yen

Required time:  
60 min.

Capacity: 20 people

Meet at the venue

Participants can select from a range of items and try embroidering an Ainu pattern.



●Fee:

Coaster: free

Wrapping cloth bag / Small frame :  
1,000 yen

\*When reserving their spot, participants should purchase a cultural experience program ticket to cover the fee

\*Participants can take home their creation as a souvenir



### Woodcarving Workshop "inuye=an ro"

**Recommended program**

Fee:  
1,000 yen to 1,500 yen

Required time:  
60 min.

Capacity: 10 people

Meet at the venue

Participants can try their hand at carving an Ainu pattern onto their very own wooden smartphone stand or coaster.



●Fee:

Coaster: 1,000 yen

Smartphone stand: 1,500 yen

\*When reserving their spot, participants should purchase a cultural experience program ticket to cover the fee

\*Participants can take home their creation as a souvenir



## Upopoy first timer's course

We recommend that visitors with limited time focus on the National Ainu Museum and Traditional Performing Arts.

Required time:  
Approx. 30 min.

### Cultural Exchange Hall

Enjoy traditional performing arts (songs, dances, oral literature and musical performances).



\*Check the timetable on the Upopoy website  
(groups must head to the venue 15 min. before the performance starts)

Required time:  
Approx. 30 min.

### National Ainu Museum

Visit the exhibition, enjoy the theater programs and go shopping at the Museum Shop



\*Eating, drinking and taking videos are not permitted  
\*Bringing in a pen, umbrella or large items is not permitted



Distance  
approx. 200 m  
(approx. 3 min.  
on foot)



Distance  
approx. 460 m  
(approx. 6 min.  
on foot)

Required time:  
Approx. 30 min.

### Kotan (Traditional Ainu Village) Area

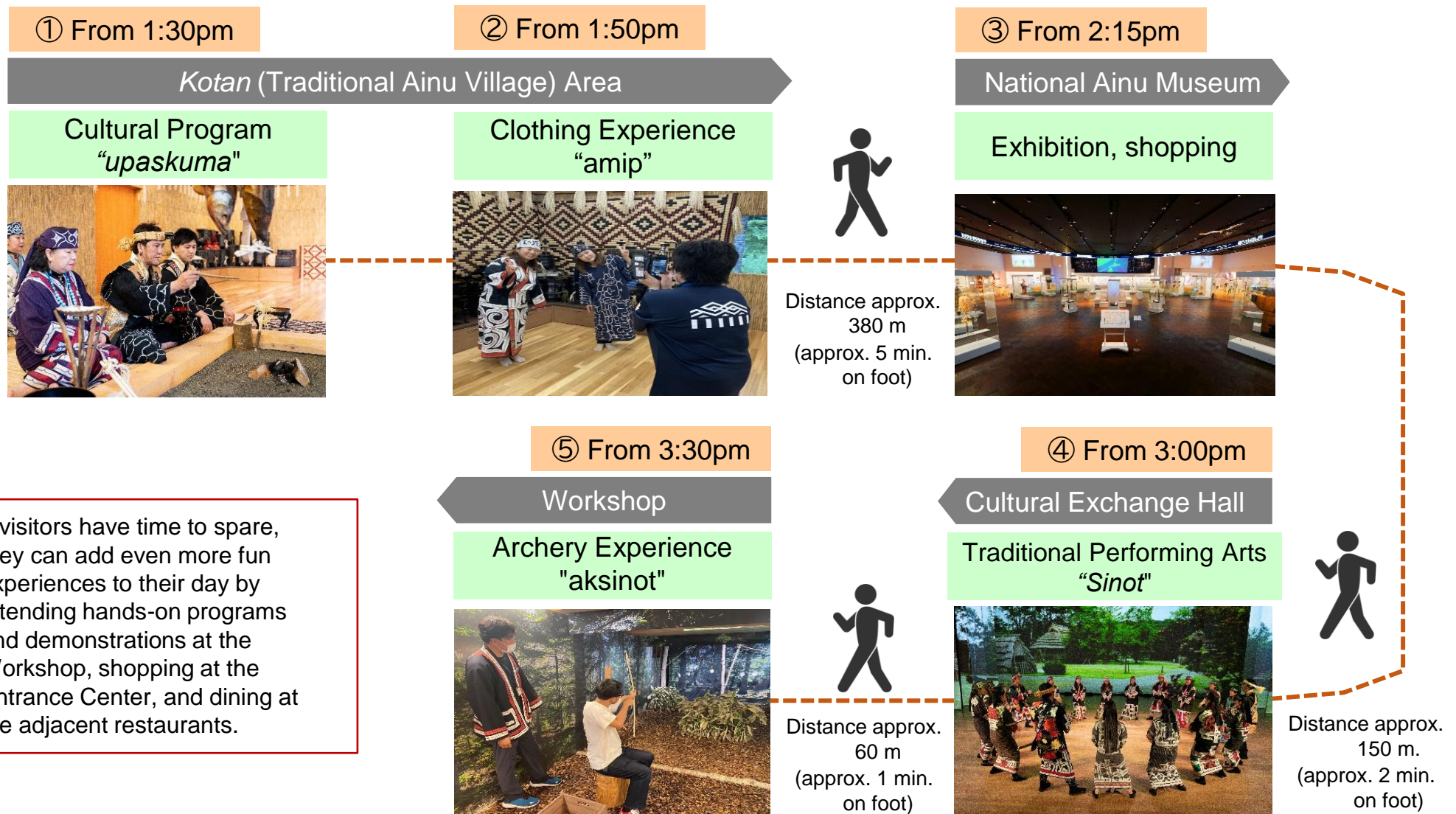
Walk around the *cises* (Ainu houses), explore the inside of the *cises*, join the clothing experience, etc.



