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**HANSHIN CONTENTS LINK CORPORATION**
1-1-31 Ebie, Fukushima-ku, Osaka

# NEWS RELEASE

October 30, 2026

## "Days on the Slopes. Nights with Sumo."
## A New Japanese Cultural Experience Comes to Hakuba!
# Tickets for "The Sumo Show HIRAKUZA in HAKUBA" Go on Sale, Monday, November 2!

Hanshin Contents Link Corporation (Head Office: Fukushima-ku, Osaka; President: Susumu Shimizu), operator of the entertainment brand HIRAKUZA, is pleased to announce that **tickets for "The Sumo Show HIRAKUZA in HAKUBA," taking place in Hakuba, Nagano Prefecture, from January 16 to 22, 2027, will go on sale at 10:00 AM (JST) on Monday, November 2, 2026!**




**Event Details: The Sumo Show HIRAKUZA in HAKUBA**

SUMO ENTERTAINMENT 楽座 HIRAKUZA

- **Dates:** Saturday, January 16 – Friday, January 22, 2027
- **Venue:** Kyowa Wing Hakuba (Wing 21)
  (2066 Hokujo, Hakuba Village, Kitaazumi District, Nagano Prefecture, Japan)
- **Time:** 6:00 p.m. – 7:00 p.m.
- **Admission:** ¥8,800 per person (tax included;same price for adults and children)
- **Tickets:** https://hirakuza.net/sumotour/

*Details are subject to change without prior notice.
*Children aged 0–2 may attend free of charge if seated on a parent's or guardian's lap.
*A ticket is required for children aged 3 and older.

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■**Bringing a New Nighttime Cultural Experience to Hakuba Amid Growing International Tourism**

During the 2025–2026 winter season, HAKUBA VALLEY's 10 ski resorts recorded 1.925 million total visits (up 3% year-on-year), including 925,000 visits by international visitors, up 17% year-on-year and **representing 48% of the total** (*). The Hakuba Village Tourism Commission also reports **growing international interest in experiences beyond winter sports, based on interviews with local businesses**.

Under the theme "Days on the Slopes. Nights with Sumo," The Sumo Show HIRAKUZA in HAKUBA will offer a new Japanese cultural experience through an interactive, 60-minute show performed entirely in English, showcasing the excitement and traditions of sumo while giving visitors more to enjoy in Hakuba after dark.

*Source: HAKUBAVALLEY TOURISM

■**Show Program Revealed for the First Time: Watch, Learn, and Take on the Challenge!**

The Sumo Show HIRAKUZA in HAKUBA offers an exciting introduction to the world of sumo, combining traditional rituals, thrilling live matches, and interactive experiences.

**【HEART | Discover the Spirit of Sumo】**
Discover sumo's traditions, etiquette, and spirit through demonstrations of traditional rituals and training practices.



**【SKILL | Learn the Rules and Techniques】**
Learn sumo's basic rules and techniques through fun demonstrations, perfect for first-time spectators!

**【WATCH | Experience the Power of Live Sumo】**
Witness thrilling sumo matches up close and feel the wrestlers' incredible strength and the excitement of each clash!



**【SUMO CHALLENGE | Step into the Ring!】**
**Limited to the First 5 Participants per Show**
Put on a sumo suit and challenge a sumo wrestler in this exciting, hands-on experience!
*Participation requires a separate ticket (¥3,300 per person, tax included), available at the venue on the day of the show on a first-come, first-served basis. Limited to five participants per show.




**【PHOTO OPPORTUNITY | Capture Your Sumo Memories】**
Take photos with the sumo wrestlers after the show and capture a special memory of Hakuba!

■**About HIRAKUZA: Bringing Japanese Culture to the World**

HIRAKUZA is an entertainment brand offering cultural experiences beyond language barriers under the concept of **"Designing New Ways to Enjoy Japanese Culture."**

Since opening THE SUMO HALL HIRAKUZA OSAKA in May 2024 and THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO in January 2026, the two venues have welcomed approximately **120,000 visitors from around 160 countries and regions** as of September 2026.

In 2026, HIRAKUZA attracted over **17,000 audience members across 58 performances** at Adelaide Fringe (Australia) and Edinburgh Festival Fringe (UK), winning the **"Weekly Award – Pick of the Week"** in Adelaide and earning a place on **The List Festival Awards 2026 longlist** in Edinburgh.

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| **Company Name** | HANSHIN CONTENTS LINK CORPORATION |
| **Headquarters** | Hanshin Noda Center Building 10F, 1-1-31 Ebie, Fukushima-ku, Osaka City, Japan |
| **Capital fund** | ¥230 million (100% investment by Hanshin Electric Railway Co., Ltd., a part of Hankyu Hanshin Toho Group) |
| **Business Description** | Content-related businesses, music, advertising media sales, and signage production. The company will draw on expertise gained through its entertainment show operations. |

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