

# SNOW MACHINE

HAKUBA • JAPAN  
FESTIVAL GUIDE



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# WELCOME TO SNOW MACHINE HAKUBA 2026!

**Hello Hakuba!** We've put together this year's Hakuba Festival Guide with everything you need to know about Snow Machine; who, what, where, when, and all the important bits in between! As always, the Snow Machine team is here to help, so reach out if you need anything. And a friendly reminder: it's cold out there so layer up!

## WRISTBANDS

**If you have purchased a Snow Machine accommodation package**, your festival wristbands will be in your welcome pack when you arrive at your accommodation. **If you have purchased tickets separately**, you can collect your wristbands at the Snow Machine Store, or at the Main Arena gate upon entry. *Note: single day tickets holders must collect at the gate on entry.*

## LIFT PASSES

Snow Machine Lift Passes (4, 5 or 6 days) can be used throughout Snow Machine week: 2<sup>nd</sup> - 9<sup>th</sup> March. They do not need to be used on consecutive days. Our Lift Pass provides access to 7 of Hakuba Valley's resorts: Happo One, Goryu, Hakuba 47, Iwatake, Tsugaike, Norikura and Cortina. *If you would like to ski at one of the smaller resorts (not included), you can purchase lift tickets directly from the resort.* Each Snow Machine Lift Pass is valid for one resort per day. If you plan to ski at more than one resort in a single day, this will count as two days' worth of lift passes. **If you have an accommodation package**, your Lift Pass will be in your welcome pack at your accommodation. **If you have purchased a lift pass on our online store separately**, you can collect from the Snow Machine Store. Make sure you take a picture of your Lift Pass in case you lose it (specifically the **serial number** on the back). If you lose your pass send us a message and head to the Snow Machine Store. Replacement passes cost ¥1,000 to reprint.



# TRANSPORT

## ARRIVING IN HAKUBA

When you arrive in Hakuba, you will most likely be dropped to Happo Bus Terminal or Hakuba Station, both of which are located in the Happo Area. A lot of accommodations offer pickup services from Happo which you can pre-arrange with them directly. If this is not available to you, we recommend taking a taxi to your accommodation. Arrival day will be busy so please be patient if you're waiting on a taxi/shuttle.

## GETTING AROUND HAKUBA

### Taxi | Uber

Local taxis are relatively inexpensive (mostly cash-only):

- Alps Taxi – +81 (0) 261 72 2221
- Hakuba Kanko Taxi – +81 (0) 261 72 2144
- Hakuba Kanko Taxi Happo Office – +81 (0) 261 72 2327
- Omachi Meitetsu Taxi – +81 (0) 261 72 2236

Uber operates in Hakuba, although there aren't many drivers so expect long wait times.

Please note that taxis and Ubers often stop operating around midnight. If you're heading to a late night venue, we recommend going somewhere within walking distance to your accommodation!

### Car Rental

If you don't want to rely on shuttles/taxis to get around, we recommend hiring a car either from Nagano or Hakuba. Please note you will need an international driving licence.

## GETTING TO THE RESORTS

Getting between resorts can be tricky at first, but you'll get the hang of it! There are a number of shuttle services available:

