Help Guide

Useful Information for Your Trip

Banks, Post Offices, and ATMs

Hokkaido Bank Shiraoi Branch
3-2-11 Omachi, Shiraoi

Shiraoi Post Office
3-4-20 Omachi, Shiraoi

Kojohama Post Office
47-2 Kojohama, Shiraoi

Takeura Post Office
33-4 Takeura, Shiraoi

Shadai Post Office
55-5 Shadai, Shiraoi

Hagino Post Office
77-59 Hagino, Shiraoi

Convenience Stores

Lawson (Lawson Bank ATM)

Shiraoi Higashimachi Store
5-11-27 Higashimachi, Shiraoi

Shiraoi Ishiyama Store
15-15 Ishiyama, Shiraoi

FamilyMart (Japan Post Bank ATM)

Shiraoi Takeura Store
33-11 Takeura, Shiraoi

Shiraoi Shadai Store
139-1 Shadai, Shiraoi

Seicomart

Shiraoi Koen-dori Store
2-2-5 Sakaemachi, Shiraoi

Yahaba Store
6-1 Kojohama, Shiraoi

Shiraoi Kojohama Store
56-16 Kojohama, Shiraoi

Shiraoi Higashi Store
3-47-30 Hinodecho, Shiraoi

Shiraoi Hagino Store
(ATM Available)
339-1 Hagino, Shiraoi

7-Eleven (Seven Bank ATM)

Shiraoi Hagino Nishi Store
84-188 Hagino, Shiraoi

Shiraoi Honcho Store
1-9-31 Honcho, Shiraoi

Shiraoi Kojohama Onsen Store
73-48 Kojohama, Shiraoi

Shiraoi Omachi Store
3-3-1 Omachi, Shiraoi

Supermarkets & Drugstores

Co-op Paseo Shiraoi Store
Co-op Drug Paseo Shiraoi Store
1-5-1 Higashimachi, Shiraoi

Lucky Mart Shiraoi Store
1-9-41 Honcho, Shiraoi

Sapporo Drugstore
Shiraoi Suehiro Store
1-4-23 Suehirocho, Shiraoi

Tsuruha Drug Shiraoi Store
2-1-7 Sakaemachi, Shiraoi

Medical Facilities

Shiraoi Municipal Hospital
3-1-1 Hinodecho, Shiraoi

Ikuta Clinic
73 Hagino, Shiraoi

Animal Hospitals

Porotonomori Animal Clinic
2-1-2 Higashimachi, Shiraoi

Pino Animal Clinic
1-4-13 Honcho, Shiraoi

Other Inquiries (Public Services)

Shiraoi Station North Tourist Information Center
(Shiraoi Tourism Association)
1-1-21 Wakakusacho, Shiraoi 0144-82-2216

Shiraoi Town Hall Economic Promotion Division
Tourism Promotion Group
1-1-1 Omachi, Shiraoi 0144-82-8214

Transportation in Shiraoi

Shiraoi is a well-connected town with convenient access from outside areas.
Around 30 limited express trains stop at Shiraoi Station daily.
The town also offers local community buses and Donan Bus services,
providing excellent public transportation.

Access to Shiraoi

	[Sapporo]	[Tomakomai]	[Muroran]	[New Chitose Airport]
CAR	About 60min	About 20min	About 30min	About 40min
JR	About 80min	About 20min	About 50min	About 50min

Local Transportation in Shiraoi

BUS

Shiraoi Town Exchange Promotion Bus Gurupon	[Per Ride]	100yen
	[Under 16]	50yen
	[Under 6]	Free

No service on Mondays
(or the following day if Monday is a holiday)

Shiraoi Community Bus Genki-go	[Per Ride]	100yen
	[Under 16]	50yen
	[Under 6]	Free

No service on Sundays and public holidays

Donan Bus
Noboribetsu Tomakomai Line

Noboribetsu~Shiraoi~Tomakomai Intercity Bus

Tomakomai Municipal Hospital ▶ Tomakomai Station ▶ Shiraoi Station ▶ Noboribetsu Station

For bus timetables and service information, scan the QR code to the right:

JR

◂To Noboribetsu — Kojohama — About 4 min — Takeura — About 3 min — Kitayoshihara — About 2 min — Hagino — About 4 min — Shiraoi — About 4 min — Shadai — To Tomakomai▸

Trains operate one to two times per hour in both directions(6AM-10PM). Limited express trains stop only at Shiraoi Station.

TAXI

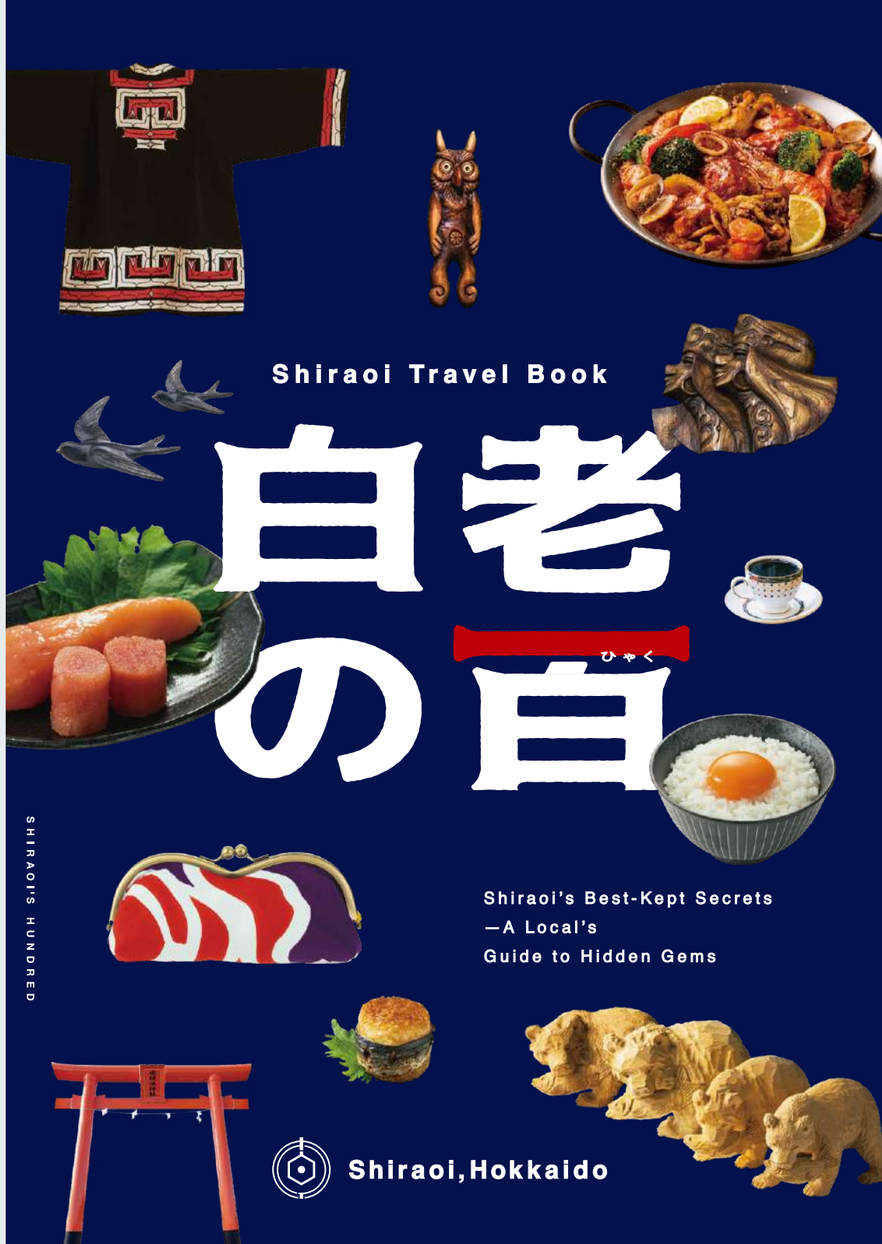
Shiraoi Kotsu

For Taxi Dispatch Inquiries
0144-82-2244

[Starting Fare]
550yen
●7:00AM to 2:00AM
●Taxi & Jumbo Taxi Services

This pamphlet was produced using the Fiscal Year 2024 Ainu Policy Promotion Grant.
All information in this booklet is current as of November 2024.

白老の百



Shiraoi Travel Book

白老の百（ひゃく）

SHIRAOI'S HUNDRED

Shiraoi's Best-Kept Secrets
—A Local's
Guide to Hidden Gems

Shiraoi,Hokkaido

A Collection of Local Hidden Gems, Recommended by the People of Shiraoi.

Do you know the true charms of Shiraoi?
Shiraoi enjoys a mild climate year-round, even within Hokkaido.
Its rich natural environment has nurtured a vibrant culture and sustained Ainu traditions.
From the abundant seafood caught off its shores to beloved local delicacies and hidden scenic spots, this guide is here to reveal the lesser-known wonders of Shiraoi—curated by the locals themselves. Bringing visitors a deep and passionate look into Shiraoi's unique charm.

