To representatives of travel operators and land operators

About Upopoy National Ainu Museum and Park

April 1, 2026

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

UPOPOY NATIONAL AINU MUSEUM and PARK

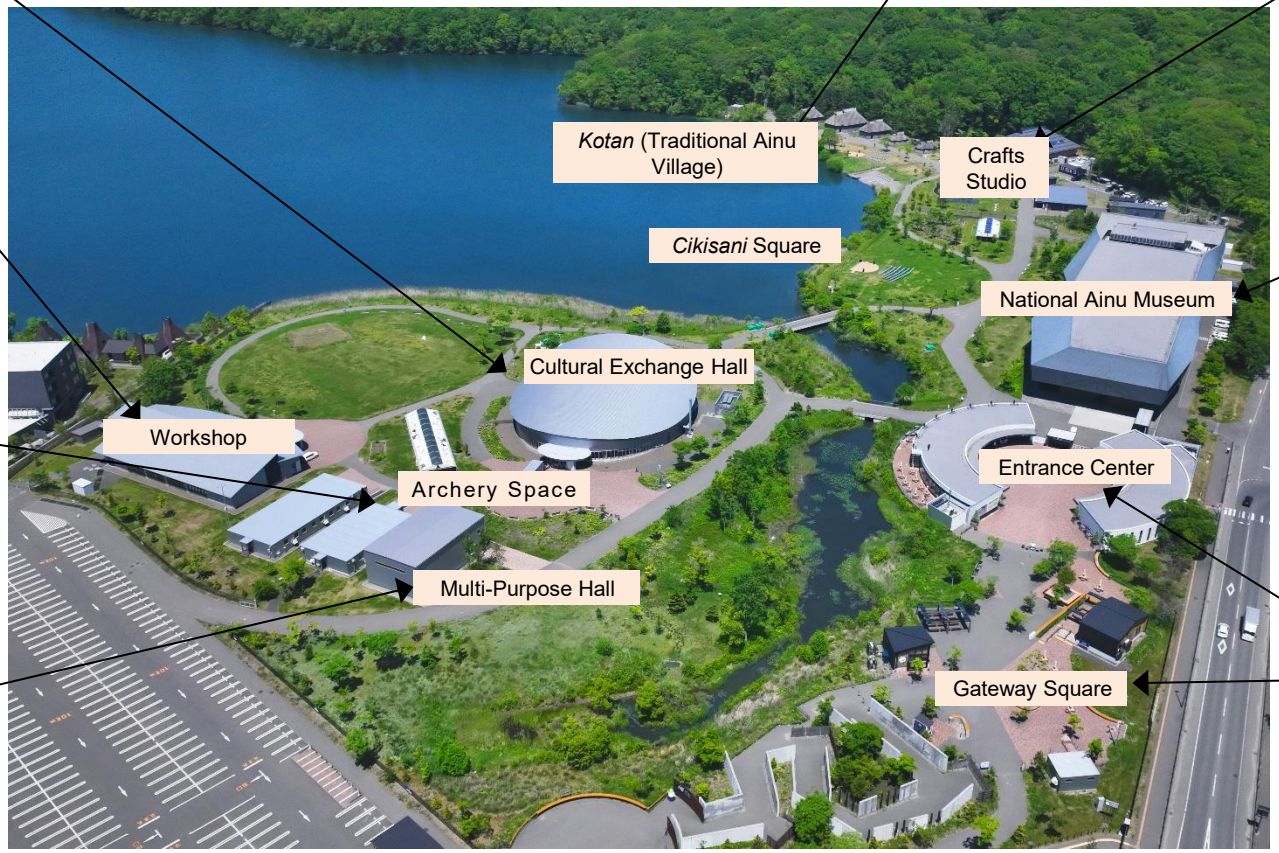
The Foundation for Ainu Culture

Upopoy: the full picture

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.

UPOPOY



Entrance Center / Gateway Square

Restaurant, café, food court, shop (A shop and café can also be found on the first floor of the National Ainu Museum)

National Ainu Museum

Advance reservations for groups available

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)

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 may requires a separate fee.

Theater Programs

Required time: Approx. 30 min.

Capacity: 96 people

Eating, drinking and recording video are not permitted

*Meet at the venue from 10 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.
*Audio guides are available in English, Chinese , Korean, Thai and Russian.

Cultural Exchange Hall

Advance reservations for groups available

Visitors can 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.

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

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.

Kotan（Traditional Ainu Village）

Advance reservations not available

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*.

Cultural Program "*upaskuma*"

Free | Required time: 15 min. | Capacity: 75people | Go directly to the venue

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. 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

Free | Required time: 10 min. | Capacity: About 20 people at a time | Go directly to venue

Try on clothes embroidered with Ainu patterns inside the *cise* (house). You can also take photos inside the house and in the surrounding outdoor area while wearing the clothes.

