

# GUIDE BOOK

Official

## THE AWA ODORI 2025 OFFICIAL GUIDEBOOK

Starting in 2025, the generic name of the Awaodori sponsored by Tokushima City becomes "THE AWAODORI". The program on the 11th is one of a kind Experts' Stage "Suguribi" who are selected in the pre-festival night event while the program on the 12th through the 15th is Dream Stage "Matsuribi" performed by select Rens (dance groups) representing the Awa Odori Promotion Association and the Tokushima Prefecture Awa Odori Association, the two major associations in Tokushima. Regardless of whether you are a dancer or a spectator, we all come together and go wild with excitement.

舞ひとつきわめろ、あほう。

心ひとつあつまれ、あほう。

THE  
AWA  
ODORI  
TOKUSHIMA CITY

THE  
AWA  
ODORI  
TOKUSHIMA CITY

Official  
Website



Official  
Instagram





A Stage of  
Masterful Dancers

# 優りび

Awaodori performed by select dancers

SUGURIBI

## Performers

- 1 Tokushima Prefecture Awa Odori Association
- 2 Awa Odori Promotion Association

\*The performance of each association lasts for 30 min. respectively with a 20-min. intermission.

## From the pre-festival evening event to Experts' Stage "Suguribi"

It is one of the supreme performances by a total 600 dancers with remarkable dance skills who are selected from the Awa Odori Promotion Association and the Tokushima Prefecture Awa Odori Association. You will witness a breathtaking beauty and burning passion of the dancers who spend the time daily on passing down the tradition. We deliver an inspiration of the masterful stage or what we call AWAODORI with dance, music and lighting design coming together.

On the August 11th only

supported by  
TOKAI Corporation

Date August 11, 2025 (Monday/holiday)

Start time [ Duration of a performance: ]  
Approx. 80 min.

Session 1 | 12 p.m.  
Session 2 | 3:30 p.m.  
Session 3 | 7 p.m.

\*The doors open an hour before each start time.

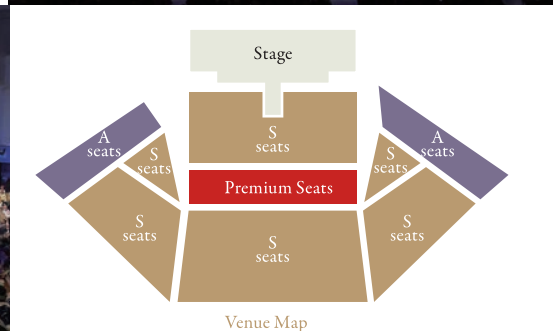
Place Asty Tokushima

1-1 Higashihama-cho, Yamashiro-cho,  
Tokushima City

▶Map 10



きわめろ、あほう。



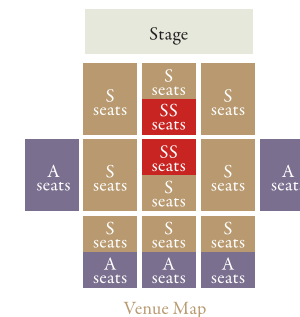
Venue Map



舞ひとつ

Time schedule (tentative) ※Some performing Rens are subject to change.

