

Experience the Sake Culture of Kochi ~Why not come to “Tosa-no-Okyaku” ? ~ ~ (“Kochi-style Party”) ? ~

February 4th, 2025



Shikoku Bank Co.ltd
Regional Innovation Division



Shigin Regional Economic
Research Institute Inc.

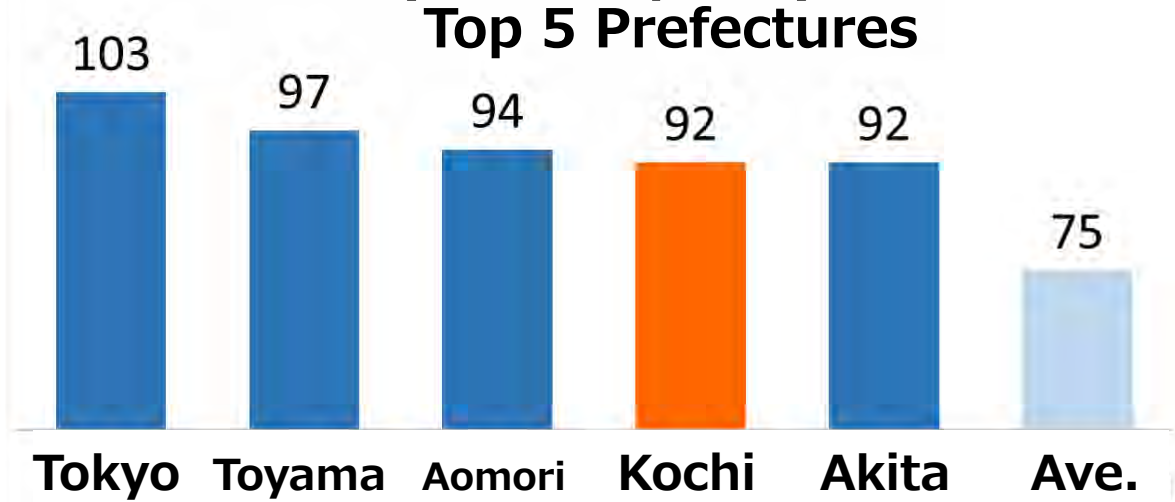
1. What is "Tosa-no-Okyaku" ("Kochi-style Party") ?

- The "Tosa-no-Okyaku" ("Kochi-style Party") is a big event that turns the entire city of Kochi into a party venue every year in early March. You can see people exchanging cups and saying "Kanpai!" (Cheers!) in various places like shopping streets, parks, and even on trains and trams. It's a spring tradition in Kochi.
- In addition to the parties, over 30 events take place in the central shopping district of Kochi, including drink rallies, markets, music and dance performances, art and culture activities, and sports.



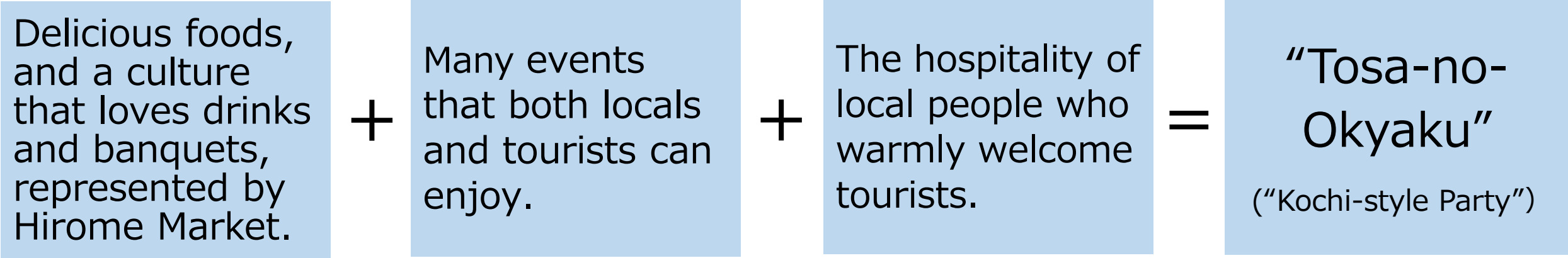
2. The Sake Culture of Kochi & “Tosa-no-Okyaku” (“Kochi-style Party”)

Alcohol Sales (Consumption) per Adult in 2022 (liters)



(Source) National Tax Agency

- What is “Okyaku”? In Kochi, “Okyaku” means a banquet where people spend time together enjoying food and drinks. It’s not just a simple drinking party; it’s a communication event that deepens connections between people. The term symbolizes Kochi’s drinking and food culture.



Hirome Market: A large indoor food market with 60+ shops, including restaurants and retail stores. You can enjoy drinks, starting in the morning!

3. Overview of "Tosa-no-Okyaku" 2025 March 1st (Sat) - March 9th (Sun) (1)

There are many events listed below where you can enjoy Kochi's unique food and drink culture that you probably can't experience anywhere else.

Cheers in the Heart of the City!



Local Gourmet Food Stall Village

Dates: March 1st (Sat) and 2nd (Sun), 2025,
from 10:00 AM to 9:00 PM

A variety of local gourmet foods and popular dishes from Kochi Prefecture will be gathered here. You can enjoy dishes made with fresh ingredients from the beautiful nature of Kochi, as well as local sake.

Location: Central Park (Chuo-koen)

Tosa's Grand Banquet

Dates: March 8th (Sat) and 9th (Sun), 2025,
from 10:00 AM to 7:00 PM

There will be dishes made with plenty of ingredients from the mountains, countryside, rivers, and sea of Kochi!

Location: Central Park (Chuo-koen)



Bar Hopping in Kochi City!