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03 Shiraoi's Hundred
25 Upopoy(National Ainu Museum and Park)
27 Ainu Culture
29 Shiraoi's Must-See Spots
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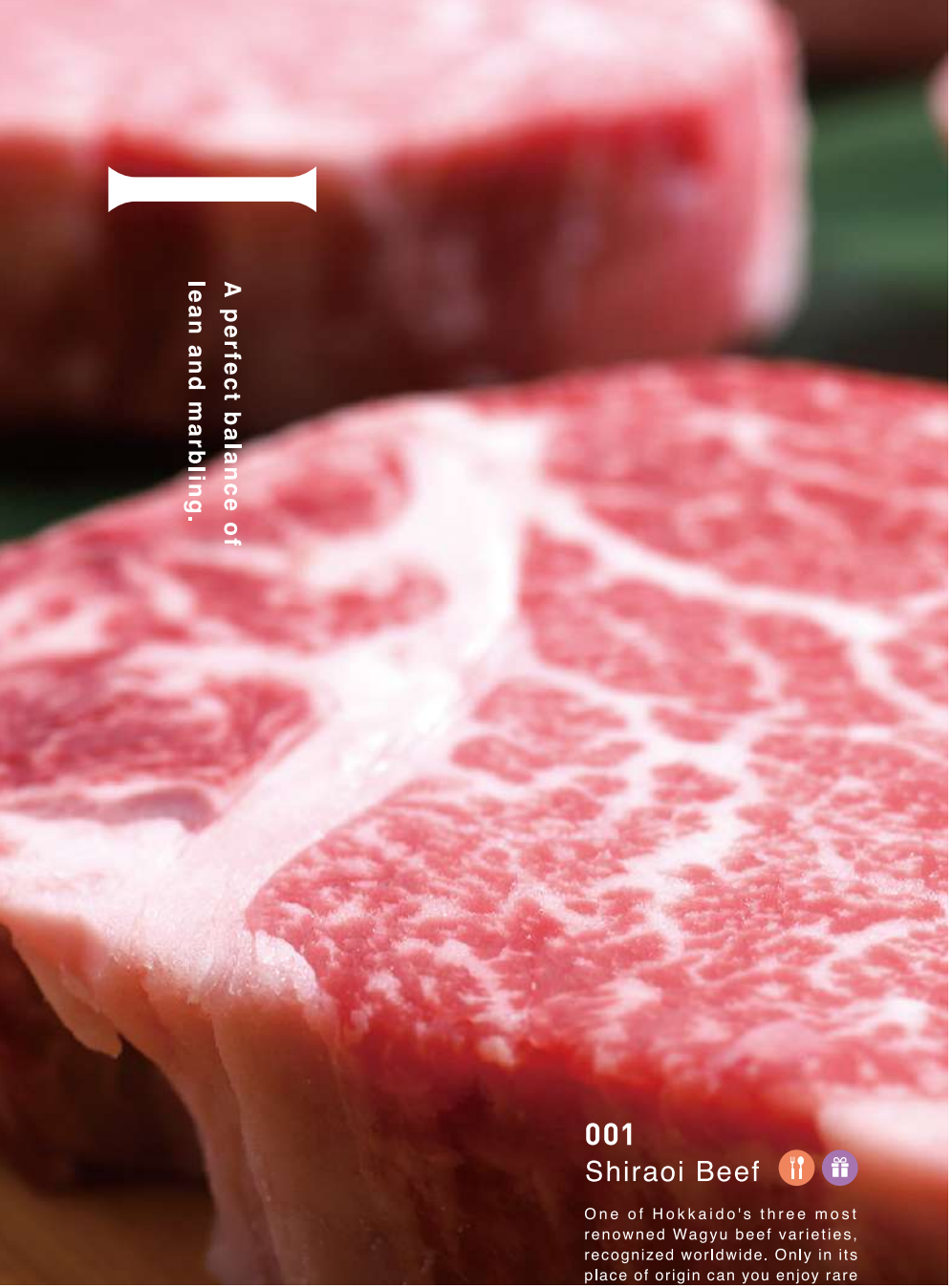
41 Shiraoi Town Sightseeing Map and Shiraoi Station Area
44 Help Guide

Food Souvenirs Scenery Experience Shrine Art Hot spring



A perfect balance of lean and marbling.

001
Shiraoi Beef

One of Hokkaido's three most renowned Wagyu beef varieties, recognized worldwide. Only in its place of origin can you enjoy rare cuts, which can only be obtained in small quantities from each cow. Don't leave without trying this! A variety of souvenirs are also available.

For a list of establishments selling Shiraoi Beef, see page 31.

002
National Ainu Museum and Park
UPOPOY

[Shiraoi]

A national center for experiencing Ainu culture through all five senses. Diverse exhibits and programs provide insight into the rich history and traditions of the Ainu people.

Feel the enduring spirit of Ainu culture.

2-3 Wakakusa-cho, Shiraoi 0144-82-3914
9:00AM to 5:00PM (Hours may vary by season)
Closed Mondays (or the following weekday if Monday is a public holiday)

More details on Upopoy can be found on page 25.

三

003
A Lake that Symbolizes the Town [Shiraoi]

A four-kilometer circumference freshwater lake located within the pristine Poroto Recreation Forest. A wetland spreads out on the northern side of the lake. Canoeing is popular in summer, while smelt fishing can by enjoyed in winter.

Lake Poroto
Within the Shiraoi National Forest, Shiraoi
0144-82-2216(Shiraoi Tourism Association)

004
An Open-Air Bath Overlooking the Pacific Ocean

[Kojohama]

The open-air bath, facing the Pacific Ocean... Oh? Am I in the Ocean? The bath creates an illusion of soaking directly in the sea, offering a liberating and expansive experience. This "infinity bath" is a highlight of the facility. Truly a "Seaside Villa" in every sense.

Kokorono Resort Seaside Villa,Furukawa
289-3 Kojohama, Shiraoi
0144-87-6111
9:00AM-7:00PM(Phone Reservation Hours)

四

五

005
Kojohama Tarako(Cod Roe)

[Kojohama]

Kojohama is one of Japan's leading production areas for cod roe. The roe of Alaska pollock caught in the nearby waters is small-grained, rich, and creamy. A true taste of fresh fish can be experienced in this roe.

006
Log-Grown Shiitake Mushrooms [Kojohama]

Log-grown shiitake mushrooms, cultivated by inoculating logs with spores, are thick, aromatic, and have a firm texture. Shiraoi is one of the top three production areas for shiitake mushrooms in Hokkaido. Ideal for tempura or grilled like a steak!

Kikyohara Farm
439-2 Kojohama, Shiraoi
0144-87-2317
[Apr-Sep]8:00AM-5:00PM [Oct-Mar]Until 4:00PM
Open Year-Round

六

七

007
Ainu and Wajin Cultural Exchange [Shiraoi]

In 1856, the Sendai Clan built this former barracks for northern defense. The museum exhibits information on military expeditions to Ezo(Hokkaido), the lives of the stationed samurai, and their interactions with the Ainu people.

Sendai Clan Shiraoi Manor House Museum
681-4 Jinyamachi, Shiraoi
0144-85-2666
9:30AM-4:30PM Closed Mondays
(or the following weekday if Monday is a public holiday)

008
A Factory-Garden in Harmony with nature

[Kojohama]

A "factory-garden" of skincare combining a cosmetics manufacturing facility with a lush natural garden. The grounds feature a stream fed by the spring water of Lake Kuttara, as well as interactive facilities offering activities for all ages.

Natural Skincare Garden
393-12 Kojohama, Shiraoi
0144-84-1272
10:00AM-5:00PM(Hours vary by facility)
Closed Wednesdays & Thursdays
(Open on public holidays)

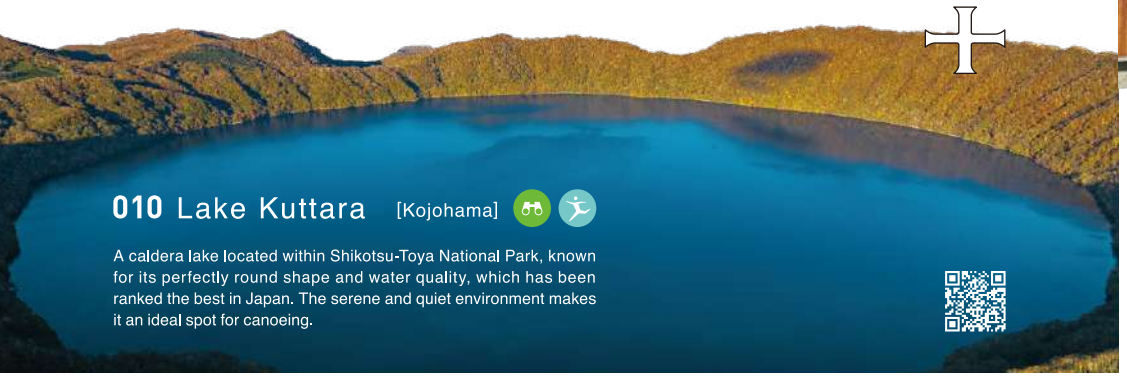
八

九

009 Eggs [Shadai]

With cool summers and mild winters, Shiraoi is a nature-rich town ideal for livestock farming. Fresh eggs, produced with carefully selected feed and breeding methods, are a specialty known for their rich, firm texture and exceptional flavor.

mother's+
289-1 Shadai, Shiraoi
0144-82-6786
10:00AM-5:00PM(Closed 1st & 3rd Tuesday)



十

010 Lake Kuttara [Kojohama]

A caldera lake located within Shikotsu-Toya National Park, known for its perfectly round shape and water quality, which has been ranked the best in Japan. The serene and quiet environment makes it an ideal spot for canoeing.

011 Smelt Fishing [Shiraoi]

A signature winter activity in Shiraoi is smelt fishing. Rental equipment is available, making it easy for beginners to participate. A top-rated winter activity, offering views of Upopoy while fishing.