DATE	TIME	CAST					
12th	11:00	11:00-11:10 MUSOU	11:10-11:20 WAKAJISHI	11:20-11:30 AHOU	11:40-11:50 GEJARAKU	11:50-12:00 SHINNONKI	12:00-12:10 EBISU
	13:30	13:30-13:40 MUSOU	13:40-13:50 WAKAJISHI	13:50-14:00 AHOU	14:10-14:20 GEJARAKU	14:20-14:30 SHINNONKI	14:30-14:40 EBISU
	16:00	16:00-16:10 MUSOU	16:10-16:20 WAKAJISHI	16:20-16:30 AHOU	16:40-16:50 GEJARAKU	16:50-17:00 SHINNONKI	17:00-17:10 EBISU
	16:00	16:00-16:10 HACHISUKA	16:10-16:20 UKIYO	16:20-16:30 GOJAHEI	16:40-16:50 NONKI	16:50-17:00 SASA	17:00-17:10 TENSUI
13th	11:00	11:00-11:10 HACHISUKA	11:10-11:20 YUUKYU	11:20-11:30 GOJAHEI	11:40-11:50 UKISUKE	11:50-12:00 SASA	12:00-12:10 TENSUI
	13:30	13:30-13:40 HACHISUKA	13:40-13:50 UKIYO	13:50-14:00 GOJAHEI	14:10-14:20 NONKI	14:20-14:30 SASA	14:30-14:40 TENSUI
	16:00	16:00-16:10 HACHISUKA	16:10-16:20 UKIYO	16:20-16:30 GOJAHEI	16:40-16:50 NONKI	16:50-17:00 SASA	17:00-17:10 TENSUI
	16:00	16:00-16:10 HACHISUKA	16:10-16:20 UKIYO	16:20-16:30 GOJAHEI	16:40-16:50 NONKI	16:50-17:00 SASA	17:00-17:10 TENSUI
14th	11:00	11:00-11:10 YOSHIKONO	11:10-11:20 SHINBASHI	11:20-11:30 MIZUTAMA	11:40-11:50 KIKUSUI	11:50-12:00 USHIO	12:00-12:10 UZUKI
	13:30	13:30-13:40 OOGI	13:40-13:50 SHINBASHI	13:50-14:00 MIZUTAMA	14:10-14:20 KIKUSUI	14:20-14:30 MANJI	14:30-14:40 UZUKI
	16:00	16:00-16:10 OOGI	16:10-16:20 SHINBASHI	16:20-16:30 MIZUTAMA	16:40-16:50 KIKUSUI	16:50-17:00 MANJI	17:00-17:10 UZUKI
	16:00	16:00-16:10 OOGI	16:10-16:20 SHINBASHI	16:20-16:30 MIZUTAMA	16:40-16:50 KIKUSUI	16:50-17:00 MANJI	17:00-17:10 UZUKI
15th	11:00	11:00-11:10 TASSUI	11:10-11:20 KOMA	11:20-11:30 AWAOUGI	11:40-11:50 AWANARU	11:50-12:00 TENPOU	12:00-12:10 HAZUKI
	13:30	13:30-13:40 HONMA	13:40-13:50 TONOSAMA	13:50-14:00 AWAOUGI	14:10-14:20 AWA	14:20-14:30 TENPOU	14:30-14:40 HAZUKI
	16:00	16:00-16:10 HONMA	16:10-16:20 TONOSAMA	16:20-16:30 AWAOUGI	16:40-16:50 AWA	16:50-17:00 TENPOU	17:00-17:10 HAZUKI
	16:00	16:00-16:10 HONMA	16:10-16:20 TONOSAMA	16:20-16:30 AWAOUGI	16:40-16:50 AWA	16:50-17:00 TENPOU	17:00-17:10 HAZUKI



Venue Map

On August 12th through  
August 15th

supported by  
Tokushima Prefectural Council for the  
Establishment of the Awaodori Chicken Brand

Date August 12 (Tuesday)

– August 15 (Friday)

Start time [ Duration of a performance: ]  
Approx. 70 min.

Session 1 | 11 a.m.  
Session 2 | 1:30 p.m.  
Session 3 | 4 p.m.

\*The doors open 30 min. before each start time.

Place Tokushima Prefectural  
Culture Hall (Awagin Hall)

2-14 Aiba-cho, Tokushima City

▶Map 11

Dream Stage  
祭りび  
Awaodori showcased by  
the performers of select Rens

MATSURIBI

## From select Awaodori to Dream Stage "Matsuribi"

The select Rens, representing the Awa Odori Promotion Association and the Tokushima Prefecture Awa Odori Association, deliver a flaming inspiration and breathtaking beauty that are passed on to generations to come. The passionate dance performances by each Ren creates the vortex of energy getting the spectators involved in the wild and animated stage. Each Ren's creative and elaborate stage move the hearts of spectators.



# Sansan Aibahama Venue

- 5-min. walk from JR Tokushima Station
  - Total length: Approx. 120m
  - The number of seats: Approx. 4,600
  - Session 1: 6 p.m.–7:40 p.m., Session 2: 8:20 p.m.–10 p.m.
- ※ We courteously ask the audience to vacate the theater between each performance. The doors open 30 min. before each start time.

