

# AWAODORI

**Tokushima Summer Festival: 400-year history**  
**The hearts and souls of dancers and spectators**  
**alike bounce naturally to the rhythm of the music.**



## Awaodori (Awa Dance)

Tokushima's Awaodori is one of Japan's most passionate festivals. During the festival period (8/12 to 8/15), it transforms downtown Tokushima into a whirl of dancing and a melting pot of intensity. Come and experience the passion of Tokushima yourself!

## Awaodori dance performances: 8/12 to 8/15



Known worldwide, Tokushima's Awaodori Summer Festival has a 400-year history. Awaodori (Awa Dance) performances begin in the evening (6 p.m.). Moving to a two-beat rhythm, the excitement-filled venue quickly rises to a white-hot level. The dancing continues until 10:30 at night. Main venues include downtown parks, streets, and playhouses. In addition, a variety of dance-related events are held throughout the city.

To Bizan summit, a symbol of Tokushima map 2

## Bizan Ropeway

At an elevation of 290 meters, Mt. Bizan has been loved by the people since olden times as a symbol of the town. Also, the view from the summit has been chosen as one of the "Top 20 Night Views of Japan."



•Location: 2-20 Shinmachibashi, Tokushima (Awaodori Kaikan 5F)  
 •Fare: Adult: one way 610 yen, round trip 1,020 yen  
 Elem student: one way 300 yen, round trip 510 yen

•Open: All year (except inspection days)  
**Apr - Oct: 9:00 - 21:00**  
 (During Awaodori period [8/12 - 8/15]: until 22:00)  
**Nov - Mar: 9:00 - 17:30**  
 •Contact: Tel.088-652-3617

## Tokushima Castle Museum and Omotegoten Garden (old Tokushima Castle) map 5



Located in Tokushima Central Park, the Tokushima Castle Museum displays and houses a large collection of valuable informational materials related to the Tokushima domain and Hachisuka family, the domain head. Armor belonging to the Hachisuka family, as well as the "Senzanmaru," the only

daimyo whaling ship in Japan, are among the display items. The Omotegoten Garden of the old Tokushima Castle is a famous garden that combines dry landscape (karesansui) and artificial hill-and-pond (tsukiyama- sensui) garden styles, giving it a uniquely Japanese atmosphere. Tokushima Central Park is loved by local residents for its cherry blossoms in the spring and changing coloring in the fall.

•Address: 1-8 Tokushima-cho, Tokushima  
 •Open: Museum: 9:30-17:00 (can enter until 16:30)  
 Garden: 9:00 - 17:00 (can enter until 16:30)  
 •Admission (museum): Adult: 300 yen; HS/university: 200 yen; JH/younger: free; Group discount: 20% off for 20 or more persons  
 \*Additional fee for special exhibition (garden): Adult: 50 yen; Child: 30 yen

•Closed (garden): Monday, day after holiday, year end/new year (12/28 - 1/4)  
 •Contact  
 Tel.088-656-2525  
<http://www.city.tokushima.tokushima.jp/johaku/>



Wooden puppet theater dolls

## Indigo dyeing

Experience for yourself the art of indigo dyeing, a traditional industry of Tokushima. Try dyeing your own original handkerchief!

Souvenir suggestion: "Japan Blue" products from Tokushima



### Hands-on-learning facilities

- 7 Aizome Kogeikan: 81-1 Aza-Nishi-Kawabuchi, Higashi-Sadakata, Ojin-cho, Tokushima Tel.088-641-3181
- 8 Okamoto Weaving Mill: 161 Wada, Kokufu-cho, Tokushima Tel.088-642-0062
- 9 Nagao Weaving: 189 Wada, Kokufu-cho, Tokushima Tel.088-642-1228
- 10 Furushozome Factory: 9-12 Sako Nanabancho, Tokushima Tel.088-622-3028

## Morning market information

The city of Tokushima is blessed with the sea, mountains, and rivers, and thus has abundant and fresh farm and marine products. Given such geographic features, morning markets are very popular.