Lake Poroto
Within the Shiraoi National Forest, Shiraoi
0144-82-6755
8:00AM-4:00PM(Early Jan-Early Mar,weather depending)

十一

十二

012 Traditional Ainu Cuisine Ohaw [Shiraoi]

A restaurant serving Ohaw, a traditional Ainu home-cooked soup dish. A nutritious and mild-flavored set meal, served with millet rice.

Café Pirasare
1-1-1 Honcho, Shiraoi
Shiraoi Community Center 1F
0144-84-5130
11:30AM-1:30PM(Closed Sat-Mon)

十三

013 Town Information Center [Shiraoi]

For information on Shiraoi and nearby areas, visit "Poroto Mintar," operated by the Shiraoi Tourism Association. A selection of Shiraoi gourmet foods, unique crafts by local artisans, and souvenirs from all over Hokkaido are available.

Poroto Mintar
1-1-21 Wakakusacho, Shiraoi
0144-82-2216
[Apr-Oct] 9:00AM-6:00PM [Nov-Mar] Until 5:00PM

十四

014 Lucky Fishing Merchandise [Shiraoi]

"Tairyo HUG", a brand created by ceramic artist Ikuko Maeda. Each piece is a one-of-a-kind creation, repurposing auspicious "big catch" flags.

TAIRYO HUG Tairyo Iku
702 Midorimachi, Shiraoi
090-9522-3688

十五

015 Shiraoi Burger [Shiraoi]

A gourmet burger featuring two types of patties made from Shiraoi Beef, paired with locally grown vegetables and served on handmade buns. So popular that it has been featured in the media.

JOE' Z kitchen (Takeout Only)
1-6-15 Honcho, Shiraoi
0144-84-5146

十六

016 Spectacular Views from the Lighthouse [Kojohama]

Perched on a cliff along the Kojohama coastline, the red and white tower of Ayoro Cape Lighthouse was decommissioned in 2016. Blending harmoniously with the surrounding greenery, it continues to offer breathtaking scenery.

Ayoro Cape Lighthouse
316 Kojohama, Shiraoi
0144-82-2216(Shiraoi Tourism Association)
0144-82-8214
(Shiraoi Town Hall Economic Promotion Division)

十七

017
Shiraoi Donburi [Kojohama]

A luxurious rice bowl featuring Shiraoi's specialties—roast beef made from Shiraoi Beef and seasonal seafood. A perfect dish for those who want to enjoy both the flavors of the sea and the mountains of Shiraoi.

Tacchan Shokudo
69 Kojohama, Shiraoi
0144-84-8166

十九

019
Tarako(Cod Roe) Spaghetti [Kojohama]

A Japanese-style pasta dish combining generous amounts of Kojohama tarako, rich butter, and a savory bonito-kelp dashi. A perfect balance of fresh shiso leaves and seaweed.

Kojohama Café
590 Kojohama, Shiraoi
080-9383-9472

018 Salmon Run [Ishiyama]

Uyoro River is a well-known spot where the annual salmon run can be observed up close. A footpath route runs alongside, making it perfect for autumn strolls.

Uyoro River
Shiraoi Town Uyoro River Footpath
0144-82-2216(Shiraoi Hospitality Guide Center)

十八

020
Deep-Fried Yamame Trout [Kojohama]

Yamame and rainbow trout, raised in the spring waters of Lake Kuttara,are swimming freely until just before cooking, ensuring peak freshness. Crispy enough to be eaten from heat to tail.

Yamamoto Yousonjyou
401-1 Kojohama, Shiraoi
0144-87-2318

二十

二十一

021
Racehorses in Scenic Pastures [Shadai]

The Shadai area is home to numerous farms dedicated to breeding and training thoroughbred horses. Watching female horses and their young playing in a stunning natural scenery is truly wonderful.

二十二

022
Grandma's Home Cooking [Shiraoi]

The quintessential taste of home-cooked meals prepared by granny. A nostalgic flavor deeply ingrained in Japanese culture—comforting even at first taste.

Shiraoi Grandma
3-1-2 Omachi, Shiraoi
0144-85-2870

二十四

024
Braised Japanese Hamburger Steak [Takeura]

A Japanese hamburger steak made with Shiraoi Wagyu, served on a plate in summer and in a hot clay pot in winter. The most popular signature dish.

Hashimoto Coffee Shop
118-31 Takeura, Shiraoi
0144-87-2597

026
Crab Palace [Takeura]

A giant bear and salmon on the roof serve as a landmark. A seafood market reminiscent of an aquarium, offering an impressive selection and hearty meals.

Kani Goten
96-2 Takeura, Shiraoi
0144-87-3887
[Dec-Apr] 10:00AM-4:30PM [Apr-Nov] From 9:00AM

二十三

023
Tarako(Cod Roe) Donburi [Kojohama]

A long-standing bowl of Kojohama tarako, served by a historic establishment dating back to 1913. A specialty of the production area, topped with fresh cod sashimi.

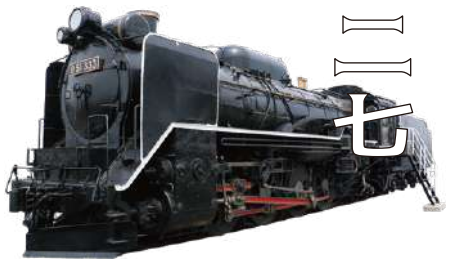
Tarakoya Kojohama
185-7 Kojohama, Shiraoi
0144-87-3892

025 *Afunruparo* [Kojohama]

Afunruparo, an Ainu sacred cave, means "entrance to the afterlife" in the Ainu language. The surrounding rock walls create a breathtaking landscape.

二十五

二十六



027
SL Poroto Train [Shiraoi]

A steam locomotive that disappeared in the Showa era has been preserved and is in display under the name "SL Poroto." It can also be seen when riding the train into town.

Poroto Mintar
1-1-21 Wakakusacho, Shiraoi
0144-82-2216
[Spring-Fall] 9:00AM-6:00PM (Poroto Train)

028
Kamuy Wakka (Sacred Water) [Kojohama]

A sacred site where underground spring water from Lake Kuttara, known as *Kamuy Wakka* (sacred water), emerges, creating a negative ion-rich atmosphere.

Water Park 408-3 Kojohama, Shiraoi

029
Fuwa Fuwa Dome [Shiraoi]

A popular spot where children are always bouncing, whether on sunny days or even in slightly chilly weather.

Poroto Mintar
1-1-21 Wakakusacho, Shiraoi
0144-82-2216
[Spring-Fall] 10:00AM-4:00PM
(Hours for the bouncy dome)

030
Wild Mushroom Hot Pot [Shiraoi]

A hot pot featuring over 16 types of wild mushrooms, hand-picked by the owner in the mountains. A gentle, velvety broth enhances the flavors.

Family Izakaya Kawasho
3-10-7 Omachi, Shiraoi
0144-85-2600

031
Exquisite Japanese Hamburger Steak [Shiraoi]

A tender Japanese hamburger steak made with Shiraoi Beef.Consistently the top-ranking return gift in Shiraoi's hometown tax donation program.

Ushi no Sato
1-6-13 Sakaemachi, Shiraoi
0144-82-5357

032
Venison Dishes [Shadai]

Wild game cuisine at Minapa Cise features locally sourced *yuk* (venison) from local hunters. An easygoing introduction to venison dishes.

Minapa Cise
191-10 Shadai, Shiraoi
080-1874-3624

033
A Park Built by the Community [Hagino]

A cherished satoyama(wooded village area) created by the people of Shiraoi. A place where the town's history and nature are concentrated, offering stunning seasonal scenery.

Haginosato Natural Park (Center House and Kennel House)
317-1 Hagino, Shiraoi
0144-84-2222
[Apr-Oct] 8:30AM-5:15PM
[Nov-Mar] 10:00AM-3:00PM

035
Craft Workshops [Shiraoi]

Workshops featuring Ainu embroidery, wood carving, and bear carving are highly popular.

Kyogyo Mingei (Koropokkuru)
2-5-5 Higashimachi, Shiraoi
0144-82-2366
9:00AM-4:00PM (Open Year-Round)

034
A Nostalgic Coffee Shop [Shadai]

A café that feels like stepping back in time. Siphon-brewed coffee and friendly conversation with the owner make it easy to linger.

Café, Kyuyorin
2-3-10 Omachi, Shiraoi
0144-82-3003

036
Poroto Pork Curry Dipping Soba [Takeura]

Handmade soba noodles made from stone-milled buckwheat, offering a rich aroma. Paired with a warm broth made from the rare Poroto pork, complementing the chilled noodles perfectly.

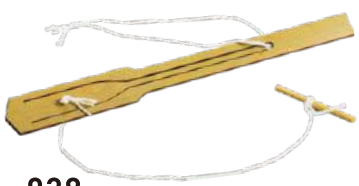
Sobakiri Yamada
61-48 Takeura, Shiraoi
0144-87-2101

三七

037 Omakase-Style Set Meals [Takeura]

Omakase-style set meals are popular for a good reason. When the tray filled with an array of small dishes is brought out, hungry visitors can't help but let out a small gasp of excitement.

Tonton
198 Takeura, Shiraoi
0144-87-4488



三八

038 Mukkuri Ainu Mouth Harp [Shiraoi]

The Ainu mouth harp, mukkuri, is available at the Upopoy Museum shop shop and Poroto Mintar.