▶Map1

## Naming rights partner




Sansan Inc. (Shibuya-ku, Tokyo)

## 【Feelings for Awaodori】

In addition to opening a satellite office in Kamiyama-cho in 2019, we have taken an active approach to promote bonding with Tokushima prefecture. That effort includes offering support to Kamiyama Marugoto College of Design, Engineering and Entrepreneurship. To further our involvement in Tokushima, we decided to continue to participate in the 2025 AWAODORI.

# Awagin Minami Uchimachi Venue

- 12-min. walk from JR Tokushima Station
  - Total length: Approx. 120m
  - The number of seats: Approx. 2,700
  - Session 1: 6 p.m.–7:40 p.m., Session 2: 8:20 p.m.–10 p.m.
- ※ We courteously ask the audience to vacate the theater between each performance. The doors open 30 min. before each start time.

▶Map2

## Naming rights partner




Awa Bank (Tokushima City, Tokushima)

## 【Feelings for Awaodori】

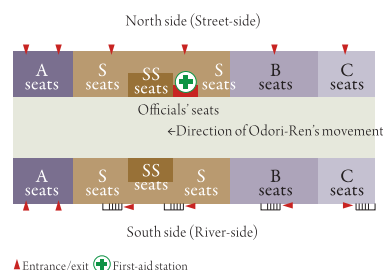
The curved pathway line is the characteristics of Minami Uchimachi Venue, a place used in a movie "Bizan". "So Odori" is amazing. We (Awa Bank) are happy to support THE AWAODORI, and to contribute to the regional development.



Time schedule (tentative) ※Some performing Rens are subject to change.

SESSION	TIME	12th	13th	14th	15th
SESSION1	18:00	MIZUTAMA	HACHISUKA	AHOU	EBISU
	18:30	KIKUSUI	MIZUTAMA	TASSUI	HAZUKI
	19:00	MUSOU	HEIWA	TENPOU	HACHISUKA
	19:30	AOI	AWA	KOMA	UKISUKE
	19:36	USHIO	SASA	UKIYO	NONKI
SESSION2	20:20	HAZUKI	WAKAJISHI	TENSUI	AHOU
	21:00	MANJI	TONOSAMA	HEIWA	MIYAKO
	21:42	SHINNONKI	MANJI	TONOSAMA	SUIKYOU
	21:48	AWAOUGI	UZUKI	UZUKI	UKIYO
	21:54	GOJAHEI	EBISU	HACHISUKA	GEJARAKU

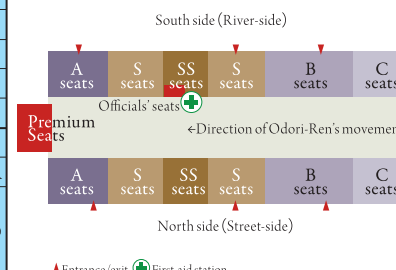
## ● Sansan Aibahama Venue Map



Time schedule (tentative) ※Some performing Rens are subject to change.

SESSION	TIME	12th	13th	14th	15th
SESSION1	18:00	YUUKYU	AHOU	KIKUSUI	TENSUI
	18:30	SASA	USHIO	AWANARU	GOJAHEI
	19:00	SUIKYOU	OOGI	YAKKO	SHINBASHI
	19:30	YOSHIKONO	UKIYO	SASA	TASSUI
	19:36	WAKAJISHI	HONMA	SHINBASHI	AWAOUGI
SESSION2	20:20	EBISU	YUUKYU	SHINNONKI	MANJI
	21:00	AHOU	TENSUI	MUSOU	MIZUTAMA
	21:42	SHINKO	SHINKO	SHINKO	SHINKO
	21:48	KYOKAIGODO	KYOKAIGODO	KYOKAIGODO	KYOKAIGODO
	21:54	SOUODORI	SOUODORI	SOUODORI	SOUODORI

## ● Awagin Minami Uchimachi Venue Map





Paid Outdoor Venue [Reserved/Unreserved seats]

KONYAMACHI VENUE

# BAL Co.Ltd. Konyamachi Venue

- 15-min. walk from JR Tokushima Station ▶Map 3
- Total length: Approx. 100m
- The number of seats: Approx. 2,200
- Session 1: 6 p.m.–7:40 p.m., Session 2: 8:20 p.m.–10 p.m.

※ We courteously ask the audience to vacate the theater between each performance.  
The doors open 30 min. before each start time.

