

OFFICIAL GUIDE BOOK

AWA ODORI 2026 OFFICIAL GUIDEBOOK

Welcome to the
happiest “Town of Aho (Fools)”
on earth!

The DNA that has been passed down
for 400 years now unites the world.
Forget titles and conventions, and just
surrender yourself to the passion.
If you turn the page, there's no going
back. Join us, and become an *aho*
(fool) yourself.

あほうで、
生きる。

THE
AWA
ODORI
TOKUSHIMA CITY

あほうを、
極める。

舞

BUTAI AWA ODORI

台

A solo dancer overflowing with passion, lights the fire

A dancer of breathtaking grace, burns with beauty

Then another, and another, adding fuel to the fire, the beauty, the light

The fanned flames leap and light up all of Awa

"Yatto-saaa! A yatto-yatto!"

"The dancing fool and the watching fool

Are both fools the same, so you might as well dance!"

Beautiful and full of life

The Experts' Stage ~ SUGURIBI ~





Experts' Stage



Awa Odori
performed
by select
dancers

SUGURIBI

The ultimate performance, with around 600 exceptionally skilled dancers carefully selected from the Awa Odori Promotion Association and the Tokushima Prefecture Awa Odori Association. These dancers possess breathtaking beauty, burning passion, and the many days of practice to master the tradition.

We bring you the Experts' Stage, where dancers, musicians, and lighting effects come together as one. This is Awa Odori at its finest!

August 11th only Supported by TOKAI Corporation

Date August 11, 2026 (Tue./Hol.)

Start time Duration of performance : Approx. 80 min.

Session1-12:00 / Session2-15:30 / Session3-19:00 *Doors open an hour before each start time.

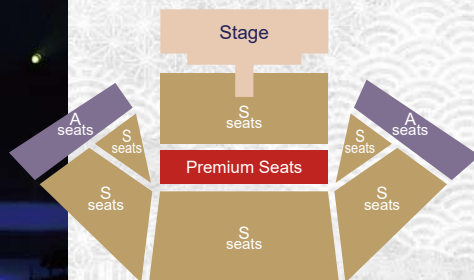
Performers ① Tokushima Prefecture Awa Odori Association

② Awa Odori Promotion Association

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

Place **ASTY Tokushima** 1-1 Higashihamaoji, Yamashiro-cho, Tokushima City

▶ Map 10

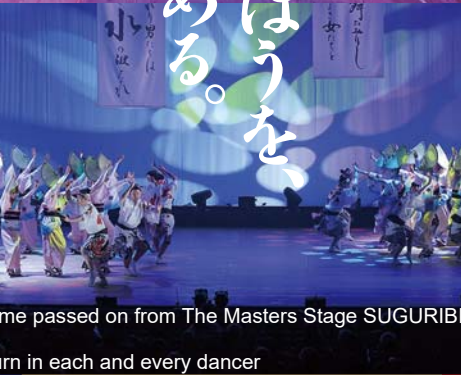


Venue Map





あほうを
極める。



A flame passed on from The Masters Stage SUGURIBI continues
to burn in each and every dancer



Burns brighter, rises higher, flooding all of Awa in dance

Emotion burns like fire, all-consuming beauty, a new era of dance



"Yatto-saaa! A yatto-yatto!"

"The dancing fool and the watching fool

Are both fools the same, so you might as well dance!"

A mix of frenzy and exhilaration

The Dream Stage ~ MATSURIBI ~



Tokushima Prefecture Awa Odori Association



Dream Stage



MATSURIBI

Select “ren” (dance groups), representing the Awa Odori Promotion Association and the Tokushima Prefecture Awa Odori Association, creating a new era of dance with their fiery emotions and breathtaking beauty.

The passionate dance performances by each *ren* create a vortex of energy that sweeps up dancers and spectators alike.

Each *ren*’s elaborate production stirs the hearts of those who watch.

**August 12th to
August 15th**

Supported by
HOOSIERS Corporation
HASEKO Real Estate Development Inc.
HASEKO Corporation

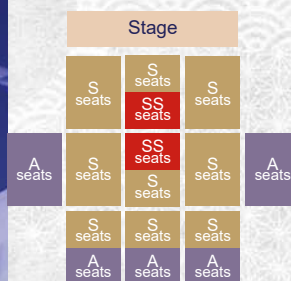
Date August 12 (Wed.) – August 15 (Sat.)

