

The "Sapporo Burari Techo" was created by members affiliated with tourism business in Sapporo who gathered under the name "Sapporo Concierge." For over six months, members held workshops, split into groups by area and held numerous discussions. They imagined they were tourists and actually walked the streets of towns and cities in search of appeal and charm they wished to convey to others, and compiled their findings into this handbook. The "Sapporo Burari Techo" has carefully selected attractive stores, shops, and more that one would find if living in Sapporo, and incorporated these into the various courses introduced, so visitors can be excited as they venture around Sapporo to discover the wonders it has to offer. It is our hope that you will discover and enjoy new and unordinary charm of Sapporo.



Sapporo Concierge Porocon (short for Sapporo Concierge)

The Sapporo Concierge chooses eight areas of central Sapporo introduced in the Burari Techo and offers a "Porocon Walking Town Guide" service. Here we introduce recommended walking courses based on information in the Burari Techo, as well as courses that meet the needs of visitors, taking into account the season and weather conditions, combined with added hidden stories about each location.



porocon.jp

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SAPPORO

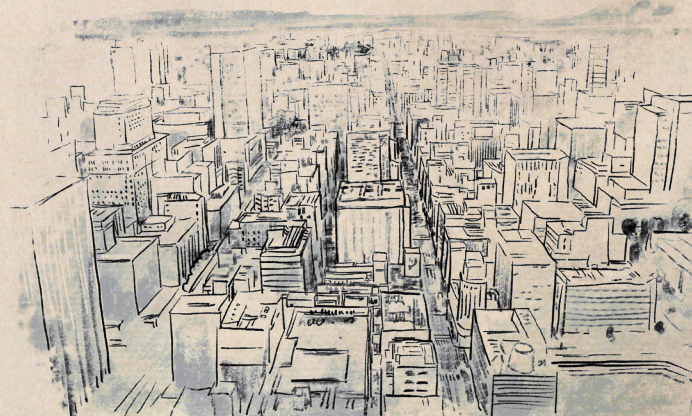


Extra issue
Burari Techo | Walk to GO! | Ver.1
E For tourists visiting Sapporo from abroad



Locally recommended spots
by people in the tourism industry

Walk to GO! SAPPORO



E For tourists visiting
Sapporo from abroad



Walk to GO! SAPPORO

E For tourists visiting
Sapporo from abroad

Introducing a walking tour where you can experience the diverse charm of Sapporo.

Sapporo is a city with a diverse charm. It is filled with attractions that delight visitors, including beautiful nature throughout the four seasons, a rich culinary culture, historical landmarks, and various activities.

In this way, the Sapporo Concierge's carefully curated Sapporo walking tour offers a special experience where you can fully appreciate the diverse charms of Sapporo. As you explore hidden gems and popular spots, you'll have the opportunity to immerse yourself in the city's rich offerings.



Heisei Poplar Avenue in Hokkaido University



Sapporo Clock Tower



Akarenga Red Brick Office



Hokkaido Shrine

SAPPORO

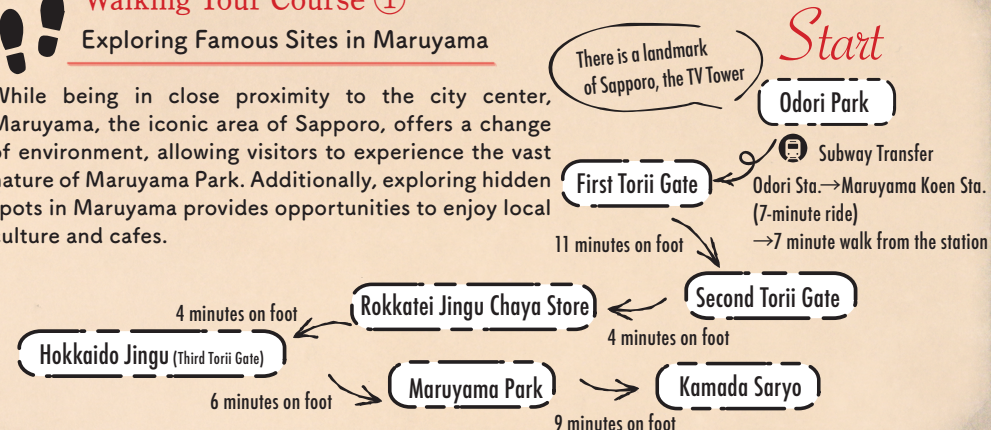
Burari Techo



Walking Tour Course ①

Exploring Famous Sites in Maruyama

While being in close proximity to the city center, Maruyama, the iconic area of Sapporo, offers a change of environment, allowing visitors to experience the vast nature of Maruyama Park. Additionally, exploring hidden spots in Maruyama provides opportunities to enjoy local culture and cafes.



Start

View point 173m above
ground 360° field of view

Walking Tour Course ②

Enjoying Nature, History, and Hokkaido
Ingredients at Hokkaido University



Walking Tour Course ③

Discovering Sapporo's History
While Searching for the Red Star

In this special walking tour, we'll explore the history of Sapporo and its connection to beer while experiencing the charm of its historic buildings and the symbol of Hokkaido's pioneering history, the "Red Star." As we stroll through the city, we'll visit historical landmarks, learn about the significance of the Red Star and its relation to beer production. Walking along the banks of the Toyohira River, we'll discuss the influence of waterways on Sapporo's history. Finally, we'll enjoy a luxurious moment savoring the history with a glass of "Red Star Beer."



Colonial architectural style building
day and beautiful sound of bells

Start



Closed until March 2025
for renovation work.

Drink up on
Red Star beer!