The visitors can enjoy a spectacular Awaodori performance at the atmospheric Konyamachi Venue, located at the foot of Mt. Bizan. Lying adjacent to the biggest entertainment district in Tokushima prefecture, the visitors also can enjoy both authentic Awaodori and night life in Tokushima.

## Naming rights partner



BAL Co.Ltd (Tokushima City, Tokushima)

## 【Feelings for Awaodori】

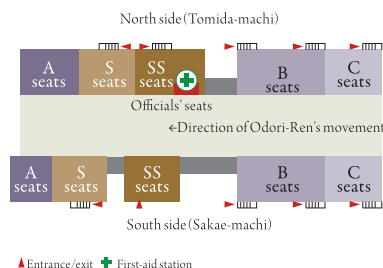
BAL and the local merchants who passionately love their hometown are united to relay the tradition of Tokushima, sacred place for Awaodori, to the future. You will be stirred up into a frenzy in the community ENBUJO which level is even exceeding the last year. We are very much looking forward to welcoming you to Konya-machi, one of the entertainment areas in Tokushima.



ime schedule (tentative) ※Some performing Rens are subject to change.

SESSION	TIME	12th	13th	14th	15th
SESSION1	18:00	TENSUI	GEJARAKU	MUSOU	KIKUSUI
	18:30	HACHISUKA	HAZUKI	AOI	AWANARU
	19:00	AHOU	YAKKO	YOSHIKONO	YAKKO
	19:30	TASSUI	SHINBASHI	USHIO	OUGI
	19:36	YUUKYU	TENPOU	MANJI	AWA
SESSION2	20:20	MUSOU	NONKI	MIZUTAMA	TENPOU
	21:00	MIYAKO	KIKUSUI	AWAUGI	HONMA
	21:42	TONOSAMA	SHINNONKI	HONMA	SHINNONKI
	21:48	UZUKI	AWAUGI	GEJARAKU	UZUKI
	21:54	GEJARAKU	GOJAHEI	EBISU	GOJAHEI

## ● BAL Co.Ltd. Konyamachi Venue



# Ticket purchase

## We adopt “dynamic pricing” for the fees.

Please see the official website for details including the ticket prices and how to purchase tickets.

<https://www.awaodorimirai.com/>

- ※The visitors who are 3-year-old and older are charged a fee. (Children under 3-year-old are not charged as long as they sit on someone's lap.)
- ※Before making a purchase, please acknowledge that all purchased tickets cannot be changed, cancelled or refunded due to the purchaser's personal circumstances (except in case of event cancellation).
- ※Please note that videography of Experts' Stage "Suguribi" and Dream Stage "Matsuribi". (While still images and photography are allowed, photo shooting using a flash or tripod are prohibited.)
- ※We courteously decline an admission with a pet (except service dogs).

## To make a purchase online Access the website to make a purchase.



**2025 THE AWAODORI**  
**official website**  
<https://www.awaodorimirai.com/>



**Ticket PIA**  
<https://w.pia.jp/t/awa/>

## To make a purchase at a convenience store

A ticket purchase is available on the multicopy machine in any Seven-Eleven store.



## Seven-Eleven P code

Select "Ticket" on the multicopy machine in a Seven-Eleven store→  
Select "Ticket PIA". Then enter an applicable "P code" for the venue from the list below.

- ◆Aibahama: 597-751 ◆Minami Uchimachi: 597-753 ◆Konyamachi: 597-752
- ◆ASTY Tokushima: 597-754 ◆Awagin Hall: 597-756

## The same-day tickets may be purchased at the following locations.

- ◆ AWAODORI Information Center (10 a.m.–9 p.m., Aug.12 -15) ▶Map 14
- ◆ Same-day ticket provisional sales counter (5 p.m.–9 p.m., Aug.12-15)

# Refund

Please see the official website for more details regarding refund in case of event cancellation.

The information shall be posted at 10 a.m. on the day following the cancellation day.

Make sure to get a refund before Sunday, August 31, 2025. <https://www.awaodorimirai.com>

Secretariat of Executive Committee – AWAODORI, Connect us to the future TEL:088 678 5181

# INFORMATION

Tokushima City is a place where beautiful nature and traditional culture still thrive in the people's lives. There are many historical and picturesque sightseeing spots and activities in Tokushima. They include Awaodori, one of the three major Japanese Bon Festivals, the magnificent Yoshino River, famous with its nickname "Shikoku Saburo", and multi-site pilgrimage of 88 temples, to name just a few. Please stop by at the Tokushima Tourist Information Station and use the Street Stroll offered by Tokushima city tourist guide volunteers.