### Tokushima Marche

With about 80 parasols lined up, this market features direct sales. It is a symbol of Tokushima's food prosperity.  
 •Open: Last Sunday each month 9:00 - 15:00  
 •Location: Shinmachi Boardwalk and Mizugiwa Park  
 •Contact: Tokushima Marche Office Tel. 088-657-7511  
<http://tokushima-marche.jp>

### Tomony SunSun Market

This morning market, which offers farm products, seafood, processed specialties, prepared food, and other food items, is close to producers and consumers.  
 •Open: Third Sunday each month 10:00~15:00 •Location: Shinmachi River Mizugiwa Park  
 •Contact: Challenge Supporters (NPO) Tel.088-653-3211

### Tokushima Bikkuri Sunday Market

This morning market is an entrenched event in Tonyamachi. You're sure to find something that is just right for you here.  
 •Open: Each Sunday, regardless of weather Early morning to about 14:00  
 •Location: Tonyamachi, Tokushima (in Seni Oroshi Danchi)  
 •Contact: Bikkuri Sunday Market Office Tel.088-653-1161  
<http://www.nichiyouchi.com/>



**If you've come to Tokushima, then definitely eat!**



### Tokushima ramen

There are more than 100 ramen shops in the city of Tokushima alone. The base soup has a rich, salty-sweet, soy sauce taste.

map 1



## Watch, dance, and experience! Awaodori Kaikan

This facility lets you experience Awaodori dancing throughout the year. The Awaodori Kaikan hosts splendidly festive dances each day (except on days closed). Also, visitors can experience Awaodori dancing while learning from veteran dancers. This facility houses the "Awaodori Museum," where you can enjoy learning the history of Awaodori. On the 5th floor, you'll find the Bizan Ropeway's Sanroku Station, from which you can ride to the Bizan summit in about 6 minutes. The first floor contains the prefecture's largest product sales space, where you can buy Tokushima souvenirs.

- Address: 2-20 Shinmachibashi, Tokushima
- Tel.088-611-1611
- Location: Awaodori Kaikan 2F Hall
- Daytime: Awaodori dance by in-house performers
- Four 40-minute public performances (starts at 11:00, 14:00, 15:00, and 16:00)  
 Admission: Adult: 800 yen; Elem/JH: 400 yen
- Evening: Awaodori by famous performers
- One 50-minute public performance (starts at 20:00)  
 Admission: Adult: 1,000 yen; elem /JH: 500 yen  
<http://www.awaodori-kaikan.jp>  
 \*Performance times shown above may change.

map 4



## Hyotanjima Cruise Tour Boat

Since the middle ground located between the two rivers in downtown Tokushima is shaped like a gourd, the area was named Hyotanjima (Gourd Island). This cruise service will take you around Hyotanjima.

- Location: Front of Shinmachi River Mizugiwa Park Boathouse (north end of Ryogoku Bridge)
- Fare: Free (however, separate insurance fee is required)
- Closed: January 1

- Regular schedule: Starts from 11:00, departs every 40 minutes (last cruise departs 15:40) Jul - Aug: Starts from 11:00, departs every 40 minutes (last cruise departs 15:40) Starts from 17:00, departs every 40 minutes (last cruise departs 19:40) \*8/12 - 8/15: 9:00 - 22:00 approx. Departs about every 15 minutes.
- Contact: Shinmachi Preservation Committee Tel.090-3783-2084 Tokushima Tourism Division Tel.088-621-5232

## Experience the pilgrimage to 5 Sacred Temples in Tokushima City/ 88 Sacred Temples of Shikoku



Tokushima Prefecture, home of Shikoku Sacred Temple #1, Ryozenji, is the starting point of the Shikoku Pilgrimage. Of the 88 temples, five are located in the city of Tokushima, with others scattered throughout the prefecture, including #23, Yakuoji, in Minami-cho.

- Sacred Temple #13: Dainichiji 263 Nishicho, Ichinomiya-cho, Tokushima Tel.088-644-0069
- Sacred Temple #14: Jorakuji 606 Enmei, Kokufu-cho, Tokushima Tel.088-642-0471
- Sacred Temple #15: Kokubunji 718-1 Yano, Kokufu-cho, Tokushima Tel.088-642-0525
- Sacred Temple #16: Kannonji 49-2 Kannonji, Kokufu-cho, Tokushima Tel.088-642-2375
- Sacred Temple #17: Idoji 80-1 Ido Kitayashiki, Kokufu-cho, Tokushima Tel.088-642-1324