One of Japan's largest festivals

Aomori Nebuta Festival

Lighting up the summer Aomori Nebuta Festival
August 2nd to 7th annually

Over 2,500,000 people gather each year to attend this famous festival, which has been designated one of Japan's Important Intangible Folk Culture Assets. 20 giant illuminated lantern floats, measuring 9x7m with a height of 5m and weighing up to 4 tonnes, are paraded through the city. The hayashi musicians, playing taiko drums, flutes, and cymbals, are accompanied by the brightly-dressed haneto dancers, chanting “essen, essen.” A spectacular sight, and anyone wearing the haneto costume can participate.

There are also facilities within the city which allow you to experience the festival year-round.

Ever-changing beauty at Hakkoda

The natural splendor of the famous Hakkoda mountain range changes with the seasons. Hiking is popular in spring and summer. The brightly-colored autumn foliage is also a must-see. In winter the mountains are covered in powder snow, ideal for skiing. The unusual trees covered there are reminiscent of snowmonsters.

Aomori's apples: the best in Japan

Aomori specializes in large, delicious apples. Apple-based goods such as sauce or hard cider are also popular.

Warm your heart with local delicacies

Since Aomori City is beside the sea, fresh fish and other seafood are readily available. Why not try the varieties of ramen found only in Aomori?
Bay Area/Area surrounding Aomori Station

Sightseeing, dining, and shopping, all in one place. Sit and enjoy the invigorating sea breeze or enjoy the skyline at night.

Facilities where you can experience Aomori’s Nebuta Festival year-round

Live Nebuta music performance and hands-on dancing experience

Set/Tue.: Public Holidays: 11:00, 15:00, 19:00 (30min each)
Weekends: 11:00, 13:00, 15:00 (30min each)

*Closed Aug. 3rd–Dec. 31st
http://www.aomori-courier.co.jp/english/index.html

A-FACTORY
An abundance of Aomori’s local products, such as apples and sake (hand-crafted), are on sale here.

ASPAM
In addition to the Stickman observation platform and the largest assembly selection in the prefecture, ASPAM also features the ASPAM Global Commons, where you can meet a real Stickman. A Stickman theme park is scheduled to open in early January 2015.

Hakkoda-Maru
This ship, which ferried trains and their passengers from Aomori to Hakodate until 1968, has been turned into a museum. Explore the engine room, workshops, and more.

Museum of History
The history of Aomori City and Aomori Prefecture is on display.

Aomori Horseriding Club
Our instructors provide a reassuring lesson even for those with no horseriding experience. In winter, try trekking through the snow-covered Aon avec Horses. Enjoy riding on the beach in summer.

Facilities where you can experience Aomori’s Nebuta Festival year-round

- Nebuta Museum Wa Rasse
- A-FACTORY
- ASPAM
- Hakoda-Maru
- Museum of History
- Aomori Horseriding Club
A stroll in the Hakkoda area: beautiful in every season

A stroll in the natural splendor of the Hakkoda Mountains, just one hour from the city centre. Simply enjoy the picturesque scenery, or try one of the many activities available.

For more information, see the tourist information office.

The following symbols represent the best season for each activity:

- Spring (Apr-May approx.)
- Summer (Jun-Aug)
- Autumn (Sep-Oct)
- Winter (Nov-Mar approx.)

For more detailed information, see the tourist information office.

Access information:

- Hakkoda Area
  - Address: 1000-1 Hakkoda, Aomori
  - Open: Year-round
  - Admission: Free

Snow in Hakkoda

Visitors to Hakkoda can enjoy a range of winter activities, including skiing, snowboarding, and winter hiking. The Hakkoda Area is a popular destination for winter sports enthusiasts.

Access information:

- Hakkoda Area
  - Address: 1000-1 Hakkoda, Aomori
  - Open: Year-round
  - Admission: Free

Activities

Early Morning Walk

Start your day with a refreshing walk in the fresh mountain air. The Hakkoda Area offers a variety of routes for all skill levels.

Access information:

- Hakkoda Area
  - Address: 1000-1 Hakkoda, Aomori
  - Open: Year-round
  - Admission: Free

Amenities

Hakkoda Onsen

Discover the beauty of the Hakkoda Area's natural hot springs. The onsen (hot springs) are a great way to relax after a day of hiking or skiing.