## Street Stroll/ Awaodori Special Tour

It is a tour led by a volunteer guide to the Awaodori outdoor theater and the historical castle town, once prospered as an Awa indigo dye producer.

Departure at 10:30 a.m. on August 12 (Tuesday)  
through August 15 (Friday)

[Fees] Free of charge/No reservation required.

[Meet-up area/Reception] AWAODORI Information Center  
(In front of Tokushima Tourist Information Station) ▶Map 14

[Inquiries] Tokushima Tour Guide Volunteer Association  
tel.088 655 1910

## Tokushima Tourist Information Station Tokushima Relocation/ Exchange Support Center

## TokushimaWelcome Center

We will introduce some sightseeing spots, gourmet and special local products of Tokushima.

The visitors can obtain tourist information and drop off their belongings here.

[Location] 1F, Outside of Amico East building ▶Map 14

[Open hours] 9:30 a.m. - 6:30 p.m.  
tel.088 635 9002

Tokushima City  
Tour  
(Approx. 1 hour)

3-min.  
walk from  
Tokushima  
Station



## LAWSON Ryogoku Honmachi Venue

- 7-min. walk from JR Tokushima Station
- Total length: Approx. 170m

▶Map④

Naming rights partner

**LAWSON**

Lawson Inc. (Shinagawa-ku, Tokyo)



Ryogoku Honmachi Venue, set up in the Ryogokuhonmachi shopping arcade is called “the bane of dancers’ life” because of the longest walkway among other outdoor theaters. The spectators can enjoy a dynamic Awaodori performance.



【Feelings for Awaodori】

This is our 4th participation in the Corporate Ren. Since this is also the celebration year for our company’s 50th anniversary, we will boost THE AWAODORI with all our energy to deliver a spark from Tokushima to all over the country.

## Uber/Denno Kotsu Shinmachi-bashi Venue

- 5-min. walk from JR Tokushima Station
- Total length: Approx. 110m

▶Map⑥

Naming rights partner

**Uber**

Uber Japan (Minato-ku, Tokyo)



【Feelings for Awaodori】

The customers from 130 countries around the world use Uber app in various locations in Japan, enjoying the culture and events rooted in a particular region. We will spread the charm of Awaodori, one of the traditional performing arts representing Japan, to many people through Uber.

**電交**

DennoKotsu Inc. (Tokushima City, Tokushima)



【Feelings for Awaodori】

As a company born in the land of Tokushima and having grown together with the people in the community, we have a special feeling for Awaodori. We are greatly honored to support this tradition through a participation in the Shinmachi-bashi Venue this year. Our company will contribute in the further development of the region by passing on the excitement and the culture of Awaodori to the next generation.



## Red Bull Shinmachi-bashi Higashi Dance Plaza

## Red Bull Red Bull Ryogoku-bashi Minami Dance Plaza

Each Ren exhibits characteristic staging on the outdoor stages in the SHINMACHIBASHI HIGASHI PARK (south-side of Shinmachi Bridge, ▶Map⑥) and the RYOGOKUBASHI NISHI PARK (south-side of Ryogoku Bridge, ▶Map⑦). The spectators can enjoy a view, a little different from the one seen from the Balcony seats.



Naming rights partner

**Red Bull Japan Co., Ltd.**

(Minato-ku, Tokyo)



今夜は阿呆で踊らにヤソソソ!



【Feelings for Awaodori】

While respecting the old tradition of Awaodori, we also support new challenges to boost Awaodori together with all the people involved. “Red Bull gives wings to all of you participating in Awaodori”.

## Niwaka-ren

- Meet-up time: 6:30 p.m. and 7:30 p.m. (2 performances daily during the Awaodori festival)
- Meet-up area: In front of the main office (Sales Division) of Awa Bank

▶Map⑪

Why don't you join “Niwaka-Ren” to have a firsthand experience of an authentic Tokushima’s Awaodori? The beginners are more than welcome! After having a lesson and rehearsing with Yumei-Ren, you are going to join us in the outdoor theater. There is no dress code or no prior application or fees are required. We want you enjoy the atmosphere filled with excitement of Awaodori.

“You can dance or watch someone else dance.