Poroto Mintar
1-1-21 Wakakusacho, Shiraoi
0144-82-2216
[Apr-Oct] 9:00AM-6:00PM [Nov-Mar] Until 5:00PM

三九

039 Fresh Vegetable Market [Kojohama]

Fresh produce from the farm is available year-round, with about 20 types of seasonal vegetables and fruits.

Hokkai Engei Kojohama Store
78 Kojohama, Shiraoi
0144-84-5552

四十

040 Shrine Overlooking the Sea [Kojohama]

This shrine watches over the sea and town of Kojohama. The sound of waves and shimmering water spread below, creating a scenic spot once used as a film location.

Kojohama Shrine 289-21 Kojohama, Shiraoi

四一

041 Ainu Handicrafts [Shiraoi]

Rare handcrafted Ainu items and historical artifacts fill the shelves, offering unique finds not seen elsewhere.

pon epere.
1-1-15 Wakakusasho, Shiraoi
090-9515-3327
[Apr-Oct] 10:00AM-5:00PM
[Nov-Mar] 11:00AM-4:00PM

四二

042 A Treasure Trove of Rare Wildlife [Shadai]

A coastal lowland marsh preserves untouched nature. Designated as an Important Wetland by Japan's Ministry of the Environment, this area offers a chance to observe wild birds and blooming beach roses.

Yokosuto Wetland
Hinodecho, Shiraoi

四三

043 Shiraoi Beef Tendon Curry [Shiraoi]

This beef tendon curry balances a mild sweetness with bold spices, creating a flavor that keeps diners coming back.

Home Kitchen Café Horyu
2-3-11 Omachi, Shiraoi
0144-82-4532

四四

044 A Fisherman's Shop [Kitayoshihara]

Freshly caught seafood is processed and sold directly by active fishermen. The selection varies depending on the catch and weather conditions.

Sasaki Suisan
168 Kitayoshihara, Shiraoi
0144-83-2352

四五

045 A Historic Shrine [Shiraoi]

With a history spanning over 350 years, this shrine features a striking 16-meter torii gate. The grounds are home to the revered "Honorable Pine" and several historical monuments.

Shiraoi Hachiman Shrine
1-1-11 Honcho, Shiraoi
9:00AM-4:00PM(gates open from 6:00AM)

四六

046 Kimbap [Kojohama]

Expertly crafted by a chef passionate about Korean cuisine, this kimbap is full of flavor! Slightly adapted for a wider appeal, it may even surpass the authentic version.

Akai Hoppe
312-1 Kojohama, Shiraoi
080-1979-3050

047 The Italian Plate [Hagino]

A delightful combination of meat, fish, soup, and pasta served on a single plate. A touch of indulgence with salad, bread, a drink, and cake included!

HerbRestaurant&Cafe ROSMARINO
69-27 Hagino, Shiraoi
0144-82-8960

四七

四八

048 Drip Coffee [Shiraoi]

A cozy and intimate bar that offers exceptional drip coffee alongside a fine selection of whiskey. Coffee beans are also available for purchase.

coffee&whisky kaiser
3-2-41 Omachi, Shiraoi
0144-82-2300

四九

049 Fried Pork Chop Rice [Shiraoi]

A top favorite of rice bowls in the area! A thick, juicy cut of pork loin is coated in a rich sauce and generously piled on rice, offering an impressive serving size.

Taiho
1-15-29 Sakaemachi, Shiraoi
0144-82-2896

五十

050 [Shiraoi]

Half of a Chicken Deep Fried

A must-try takeout spot! Chicken from Nakasatsunai is fried to crispy perfection with a light batter and just the right amount of seasoning.

Wakadori Karaage-ya
1-8-11 Sakaemachi, Shiraoi
0144-82-2779

五一

051 [Shiraoi]

Classic Japanese Sweets

This is the go-to shop for nostalgic Japanese candy in Shiraoi. The neatly displayed selection excites both kids and adults alike.

Wariishi Shoten
2-12-18 Midorigaoka, Shiraoi
0144-82-3662

五二

052 [Takeura]

Charcoal-Grilled Seafood

A true taste of Hokkaido! Enjoy freshly grilled seafood and Shiraoi Beef while overlooking the vast Pacific Ocean—an unforgettable dining experience.

Kita no Lamp-tei
116-12 Takeura, Shiraoi
0144-87-6777

五三

053

Forest Café [Ishiyama]

Specializing in Shiraoi Beef stew and homemade cakes, this cozy café also offers a chance to spot squirrels, foxes, and deer in the wild.

Calendula
45-3 Ishiyama, Shiraoi
0144-84-1531

五四

054 Birdwatching

The Shikiu River estuary and Poroto Forest are rich in birdwatching areas. White-tailed eagles and adorable long-tailed tits can sometimes be spotted here.

五五

055

Honoring Shiraoi's Pioneers [Shiraoi]

This monument pays tribute to the Ainu people who built the foundation of Shiraoi. An annual ancestral memorial ceremony is held every August.

Ainu Monument
2-2 Takasagocho, Shiraoi

五六

056 Paella [Shiraoi]

Packed with fresh seafood, this paella is perfect for two. The Spanish-style interior adds to the authentic ambiance.

Granada
2-1-16 Higashimachi, Shiraoi
0144-82-2387

五七

057

SUP Experience [Shiraoi]

Summertime at Poroto Lake offers a peaceful stand-up paddle boarding (SUP) experience, with traditional Ainu dance music from Upopoy drifting through the air.

Lake Poroto
Within the Shiraoi National Forest, Shiraoi
0144-82-2216

五八

058

Super-Sized Sushi Roll [Kitayoshihara]

An unbelievably thick sushi roll! So packed with seafood that each bite is a mouthful of ocean flavors.

Sushi no Tsushima
145-9 Kitayoshihara, Shiraoi
0144-83-2251

五九

059 Local Flower Shop [Hagino]

Fresh flowers in perfect condition, arranged to beautifully express the sender's sentiment. Great for surprises. Free delivery available.

Daisho Waengei Flower Shop
79 Hagino, Shiraoi
0144-83-2562

六十

060 Moor Hot Springs

A designated Hokkaido Heritage Site, these moor hot springs are rich in plant-derived organic minerals. The amber-colored water is available for day-use bathing at facilities like KAI Poroto.

六一

061 Fermented Red Bean Rice Ball Ohagi

[Shiraoi]

Made with enzyme-rich brown rice, these ohagi are filled with mildly sweet red bean paste. One plate offers both sesame and kinako flavors for a satisfying treat.

Café Yui
2-3-17 Omachi, Shiraoi
090-5439-4096

六二

062 Premium Dried Toro Saba

[Kojohama]

Perfectly salted and rich with flavor! One bite of this fatty, melt-in-your-mouth toro saba (fatty mackerel), and no other cut of fish will compare.

Sakanaya Honpo
184-10 Kojohama, Shiraoi
0144-84-3320

六三

063 Daily Set meal

[Ishiyama]

Known for its sweets, this café also serves a hearty staff-prepared lunch set with generous portions.

Maiko's Madeleine
17-183 Ishiyama, Shiraoi
0144-83-5346

六四

064 A New Hub for Cultural Creation

[Shiraoi]

This historic kura (storehouse) from the Taisho era now serves as a cultural space. The stone-built hall hosts various events, making it a center for artistic expression.

Shiraoi Creative Space "Kura"
1-7-5 Honcho, Shiraoi
0144-85-3101
10:00AM-6:00PM(Irregular holidays)

六五

065 Lifestyle Goods

[Shiraoi]

A well-curated selection of stylish home décor, trendy accessories, clothing, and gourmet food—all at reasonable prices.vv

haku Seikatsu Youhinten
2-1-23 Omachi, Shiraoi
0144-84-5633

066 Affogato

[Shiraoi]

Soft serve ice cream made in-house with Hokkaido milk is available in parfaits, affogatos, and floats.

Mina Pieno
1-568-3 Kawazoe, Shiraoi
0144-85-5500

六六

六七

067 Freshly Grilled Yakitori

[Shiraoi]

This izakaya specializes in yakitori grilled meat skewers. Both pork and chicken skewers are thick, tender, and packed with flavor—whether seasoned with salt or sauce.

Kushidokoro Waraku
3-1-9 Omachi, Shiraoi
0144-82-3333

六八

068 Beko Mochi Making Experience

[Kojohama]

A traditional rice-based sweet designed for preservation, beko mochi is made using historic molds. Create and enjoy colorful, original mochi alongside locals.

Kojohama Seikatsukan
68 Kojohama, Shiraoi
0144-82-2216(Shiraoi Tourism Association)

六九

069 Creative Izakaya Cuisine

[Shiraoi]

Seasonal ingredients from local and nearby areas are transformed into creative dishes. A variety of drinks complement the flavors of each season.

Ichihiro
1-2-9 Omachi, Shiraoi
0144-82-5000

七十

070 Wakakusa Dango

[Shiraoi]

Made with mugwort-flavored rice dumplings and rich red bean paste, the "Shiraoi Poroto Kusa-Dango" is a local specialty.

Poroto Mintar
1-1-21 Wakakusacho, Shiraoi
0144-82-2216
[Apr-Oct] 9:00AM-6:00PM
[Nov-Mar] Until 5:00PM

七一

071 The Town's Only Bookstore

[Shiraoi]

Shiraoi's only bookstore features a thoughtfully curated selection of new and used books. Buy, sell, or enjoy the cozy rental space.

Matatabi Bunko
3-9-11 Omachi, Shiraoi
090-2836-4671

七二

072 Carefully Selected Souvenirs

[Shiraoi]

complimentary refillable Chinese tea. A diverse selection of local souvenirs makes for a delightful shopping experience.