Start time Duration of performance: Approx. 70 min.

Session1-11:00 / Session2-13:30 / Session3-16:00

*Doors open 30 min. before each start time.

Place **Tokushima Prefectural Culture Hall (Awagin Hall)**
2-14 Aiba-cho, Tokushima City ▶[Map](#) ①



Venue Map

Time schedule (tentative) *Schedule is subject to change.

DATE	TIME	REN (DANCE GROUPS)					
AUG 12	11:00	11:00-11:10 AWA OGI	11:10-11:20 SHIN NONKI	11:20-11:30 GEJARAKU	11:40-11:50 MUSO	11:50-12:00 NONKI	12:00-12:10 AHO
	13:30	13:30-13:40 AWA OGI	13:40-13:50 USHIO	13:50-14:00 GEJARAKU	14:10-14:20 MUSO	14:20-14:30 NONKI	14:30-14:40 AHO
	16:00	16:00-16:10 AWA OGI	16:10-16:20 USHIO	16:20-16:30 GEJARAKU	16:40-16:50 MUSO	16:50-17:00 NONKI	17:00-17:10 AHO
AUG 13	11:00	11:00-11:10 UKISUKE	11:10-11:20 SASA	11:20-11:30 TENSUI	11:40-11:50 HACHISUKA	11:50-12:00 UKIYO	12:00-12:10 GOJAHEI
	13:30	13:30-13:40 WAKAJISHI	13:40-13:50 SASA	13:50-14:00 TENSUI	14:10-14:20 HACHISUKA	14:20-14:30 UKIYO	14:30-14:40 GOJAHEI
	16:00	16:00-16:10 WAKAJISHI	16:10-16:20 SASA	16:20-16:30 TENSUI	16:40-16:50 HACHISUKA	16:50-17:00 YUKYU	17:00-17:10 GOJAHEI
AUG 14	11:00	11:00-11:10 HONMA	11:10-11:20 TASSUI	11:20-11:30 UZUKI	11:40-11:50 YOSHIKONO	11:50-12:00 SHINBASHI	12:00-12:10 MIZUTAMA
	13:30	13:30-13:40 HONMA	13:40-13:50 MANJI	13:50-14:00 UZUKI	14:10-14:20 OGI	14:20-14:30 SHINBASHI	14:30-14:40 MIZUTAMA
	16:00	16:00-16:10 HONMA	16:10-16:20 MANJI	16:20-16:30 UZUKI	16:40-16:50 OGI	16:50-17:00 SHINBASHI	17:00-17:10 MIZUTAMA
AUG 15	11:00	11:00-11:10 AWA	11:10-11:20 TENPO	11:20-11:30 HAZUKI	11:40-11:50 KIKUSUI	11:50-12:00 KOMA	12:00-12:10 EBISU
	13:30	13:30-13:40 AWANARU	13:40-13:50 TENPO	13:50-14:00 HAZUKI	14:10-14:20 KIKUSUI	14:20-14:30 TONOSAMA	14:30-14:40 EBISU
	16:00	16:00-16:10 AWANARU	16:10-16:20 TENPO	16:20-16:30 HAZUKI	16:40-16:50 KIKUSUI	16:50-17:00 TONOSAMA	17:00-17:10 EBISU



Time schedule (tentative) *Schedule is subject to change.

SESSION	TIME	AUG12	AUG13	AUG14	AUG15
SESSION 1	18:00	UZUKI	AHO	MANJI	TENSUI
	18:30	MUSO	KINCHO	TENSUI	MIYAKO
	19:00	HEIWA	MIZUTAMA	HEIWA	HAZUKI
	19:30	UKISUKE	YUKYU	YOSHIKONO	KOMA
	19:36	MIZUTAMA	USHIO	TENPO	AWA OGI
SESSION 2	20:20	WAKAJISHI	AWANARU	AWA	AHO
	21:00	HACHISUKA	TONOSAMA	UKIYO	YUKYU
	21:42	AWA OGI	MANJI	KIKUSUI	TONOSAMA
	21:48	HONMA	GEJARAKU	AWA OGI	GEJARAKU
	21:54	GOJAHEI	EBISU	UZUKI	HACHISUKA