*Please check the schedule on-site.

Oral Literature Performance "*newsar=an ro*"

Free | Required time: 15 min. | Capacity: 75 people | Go directly to venue

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

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

Advance reservations not available

The following activities are recommended to be experienced during your free time.

Archery Experience "*aksinot*"

Free

Required time:Approx. 10 min.
※3 arrows per person

Elementary school students and above

Go directly to venue

An archery game traditionally practiced by the Ainu people.
Using arrows with blunt tips, it's easy for anyone to enjoy.

A popular activity enjoyed by guests of all ages.

Archery Space

Archery Experience "*aksinot*" (Charges apply)

500yen

Required time:Approx. 10 min.
※6arrows per person

Junior high school students and above

Go directly to venue

A hunting-inspired workshop using a real bow and arrow.
Aim at a target that mimics the shape of an animal, then draw the bow and shoot.

※Friday and Saturday only

Archery Space

Port of Words "*itak tomari*"

Free

Required time:
5 min.

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

Multi-Purpose Hall

Crafts Studio

Advance reservations not available

See exhibitions of materials and crafts made by staff, try wood carving and embroidery, and learn to play traditional instruments: the *mukkuri* (a kind of mouth harp) and *tonkori* zither.

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

Reservation required (at least 5 minutes before start time)

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

●Fee:

Coaster: free

Bag or wooden 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

Reservation required (at least 5 minutes before start time)

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)

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

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

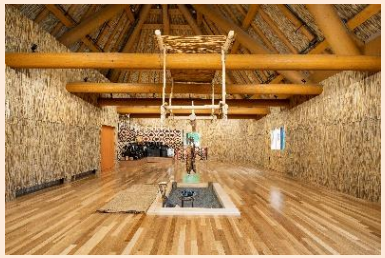
*Bringing in a pen, umbrella or large items is not permitted

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

Required time: Approx. 30 min.

Kotan (Traditional Ainu Village) Area

Walk around the *cise* (Ainu houses), explore the inside of the *cise*, 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.

① From 1:30pm

Kotan (Traditional Ainu Village) Area

Cultural Program
"upaskuma"

② From 1:50pm

Clothing Experience

Distance approx. 380 m (approx. 5 min. on foot)

③ From 2:15pm

National Ainu Museum

Exhibition, shopping

④ From 3:00pm

Cultural Exchange Hall

Traditional Performing Arts

Distance approx. 150 m. (approx. 2 min. on foot)

⑤ From 3:30pm

Archery Space

Archery Experience
"*aksinot*"

Distance approx. 60 m (approx. 1 min. on foot)

If visitors have time to spare, they can add even more fun experiences to their day by attending hands-on programs and demonstrations at the Crafts Studio, shopping at the Entrance Center, and dining at the adjacent restaurants.

Multilingual information

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

Upopoy　Multilingual Audio Guide App
[New Version Launching Spring 2026]

The previously downloaded "Multilingual Audio Guide App" has been replaced with a new app accessible directly on the web, requiring no download. Ainu language audio narration has also been added.

Supported Languages: Ainu, Japanese, English, Traditional Chinese, Simplified Chinese, Thai, Russian

Free Wi-Fi is available within the park.

Examples of Multilingual resources Services

- Upopoy　Multilingual Audio Guide App
- Various brochures and materials within the park
- Park signage
- Audio guidance machines for performances
- Museum exhibits and explanations
- Audio guidance equipment for museums (fee applies), etc.