Rana Pirica
2-1-4 Omachi, Shiraoi
0144-61-1733

七三

073 Horse Encounter Experience [Shadai]

Meet retired racehorses up close with a guided tour. Feel their warmth and capture the moment with photos.

Horse Friend Farm
378 Shadai, Shiraoi
090-7652-3883

七五

075 Atelier Mareile Onodera [Shadai]

Step into the world of fantasy realism. Mareile herself provides insight into her artworks inside the atelier.

Atelier Mareile Onodera
277-44 Shadai, Shiraoi
090-9084-8209(available after 10:00AM)

077 Shiraoi Beef Gourmet [Shiraoi]

Revolutionary corned beef and freshly fried menchi katsu (minced meat cake)—both showcasing the exceptional quality of Shiraoi Beef.

Oishii Nikuya-san
3-1-5 Omachi, Shiraoi
090-1535-6011

七七

七四

074 Wood Carving Fold Crafts [Shiraoi]

Intricately carved works made from Hokkaido's finest wood fill this shop. Even the doors and chairs in the rest area showcase craftsmanship.

Wood Carving Arai Kougeikan
3-3-26 Omachi, Shiraoi
0144-82-2823

七六

076 Uni Onigiri [Takeura]

A specialty rice ball made with premium sea urchin, prepared by a check from Rebun Island. The fluffy rice and aromatic seaweed create a perfect match.

Onigiri Shirakaba-do
111-108 Takeura, Shiraoi
0144-84-5431

七八

078 Handmade Gelato [Kojohama]

Freshly made with locally sources fruits and vegetables. Enjoy your treat in the on-site greenhouse seating area.

Yu Gelato
40-2 Kojohama, Shiraoi
090-2817-4767

七九

079 Live Octopus Specialty Shop [Ishiyama]

Run by an active fisherman, this shop specializes in live octopus. Unique dishes like octopus shabu-shabu and octopus noodles are available. Look for the giant octopus leg sign!

Kimi Suisan
3-1 Ishiyama, Shiraoi
070-4465-8298

八一

081 Overflowing Gyoza [Shiraoi]

Handmade from the dough up, these round, plump gyoza dumplings may look cute, but they burst with hot, juicy meat in every bite.

Chinese Restaurant An
2-1-12 Sakaemachi, Shiraoi
0144-82-3343

八三

083 Local Seafood Cuisine [Takeura]

Carefully selected fresh seafood from nearby waters. Enjoy a set meal or rice bowl with an oceanfront view. Choose live seafood from the tank for a custom-prepared dish.

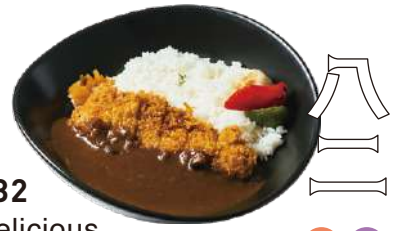
Hikaru Umi
116-11 Takeura, Shiraoi
0144-87-6010

八十

080 Soba Noodles to Cap the Meal [Shiraoi]

A beloved oden shop in Shiraoi. End your meal with a comforting bowl of soba while chatting with the friendly owner.

Izakaya Jirocho
1-2-17 Omachi, Shiraoi



八二

082 Delicious Katsu Curry [Shiraoi]

A meat lover's café in Shiraoi, offering a variety of Shiraoi Beef dishes as well as the rare Poroto Pork specialty.

KINPEN CAFE
3-1-11 Omachi, Shiraoi
0144-84-8179

八四

084 Park Golf [Ishiyama]

This course features 36 holes across four courses, offering scenic views of Mt. Tarumae. Enjoy unique challenges like bridge shots and elevation changes.

Shiraoi Park Golf Club
1-1 Ishiyama, Shiraoi
0144-82-5566

085 Akebono [Kojohama]

Specializing in Sapporo-style miso ramen, this shop serves a light yet flavorful broth made from chicken and pork bones. A nostalgic taste that brings back memories.

Akebono
64-3 Kojohama, Shiraoi 0144-87-3262

086 Toraya [Hagino]

Bold flavors, firm noodles, and piping-hot broth! Made with a pork and chicken bone base, this ramen spot offers plenty of options worth coming back for.

Toraya
18 Hagino, Shiraoi 0144-83-3751

087 [Takeura]
Sakuraya

Serving classic Hokkaido-style miso, shio, and shoyu ramen, along with straight-noodle agodashi (flying fish broth) ramen. Open from 9:00 AM, making it perfect for a morning ramen fix!

Ramen Sakuraya
118-203 Takeura, Shiraoi

088 [Kitayoshihara]
Darumatei

Known for its hearty miso-based ramen, each bowl is packed with flavor. Add back fat for an even richer taste!

Darumatei
136 Kitayoshihara, Shiraoi
0144-83-5151

089 [Shadai]
Genkiya

The Shiraoi Beef bone broth has a subtle sweetness that enhances the flavor. The top recommendation? A stamina-boosting miso ramen topped with tender offal.

Genkiya
139 Shadai, Shiraoi
0144-82-4488

090
Open-Air Museum Street [Shiraoi]

Omachi Shopping Street, known as the "Roofless Museum," is dotted with artistic monuments and embedded decorative tiles.

Omachi Shopping Street
Omachi 1-chome to 2-chome, Shiraoi

092 The Legendary Crab Rice [Takeura]

A social media sensation! The famous "kani-meshi" (crab rice) is just ¥500 and limited to 20 servings per day. The warm hospitality of the owner keeps visitors coming back.

Kani Taro
116 Takeura, Shiraoi
0144-87-2993

094
Locally Roasted Coffee [Kitayoshihara]

A beloved café drawing visitors from afar with its expertly roasted beans and carefully brewed coffee.

Kanouchi Coffee
661-337 Kitayoshihara, Shiraoi
080-5594-7656

091
Handmade Soba & Coffee [Shiraoi]

Freshly made soba crafted with spring water pairs perfectly with expertly brewed coffee. The shop's atmosphere is enhanced by murals of Lake Poroto and scenic mountain tapestries.

Handmade Soba and Coffee - TENZO
1-9-33 Honcho, Shiraoi
050-3395-6140

093
Grand Open-Air Bath [Takeura]

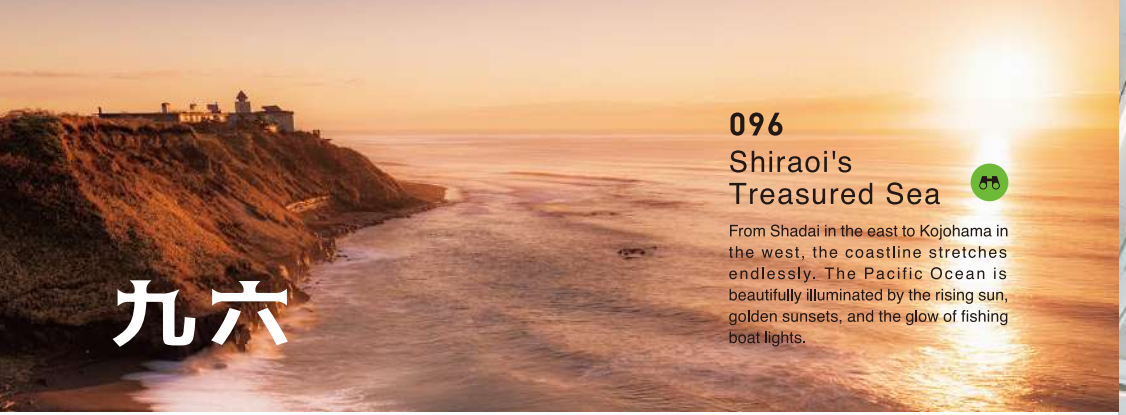
A charming Showa-era inn featuring a vast 1,000 sq. meter open-air garden bath. The natural hot spring flows directly from the source.

Yumoto Hokuyo
121-41 Takeura, Shiraoi
0144-87-2345

095 Salmon Chips [Ishiyama]

Yamachin's No. 1 best-selling delicacy. Thinly sliced salmon offers a tender texture, completely different from traditional dried salmon strips. Pairs perfectly with ochazuke.

Yamachin
9-31 Ishiyama, Shiraoi
0144-83-5211



九六

096
Shiraoi's Treasured Sea

From Shadai in the east to Kojohama in the west, the coastline stretches endlessly. The Pacific Ocean is beautifully illuminated by the rising sun, golden sunsets, and the glow of fishing boat lights.

九七

097
Poroto Rusk

[Shiraoi]

Heart-shaped, crispy rusks with a gentle buttery aroma fill the air when one opens a bag. A perfect souvenir, available at Upopoy and Poroto Mintar.

Poroto Mintar
1-1-21 Wakakusacho, Shiraoi
0144-82-2216
[Apr-Oct] 9:00AM-6:00PM [Nov-Mar] Until 5:00PM

九八

098
Frozen Waterfall Tour

Held annually around February, this thrilling guided tour explores the breathtaking frozen waterfalls of Yamakitazawa Falls and Kajikazawa Falls, hosted by KANTO and other organizers. Open to both locals and visitors.

Tokuju Farm Restaurant KANTO
1-1-21 Wakakusacho, Shiraoi
0144-82-2216

九九

099
Shikisai-Kaido Street

Known as the "Shikisai Highway" (colors of the seasons), Hokkaido Route 86 runs between Otaki and Shiraoi. In autumn the mountains transform into a vibrant display of brilliant fall colors.