Distance  
approx. 270 m  
(approx. 4 min.  
on foot)

## Half-day course chock-full of experiences with a focus on Ainu Cultural Experience Programs (example)

There are a wide range of Cultural Experience Programs that visitors can enjoy for free with an Upopoy admission ticket. Half-day visitors can experience Ainu culture with these programs.



At Upopoy, information and services are provided in multiple languages so that speakers of various languages can learn about and experience Ainu culture easily. An AI machine translation service is also available, so visitors can feel free to contact a member of staff should they require assistance during their visit.



## Multilingual resources available at Upopoy

### Multilingual Audio Guide App

Available in Japanese, English, Chinese (Traditional and Simplified), Korean, Thai and Russian

\*Users are responsible for any data charges incurred when downloading the app



This is a free app that can be used on visitors' mobile devices (smartphone, tablet). It provides audio and visual information about park facilities and the museum exhibits.



### Museum audio guidance equipment rental

Rental fee: 500 yen per device

Rental location: Entrance Lobby on the 1st floor of the museum

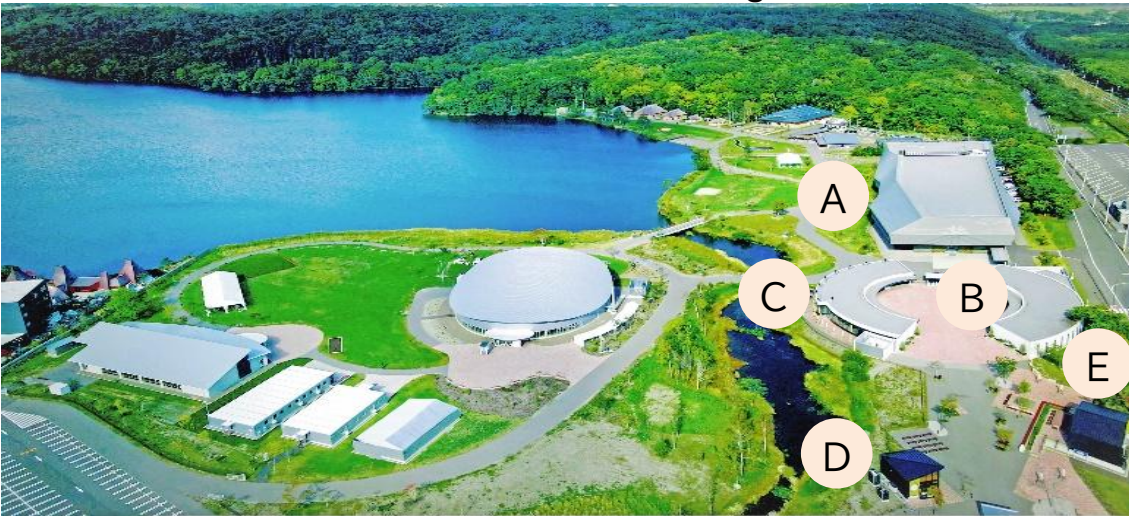
Languages: Ainu, Japanese, English, Chinese, Korean, Thai, Russian

\*Can only be used inside the museum

### Explanatory materials for Cultural Experience Programs

Some of the Cultural Experience Programs include explanatory materials in English, Chinese (Simplified and Traditional), Korean, Thai and Russian.