Paid Outdoor Venue [Reserved/Unreserved seats] August 12 - August 15

Sansan Aibahama Venue

- 5-min. walk from JR Tokushima Station
- Total length: Approx. 120m
- The number of seats: Approx. 4,600
- **Session1/18:00 - 19:40 Session2/20:20 - 22:00**

▶ Map 1

* We courteously ask the audience to vacate the venue between each session.
Venue opens 30 min. before each start time.

Aibahama Venue, just 5 minutes from JR Tokushima Station on foot, is located in Aibahama Park along the Shinmachi River. The largest of the paid outdoor venues, this is the perfect place to see exciting Awa Odori dance performances.

Naming rights partner

sansan



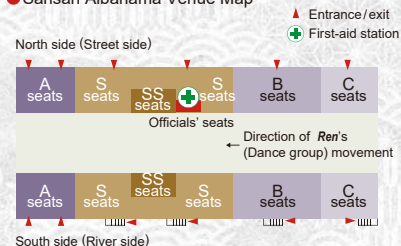
Sansan Inc. (Shibuya-ku, Tokyo)

[Feelings for Awa Odori]

In addition to opening a satellite office in Kamiyama-Town in 2010, we have made various efforts to grow ties with Tokushima prefecture. A part of the efforts was to offer support to Kamiyama Marugoto College of Design, Engineering and Entrepreneurship. To get our name known to the people in Tokushima, and to further our involvement in the prefecture, Sansan decided to participate in THE AWA ODORI for the third consecutive year.



● Sansan Aibahama Venue Map



Paid Outdoor Venue | Reserved/Unreserved seats | August 12 - August 15

Awagin Minami Uchimachi Venue

- 12-min. walk from JR Tokushima Station ▶Map 2
- Total length: Approx. 120m
- The number of seats: Approx. 2,700
- **Session1/18:00-19:40 Session2/20:20-22:00**

* We courteously ask the audience to vacate the venue between each session.
Venue opens 30 min. before each start time.

Spectators can watch powerful Awa Odori performances at the Minami Uchimachi Venue. In particular, Session 2's "So Odori Finale" involving all dance groups from the Awa Odori Promotion Association is truly a sight to behold.

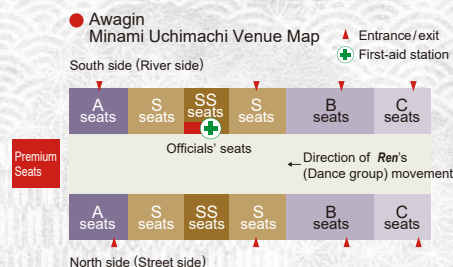
Naming rights partner



Awa Bank
(Tokushima City, Tokushima)

阿波銀行

[Feelings for Awa Odori]
Founded in 1896, Awa Bank commemorated its 130th anniversary this year. We are happy to support THE AWA ODORI, and will continue to contribute to regional development. "We will pass down our gratitude for 130 years of history to future generations".



Time schedule (tentative)		*Schedule is subject to change.			
SESSION	TIME	AUG12	AUG13	AUG14	AUG15
SESSION 1	18:00	TENSUI	HACHISUKA	AHO	KIKUSUI
	18:30	MANJI	TENSUI	YAKKO	SHINBASHI
	19:00	NONKI	SUIKYO	YOSHIKONO	TASSUI
	19:30	TASSUI	HAZUKI	AOI	SASA
	19:36	USHIO	SHINBASHI	HONMA	TENPO
SESSION 2	20:20	EBISU	UKIYO	GEJARAKU	MANJI
	21:00	AHO	MIZUTAMA	MUSO	TENSUI
	21:42	SO ODORI FINALE	SO ODORI FINALE	SO ODORI FINALE	SO ODORI FINALE
	21:48				
	21:54				



KONYAMACHI ENBUJO



Time schedule (tentative) *Schedule is subject to change.

