

The "Sapporo Burari Techo" was created by members affiliated with tourism business in Sapporo who gathered under the name "Sapporo Concierge." For over six months, members held workshops, split into groups by area and held numerous discussions. They imagined they were tourists and actually walked the streets of towns and cities in search of appeal and charm they wished to convey to others, and compiled their findings into this handbook. The "Sapporo Burari Techo" has carefully selected attractive stores, shops, and more that one would find if living in Sapporo, and incorporated these into the various courses introduced, so visitors can be excited as they venture around Sapporo to discover the wonders it has to offer. It is our hope that you will discover and enjoy new and unordinary charm of Sapporo.



## Sapporo Concierge Porocon (short for Sapporo Concierge)

The Sapporo Concierge chooses eight areas of central Sapporo introduced in the Burari Techo and offers a "Porocon Walking Town Guide" service. Here we introduce recommended walking courses based on information in the Burari Techo, as well as courses that meet the needs of visitors, taking into account the season and weather conditions, combined with added hidden stories about each location.



porocon.jp

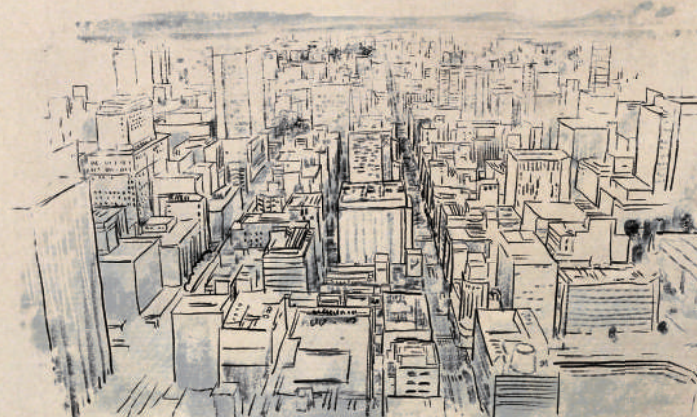
Advisors: Oshimo Shigeru (Teikyo University Professor),  
Abe Kei (Meikai University Professor), Wada Satoru, Fujisaki  
Tatsuya, Konishi Yuki, Oyama Yukihiro

SAPPORO



Locally recommended spots  
by people in the tourism industry

## Walk to GO! SAPPORO



B

Sapporo, the City of  
Snow and Illuminations



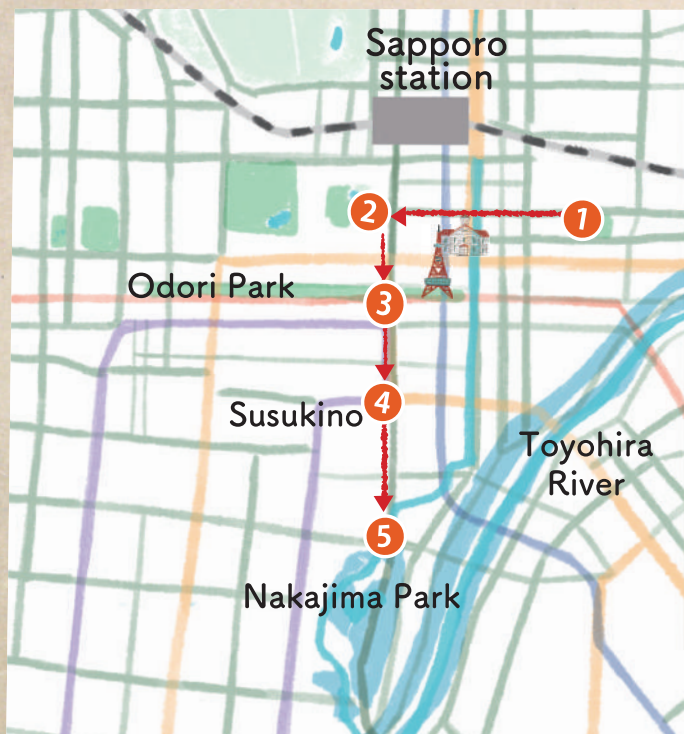


# Walk to GO! SAPPORO

## B Sapporo, the City of Snow and Illuminations

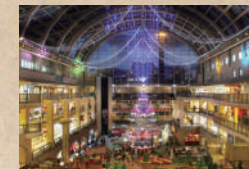
### "Winter snow and the brilliance of illumination in Hokkaido"

Sapporo is a city characterized by "snowy winter", and people outside of Hokkaido may not know that half of the year is covered with snow. Sapporo has many events: from November, Odori Park is decorated with beautiful illuminations and the "German Christmas Market in Sapporo" is held. The "Sapporo Snow Festival" is held every February, and many events are held to enjoy the cold winter. At Nakajima Park, even though it is only a short distance from the city center, visitors can also feel the vastness of nature, such as the silver world of snow and animal footprints. We would like to introduce you to a town walking course that is unique to Sapporo Concierge and themed around such "winter" in Hokkaido.



### 1 "Sapporo Factory"

At Sapporo Factory, visitors can learn about the history of Sapporo and its beer. The contrasting colors of white snow and red bricks create an impressive landscape. The illumination of the 15-meter-high Christmas tree in the atrium inside the factory is a typical winter scene of Sapporo.



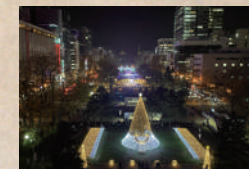
### 2 "Former Hokkaido Government Office Building (Akarenga Government Building)"

Former Government Office Building, popularly known as the Akarenga Government Office Building. It is a symbol of the Hokkaido Development Office and an important cultural property of Japan. Between Sapporo Ekimae Street and the Akarenga Government Office Building is Kita 3-jo Plaza (Akapura), which is characterized by its rows of ginkgo avenue. In winter, visitors can see the Akarenga Government Office Building reflected in the white snow, and at night, the illumination of the ginkgo avenue and the illumination of the Akarenga Government Office Building create a fantastic view that is typical of Sapporo.



### 3 "Odori Park"

In Odori Park, visitors can enjoy scenes that can only be experienced in Sapporo, such as the White Illumination and the German Christmas Market in Sapporo, both of which have become established traditions that color Sapporo in winter since November, and the Sapporo Snow Festival in February. The illumination, which twinkles fantastically in the white snow, started in 1981 at Odori Nishi 2-chome Square with about 1,000 light bulbs. Over the years, it has grown to become one of the most popular events in Japan, both in scale and content. The view from the observation deck of the Sapporo TV Tower is particularly beautiful, so be sure to visit.



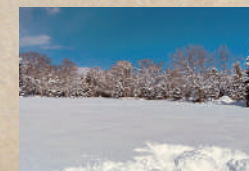
### 4 "Susukino"

Susukino is said to be the largest entertainment district north of northern Kanto. The neon sign of Nikka Whiskey and other night scenes are the face of Susukino. The illumination of Sapporo Ekimae Dori, which connects Sapporo Station to Susukino, and the ice sculptures on display during the Sapporo Snow Festival make Susukino a unique place to enjoy the neon signs and winter scenery that can only be seen in Sapporo.



### 5 "Nakajima Park"

A walk through Nakajima Park, Sapporo's Central Park, in winter is also recommended. The park's wide expanses of snow and trees make you forget that you are in the city, and if you look closely at the snowfield, you can even spot animal footprints. In addition, the characteristic blue color of Hoheikan is enhanced by the white snow, giving it an unusual beauty. The Snow Candle Event, held at the same time as the Snow Festival, allows visitors to experience a fantastic world.



SAPPORO

Burari Techo