Visitors can enjoy their free time by shopping for souvenirs or dining at the various shops and restaurants at Upopoy. Re-entry to Upopoy is available if they exit the facility to visit the shops and restaurants outside of the entrance gate.



## A: Museum Shop, National Ainu Museum

This shop sells a variety of items including original museum merchandise, Ainu crafts and books about Ainu history and culture. Visitors can also enjoy coffee while taking in the beautiful view of Lake Poroto.

● Opening hours: 9:00am until Upopoy closing time

Coffee is available until 30 min. before closing time.



## B: niepuy, Entrance Center

niepuy is the perfect place to pick up souvenirs including TureppoN merchandise. Visitors can also buy everyday items, such as umbrellas and drinks.

● Opening hours: 9:00am until Upopoy closing time

## E: Café RIMSE, Gateway Square

With a cozy wooden interior design, this café offers a spot to enjoy Ainu dishes made from local ingredients and a range of snacks and drinks. The café also has their own limited-edition TureppoN merchandise.

\*Reservations unavailable

● Opening hours: 9:00am until Upopoy closing time. Last order 60 min. before closing time.

## C: HINNA HINNA KITCHEN EN, Entrance Center

Featuring ingredients and cuisine unique to Hokkaido, HINNA HINNA KITCHEN EN offers a wide range of dishes, including snacks for takeout, ramen, curry, and set meals.

\*Reservations unavailable

● Opening hours: 9:00am until Upopoy closing time. Last order 30 min. before closing time.

## D: NANAKAMADO IRENKA sweets café, Gateway Square

This takeout shop offers popular cup cheesecakes made from Hokkaido ingredients and seasonal pies that use fruit from orchards.

● Opening hours: 9:00am until Upopoy closing time.



Travel operators that have a travel coupon contract <sup>(\*)1</sup> with Upopoy and travel agencies <sup>(\*)2</sup> that cater for international visitors can make a reservation for a group of 15 or more inbound tourists.

General group reservations	From within Japan	From outside of Japan
Number of participants	Group of 20-50 people <sup>(*)3</sup>	Group of 15-50 people <sup>(*)3</sup> However, only groups of 20 or more are eligible for the discounted group rate
Programs that can be reserved	Advance reservation available for the Museum and Cultural Exchange Hall	Advance reservation available for the Museum and Cultural Exchange Hall
Payment / fees	In-house issued coupon <sup>(*)4</sup> or whole trip coupons <sup>(*)5</sup> (Travel operator commission 10%)	In-house issued coupon <sup>(*)4</sup> or whole trip coupons <sup>(*)5</sup> Travel agencies handling inbound travel can pay by cash, credit card, etc. *No travel agent commission for cash and credit card payments (Contact us if coupons cannot be issued) <sup>(*)6</sup>

(\*)1 Contact us on the following email address if you would like to set up a travel coupon contract with us

Inquiries: [generalgroup\\_res@ainu-upopoy.jp](mailto:generalgroup_res@ainu-upopoy.jp)

\*Include "Travel coupon contract" in the subject line

(\*)2 Eligible travel operators are Class 1 Travel Operators, Class 2 Travel Operators, Class 3 Travel Operators, Regionally Limited Travel Operators, Travel Agencies and Travel Service Providers (Land Operators) under Japan's Travel Agency Act

(\*)3 Please inquire if your group has more than 50 people

(\*)4 Coupons issued by travel operators who have a travel coupon contract with The Foundation for Ainu Culture

(\*)5 Coupons issued by All Nippon Travel Agents Association member travel operators (ANTA membership) that have entered into a coupon issuance contract

(\*)6 Coupons can be used for payment by eligible travel operators that are not under contract or members of the All Nippon Travel Agents Association, but have sales agreements with other companies that allow the use of travel coupons

**\*From April 1, 2024, all tour guides and accompanying foreign-language guides such as interpreters will receive free admission regardless of whether they are under contract or have a reservation.**

## ●How to apply

To apply for a reservation, fill out the reservation application form on the [General Group Reservations page](#) of the Upopoy website.