Either way, you are a fool. If you are a fool either way, join in the dance so as not to miss the fun part.”

★A trick to dance Awaodori in a cool manner★

Lower the hip when you dance Otoko odori (masculine dance). When you dance Onna odori (feminine dance), make sure to raise your arms high. But more than anything, dance in the rhythm with a big smile.



It doesn't matter whether you are a dancing fool or a watching fool. Make sure to take preventive measures against heat attack.

### 01 Don't forget regular hydration.

Hydrate frequently even if you are not thirsty.

### 02 Also get an adequate salt supplementation.

Drink plenty of fluids and take sodium to prevent heatstroke.

### 03 Watch people around you and speak to them.

Pay special attention to children and the elderly. Please help each other.

### 04 If you don't feel well, let a staff member near you know.

If you don't feel well, let a staff member near you know as soon as possible.



# Take measures against heat attack!





# Free sightseeing spots other than the outdoor theaters

During the Awaodori festival, the town of Tokushima is filled with enthusiasm.  
Enjoy the creative and elaborate stage of a variety of Awaodori performances.

## 2025 amico Dome Awa Odori Festa

2F amico Building, Deck on the station side

**3p.m.-7p.m. August 12 (Tuesday) –15 (Friday) ▶Map 8**

The spectators can enjoy up-close, dynamic Awaodori performances.

\*The performance time schedule is subject to change.

(Inquiries) Secretariat of Executive Committee–AWAODORI, Connect us to the future tel.088 678 5181



## 2025 amico Festa in Civic Center

“Enjoy Awaodori in the midst of summer”

4F Sakura Hall, Civic Center

▶Map 9

**2p.m.-5p.m. August 12 (Tuesday) –15 (Friday)**

We will show the authentic Awaodori stages in an air-conditioned hall with 200 seats.

(Inquiries) Secretariat of Executive Committee–AWAODORI, Connect us to the future tel.088 678 5181

## Awa Odori Promotion Association Parade

The parade starts in front of Tokushima Station

▶Map 21

**10a.m.– August 12 (Tuesday)**

In commemoration of hosting the 2025 AWAODORI, about 100 dancers belonging to the Awa Odori Promotion Association display Awaodori parade, starting at Tokushima Station.

(Inquiries) Secretariat of Executive Committee–AWAODORI, Connect us to the future tel.088 678 5181

## Awa Odori Ceremonial Dance

Kogenji Temple (2-45 Shimosuketocho)

**9a.m.– August 12 (Tuesday)**

Dance performance in dedication by Tokushima Awaodori Preservation Society (Rainout)

(Inquiries) Tokushima Awaodori Preservation Society (Morita) tel.090 8694 3092

## Ginza Dance Plaza

Ginza shopping area

▶Map 18

**6p.m.-10p.m. August 12 (Tuesday) –15 (Friday)**

Ginza Odori Hiroba is located at the center of Ginza shopping area.

(Inquiries) Ginza Shopping District Promotion Association

tel.088 652 3835

## Tsuda-no-Boniodori

From the front gate of Tsuda Middle School to the Tsuda Port

**6p.m.– August 15 (Friday)**

(Inquiries) Tsuda-no-Boniodori Preservation Society (Kume)

tel.090 3182 3838

## Awawa Fugai Dance Plaza

Tomida-machi (near KENBAN Building)

▶Map 19

**5p.m.-9p.m. August 12 (Tuesday) –15 (Friday)**

A nostalgic town of Fugai used to prosper as a samurai residential neighborhood in the Edo period. It is a plaza where street vendors gather together selling Tokushima's delicious local products.

(Inquiries) AWAWA Corporation tel.088 654 1111

## Fugai Zomeki Shamisen Street Corner Dance

Tomida-machi (in front of KENBAN Building)

▶Map 19

**8:30p.m.-9:30p.m. August 12 (Tuesday) –15 (Friday)**

It is a Zomeki shamisen street live performance by Awa Zomeki

“Uzu-no-kai”. Let's make “zomeki” (much ado) together! (Rainout)

(Inquiries) “Uzu-no-kai” (Fukushima)tel.088 669 0620

## ASTY Tokushima Dance Plaza

ASTY Tokushima Multipurpose Hall

▶Map 10

**11a.m.- | 2p.m.- August 12 (Tuesday) –15 (Friday)**

Let's enjoy Awaodori in a nicely airconditioned Asty hall in the day time.

