

SNOW MACHINE

HAKUBA • JAPAN
RESORT GUIDE



WELCOME TO SNOW MACHINE HAKUBA 2025!

It feels good to be back in Hakuba! We have put together our Hakuba Resort Guide for this year. It has the answers to all your questions about our festival - the "how to's" and the "where is" - to make your holiday the best it can be.

As always the Snow Machine team is here to help so get in touch for anything you need! Remember it's going to be cold so wrap up warm!

FESTIVAL 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 get your tickets scanned in exchange for your wristbands at the Snow Machine Store or at the Main Arena.

LIFT PASSES



Snow Machine Lift passes for 4-6 days can be used throughout Snow Machine Week (3rd-10th March), and do not need to be used on consecutive days. The lift pass provides access to 7 of the valley's resorts: Happo One, Iwatake, Tsugaike Kogen, Goryu, Hakuba 47, Norikura and Cortina. If you would like to go to any of the other resorts, you can purchase a day pass from the resort directly. You can only use 1 pass per day and cannot go to different resorts on your redeemed pass that day. Collecting your lift passes - If you have an accommodation package, your lift passes will be in your welcome pack at your accommodation. If you have purchased lift passes on our online store separately, you can come and collect your passes from us at the Snow Machine Store.

RESORT SHUTTLES IN HAKUBA



HAKUBA resort shuttles

- Hakuba Valley is a paid shuttle, covering the whole valley. It is ¥800 per ride - [schedule](#)
- Happo/Iwatake/Tsugaike free shuttle - [schedule](#)
- Goryu/Imori/Hakuba 47 free shuttle - [schedule](#)
- Cortina/Norikura have a new free shuttle this year from Echoland and Happo - [schedule](#)

Ask your accommodation when you get to Hakuba about bus stops and schedules.



SNOW MACHINE APRÈS SHUTTLE BUSES

We will be putting on a variety of different shuttle buses to help you get around the valley, and to-from the different Après Stages from the 5th-8th March.

Check out the AM and PM shuttles timetables below!

AM SCHEDULE:

MORNING SNOW MACHINE SHUTTLE BUSES - 08:00AM - 11:30AM

BUS ROUTE	BUS COMPANY	BUS STOPS	1	2	3	4	5	6	7
Misorano - Nakiyama	Nan-an	Misorano (Traumerei)	8:00	8:30	9:00	9:30	10:00	10:30	11:00
		Echoland (opposite Jaja)	8:10	8:40	9:10	9:40	10:10	10:40	11:10
		Happo Nakiyama Rotary	8:20	8:50	9:20	9:50	10:20	10:50	11:20
Misorano - Iwatake	Nan-an	Misorano (Traumerei)	8:15	8:55	9:35	10:15	10:55	-	-
		Echoland (opposite Jaja)	8:25	9:05	9:45	10:25	11:05	-	-
		Iwatake Gondola	8:40	9:20	10:00	10:40	11:20	-	-
Mominoki - Iwatake	Yamabiko	Mominoki Hotel	8:00	8:30	9:00	9:30	10:00	10:30	11:00
		Iwatake Gondola	8:15	8:45	9:15	9:45	10:15	10:45	11:15
Happo - Iwatake	Yamabiko	Happo Bus Terminal	8:00	8:30	9:00	9:30	10:00	10:30	11:00
		Iwatake Gondola	8:15	8:45	9:15	9:45	10:15	10:45	11:15
Tsugaike - Nakiyama	Kita Alps Kotsu	Tsugaike Gondola	8:00	9:00	10:00	11:00	-	-	-
		Iwatake Gondola	8:15	9:15	10:15	11:15	-	-	-
		Happo Nakiyama Rotary	8:30	9:30	10:30	11:30	-	-	-

PM SCHEDULE:

AFTERNOON SNOW MACHINE SHUTTLE BUSES - 02:00PM - 05:00PM

BUS ROUTE	BUS COMPANY	BUS STOPS	1	2	3	4	5	6	7
Nakiyama - Misorano	Nan-an	Happo Nakiyama Rotary	14:00	14:30	15:00	15:30	16:00	16:30	17:00
		Echoland (opposite Jaja)	14:10	14:40	15:10	15:40	16:10	16:40	17:10
		Misorano (Traumerei)	14:20	14:50	15:20	15:50	16:20	16:50	17:20
Iwatake - Misorano	Nan-an	Iwatake Gondola	14:15	14:55	15:35	16:15	16:55	-	-
		Echoland (opposite Jaja)	14:30	15:10	15:50	16:30	17:10	-	-
		Misorano (Traumerei)	14:40	15:20	16:00	16:40	17:20	-	-
Iwatake - Mominoki	Yamabiko	Iwatake Gondola	14:00	14:30	15:00	15:30	16:00	16:30	17:00
		Mominoki Hotel	14:15	14:45	15:15	15:45	16:15	16:45	17:15
Iwatake - Happo	Yamabiko	Iwatake Gondola	14:00	14:30	15:00	15:30	16:00	16:30	17:00
		Happo Bus Terminal	14:15	14:45	15:15	15:45	16:15	16:45	17:15
Tsugaike - Nakiyama	Kita Alps Kotsu	Tsugaike Gondola	14:00	15:00	16:00	17:00	-	-	-
		Iwatake Gondola	14:15	15:15	16:15	17:15	-	-	-
		Happo Nakiyama Rotary	14:30	15:30	16:30	17:30	-	-	-
Iwatake - Happo	Nan-an	Iwatake Gondola	19:00	19:30	-	-	-	-	
		Happo Bus Terminal	19:15	19:45	-	-	-	-	
Iwatake - Echoland	Nan-an	Iwatake Gondola	19:00	19:30	-	-	-	-	
		Echoland (Opp. Jaja)	19:15	19:45	-	-	-	-	

APRÈS STAGES



Après Stages:

- The Oakley First Base - Happo One
- Party Peak - Iwatake

From the **5th-8th March** from **11am - 1:00/2:00 pm** you'll find two Après stages pumping at Happo One and Iwatake during the daytime. You will need a valid lift pass to go to the Happo! If you're not intending to ski or snowboard, you can still enjoy all the mountain action at Happo One. You can go to the gondola and walk through the snow to the stage. - Sensible snowboots are highly advised! Iwatake you will need to be able to ski/board to get to, which means you'll need a valid lift pass.

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. To reach some of the further locations, a change of bus at Happo One may be required.

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.

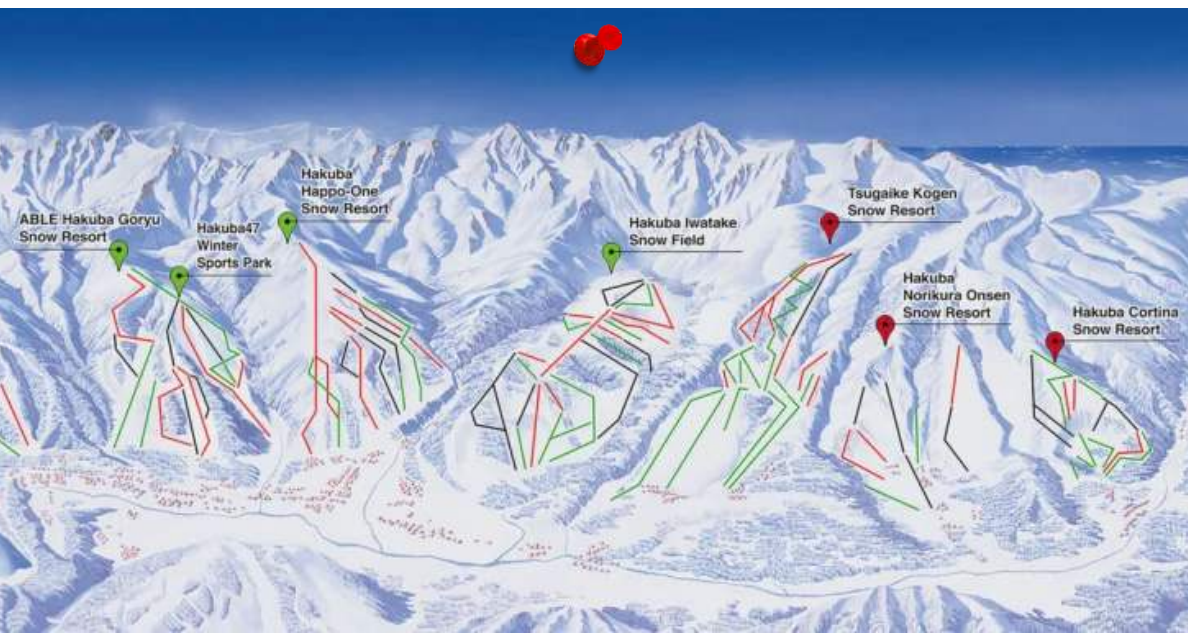
Upper Wadano enjoys easy access to the beginner-friendly piste runs whilst **Lower Wadano** has easy access to the restaurants, nightlife and amenities of neighbouring Happo. Wadano runs from the Kokusai ski lifts to the Sakka ski lifts at the base of the Happo One. Wadano is connected to the rest of the Hakuba Valley villages and ski resorts via the Hakuba Valley shuttle bus service.