SESSION	TIME	AUG12	AUG13	AUG14	AUG15
SESSION 1	18:00	YUKYU	TENPO	TONOSAMA	MIZUTAMA
	18:30	SHINBASHI	YAKKO	MUSO	EBISU
	19:00	MIYAKO	NONKI	SUIKYO	AWANARU
	19:30	OGI	HEIWA	SASA	AOI
	19:36	AHO	GOJAHEI	MIZUTAMA	HONMA
SESSION 2	20:20	HAZUKI	special session (see map on right)	WAKAJISHI	OGI
	21:00	SHIN NONKI		USHIO	SHIN NONKI
	21:42	TONOSAMA		SHIN NONKI	UKIYO
	21:48	KIKUSUI		HACHISUKA	UZUKI
	21:54	GEJARAKU		EBISU	GOJAHEI

Paid Outdoor Venue [Reserved/Unreserved seats] August 12 - August 15

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

● Session1/18:00 - 19:40 Session2/20:20 - 22:00

* We courteously ask the audience to vacate the venue between each session.
Venue opens 30 min. before each start time.

Visitors can enjoy spectacular performances of Awa Odori at the atmospheric Konyamachi Venue at the foot of Mt. Bizan. Adjacent to Tokushima's biggest drinking and entertainment district, you can enjoy both authentic Awa Odori dance and Tokushima's night life.

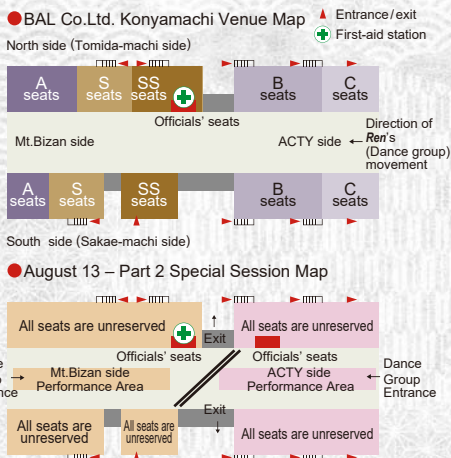
Naming rights partner



BAL Co.Ltd. (Tokushima City, Tokushima)

[Feelings for Awa Odori]

As a home-grown company, we will be a supporting aho(fool) for the event along with the local community for the third consecutive year. We bring excitement to Tokushima, the birthplace of Awa Odori. We will deliver a wave of heat and charm that intertwines tradition and modernity to all parts of the country from the KONYAMACHI ENBUJO.



Schedule : August 13, Konyamachi Performance Venue, Session2

SESSION	TIME	Mt.Bizan side	ACTY side
SESSION 2	20:20	UKISUKE	AWA
	20:32	MAIKYO	HANABUYU
	20:44	SASA	MUSO
	20:56	YUMESAKU	NARUTO YAYOI
	21:08	AI SHIN	KIWAMI
	21:20	SHIN NONKI	TASSUI
	21:32	KIZUNA	SUSHO
	21:44	HONMA	AWA OGI

Ticket purchase

Fees

We have adopted dynamic pricing for the ticket fees.

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

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

*All visitors 3 years and older are required to purchase a ticket. (Children under 3 years are not charged as long as they sit on an adult's lap during the performance.)

*There are no changes, cancellations, or refunds of any kind for personal circumstances (except in the case where the event is officially cancelled).

Please be aware of this when making your ticket purchase.

*Videography of the Experts' Stage SUGURIBI and the Dream Stage MATSURIBI is strictly prohibited.

(Still image photography is allowed, but flash photography and use of tripods are prohibited.)

*No pets are allowed in the venues (except service dogs).

How to purchase tickets

To make a purchase online

Access the website to make a purchase.