Yumei-Rens take turns daily to show Awaodori performances free of charge. The hall is wheelchair/stroller friendly. The spectators can enjoy without worrying about the heat and the bad weather.

(Inquires) Asty Tokushima tel.088 624 5111

## Akita-machi Dance Road

▶Map 22

**6p.m.-10p.m. August 12 (Tuesday) –15 (Friday)**

Akitamachi Odori Road is the largest entertainment district in Tokushima. The event is held for the first time in 6 years!

(Inquiries) Secretariat of Akita-machi Dance Road tel.070 8931 7478



# Awa Odori Kaikan

▶Map 12



The Awaodori Kaikan is a place where visitors can enjoy Tokushima's proud Awaodori all around the year.

In the Awaodori Hall, visitors can not only see Awaodori performed by “Awa-no-Kaze”, Awaodori Kaikan's own Ren, and “Yumei (renowned)-Ren” all through the year, but also join the performing dancers.

In the Awaodori Museum, visitors can learn about the history of Awaodori while enjoying the display of costumes and noisemakers (musical instruments) associated with Awaodori. In addition, there is a gift shop selling local products and souvenir as well as a ropeway station. This is one of the most popular sightseeing spots in Tokushima City.

## 1F Tokushima Prefectural Souvenir and Tourism Plaza

**Check out the tourist information and some souvenirs here!**

Approximately 1,800 items of Tokushima's signature agricultural products, traditional craftwork, such as indigo-dyed products and Otani ware, as well as Awaodori-related products are displayed over the counter. Located at a 10-min. walking distance from Tokushima Station, the Plaza offers a perfect place to purchase Tokushima souvenirs as well as a sightseeing gateway to Mt. Bizan.

(Open hours) 9 a.m. –8 p.m.

(Inquiries) Tokushima Prefectural Industrial Internationalization

Support Organization tel.088 622 8231



## 2F Awa Odori Hall

**The visitors can see and dance Awaodori all year round!**

Awaodori Special Performance August 12 (Tuesday) – August 15 (Friday)

[Performing Rens] Aoi-Ren (8/12), Shinbashi-Ren (8/13), Honma-Ren (8/14), Nonki-Ren (8/15)

[Start time] 11 a.m.-, 1p.m.-, 3 p.m.- (The duration of each performance is 50 min.)

[Fees] 2,000 yen for General 1,000 yen for Elementary/Middle school students

[Daytime performance] (Awaodori performed by in-house Ren, “Awanokaze”)

Duration of a performance: 40 min.

11 a.m.- | 2 p.m.- | 3 p.m.- | 4 p.m.- [Fees] 1,300 yen for General

700 yen for Elementary/Middle school students

[Night performance] (Awaodori by Yumei-Ren) Duration of a performance: 50 min. 8 p.m.-

[Fees] 1,600 yen for General 800 yen for Elementary/Middle school students

Gallery (Exhibition space)



## 3F Awa Odori Museum

**Learn about the history and culture of Awaodori!**

In the museum, the photos and literatures illustrate the origin and the transition of Awaodori through to the present day. With additions of new contents, visitors can enjoy Awaodori not only by seeing but also by having a firsthand experience of dancing and beating the musical instruments.

(Open hours) 9 a.m. –5 p.m. (Last call: 4:45 p.m.)

(Fees) 500 yen for General 300 yen for Elementary/Middle school students



## 5F Awagin Bizan Ropeway

**Enjoy a panoramic view of Tokushima in the 6 minutes on the way to the top of Mt. Bizan!**

The Awagin Bizan Ropeway station at the foot of the mountain is located on the 5th floor of Awaodori Kaikan. In Moraes Gallery “SAUDADE”, the materials associated with Portuguese literary legend, Wenceslau de Moraes can be viewed for free.

Ropeway [Open hours] 9 a.m. –9 p.m.