Inquiries: Upopoy Group Reservation Center email: [generalgroup\\_res@ainu-upopoy.jp](mailto:generalgroup_res@ainu-upopoy.jp)

Phone: 011-798-0901 (weekdays, 9:00am to 5:00pm) \*Closed weekends, national holidays, December 29 to January 3

\*Weekends and national holidays: 0144-84-6534 (9:00am to 5:00pm) \*Only use if there is an emergency or an urgent need to change a reservation

\*We may not be able to accept reservations depending on other group reservations.

\*Send your questions and inquiries to us via email.

## ●How to make a reservation

Click for Travel Operators on the Upopoy website, then go to the [General Group Reservations page](#).

**\*Only available on the Japanese version of the website**

### 1. Apply for reservation

After confirming the day and time of visit, apply for a reservation using the reservation application form. \*For inbound groups, include the predominant nationality and language of the group in the body of the email.

### 2. Notification when reservation accepted

We usually respond within one week of receiving an application, but it may take some time to organize the reservation depending on the details of the application. We do not have a waiting list, so contact us each time you make a reservation to confirm current availabilities.

### 3. Confirm number of participants

Contact us at least one month prior to your visit to confirm whether or not the tour will be held. Contact us at least 14 days before your visit if there is a change in the number of participants (maximum number of participants). **We will not be able to accommodate an increase in the number of participants after this, so please notify us about the maximum number of participants expected (generally 50 or less) by this time.** Be sure to inform us of the final number of participants at least seven days prior to your visit. Please note that if the number of participants falls below 20, your group will not be eligible for the group rate.

### Visit

Please call **0144-84-6534** as soon as possible if there are any changes to your itinerary or delays due to traffic on the day of your visit.

\*Admission to the Cultural Exchange Hall is not permitted after the show starts due to the lights being turned off in the hall. Entrance into the hall may be denied if visitors arrive too late to be seated by the start of the performance. In some facilities, such as the Cultural Exchange Hall, the use of two-way radios and other devices that emit analog radio waves is not permitted because they may cause malfunctions in the equipment used for performances. If visitors wish to attend a program that has not been reserved, they will be required to obtain a numbered ticket distributed on the day along with other general visitors, and pay for any program experiences that require a fee (the tour guide cannot make a bulk reservation for everyone). Admission to each facility may be denied if the seats are already full or if visitors arrive just before the program starts.

## ●Reservation period

(from the time the application is placed to the visit date)

Day of visit	Handling	Application method
Within one month	<p><b>Not eligible to apply for a reservation</b></p> <p>No reservation is required to enter the Museum. However, we recommend that visitors obtain a timed-entry museum pass, which gives them priority admission to the Museum in the case that the exhibition floor is full. (Reservations for this pass can be made 28 days prior to visiting.)</p> <p>Visitors who wish to attend a program in the Cultural Exchange Hall must obtain a numbered ticket for seating on the day of visit.</p> <p>*Reservations for programs in the Cultural Exchange Hall cannot be made via Webket.</p>	<p>Webket</p> <p><a href="#">Click here to reserve a timed-entry museum pass</a></p>
After one month but within four months	<p><b>Applications are accepted according to desired length of stay and programs.</b></p> <p>*We may not be able to accept reservations depending on other group reservations.</p>	
After four months or more	<p><b>Applications are accepted according to the dates and times in the reservation application form.</b></p> <p>*Because of the need to coordinate reservations with school groups, reservations are limited to the dates and times in the reservation application form. We may not be able to accept reservations for some dates and times in the list, depending on other group reservations.</p>	<p>General Group Reservations page</p> <p><a href="#">Click here to apply</a></p>

\*Application examples

Application date: February 15, 2025

Within one month: Applications cannot be accepted until March 15.

After one month but within four months: Applications accepted for March 16 to June 15, 2025

After four months or more: Applications accepted for June 16, 2025 or later

## ●Admission fee \*All fees include tax

	General	Group
Adult	1,200 yen	960 yen
High school student	600 yen	480 yen
Junior high school student and under	Free	

**\*We only accept payments of the group rate at the ticket desk**

\*Group reservations for 15 or more people are only available to groups of inbound travelers.

\*Group rates apply for groups of 20 or larger.