百

※The exhibits in the photos were from the time of the interview and are not on permanent display.

100 Art & Craft Beer

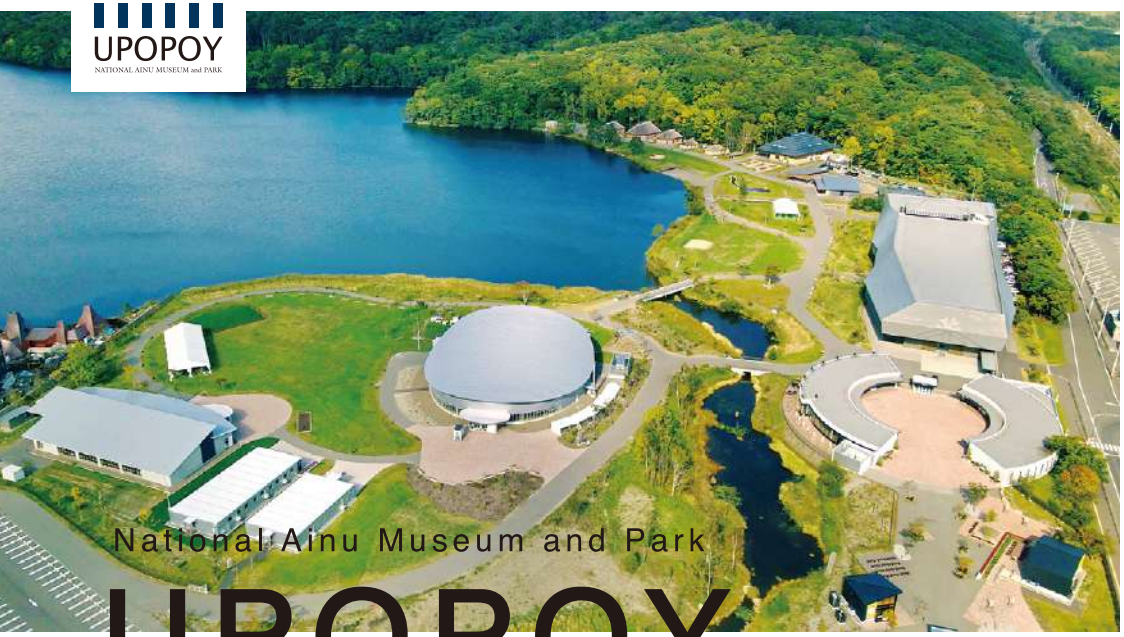
[Shiraoi]

An art gallery and craft brewery in one. Enjoy freshly poured, locally brewed Shiraoi-style craft beer while admiring a rotating selection of art. A perfect place to discover new flavors and inspiration.

brew gallery
The Old Grey Brewery
3-4-11 Omachi, Shiraoi
0144-84-3688

gallery brewery

Experience the living legacy of Ainu culture at the shores of Lake Poroto see it, hear it, and feel it with the heart.



National Ainu Museum and Park

UPOPOY

A national center dedicated to learning and passing down Ainu culture.
Gain insight into the unique worldview and traditions developed by the Ainu people.
A must-visit location in Shiraoi.
The name "Upopoy" means "singing together in a large group" in the Ainu language.

UPOPOY DATA

- 2-3 Wakakusa-cho, Shiraoi ●0144-82-3914 ●9:00AM to 5:00PM (Hours may vary by season)
- Closed Mondays (or the following weekday if Monday is a public holiday)
- Adults:1,200yen; High school students:600yen;
  Free for junior high school students and younger. Group rates available for parties of 20 or more.

National Ainu Museum

The first national museum in Japan dedicated to the Ainu, located in the northernmost part of the country. Various exhibits introduce Ainu language, culture, and history from multiple perspectives. The museum also features interactive areas designed for visitors of all ages, enhancing understanding through engaging displays.

Kotan (Traditional Ainu Village)

A reconstructed space showcasing traditional Ainu living environments. See a recreation of authentic *cise* (houses), allowing for exploration of interiors and insight into Ainu daily life and culture.

Crafts Studio

Hands-on experiences with traditional Ainu crafts, such as woodcarving, embroidery, and musical instrument performances. See long-preserved techniques demonstrated up close.

Workshop

Cook and taste Ainu cuisine, or try an archery.

Path to the Ainu Spirit

Walk through a beautifully illustrated corridor filled with trees and wildlife, evoking the feeling of a natural forest.

Cikisani Square

Watch seasonal events and special performances on the stage. Take in stunning views of Lake Poroto.

Entrance Center

Here, visitors can find a ticket counter, information center, gift shop, and a food court with a variety of menu options.

Cultural Exchange Hall

Enjoy live performances of traditional Ainu dance, an Important Intangible Folk Cultural Asset, and *mukkuri* (a kind of mouth harp) music. Watch animations that bring Ainu legends to life, along with many other cultural programs.

Images provided by the Foundation for Ainu Culture

HOKKAIDO SHIRAOI

Ainu Culture

Learn About the Traditional Life of Hokkaido's Indigenous People

The Ainu people have developed their own unique culture, including the Ainu language, a spiritual belief that all things in nature possess souls, traditional Ainu dance, embroidery with Ainu patterns, and intricate woodcarving. Visitors can experience this rich culture throughout Shiraoi.

Life Style

A Thriving History of Trade

[redacted]

Savor Traditional Ainu cuisine

Enjoy home-cooked Ainu dishes made from hunted, gathered, and cultivated ingredients.

Ainu Craftsmanship

Join embroidery workshops led by traditional Ainu artisans. These workshops are open to everyone.※

Find Ainu souvenirs at Poroto Mintar!

Discover accessories adorned with Ainu patterns, embroidered textiles, and handcrafted mukkuri (Ainu jaw harp) among many other unique souvenirs.

※Workshops are available at the Shiraoi Tourism Association, korpokkur Craft Studio, and Community Café Minapa Cise.

Pattern

Four local embroidery groups create intricate Ainu patterns, which appear on staff polo shirts and rest areas at Poroto Mintar.

Festival

Shiraoi Cep Festival

This festival celebrates a bountiful salmon harvest and prays for safe fishing, expressing gratitude to the sea. Enjoy dishes such as salmon *ohaw* (stew) and charcoal-grilled skewers. Experience Ainu culture through traditional dance and mukkuri performances. The festival also features salmon sales, quiz competitions, and activities for all ages. Held every year from September to October at Shiraoi Port's Shion Plaza, during the salmon fishing season.

Learn

Learn About *iwor* (Traditional Ainu Living Spaces) at Cikisani

Explore a gallery showcasing Ainu crafts and related literature. With a reservation, participate in guided mini-workshops led by curators.

Goza Weaving:
A Must-Try Activity!

Shiraoi iwor Office Cikisani ●2-6-4 Suehiro-cho, Shiraoi ●0144-82-6301 ●9:00AM to 4:00PM
●Closed Mondays (or the following weekday if Monday is a public holiday)

Must-Visit!
Classic Tourist Attractions

SHIRAOI Tourist Spot

Trending Spots You Want to Visit Now!

In Shiraoi, visitors can experience Ainu culture, outdoor activities, wood carving, and more.
We have carefully carefully selected must-visit spots and facilities that are great for adults and children alike.

Shiraoi

Upopoy (National Ainu Museum and Park)
2-3 Wakakusacho, Shiraoi

Poroto Mintar
1-1-21 Wakakusacho, Shiraoi

Kyogyo Mingei (Koropokkuru)
2-5-5 Higashimachi, Shiraoi

Sendai Clan Shiraoi Manor House Museum
681-4 Jinyamachi, Shiraoi

Wood Carving Arai Kougeikan
3-3-26 Omachi, Shiraoi

Kojohama

Natural Skincare Garden
393-12 Kojohama, Shiraoi

Find more details
about these attractions here!

A Perfect Restaurant
to Match Your Mood

SHIRAOI Gourmet Spot

Delicious Eateries Loved by Locals!

Yakiniku (Grilled Meat)

Shiraoigyu no Mise Iwasaki
Omotenashi Tei

Yakiniku Jingisukan
Hitsuji no Ajito

Yakiniku & Steakhouse
Cow Bell Restaurant

Charcoal Grill Restaurant
Ushi no Sato

Tokuju Farm Restaurant
KANTO

Amano Family Farm

Kita no Lamp-tei

Izakaya

Sumiyaki Cochin

Chienowa
– Second Season – Monstera

Ichihiro

Waraku

Family Izakaya **Kawasho**

Tabe-Nomi-Dokoro **Nishiyan**

Izakaya **Jirocho**

Japanese Cuisine

mother's
YOKOSUTO SHOKUDO

Shiraoi Grandma

Midoriya Shokudo

Tempura Bowl Shop **Miharu**

Yamamoto Trout Farm

Robata Ikeda

Soba

Handmade Soba and Coffee-
TENZO

Sobadokoro
Fukuzumi Shiraoi

Sobakiri Yamada

Seafood

Kojohama Café

Tarakoya Kojohama

Tatchan Shokudo

Kani Goten

Hikaru Umi

Kani-O

Sushi

Sushi Restaurant
Clipper Shiraoi

Shiraoi Sushi Restaurant
Janome

Sushi no Tsushima

Western Cuisine

Rest House **Angelica**

Spanish Home Cooking and
European Pottery Store
Granada

JOE'Z kitchen

HerbRestaurant&Cafe
ROSMARINO

FARM RESTAURANT
UEMURA BASE

FARM RESTAURANT
UEMURA BEYOND

Shiraoigyu no Mise
Iwasaki

Gochiso Tei

Chinese Cuisine & Ramen

Chinese Restaurant
An

Taiho

Genkiya

Ramen Hide

Akebono

Toraya

Ramen Sakuraya

Darumatei

Light Meals & Cafés

To Cafe Rinka

Home Kitchen Café **Horyu**

Community Café
Minapa Cise

Nachu-no-Mori Smile Kitchen
Cafe & Restaurant

Hashimoto Coffee-kan

Akai Hoppe

Rana Pirica

KINPEN CAFÉ

Café Yui

Kumagai Shoten

Maiko's Madeleine

Genki Hiroba

MY COUNTRY

Onigiri Shirakaba-do

Café Pirasare

Tonton

※Listing in nor particular order

Find more details
about these restaurants here!

