

***Hatsumōde* (New Year's Shrine Visit)**

Over two million people visit Sumiyoshi Taisha in the first three days of January for *hatsumōde*, the customary first shrine or temple visit of the year. Long lines form before midnight on New Year's Eve as people brave the cold to place a coin in the offering box of Daiichi Hongū and say a short prayer for good fortune in the coming year. Fortune-telling slips called *omikuji* that predict one's luck for the year are available at booths around the shrine. Visitors can also enjoy food and souvenirs from the temporary stalls set up on the grounds.