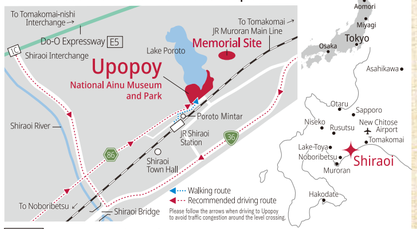
Just one hour from Sapporo and 40 minutes from New Chitose Airport



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 Shiraoi Station and a 10-minute drive from the Shiraoi Interchange.

◆ Opening hours (2026.4～2027.3)

April 1 – October 31	9:00am - 6:00pm
November 1 – March 31	9:00am - 5:00pm

Closed: Mondays, from December 28 to January 4, and from February 27 to March 8
*When Monday is a holiday, open on Monday and closed on the next business day
*Open on May 7, June 22, July 27, August 10 and 24, September 24, October 19, November 2, and February 22.

◆ Admission (including tax)

	General	Group of 10 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 charges (246 parking spaces + motorcycle/bicycle parking)

	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.
* 2,000 yen for coaches (1,000 yen for minibuses)

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, Shiraoi Town, Shiraoi District, Hokkaido, 059-0902
Phone: 0144-82-3914 Fax: 0144-82-3685
https://ainu-upopoy.go.jp/en/

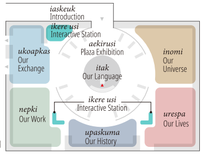
an=ukokor aynu ikor oma kenru
National Ainu Museum

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. There is a permanent exhibition room and a special exhibition room.




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.





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.
•Ainu History and Culture
•Ainu Crafts Gain Worldwide Attention
•Everyday Ainu Stories

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.




Through our range of programs, you can learn about a variety of aspects of Ainu life, including the Ainu's culture, worldview, approach to nature, and spirituality.

Ainu Language Workshop



Archery Experience



Musical Workshop



Performing Arts Workshop



Try embroidering or carving an Ainu pattern



Ainu Clothing Experience



Performing Arts Shows



●Cultural Exchange Hall

Enjoy performances of songs and dances from various regional traditions.

Cuisine Workshop



●Workshop

Experience Ainu cuisine by trying an easy cooking lesson or sampling Ainu dishes.

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 *upopo newa rimse*

Enjoy performances of songs and dances from various regional traditions.



Seat ticket required (available in front of Cultural Exchange Hall)

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.



An afternoon option is also available.
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 *yukor* 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

UPOPOY
NATIONAL AINU MUSEUM and PARK

April 2026 - March 2027

Revised October 2026

Upopoy

uaynukor kotan
National Ainu Museum and Park

Uaynukor means "mutual respect" in the Ainu language.

1 *yayhanokkar cise* Workshop



Take part in wide-ranging of activities related to Ainu culture, with a lineup that changes with the seasons.

2 *uekari cise* Cultural Exchange Hall



Watch a range of traditional Ainu performing arts, including traditional Ainu dance, inscribed on the UNESCO Representative List of Intangible Cultural Heritage of Humanity and designated an Important Intangible Folk Cultural Property of Japan.

*Seat ticket required (available on the day)

3 *an=ukokor aynu ikor 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



See how Ainu crafts are created and get an up-close look at a collection containing completed works and the materials used to make them.

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



Kotan is an Ainu word meaning a village or settlement. In this area featuring reconstructed thatched *cise* (Ainu houses), explore the inside of the buildings and gain insight into the lives and culture of the Ainu people who lived in *cise*.