**The Hakuba Valley Shuttle** (¥800 per ride) connects all the resorts across the valley.

**Free Resort Shuttles** operate locally around the resorts and nearby villages. There are 3 different free shuttles:

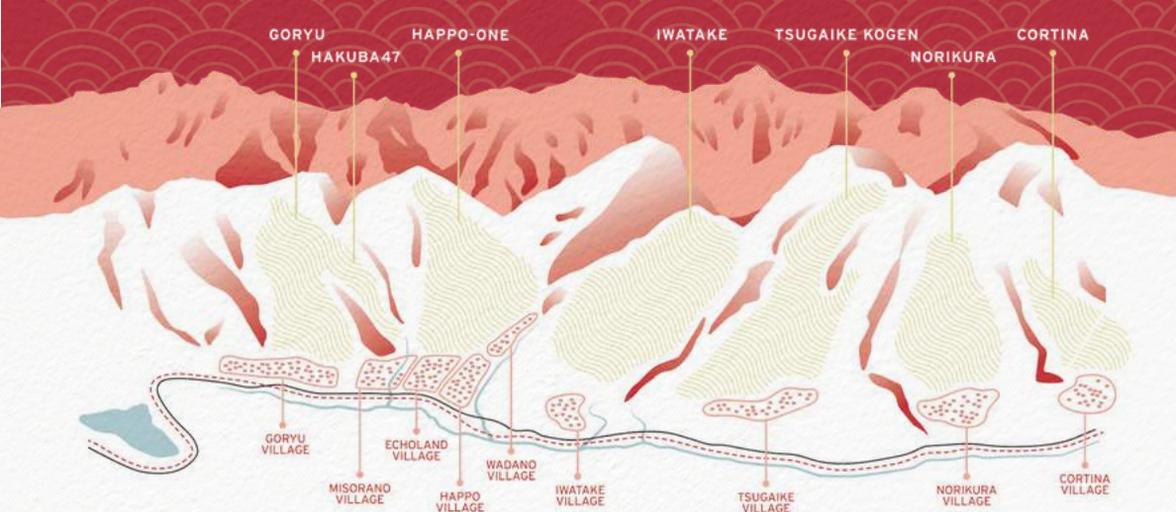
1. Between Happo | Iwatake | Tsugaike
2. Between Goryu | Iimori | Hakuba 47
3. Between Norikura | Cortina

*Note: shuttles mainly operate during daytime hours, check schedules before you travel. Buses can get busy, so plan this into your movements!*

For a **map of all shuttle buses** across Hakuba, please click [HERE](#).

For **timetables for all shuttle buses** across Hakuba, please click [HERE](#).





## APRÈS STAGES

From Wednesday through Saturday, you'll find daily Après Stages pumping across multiple resorts in Hakuba Valley! Most stages open from 11am until 3pm daily (check the locations and set times in the Snow Machine app for more information).

### GORYU

Oakley Line Miner Stage

### HAPPO ONE

Oakley First Base\*  
Hakuba Après  
Secret Forest Stage\*

### TSUGAIKE

Oakley Flow Scape Stage

*\*Ski in, ski out stages: you will need a valid lift pass to access! Gondola sightseeing pass available from Happono One ticket counter if you want to access First Base without skiing.*

All other stages are located at the base of the resort, accessible on foot.

## RESORT INFO & LIFT STATUS

Planning to head out for a ride? Make sure to check the conditions and lift status before you leave. That way you don't make it all the way to a resort, only to find out the lifts are on hold due to wind!

RESORT	TRAIL MAP	LIFT STATUS (LIVE)
Goryu & Hakuba 47	<a href="#">Goryu Trail Map</a>	<a href="#">Goryu Lift Status</a>
Happono One	<a href="#">Happono One Trail Map</a>	<a href="#">Happono Lift Status</a>
Iwatake	<a href="#">Iwatake Trail Map</a>	<a href="#">Iwatake Lift Status</a>
Tsugaike	<a href="#">Tsugaike Trail Map</a>	<a href="#">Tsugaike Lift Status</a>
Norikura & Cortina	<a href="#">Norikura Trail Map</a>	<a href="#">Norikura Lift Status</a>



**APRÈS ALL DAY**

## MAIN ARENA

The Snow Machine Main Arena will be lighting up in our brand new venue, located between Happo and Iwatake (right next to Kurashita Onsen)!

Main Arena nights are **Thursday 5<sup>th</sup>, Friday 6<sup>th</sup> and Saturday 7<sup>th</sup> March!**

Check out the set times on the Snow Machine app.

If you're staying in Happo you can easily walk to the Main Arena - it's a 15 minute walk from central Happo. There will be buses running to/from the other main villages.

After Main Arena, make sure to go to the after parties nearest your accommodation so you can get home easily (late night taxis are few and far between).