Donguri is the village where you'll find our iconic Main Arena at the Hakuba Auto Campground. 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. While you may not be able to walk to any of the ski resorts, Donguri is in a central Hakuba Valley location. This means the main resorts are just a short drive away: Happo One and Iwatake are only 5mins, while Goryu and Tsugaike are 15mins.

Iwatake is located between Happo One and Tsugaike areas at the base of the Iwatake ski area.

Tsugaike village offers a more authentic Japanese experience. The main street features a handful of restaurants, bars and Izakayas. Located towards the Northern end of the Hakuba Valley between Iwatake and Norikura ski areas, Tsugaike village sits at the base of the Tsugaike 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 Cortina & Norikura ski resorts are located beyond Tsugaike at the Northern end of the Hakuba Valley.



GETTING AROUND HAKUBA



Car Rental

For the easiest way to get around, we recommend hiring a car. Please note you will need to be 25 and have an international driving licence.

Shuttle bus Services

The Hakuba Valley operates a shuttle bus service connecting 9 ski areas in the Hakuba Valley during the daytime and a nighttime bus for restaurants and nightlife. You can use the Hakuba Valley Bus for 800 Yen per ride. In addition, each individual ski area runs its own shuttle bus service to access their ski area that you can use for free.

Find out all the information [here](#).

Taxis

Local taxis are relatively inexpensive:

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

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 make sure to have your travel pre-organised.

MAIN ARENA



The Snow Machine Main Arena is returning to Donguri Campground! Main Arena nights are from **Thurs 6th March - Sat 8th March!** Set times are available on the Snow Machine App!

Getting to Main Arena

We have main arena shuttles in all the major villages in Hakuba Valley:

- Goryu (Escal Plaza)
- Echoland (Spicy Rentals)
- Lower Wadano (Rhythm Wadano)
- Iwatake (Gondola)
- Tsugaike (Tsugaike 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.

Shuttles will start from **4pm-7pm** and start return journeys from **7:30pm** to the different bus stops listed above.

After Main Arena, make sure to go to the afterparties nearest your accommodation so you can get home easily!

If you're staying in Happo you can easily walk to the Main Arena - it is a 15-25 minute walk!



SIDE EVENTS

We have two awesome side events happening on the 5th March - **Après Pool Party** in Norikura from 2pm - 6pm as well as **In The Clouds** in Iwatake from 3pm - 7pm.

These events are separate to your festival ticket, so please present your side event ticket on the door to get entry.



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 **Hakuba Après** located at the base of the Nakiyama Slope (opposite the Marillen Hotel).

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.

SNOW MACHINE APP

For the latest updates and access to all your vouchers, make sure to have the Snow Machine App downloaded. On the app, you can check out the Set Times, have a look at our interactive map and redeem your travel vouchers.

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

You can plan your week, by liking different set times.

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 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, will at our discretion, have wristbands cut off, be removed from the event and not refunded.



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 or, go to our socials and shoot us a DM.

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