**2026 THE AWAODORI
official website**

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



Ticket PIA

<https://w.pia.jp/t/awa/>



To make a purchase at a convenience store

Tickets can be purchased at the multicopy machine in any Seven-Eleven convenience 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**

Same-day tickets may be purchased at the following locations:

- ◆ Ticket booth on the 5th floor of the Amico Building (10:00 – 19:00 Aug. 12 – 15) ▶ [Map 13](#)
- ◆ Same-day ticket provisional sales counter (17:00 – 21:00 Aug. 12 – 15)
(See the GUIDE MAP on the final page.)
- ◆ Seven-Eleven stores

Refunds

Please see the official website for more details regarding refunds in case of event cancellation.
The information shall be posted at 10:00, on the day following the cancellation day.
Make sure to get a refund before Monday, August 31, 2026. <https://www.awaodorumirai.com>
Secretariat of THE AWA ODORI Executive Committee **TEL : 088 678 5181 • 5182**



RYOGOKU HONMACHI ENBUJO

Free Outdoor Venue [Unreserved seats] 18:10-22:00 August 12-15

Karaage-kun Ryogoku Honmachi Venue

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

▶Map 4

The Ryogoku Honmachi Venue is built along the Ryogoku Honmachi Shopping Street, and is said to "make dancers cry" as the longest of all the outdoor venues. Enjoy Awa Odori performances up close.

Naming rights partner

LAWSON



Lawson Inc. (Shinagawa-ku, Tokyo)

[Feelings for Awa Odori]

This is our company ren's 5th year of participation since our debut in 2018. On this 40th anniversary of one of our most popular products, KARAAGE-KUN chicken nuggets, we would like to thank everyone for their support over the years, and we will strive to spread happiness from Tokushima to all of Japan through Awa Odori.

SHINMACHI-BASHI ENBUJO

Free Outdoor Venue [Unreserved seats] 18:10-22:00 August 12-15

Uber/Denno Kotsu Shinmachi-bashi Venue

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

▶Map 5

This free outdoor venue is located at the entrance to the Higashi Shinmachi Shopping Arcade. The nearby Shinmachi Bridge is the famous one that appears in the lyrics of the "Yoshikono" song (the most popular Awa Odori song).

Naming rights partner

Uber

Uber Japan
(Minato-ku, Tokyo)



[Feelings for Awa Odori]

Visitors from 200 countries use the Uber app across Japan, contributing to the strength of the taxi industry and local economies. This year, we continue to share the magic of Awa Odori, one of Japan's representative traditional performing arts.

電車交通

Denno Kotsu Inc.
(Tokushima City, Tokushima)

[Feelings for Awa Odori]

As a hometown company supporting local transportation in Tokushima, we are extremely honored to participate in THE AWA ODORI. We want to further energize our region by passing this tradition and pride to future generations.



NIWAKA-REN

Free Dance Experience August 12 – August 15

Canva Niwaka-ren

- See the official website for detailed meet-up time.
- Meet-up place: in front of Awa Bank Main Branch



official website



Experience Awa Odori dance firsthand with the Canva Niwaka-ren dance group. Everyone is welcome, even beginners! After a quick lesson and practice with a famous dance group's members, you get to dance as a group through an actual venue. No reservations, fee, or dress code. Come and feel the energy of Awa Odori for yourself!

"The dancing fool and the watching fool, are both fools alike, so you might as well dance!"

★How to look cool dancing Awa Odori★

For *Otoko Odori* (Men's Dance), bend low at the hips. For *Onna Odori* (Women's Dance), raise your hands as high as you can. But more than anything, it's important to SMILE and feel the rhythm!

SHINMACHI-BASHI HIGASHI ODORI HIROBA
RYOGOKU-BASHI MINAMI ODORI HIROBA

Free Outdoor Venue [Unreserved seats] 18:00 | 22:00 August 12-15

Canva Shinmachi-bashi Higashi Dance Plaza

Canva Ryogoku-bashi Minami Dance Plaza

The unique styles of various ren (dance groups) will be on stage at these outdoor plazas in the SHINMACHI-BASHI HIGASHI PARK (south side of Shinmachi Bridge ▶Map ⑥) and RYOGOKU-BASHI NISHI PARK (south side of Ryogoku Brige ▶Map ⑦). A different take on what you see in the ticketed stands.

Naming rights partner

キャンバ
Canva



Canva Japan Co.,Ltd (Shibuya-ku, Tokyo)

[Feelings for Awa Odori]

Canva is on board with the Awa Odori's belief of "an open festival where everyone can participate." We want to build a future with this festival and create ways for people to join in, and not just watch.





Other Awa Odori-related spots/stages

During the Awa Odori festival, the town of Tokushima is filled with enthusiasm. Enjoy a creative variety of Awa Odori performances.