## GETTING TO MAIN ARENA

Main Arena bus shuttles will operate all three nights of Main Arena events; **Thursday 5<sup>th</sup>, Friday 6<sup>th</sup> and Saturday 7<sup>th</sup> March.**

Buses will run on a nightly loop to Main Arena **between 4pm-7pm. Return trips will start from 7:30pm.**

**If you have purchased a Snow Machine accommodation package**, your Main Arena Bus wristband will be in your welcome pack. **If you have purchased ticket-only**, you can buy your Main Arena Bus Passes [HERE](#), and collect your wristband from the Snow Machine Store.

### Bus Stops

We have Main Arena bus stops in all the major villages in Hakuba:

- **Goryu** - [Escal Plaza](#)
- **Echoland** - [Jade Rental Car](#)
- **Lower Wadano** - [Rhythm Wadano](#)
- **Iwatake** - [Gondola](#)
- **Tsugaik** - [Tsugaik Tourism Carpark](#)

You will need to walk from your accommodation to the nearest bus stop; the buses will not be picking-up/dropping-off at any hotels.

If you're staying in Happo, you're just a short walk to the festival site!





## SIDE EVENTS

Beyond Après and the Main Arena, our Side Events are the stuff of Snow Machine legend – think bakery raves, exclusive night skiing sessions and wild one-offs in Hakuba’s hidden corners. Keep an eye on our socials for updates of any extra events!

### TUE 3RD MAR

#### VIP WELCOME DRINKS

📍 Echoland location TBC

\*VIP ticket holders only

### FRI 6TH MAR

#### THEME DAY | DRESS UP

**Kawaii Chaos** 🇯🇵 🎌 ?

*Kawaii = cute. Think anime, cartoons, video games!*

### SUN 8TH MAR

#### RECOVERY SESSION

📍 Hakuba Après

*Music from 12pm, free entry*

**Ticketed Side Events:** these events have limited capacity and are separate to your festival ticket or accommodation package. Please purchase your ticket online and present on the door to get entry.

### SUN 1ST MAR



**TOKYO WARM-UP**  
[Tickets](#) | [Packages](#)

### TUE 3RD MAR



**ABOVE THE VALLEY**  
[Tickets](#)

### WED 4TH MAR



**DOOF NIGHT SKI**  
[Tickets](#)

### SAT 7TH MAR



**DISCO BRUNCH**  
[Tickets](#)

# DAYTIME EVENTS

More daytime events happening throughout the Valley for Snow Machine week! Daily DJ parties keeping après alive and well across the Valley! Find out more information on the map locations in the Snow Machine app.

## TUE 3RD - SUN 8TH MAR

### PARTY PEAK

📍 Iwatake Resort  
11am-3pm daily

## WED 4TH - SAT 7TH MAR

### HAKUNORI GARDEN FEST

📍 Norikura Resort  
11am-3pm daily



# JAPANESE CULTURE & RESPECT

We have a responsibility to be respectful when visiting this incredible country! You're not expected to know everything about the culture but understanding the basics will help to have a positive impact on tourism and make sure we can bring Snow Machine back to this beautiful part of the world!

Respect Japanese customs, traditions, culture and local wisdoms, as well as sacred sites and act and dress appropriately when visiting. Try to learn some basic Japanese phrases as not everyone will be English-speaking.

Behave politely in public places and when interacting with locals and authorities. Unruly behaviour can result in imprisonment and deportation. Don't risk it!

Japanese streets are squeaky clean. Let's not litter! When walking around, stick to pathways! Do NOT walk through rice fields as a 'shortcut' and be careful not to fall in 'gaijin traps' (aka one-meter deep street gutters or onsen rivers covered in snow).

Japan's drug laws are incredibly strict.

Not only do police have the power to detain people for up to 23 days without outside contact, but use or possession of small amounts of drugs may result in a prison sentence of between 1-10 years and fines of up to ¥5,000,000. Security will be conducting bag searches on arrival at the main arena. Anyone found with illegal substances will have their wristband cut off immediately.