Can't Miss Out on Shiraoi Beef

SHIRAOI Shiraoi Beef

The Best Places to Enjoy Shiraoi Beef

From classic steaks and charcoal-grilled dishes to gourmet café creations and juicy Japanese hamburger steaks loved by all ages, the variety of ways to enjoy Shiraoi Beef is something only Shiraoi can offer.

Shiraoi

Charcoal Grill Restaurant
Ushi no Sato
1-6-13 Sakaemachi, Shiraoi

Tokuji Farm Restaurant
KANTO
14-3 Morino, Shiraoi

Amano Family Farm
766-126 Shiraoi, Shiraoi

Ishiyama

Yakiniku & Steakhouse
Restaurant Cow Bell
112-14 Ishiyama, Shiraoi

FARM RESTAURANT
UEMURA BASE
109-20 Ishiyama, Shiraoi

Shadai

FARM RESTAURANT
UEMURA BEYOND
289-8 Shadai, Shiraoi

Shiraoigyu no Mise Iwasaki
Omotenashi Tei
271-44 Shadai, Shiraoi

Shiraoigyu no Mise Iwasaki
Gochiso Tei
271-5 Shadai, Shiraoi

Find more details
about these Shiraoi Beef restaurants here!

Everyone Loves Bread&Sweets

SHIRAOI Bread&Sweets

Perfect for a Snack or a Stroll!

From hidden gem bakeries in quiet neighborhoods to famous sweet shops using fresh eggs, there's no shortage of delightful places to visit. Take a tour and compare all the delicious options!

Shiraoi

Boulangerie NISHIO
1-2-1 Midorigaoka, Shiraoi

Bakery Shop
Nanakamado
2-2-17 Omachi, Shiraoi

MAIKO'S BAKE
3-3-11 Omachi, Shiraoi

Mina Pieno
1-568-3 Kawazoe, Shiraoi

Ishiyama

Maiko's Madeleine
17-183 Ishiyama, Shiraoi

Calendula
45-3 Ishiyama, Shiraoi

To Cafe Rinka
40-306 Ishiyama, Shiraoi

Takeura

Malcove
297-115 Takeura, Shiraoi

Shadai

Mother's +
289-1 Shadai, Shiraoi

KINPEN CAFE
Route 36 Store
271-44 Shadai, Shiraoi

Kojohama

Amano Family Farm
766-126 Shiraoi, Shiraoi

Find more details
about these restaurants here!

SHIRAOI Outdoor Camp Spot

Enjoy Nature
Outdoor & Camping Facilities

Play, Relax, and Enjoy Freely

A long soak in a hot spring, a refreshing sauna session, or a complete escape into the extraordinary—there are endless ways to enjoy the moment. With stunning natural surrounding, Shiraoi offers unforgettable outdoor experiences.

Ishiyama

BUBETSU
FOREST CAMPING FIELD
110-2 Ishiyama, Shiraoi

Shiraoi

Campfield Shiraoi
ASOBUBA
98-1 Morino, Shiraoi

Poroto Forest Camping Field
Inside Poroto Recreation Forest, Shiraoi

Kojohama

Izumi Hot Spring Camping Field
312-1 Kojohama, Shiraoi

Find more details
on outdoor & camping facilities here!

SHIRAOI Stay & Hot Spa Spot

Hospitality Through Natural Hot Springs
Lodging & Hot Springs in Shiraoi

One-of-a-Kind Stays for the Perfect Travel Base

Charming inns offering brown-colored moor hot springs, recognized as a Hokkaido heritage site, oceanfront hotels with breathtaking views, and art-inspired hostels create a variety of unique stays.

Shiraoi

Livemax Resort
Upopoy Shiraoi Onsen
4-6-1 Higashimachi, Shiraoi

KAI Poroto
1-1018-94 Wakakusacho, Shiraoi

Pirika Rera Hotel
1-3-15 Hinodecho, Shiraoi

haku hostel
3-1-7 Omachi, Shiraoi
*This is not a hot spring facility.

Kojohama

Hotel Izumi
312-1 Kojohama, Shiraoi

Heartful Resort
Villa on the Beach **Furukawa**
289-3 Kojohama, Shiraoi

Kojohama Onsen Hotel
73-5 Kojohama, Shiraoi

Ayoro Onsen (Day Use Only)
154-2 Kojohama, Shiraoi

Takeura

Minshuku Gennaya
297-171 Takeura, Shiraoi

Onsen Hotel Ocean
111 Takeura, Shiraoi

Yumoto Hokuyo
121-41 Takeura, Shiraoi

Hidden hot springs,
a variety of mineral-rich waters,
and one-of-a-king accommodations are
waiting to be found!

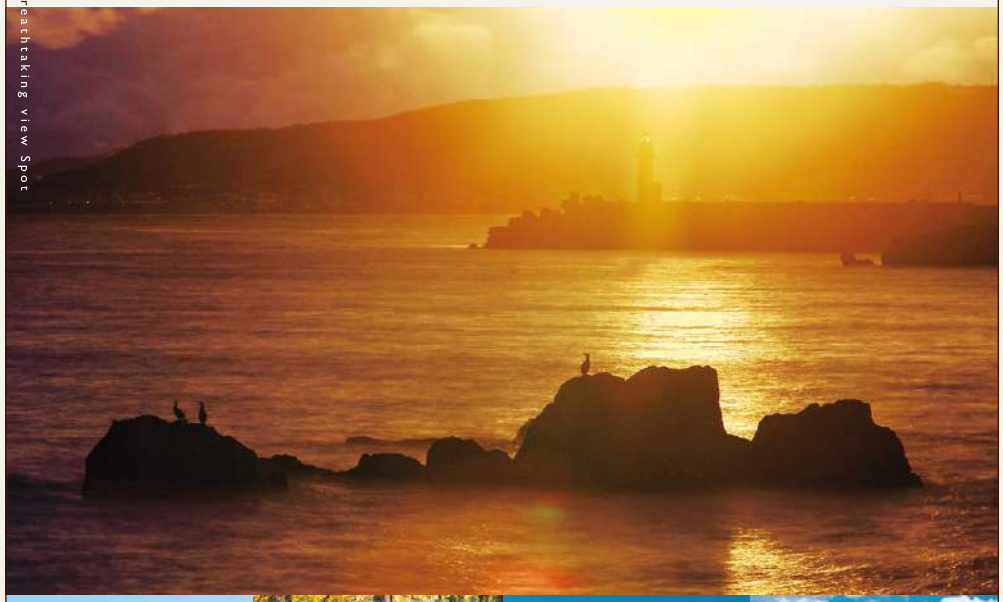
More details on
lodging & hot spring facilities here!

SHIRAOI Breathtaking view Spot

A Must-See! Breathtaking Scenic Views

Spectacular Scenery Woven by Nature

Majestic landscapes shaped by nature are just the beginning.
From waterfalls scattered around to stunning coastal views, the town's charms also lies in its idyllic scenery created by the people's daily lives.



Shiraoi

Poroto Forest
Shiraoi, Shiraoi

Kajikazawa Falls
Morino, Shiraoi

Shikisai-Kaido Street
Morino, Shiraoi

Shiraoi Falls
Morino, Shiraoi

Shadai

Inkura Falls
Shadai, Shiraoi

Shadai Falls
Shadai, Shiraoi

Pastoral Landscapes of Shadai
Shadai, Shiraoi

Kojohama

Lake Kuttara
Kojohama, Shiraoi

Ayoro Beach
Kojohama, Shiraoi

More details on scenic spots here!

SHIRAOI Art&Souvenir Spot

Take Home the Charm of Shiraoi Local Souvenirs

The Joy of Choosing One-of-a-Kind Finds

Authentic Ainu crafts and handmade creations make for memorable keepsakes from a visit to the town. A variety of souvenirs, including skincare products inspired by nature and delicious sweets, are also available.

Ainu Handicrafts

Poroto Mintar
1-1-21 Wakakusacho, Shiraoi

Rana Pirica
2-1-4 Omachi, Shiraoi

pon epere
1-1-15 Wakakusasho, Shiraoi

Wood Carving
Arai Kougeikan
3-3-26 Omachi, Shiraoi

Other Souvenirs

MAIKO'S BAKE (Sweets)
3-3-11 Omachi, Shiraoi

Nanakamado (Sweets)
2-1-7 Sakaemachi, Shiraoi

Naranokiya (Sweets)
2-1-7 Sakaemachi, Shiraoi

Mother's+ (Sweets)
289-1 Shadai, Shiraoi

Tairyo-Banya (Seafood)
Kojihama
56-7 Kojohama Shiraoi

Kani Goten (Seafood)
96-2 Takeura, Shiraoi

Natural Skincare Garden (Cosmetics)
home Natural Skincare
393-12 Kojohama, Shiraoi

More details on souvenir shops here!