Access information:

- Hakkoda Area
  - Address: 1000-1 Hakkoda, Aomori
  - Open: Year-round
  - Admission: Free

Asamushi Onsen

One of the most famous onsen in Hakkoda Area, Asamushi Onsen is a must-visit for those looking to soak in the hot springs.

Access information:

- Hakkoda Area
  - Address: 1000-1 Hakkoda, Aomori
  - Open: Year-round
  - Admission: Free

Fireworks

Watch the beautiful fireworks display over the mountains. The fireworks are a popular event, with many visitors coming to Hakkoda Area to watch.

Access information:

- Hakkoda Area
  - Address: 1000-1 Hakkoda, Aomori
  - Open: Year-round
  - Admission: Free

Asamushi Fishing Park

Enjoy fishing in the beautiful Hakkoda Area. The park offers a range of fish species for visitors to catch.

Access information:

- Hakkoda Area
  - Address: 1000-1 Hakkoda, Aomori
  - Open: Year-round
  - Admission: Free

Asamushi Onsen

Several onsen ryokan (Japanese-style inns) are available in Asamushi, as well as the following:

- Yuza Asamushi
  - Address: 1000-1 Hakkoda, Aomori
  - Open: Year-round
  - Admission: Free

A serene corner of Aomori: Asamushi Onsen

discovered over 1700 years ago, these onsen are among the longest-standing in Japan. Take a dip in the beautiful onsen sanctuary and soak in the luxurious baths.

Snowmobile Tour

Experience the thrill of snowmobiling across the snow-covered mountains. The tours are a popular way to explore the Hakkoda Area.

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- Hakkoda Area
  - Address: 1000-1 Hakkoda, Aomori
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Cherry blossoms in Namioka
You can see the beautiful cherry blossoms in Namioka in late April.

Namioka Apple Hill
Here you can enjoy shopping for apples and apple-related products, as well as savour the popular freshly-made apple juice and gelato. Experience more than just shopping at Namioka Apple Hill.

Namioka Castle Ruins
You can visit the Namioka City Museum, Namioka Drill Museum, and many more. For more information, please contact the Namioka Castle Ruins office.

Namioka Apple Picking Experience
Harvest your own apples from early September to early November.

Aomori Sightseeing
Apples from June to November, harvest your own apples from various locations such as apple orchards, cherry trees, and peaches. (Charges apply)

Local Ramen
Types of ramen unique to Aomori. Tsugaru Ramen is a broth made with fish and soy sauce.

Aomori Cassis
(Black currants) have a sweet-sour flavour. There are also plenty of Cassis-based products available. Confectionery, jams, and souvenirs are popular.

Listen to Tsugaru Shamisen
The Tsugaru Shamisen is an instrument with strong timing and distinctive playing style, which is native to Aomori. Enjoy the music while sipping some of Aomori’s local foods.

Souvenir Shops
Augs Fresh Food Market
May 23, 2023

Aomori
May 14, 2023

A FACTORY
May 28, 2023

ASPM
May 30, 2023

Aomori Shunnikan
May 15, 2023

Aomori Airport
May 16, 2023

Dining and Souvenirs
Various fresh and delicious foods are popular. Coloured handkerchiefs unique to Aomori are also popular.

Fresh fish and seafood
Since Aomori City is close to the sea, an abundance of fresh fish is always readily available.

Aomori’s Scallop
Known for its meaty flesh and slightly sweet taste, these are sea urchin-like foods where you can savor the scallops as you go.

Aomori Tea Garden
From June to November, harvest your own fruits from various locations such as apple orchards, cherry trees, and peaches. Charges apply.

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Souvenirs
Goods unique to Aomori which will bring back fond memories of your trip.

Nebuta Goods
There are plenty of souvenirs and goods which use Nebuta’s Nebuta Festival as a motif.

Tsugaru Saki
Traditional weaving techniques are used to create stylish fans.

Kakeru Lamps
Each unique lamp is made using a piece of washi paper from a demoted kotoba box.

Tsugaru Vidro
Shiny-coloured glasses.

Apples
In mid-May the apple trees are covered in flowers.