The service of alcohol will be enforced throughout the festival. If you are deemed to be intoxicated, you will be refused entry. Please acknowledge that **the legal drinking age in Japan is 20 years old.**

We have a zero tolerance policy for anti-social behaviours and harassment of any kind. If your mates are being disrespectful, aggressive or behaving in a disorderly manner, pull them up on it.

Those who fail to comply, at our discretion, will have their wristbands cut off and be removed from the event (no refund).



# THE DIFFERENT AREAS OF HAKUBA

Hakuba is made up of multiple villages located throughout the Hakuba Valley.

**Goryu** is the first village you will pass through when arriving in Hakuba. The closest resort is Goryu, which is linked with Hakuba 47. All Snow Machine lessons are held at the Goryu Jimori Resort, so bear this in mind when thinking about getting to your lesson. The Goryu area is connected to the rest of the Hakuba Valley villages and ski resorts via the Hakuba Valley shuttle bus service. To reach some of the further locations, a change of bus at Happo One may be required.

**Misorano** is the quiet tree-lined surrounding neighbourhood to Echoland. Note that Misorano is quite spread out. The closest resorts are Goryu, Hakuba 47 and Happo-One



**Echoland** is where the majority of restaurants and bars can be found. Happo One is the closest ski resort; the Echoland area does not sit directly at the base of any ski resort but is well connected to the rest of the Hakuba Valley via extensive shuttle bus services.

**Happo One** village is the beating heart and the central hub of the Hakuba Valley; the village has the majority of shopping, dining, nightlife and amenities. The Happo Bus Terminal is something of a transport hub both for arrivals into the area and the Hakuba Valley shuttle bus.

**Upper Wadano** enjoys easy access to the beginner-friendly piste runs whilst Lower Wadano has easy access to the restaurants, nightlife and amenities of neighbouring Happo. Wadano runs from the Kokusai ski lifts to the Sakka ski lifts at the base of the Happo One.

**Donguri** is between Wadano and Iwatake with beautiful mountain views. As this is a residential village, you will need to head to another village for meals/drinks. The main resorts are just a short drive away: Happo One and Iwatake are only 5mins.

**Iwatake** is located between Happo One and Tsugaïke areas. Located at the base of the Iwatake ski area, most accommodation is walking distance to the gondola.

**Tsugaïke** village offers a more authentic Japanese experience. The main street features a handful of restaurants, bars and Izakayas. Tsugaïke village sits at the base of the Tsugaïke ski resort.

**Cortina / Norikura** is not the largest ski resort in the Hakuba Valley but does have some impressive off-piste terrain and boasts the most snowfall. The twin ski resorts Cortina & Norikura are located beyond Tsugaïke at the Northern end of the Hakuba Valley.



## SNOW MACHINE STORE

If you have any questions or would like to talk to some of our staff, come and see us at the Snow Machine Store. You can also collect your ticket only wristbands here and check out the latest merch. Store opening times are on the Snow Machine App. You can find us located at **Blizzard Carpark** in Happo Village.

## SNOW MACHINE APP

[App Store](#) | [Google Play](#)

For the latest updates and access to all your vouchers, make sure to have the Snow Machine App downloaded. On the app, you can explore our interactive map and redeem your travel vouchers. You can also see all set times (plan you week by 'liking' your favourite acts).

We will be posting updates throughout Snow Machine week on the App, so make sure to keep the notifications on!

## PAYMENT METHODS

Cards are accepted at all events. Après and the Main Arena will be cashless. Please be sure to bring your credit/debit cards or make sure your phone is fully charged if you're planning to use Apple Pay or Google Pay.

Don't forget to let your bank know about your overseas travel!

Please note that some bars and restaurants in Hakuba are cash only.

## CONTACT US

If there's something you still need answering, feel free to reach out to us!

You can email us at [info@snow-machine.com](mailto:info@snow-machine.com) or, go to our socials and shoot us a DM.

We also have WhatsApp! Send us a text to +61 483 959 431.

We can't wait to be partying with you in the snow!



# SNOW MACHINE