Shiraoi Expedition Model Course

Shiraoi: A land of gourmet delights, hot springs, history, and Ainu cultural heritage.
Here are some model courses designed to explore all that Shiraoi has to offer.

01
Model Course

Tour the Must-See Spots of Shiraoi

Group / Family Trip | 1night,2days | Foodie / Hot Springs

Check out the web version here!

Shiraoi Full Experience Course

Recommended for group and family trips.
A satisfying journey covering Shiraoi's most iconic spots.

1st day

START!

Food — **Amano Family Farm** MAP P.42

20min

Sightseeing — National Ainu Museum **Upopoy** (Symbolic Space for Ethnic Harmony) MAP P.43

In addition to exhibition halls, there are many interactive programs where visitors can experience Ainu life and culture. Evening programs are also worth seeing.

30min

Lodging — **Hotel Izumi** MAP P.41

A hot spring inn offering stunning views of the Pacific Ocean. Enjoy the rich blessings of Kojohama.

2nd day

START!

Experience — **Natural Skincare Garden** MAP P.41

5min

Souvenirs — **Tarakoya Kojohama** MAP P.41

30min

Food — Bakery Shop **Nanakamado** MAP P.43

02
Model Course

Have a Blast Without a Car

Group / Family Trip | 1night,2days | History / Activities

Check out the web version here!

Shiraoi's Scenic,Foodie Lover, and Cultural Experience Course

A great options for international visitors.
A course that offers history, culture, and local flavors—all without needing a vehicle.

1st day

START!

Sightseeing — **Poroto Mintar** MAP P.43

20min

10min

! When dropping off luggage, be sure to pick it up by 6:00PM! (by 5:00PM in winter)

Sightseeing — **Sendai Clan Shiraoi Manor House Museum** MAP P.42

20min

10min

Sightseeing — National Ainu Museum **Upopoy** (Symbolic Space for Ethnic Harmony) MAP P.43

Packed with interactive exhibits on Ainu life and culture. The on-site restaurant also serves traditional Ainu cuisine and wild game dishes.

15min

Lodging — **haku hostel** MAP P.43

A renovated Showa-era inn offering a variety of rooms, from dormitory-style to private rooms. Conveniently located in a shopping district.

1min

Food
- A **Waraku** See P.18
- B Family Izakaya **Kawashou** See P.11 MAP P.43

2nd day

START!

Sightseeing — **Omachi Shopping Street** MAP P.43

Explore by renting a bicycle or on foot. This shopping street, lined with local shops, offers a chance to connect with the people of Shiraoi—making for unforgettable travel memories.

20min

Experience MAP P.43
- A **Lake Poroto** Canoeing Experience
- B **Lake Poroto** Smelt Fishing

7min

Food
- A **Ushi no Sato** MAP P.43
- B **UEMURA BEYOND** MAP P.42

03
Model Course

Trending New Spots to Explore

Solo Travel / Small Groups / Couples | Day Trip | Art / Shopping

Check out the web version here!

One-Day Full Experience Course in Central Shiraoi

A one-day itinerary to fully enjoy central Shiraoi, experiencing its art, culture, and the latest must-visit spots.

1day

START!

Souvenirs — **Poroto Mintar** MAP P.43

A great starting point for sightseeing, offering highlights, information on food, bicycle rentals, and souvenirs.

4min

Food — **Boulangerie NISHIO** MAP P.43

7min

Experience — **Lake Poroto Information Center** MAP P.43

Located across from Upopoy, providing information on how to enjoy the beautiful Lake Poroto. Canoe rentals are also available here.

6min

Souvenirs — **Wood Carving Arai Kougeikan** MAP P.43

4min

Sightseeing — **Shiraoi Hachiman Shrine** MAP P.43

Shiraoi's main shrine with a 350-year history. During the annual festival, Yosakoi dance teams from all over gather for a spectacular performance!

4min

Sightseeing — **brew gallery** MAP P.43

2min

An art gallery attached to a brewery, showcasing unique exhibitions by Hokkaido-based artists. Enjoy craft beer while exploring the artwork.

Souvenirs — **haku Seikatsu Youhinten** MAP P.43

A stylish general store offering durable and fashionable daily goods. Many affordable items make browsing enjoyable.

4min

Souvenirs — **MAIKO'S BAKE** MAP P.43

A shop right by Shiraoi station, offering delicious egg tarts, quiches, and other sweets made with local ingredients—perfect as souvenirs!

04
Model Course

Experience the Deep Charms of Shiraoi

Group / Family Trip | Day Trip | Nature / Activities

Check out the web version here!

Kojohama Full Experience Course

A packed six-kilometer round-trip course filled with experiences like rainbow trout fishing, shiitake mushroom picking, and an all-you-can-pack tarako cod roe challenge in Kojohama.

Catch a fish and have it cooked on the spot!

1day

START!

Hot Springs — **Kojohama Onsen Hotel** MAP P.41

3min

A 100% natural hot spring hotel with continuously flowing spring water. The slightly alkaline waters are known as a "beauty bath" for their smooth texture.

Sightseeing — **Natural Skincare Garden** MAP P.41

3min

A multi-purpose facility with a beauty care salon, café, and restaurant. The spacious garden and play areas make it a great spot for families.

Experience — **Kikyohara Farm** MAP P.41

3min

Winner of the highest award at the Hokkaido Mushroom Competition, its log-grown shiitake mushrooms offer exceptional texture and rich flavor. A direct sales store and a mushroom-picking experience area available.

Food — **Yamamoto Trout Farm** MAP P.41

4min

Enjoy rainbow trout fishing year-round. The fish can be cooked on-site for immediate tasting.

Souvenirs — **Tairyo-Banya** Kojohama MAP P.41

A shop specializing in seafood products and local delicacies, including the famous squid crackers. Take on the challenge of packing as much tarako cod roe as you can into a bag!

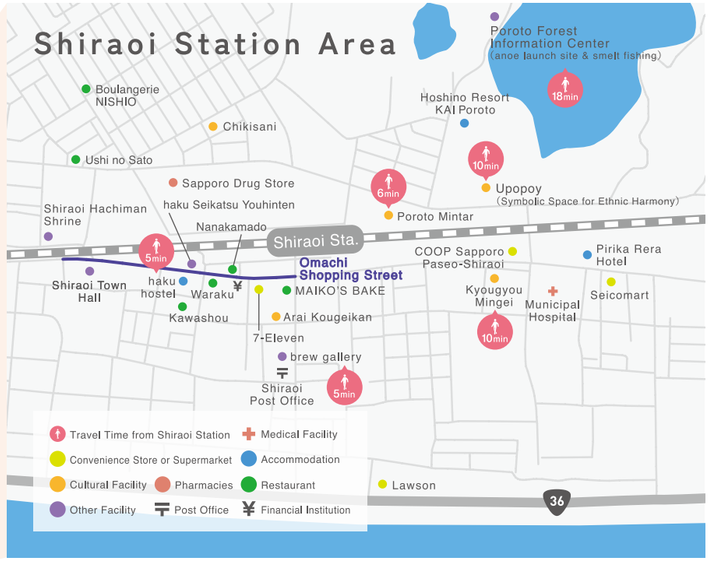
This Shiraoi Town Sightseeing Map provides estimated driving times and distances from the town center to major spots and districts. use it as a handy reference for travel planning.

※The times and distances provided are approximate.

Shiraoi Town Sightseeing Map

A Town Rooted in Rich Nature, Timeless History, and Unique Culture

Located in southwestern Hokkaido, Shiraoi is just a 40-minute drive from New Chitose Airport, the gateway to Hokkaido, and about an hour by express train from JR Sapporo Station, making it highly accessible by land, sea, and air. With its elongated shape, the town is perfect for scenic drives, offering endless views of the Pacific Ocean to the south and Mt. Taruame to the northeast. The stunning landscapes visible from every window are a highlight.Forests make up 70% of the town, and its rivers, rich enough for salmon to swim upstream, provide opportunities to encounter wildlife. Strolling through this nature-filled environment is one of the town's great pleasures. Artistic spots are scattered throughout the town, making for a leisurely and enjoyable visit.



Getting around the town center? Try the electric bike rental Shiravero!

Available at two locations in town, Shiravero requires no reservation—just fill out a simple rental form to start riding! Bikes can be returned at designated locations, making it easy to combine rentals with community buses for a seamless town exploration.

Locations

Poroto Mintar [Rental Hours] 9:00AM to 4:00PM [TEL]0144-82-2216

Poroto Forest Camping Field Visitor Center [Rental Hours] 8:00AM to 4:00PM [TEL]0144-85-2005

Bikes can be returned at Poroto Mintar, the Visitor Center, or the Lake Poroto Information Center.

Fees

Up to 2hours ····· 1,000yen
Up to 4hours ····· 2,000yen
After 4hours ····· 500yen
per additional 30minutes

Contact Information

Shiraoi Tourism Association
1-1-21 Wakakusacho, Shiraoi
0144-82-2216

Let Us Guide You Through Shiraoi!

With its rich natural surroundings between the sea and mountains, Shiraoi is full of charm—from Shiraoi beef and Kojohama tarako cod roe to log-grown shiitake mushrooms, natural hot springs, and Ainu culture. We are here to help coordinate and enhance your trip.

Shiraoi Omotenashi Guide Center
Inquiries(Inside Shiraoi Tourism Association)
[TEL]0144-82-2216
[FAX]0144-82-4517