

Odori Site

Odori Park was the site of the original Sapporo Snow Festival in 1950 and is still the main venue. Most of the festival's snow sculptures are located in the park's 12 blocks, which extend for 1.5 kilometers. Over the years, Odori Park has regularly hosted ice rinks, ski jumps, and a food park with Hokkaido specialties.

Highlights by Block

The 12 blocks of the park are called *chome* and are known by their numbers: 1-chome, 2-chome, etc.

1-chome is J:COM Square, the location of the Sapporo TV Tower. The observation deck in the tower is highly recommended for viewing the entire length of the Odori site, especially at night. The large snow sculptures are usually built facing the tower, making it an excellent place from which to see them all at once.

2-chome has a different theme each year. In 2020, Ainu traditions, handicrafts, cuisine, and music were the focus. It was also the site of an augmented-reality and projection mapping project onto a snow sculpture.

3-chome is the location of HTB Park Air Square, where elite skiers and snowboarders compete. They perform freestyle jumps and acrobatics on a 24-meter-high mogul-filled hill.

4-chome is STV Square, with the first of the large snow sculptures and dining options.

5-chome is the site of the next large snow sculpture, along with more dining options.

6-chome is the half-way point and is one of three "Citizens' Squares" in the park that showcase snow figures carved by Sapporo citizens. The main attraction in this block is the Hokkaido Food Park, where signature regional winter dishes are on offer. A number of assistance and information services are located there as well.

7-chome showcases a different nation each year with a large snow sculpture that depicts a famous building or scene from that country.

8-chome is HTB Snow Square, the site of another large snow sculpture, dining, and a rest area.

9-chome is Citizens' Square and features many sculptures by Sapporo citizens.

10-chome is the site of the last of the large snow sculptures, a medium snow sculpture, and dining options.

11-chome is International Square, the site of the International Snow Sculpture Contest and International Square Gourmet Street.

12-chome hosts the final Citizens' Square, with snow sculptures crafted by Sapporo citizens.

Information and Assistance

Odori Park has two tourist information centers, at 6-chome and 9-chome. Volunteers who speak English, Korean, and Thai are regularly available to offer assistance, and some volunteers also serve as interpreter-guides. Communication in other languages is possible via tablet.