2026 amico Dome Awa Odori Festa

amico Building 2F, Deck on the station side Supported by Novil Holdings Co., Ltd.

15:00-19:00 August 12 (Wed.) – August 15 (Sat.) ▶ Map 8

The spectators can enjoy up-close, dynamic Awaodori performances. *The performance time schedule is subject to change. (Inquiries) Secretariat of THE AWA ODORI Executive Committee tel.088 678 5181



2026 amico Festa in Civic Center “Enjoy Awa Odori in the midst of summer”

Civic Center 4F, Sakura Hall

14:00-17:00 August 12 (Wed.) – August 15 (Sat.) ▶ Map 9

We will show authentic Awa Odori in an air-conditioned hall with 200 seats.

(Inquiries) Secretariat of THE AWA ODORI Executive Committee tel.088 678 5181

Awa Odori Promotion Association Parade

The parade starts in front of Tokushima Station

10:00- August 12 (Wed.) ▶ Map 21

To celebrate the start of THE AWA ODORI 2026, there will be a parade of about 100 dancers from the Awa Odori Promotion Association starting from JR Tokushima Station. (Inquiries) Secretariat of THE AWA ODORI Executive Committee tel. 088 678 5181

Wrapped in Tradition: Awa Odori x Fashion Show

amico Building 1F, near the Tokushima City Industry

(Two performances) 14:00- | 16:00- August 12 (Wed.)

(Inquiries) Tokushima City Economic Policy Section tel.088 621 5225

Awa Odori Ceremonial Dance

Kogenji Temple (2-45 Shimosuketocho)

9:00- August 12 (Wed.)

Offering of dance by the Tokushima Awa Odori Preservation Association. (Will be cancelled in case of rain) (Inquiries) Tokushima Awa Odori Preservation Society (Morita) tel.090 8694 3092

Ginza Dance Plaza

Ginza shopping area

18:00-20:00 August 12 (Wed.) - August 15 (Sat.) ▶ Map 18

Ginza Odori Hiroba is located in 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 Tsuda Port

18:00- August 15 (Sat.)

(Inquiries) Tsuda-no-Boniodori Preservation Society (Kume) tel.090 3182 3838

Red Bull Fugai Dance Plaza

Tomida-machi (near KENBAN Building)

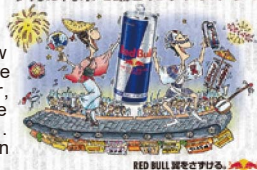
17:00-21:00 August 12 (Wed.) – August 15 (Sat.) ▶ Map 19

Dance performances every 15 minutes with DJ music from the Red Bull Triton truck, and a special bar counter to celebrate the sale of Red Bull Sudachi Edition! (Inquiries) AWAWA Corporation. tel.088 654 1111

Red Bull Japan Co., Ltd. 今宵は阿呆で踊らにゃンソンソン!
(Minato-ku, Tokyo)

[Feelings for Awa Odori]

We will take on new challenges and create more fun and energy together, while respecting the traditions of Awa Odori. Let's fly high together on the wings of Awa Odori!



Fugai Zomeki Shamisen Street Corner Dance

Tomida-machi (in front of KENBAN Building)

21:00-22:00 August 12 (Wed.) – August 15 (Sat.) ▶ Map 19

Street corner jam session featuring the zomeki rhythms of the Uzu-no-kai shamisen performing group. Let's dance to the zomeki rhythm together! (Will be cancelled in case of rain) (Inquiries) "Uzu-no-kai" (Fukushima) tel.088 669 0620

ASTY Tokushima Dance Plaza

ASTY Tokushima Multipurpose Hall

14:00- August 12 (Wed.) – August 15 (Sat.) ▶ Map 10

Enjoy Awa Odori in the air-conditioned ASTY main hall during the day. Famous dance groups (rotating daily) provide free dance performances. The hall is wheelchair and stroller friendly. Everybody can watch without worrying about the heat and bad weather. (Inquiries) ASTY Tokushima tel.088 624 5111



THE
AWA
ODORI
TOKUSHIMA CITY

世界中を、あほうに。

A
Traditional Japanese
Performing
Art

Take measures against heatstroke!