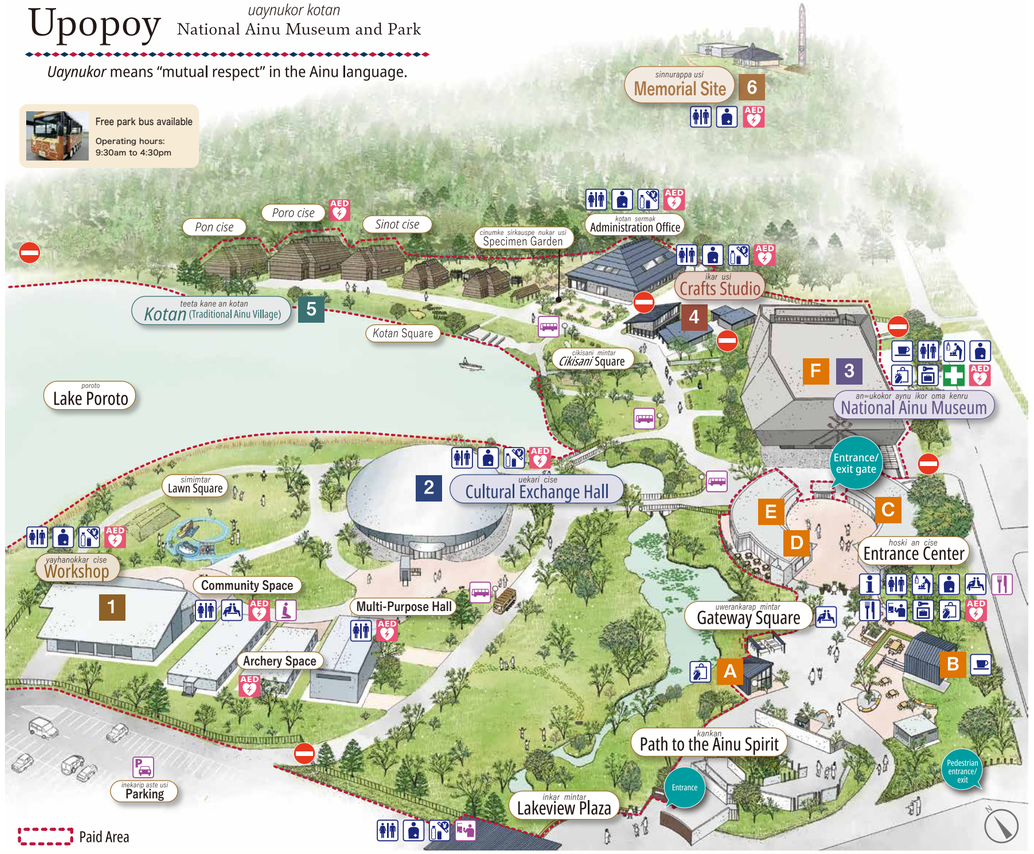
Rental items

Ask a member of staff if you wish to rent these items.

Free: Wheelchairs, strollers, umbrellas

Important notices for visitors

● Admission to some facilities may be restricted during busy times. ● Eating and drinkingis not permitted in the museum exhibition rooms, insidethe Cultural Exchange Hall, orin other areasindicated by signage. ● Smoking on the premisesis prohibited. ● Do notdisturb the plants, insects or fishin the park. ● Do not bring in hazardousitems (including imitation firearms or swords). ●Please refrain from photography that may be a nuisance to others, and do not engage in commercial photography without permission. ● 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.



- Wi-Fi (Free Wi-Fi is available inside Upopoy)
- Information
- Restroom
- Nursing Room
- Rest Area
- Food Court
- Restaurant
- Café
- Shop
- Ticket Desk
- Lockers
- Facilities for Ostomates
- Vending Machine
- Parking
- Parking Payment Machine
- First-Aid Station
- AED
- Bus Stop
- Prayer Room

▲To Memorial Site (about 1,400m)

▼To JR Shiraoi Station (about 500m)

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 *okup* 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 TurreppoN 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

Food Court Kitchen poro

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

● Opening hours: From 9:00am until Upopoy closing time (last order 1 hour before closing)



E *ipe usi* Restaurant

Umizora no Haru

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

● Opening hours: From 11:00am until Upopoy closing time (last order 1 hour before closing)



F *ikor 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



* Opening times and menus may be subject to change.
* Facilities A B C D E are all outside of the paid area. Re-entry to the paid area is only permitted on the day of entry.