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

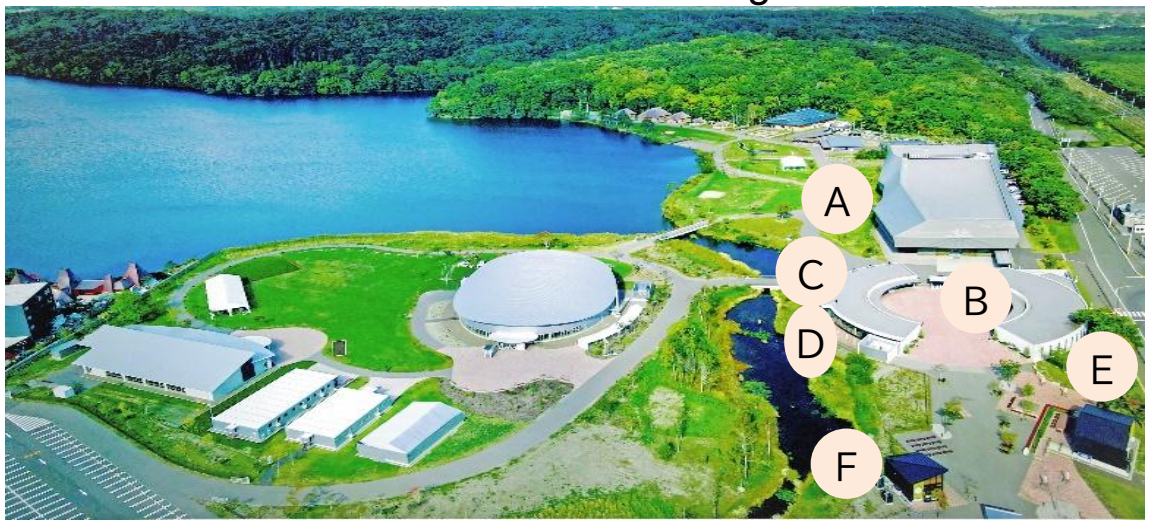
*Can only be used inside the museum

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.

Places to buy souvenirs and enjoy a meal

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

C: *Ohaw* & Wild Game Restaurant Umizora no Haru 【Opens April 3】

This restaurant offers Ainu cuisine, *ohaw* made by a *huci* (elder woman), daily rotating dishes made with wild game, and light snacks.

● Opening hours: 11:00am until Upopoy closing time. Last order 60 min. before closing time.

D: Food Court Kitchen poro【Opens April 28】

Enjoy Shiraoi Champon made with loads of local ingredients and various takeout items like Hokkaido soul food, deep-fried potatoes.

*Reservations unavailable

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

F: sweets café NANAKAMADO IRENKA, 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.

As of April 2026

How to make a group reservation

Travel operators that have a travel coupon contract (*1) with Upopoy and travel agencies (*2) 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 (*3)	Group of 15-50 people (*3) 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 (*4) or whole trip coupons (*5) (Travel operator commission 10%)	In-house issued coupon (*4) or whole trip coupons (*5) 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) (*6)

(*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
*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
※This reservation does not accept group reservations made without the consent of travel agents.
※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
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 for inbound groups

●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.

Group reservation period

●Reservation period
(from the time the application is placed to the visit date)

Day of visit	Handling	Application method
Within 20 days	**Not eligible to apply for a reservation** 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.) Visitors who wish to attend a program in the Cultural Exchange Hall must obtain a numbered ticket for seating on the day of visit. *Reservations for programs in the Cultural Exchange Hall cannot be made via Webket.	—
After 21 days but within four months	**Applications are accepted according to desired length of stay and programs.** *We may not be able to accept reservations depending on other group reservations.	General Group Reservations page Click here to apply
After four months or more	**Applications are accepted according to the dates and times in the reservation application form.** *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.	

*Application examples
Visit date: September1, 2026
Within 20 days: Applications cannot be accepted until August 12.
After 21 days but within four months: Applications accepted for May 1 to August 11, 2026
After four months or more: Applications accepted for April 30, 2026 or earlier

Payment method

●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 rates apply for groups of 20 or larger.

* Visitors entering the park after 2：00 PM can enjoy a 50% discount on tickets.
* Group rates are not eligible for the 50% discount.

●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)

※ The self-service ticket vending machine service has been discontinued, and the number of manual ticket desks has been increased.

*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	Payment methods
●Crafts Studio ●Workshop	●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.

Access and location compared to major tourist destinations

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)

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 (33services 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
	JR Sapporo Station	Approx. 1 hr. 5 min. by limited express train
New Chitose Airport	New Chitose Airport Interchange	Approx. 40 min. via expressway
	JR New Chitose Airport Station	Approx. 40 min. by limited express train
Noboribetsu	National Highway	Approx 40min. via national highway
	JR Noboribetsu Station	Approx. 12 min. by limited express train
Toyako	Hokkaido Expressway Abuta-Toyako Interchange	Approx. 50 min. via expressway
	JR Toyako Station	Approx. 51 min. by limited express train
Jozankei	National Highway / Hokkaido Road	1 hr. 50 min. via national highway
	Jozankei Yunomachi Bus Stop (via JR Sapporo Station)	Approx. 2 h. using bus and limited express train
Niseko	National Highway / Hokkaido Road	Approx. 1 h. 45 min. via national highway
	JR Kutchan Station	Approx. 2 h. 50 min. using the local, rapid and limited express trains

● Opening hours

FY2026 (April 1, 2026 to March 31, 2027)

April 1 to October 31, 2026	9:00am to 6:00pm
November 1, 2026 to March 31, 2027	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

FY2026 (April 1, 2026 to March 31, 2027)

Closed on Mondays, from December 28 to January 4 and from February27 to March8

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

*Open on May 7 , June22 , July 27 , August 10・24 , September 24 , October19 , November2 , February22

*Last entry to Upopoy is one hour before closing.

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

*Vehicles may enter Parking lot from 8:30am. Last entry is one hour before Upopoy closes.