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



01 Don't forget regular hydration.

Hydrate frequently even if you are not thirsty.

02 Also get adequate salt supplementation.

Drink plenty of fluids and take sodium to prevent heatstroke.

03 Watch people around you and check in with them.

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

04 If you don't feel well, notify a staff member.

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



A place where you can enjoy
Awa Odori all year round!

AWA ODORI KAIKAN

HP



INSTAGRAM



AWA ODORI KAIKAN ▶ **Map 12** tel.088 611 1611

The Awa Odori Kaikan is a place where visitors can enjoy Tokushima's world-renowned Awa Odori dance anytime. In the Awa Odori Hall, visitors can not only watch dance performances year-round by the Hall's own *ren* (dance group) "Awa no Kaze" and famous *ren*, but you can also dance with the performers.

In the Awa Odori Museum, visitors can learn about the history of the dance while enjoying displays of costumes and *narimono* (accompanying musical instruments).

In addition there is a local products/souvenir shop as well as a ropeway (cable car) station. This is one of the most popular sightseeing spots in Tokushima City.



The night view of Tokushima seen from the summit of Mt. Bizan.

From the top of Mt. Bizan, visitors can enjoy the sparkling night view of Tokushima City. The LED kaleidoscopic monument MAYUGEKYO on the mountaintop observation deck shines with a fantastical glow that produces a special night sky landscape. The Mt. Bizan Ropeway operates until 21:00 pm at night, so enjoy the unique night view of Mt. Bizan and the MAYUGEKYO on your nighttime aerial ride.



The night view from the summit of Mt. Bizan



Awagin Bizan Ropeway



Awa Odori Museum



Awa Odori Hall



Tokushima Prefectural Souvenir and Tourism Plaza

5 Awagin Bizan Ropeway

Just six minutes to the top of Mt. Bizan for a panorama view of Tokushima City!

The 5th floor of the Awa Odori Kaikan is the Mt. Bizan Ropeway's Sanroku Station which will take you to the summit. Next door, you can learn about Portuguese literati Wenceslau de Moraes through exhibits and personal effects at the free Moraes Gallery "SAUDADE."

Ropeway [Hours] 9:00-21:00, departing every 15 minutes.

[Fees] 1,500 yen for jr. high school students and older (round-trip), 800 yen for elementary school students (round-trip)

Moraes Gallery "SAUDADE"

[hours] 9:00-17:00 [admission] Free

3 Awa Odori Museum

Learn about the history and culture of Awa Odori!

The origins of Awa Odori and the evolution of the dance into the modern era are illustrated using photos and documents. In addition to displays of dance costumes and *narimono* (musical instruments), there is a hands-on experience zone where you can actually dance and play the instruments as you learn about Awa Odori.

[Hours] 9:00-17:00 (last entry 16:45)

[Admission] 500 yen for adults, 300 yen for elementary/jr. high school students

2 Awa Odori Hall

Watch and dance Awa Odori all year long!

****Special Performance Schedule during the Festival - August 12 (Wed.) to August 15 (Sat.)**

[Featured groups] Famous *ren* (dance groups) rotate on a daily basis.

[Times] 11:00, 13:00, 15:00 (show lasts 50 min.)

[Admission] 2,000 yen for adults, 1,000 yen for elementary/jr. high school students

Daytime Dance (regular performance schedule)

Performances by in-house group Awa no Kaze

[Times] 11:00, 13:00, 14:00, 15:00 (show lasts 40 min.)

[Admission] 1,300 yen for adults, 700 yen for elementary/jr. high school students

Nighttime Dance (regular performance schedule)

Performances by famous dance groups, rotating daily

[Time] 20:00 (show lasts 50 min.)

[Admission] 1,600 yen for adults, 800 yen for elementary/jr. high school students

****Daytime Dance and Nighttime Dance not available August 12 to 15 (see Special Performance Schedule)**

1 Tokushima Prefectural Souvenir and Tourism Plaza

Check here for souvenirs and information!

You can find approximately 1,800 of Tokushima's signature agricultural products, traditional crafts such as indigo-dyed items and Otani pottery, as well as Awa Odori-related merch. Located 10 minutes on foot from Tokushima Station, it's the perfect place to purchase Tokushima souvenirs while exploring Mt. Bizan and sightseeing.