\*Groups of 15 to 19 will be charged the general rate

\*In Japan, most students attend high school from age 16 to 18. If you are aged 16 to 18, please ask for the high school price. If you are aged 15 or under, you may enter Upopoy for free.

## ●Payment methods

### At the ticket desk

- Cash
- Travel operator's coupon
- Credit cards (VISA, Mastercard, JCB, American Express, Diners Club, UnionPay)
- Compatible IC transit cards (Suica, Kitaca, etc.)
- IC cards (Rakuten Edy, iD, WAON, nanaco, QUICPay)
- Mobile payment (Alipay, WeChat Pay, UnionPay, PayPay, d payment, LINE Pay, auPAY, Merpay)

### Using ticket vending machines

- Cash
- Credit cards (VISA, Mastercard, JCB, American Express, Diners Club)
- Compatible IC transit cards (Suica, Kitaca, etc.)

\*We do not accept advance bank transfers or deferred payment after receiving an invoice

## ●Activity fees

When participating in activities not included in the price of admission, please register at the venue, then purchase the required number of tickets from the ticket vending machines.

### Ticket vending machine locations

- Crafts Studio ●Workshop

### Payment methods

- Cash
- Credit cards (VISA, Mastercard, JCB, American Express, Diners Club)
- Compatible IC transit cards (Suica, Kitaca, etc.)

## Note:

- Tickets are valid for 6 months from the date of issue.
- Tickets cannot be refunded or reissued.
- Upopoy accepts no responsibility for the loss or theft of tickets or for counterfeit tickets.

Upopoy is close to popular tourist destinations such as Noboribetsu Onsen and Lake Toya, while also being conveniently located between Sapporo or New Chitose Airport and Hakodate, making it easy to incorporate into various tour itineraries.



## Upopoy Parking

Inside the park: Car Parking 1: 246 spaces (fees apply)  
Coach Parking 1: 50 spaces (fees apply)  
Coach Parking 2: 38 spaces (fees apply)

Parking fee: Regular cars: 500 yen per visit  
Coaches: 2,000 yen per day  
\*Advance reservation not required

## Access from Shiraoi Town

- Take the limited express Hokuto or Suzuran train (33 services per day) to JR Shiraoi Station
- Approx. 10 min. on foot from JR Shiraoi Station
- Approx. 10 min. by car from the Hokkaido Expressway's Shiraoi Interchange



## Traveling by JR

Upopoy is about a 10 min. walk (about 500m) from the North Exit of JR Shiraoi Station.

\*The travel times listed below do not include transfer times.

Sapporo	Sasson Expressway Sapporo-Kita Interchange	Approx. 1 hr. 5 min. via expressway	New Chitose Airport	New Chitose Airport Interchange	Approx. 40 min. via expressway
	JR Sapporo Station	Approx. 1 hr. 5 min. by limited express train		JR New Chitose Airport Station	Approx. 40 min. by limited express train
Noboribetsu	National Highway	Approx 40min. via national highway	Toyako	Hokkaido Expressway Abuta-Toyako Interchange	Approx. 50 min. via expressway
	JR Noboribetsu Station	Approx. 12 min. by limited express train		JR Toyako Station	Approx. 51 min. by limited express train
Jozankei	National Highway / Hokkaido Road	1 hr. 50 min. via national highway	Niseko	National Highway / Hokkaido Road	Approx. 1 h. 45 min. via national highway
	Jozankei Yunomachi Bus Stop (via JR Sapporo Station)	Approx. 2 h. using bus and limited express train		JR Kutchan Station	Approx. 2 h. 50 min. using the local, rapid and limited express trains

## ● Opening hours

**FY2025 (April 1, 2025 to March 31, 2026)**

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

## ● Activities

The content and time of each activity changes depending on the season.

Scan the QR code to see the  
Activities timetable.



<https://ainu-upopoy.jp/en/timetable/>

## ● Closed days

**FY2025 (April 1, 2025 to March 31, 2026)**

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, September 22

\*Last entry to Upopoy is one hour before closing.

\*Last entry to the Museum is 30 min. before Upopoy closes.

\*Visitors cannot enter the *Kotan* (Traditional Ainu Village) area after 6:00pm.

\*Vehicles may enter Parking 1, Parking 2 and the temporary parking lot from 8:30am. Last entry is one hour before Upopoy closes.