[Fees] 1,500 yen for General/Middle school students (round ticket), 800 yen for Elementary school students (round ticket)

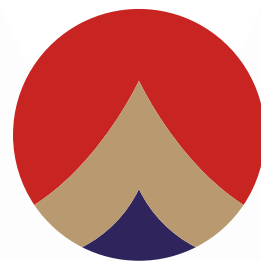
Moraes Gallery “SAUDADE”

[Open hours] 9 a.m. –5 p.m. [Fees] Free





Mini lantern magnet  
1,300yen



THE  
AWA  
ODORI  
TOKUSHIMA CITY

Marche bag  
(w450mm×h430mm)  
including handles  
760mm  
3,800yen



## Make your summer extra special with Awa Odori official original goods!

These are the 2025 AWAODORI official goods that are  
reborn by branding.

They will remind you of the enthusiasm and excitement  
of Awaodori so close at hand. These products are  
limited-edition and only obtainable here.

How about getting a piece of souvenir in remembrance  
of Tokushima's authentic Awaodori? Make this summer  
experience extra special for you!

Make this summer experience extra special for you!

T-shirt  
L size only  
3,800yen



Masking tape  
600yen/roll



A4-size plastic folder  
300yen



Link to the official  
goods website

### Store locations

- Experts' Stage "Suguribi"  
Venue: Special booth within ASTY Tokushima (August 11 only)
- Dream Stage "Matsuribi"  
Venue: Special booth within Awagin Hall (August 12–August 15)
- Awa Odori Kaikan  
1F "Arudeyo Tokushima"
- Seven-Eleven  
Seven-Eleven stores in Tokushima prefecture (August 1–August 31)

Washcloth  
(w900mm×h340mm)  
1,500yen





## Map icons

- Outdoor Venue
- Dance Plaza, etc.
- Indoor Venue
- Executive Committee/Information Center/Other

- First-aid station
- First-aid staff
- Public bathroom Portable toilet
- Public bathroom (multipurpose bathroom) with wheelchair-accessibility
- Koban/Police station
- Smoking area
- Cruise boat terminal
- Goods Official goods store
- Shuttle bus stop
- Tour bus temporary drop-off station

**Event area**  
6 p.m.–10:30p.m.  
during the Awaodori festival

**Associated event venue**  
6 p.m.–10:30p.m.  
during the Awaodori festival

**Traffic control**  
6 p.m.–10:30p.m.

**Traffic control**  
6 p.m.–10:30p.m.

**Traffic control**  
(within the arcade)

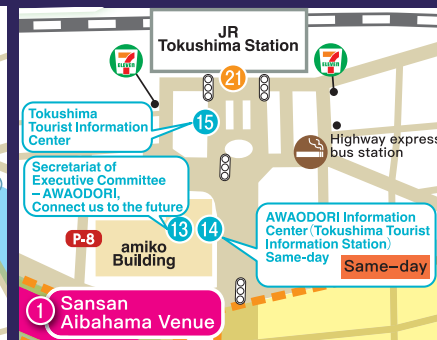
The traffic control areas are closed to vehicles.

## Eco-station

\*"Pick Up the Garbage for the Love of Town Campaign" booth installation (please see P18 for more details). We appreciate your cooperation for the garbage separation/collection.



It is strictly prohibited to carry in, fly or take pictures with small unmanned aircrafts (such as drones, radio control planes, etc.).



## Aeon Mall Tokushima Daini Parking P-5

### Precautions

- The event organizer bears no responsibility whatsoever for any property loss or accidents occurred in this parking area.
- Please follow the instructions given by the staff member in the temporary parking area.
- There is a shuttle bus service from the parking area to the front of Tokushima City Office (east side).

### Shuttle bus service hours

▷4p.m.–10:30p.m. (August12–August15)

The last bus departure time  
(from the front of the city office/east side)

▷10:30p.m.

\*The shuttle bus is expected to be crowded especially after 10 p.m. Please board a head of time.  
\*Please refrain from making an inquiry to Aeon Mall Tokushima.



## Awaodori Ticket Window

Advance ticket/Same-day ticket

Awaodori Information Center (8/12-8/15)  
Same-day ticket (10:00-21:00)

Same-day Same-day ticket provisional sales counter Same-day ticket (17:00-21:00)

## About the Service Center (17:00-22:00)

A Service Center is provided near each charged outdoor theater. The services include giving sightseeing guidance, showing visitors the way to the destination, dealing with lost child and lost property as well as keeping visitors' large luggage including stroller, wheelchair and roller case for free of charge. Please feel free to use our services.

Inquiries during the Awaodori festival: Secretariat of Executive Committee – AWAODORI,  
Connect us to the future tel.088 678 5181