(Open hours) 9:00-20:00

(Inquiries) Tokushima Prefectural Industrial Internationalization Support Organization tel.088 622 8231

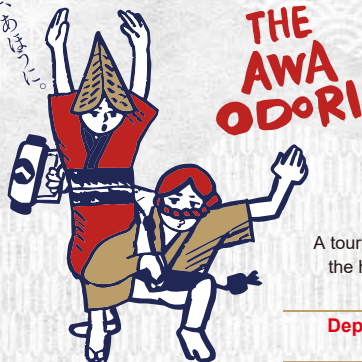
INFORMATION

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 Awa Odori, one of the three major Japanese Bon Festivals, the magnificent Yoshino River, famous with its nickname "Shikoku Saburo", and the Shikoku 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.

世界中を、あはれに。



Tokushima City
Tour
(Approx. 1 hour)

Street Stroll/ Awaodori Special Tour (in Japanese only)

A tour led by volunteer guides around the venues, and the historical castle town that once prospered from indigo dye production.

**Departure at 10:30 August 12 (Wed.) through
August 15 (Sat.)**

[Fees] Free of charge/No reservation required.

[Meet-up area] AWA ODORI Information Center

(In front of Tokushima Tourist Information Station) ▶ **Map 14**

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

3-min.
walk from
Tokushima
Station

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

Tokushima Welcome Center

Get tourist information, and recommendations for sightseeing spots, dining, and local products, English-speaking staff. Baggage storage service.

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

[Open hours] 9:30-18:30

tel.088 635 9002





Official badge
400yen



Stadium cushion pad
1,500yen

Wear the passion! Be the proud owner of genuine and authentic “official merch”.

THE AWA ODORI 2026 official goods are sold at limited venues for limited quantity.

They are “must have” items for enjoying this summer more than anybody else. Don’t miss this opportunity to add these 2026 special memories to your collection. Please hurry.

They will stop as soon as they sell out.



Official T-shirt
size M・L・XL
3,800yen



Official towel
1,800 yen

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)

●Tokushima City Handicraft Support Exchange Center

●Roadside station ITANO



Link to the official
goods website



GUIDE MAP 2026

•Map icons•

- Paid Outdoor Venue
- Free 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 stop

- Event area 18:00-22:30 during the Awa Odori festival

- Associated event area 18:00-22:30 during the Awa Odori festival

- Traffic restrictions 18:00-22:30

- Traffic restrictions 18:00-22:30

- Traffic restrictions (within the arcade)

The traffic restriction areas are closed to vehicle traffic.

Eco-station

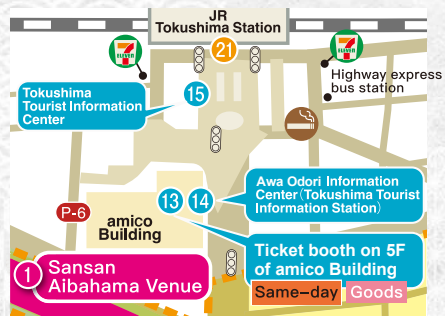
※Pick up trash and make our town a better place! Sorted trash becomes a valuable resource. Thank you for your cooperation with trash separation.



Inquiries during the Awa Odori festival: Secretariat of the Awa Odori Executive Committee
tel.088 678 5181



Official Website



Marine Terminal Parking P-3

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

▷ 16:00-22:45 (August 12 - August 15)

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

▷ 22:45

*The shuttle bus is expected to be crowded especially after 10 p.m. Please board a head of time.



Awa Odori Ticket Window

Advance tickets/Same-day tickets

13 Ticket booth on 5F of Amico Building (8/12-8/15)
Same-day tickets (10:00-19:00)

14 Tokushima Tourist Information Station,
Amico Building 1F exterior east side
(10:00-18:00 during 7/1-8/11)

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

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

A Service Center is provided near each paid outdoor venue. 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.



Official
Instagram

あほうを、
極める。

THE
AWA
ODORI
TOKUSHIMA CITY



Official
Website



Official
Instagram