40th Drink Rally : Bar Hopping Event

Dates: March 3rd (Mon) to 5th (Wed), 2025, with
registration from 6:00 PM to 8:00 PM

Hop between 5 selected bars and restaurants in the bustling downtown area of Kochi City, enjoying 1 drink and a snack at each place. Make sure to finish by 9:00 PM on the last day to participate in the grand lottery!

Registration Location: Under the Obiyamachi Parasole



Various Events at Nearby Arcades

3. Overview of "Tosa-no-Okyaku" 2025 March 1st (Sat) - March 9th (Sun) (2)

There are many events listed below where you can enjoy Kochi's unique food and drink culture that you probably can't experience anywhere else.

Party on the Tram and Train !



Okyaku Tram 2025

Date: March 7th (Fri), 2025, starting at 7:00 PM

Enjoy all-you-can-drink draft beer and delicious food while taking in Kochi's cityscape from the tram!

Price: 6,500 yen (inc.tax) Advance reservation required (applications start from February 3rd)

Location: Inside the tram



Tosa Kuroshio Railway Special Event

Date: March 1st (Sat), 2025, from 11:00 AM to 3:30 PM

This is a collaborative event featuring the Gomen-Nahari Line and the "Tosa Townhouse Hina Matsuri". Enjoy local sake along the train route. And in Nahari Town, you can savor Suntory beverages and specially selected countryside dishes. Price: 10,000 yen (inc.tax) Advance reservation required (applications start from February 3rd) Location: Inside the Gomen-Nahari Line train and Nahari Town venue



Enjoy fun Ozashiki Games

Tosa Ozashiki Experience: Tosa Sake and Appetizers

Dates: March 5th (Wed), 7th (Fri), and 8th (Sat), 2025

Experience traditional "ozashiki" games unique to Kochi, such as "Beku Cup," "Kiku no Hana," "Shibaten Dance," and "Hashiken," at famous venues in Kochi. Enjoy local sake and delicious dishes while experiencing "the true Kochi banquet".

Price: 7,500 to 8,000 yen (inc. tax) Advance reservation required

Location: Hotel Ooriya, Hotel Takasago, Hotel Tosa Gyoen

3. Overview of "Tosa-no-Okyaku" 2025 March 1st (Sat) - March 9th (Sun) (3)

There are many events listed below where you can enjoy Kochi's unique food and drink culture that you probably can't experience anywhere else.

Kochi's Local Cuisine Becomes Beautiful Art!



Food Festival: 57th Nankoku Tosa Sawachi Festival

Date: March 2nd (Sun), 2025, from 10:00 AM to 4:00 PM

Kochi's representative local dish, "Sawachi cuisine," along with fresh sashimi, Japanese, Chinese, and Western dishes are all on display. Come and see the beautiful and dynamic art of these dishes!

Location: Oh-ashidori Street, Hirome Market Front Square

The Yosakoi Spring Dance is a Must-See!



Yosakoi Spring Dance

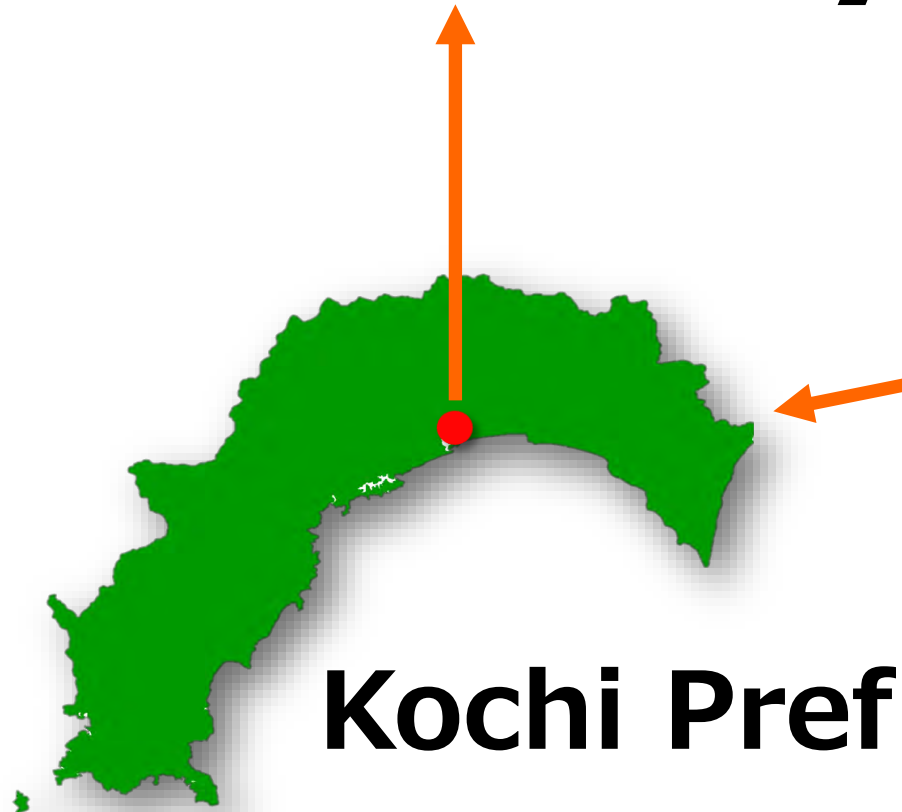
Date: March 8th (Sat), 2025

Award-winning teams from the 2024 Yosakoi Dance Festival and teams from the original shopping district will perform. Enjoy the unique costumes and dances that showcase each team's individuality.

Time & Location: Central Park: 4:00 PM to 7:00 PM (tentative)
Obiyamachi Ni-chome & Kyomachi: 6:00 PM to 9:00 PM (tentative)

4. MAP (1)

Kochi City



Kochi Pref

Japan



Tokyo

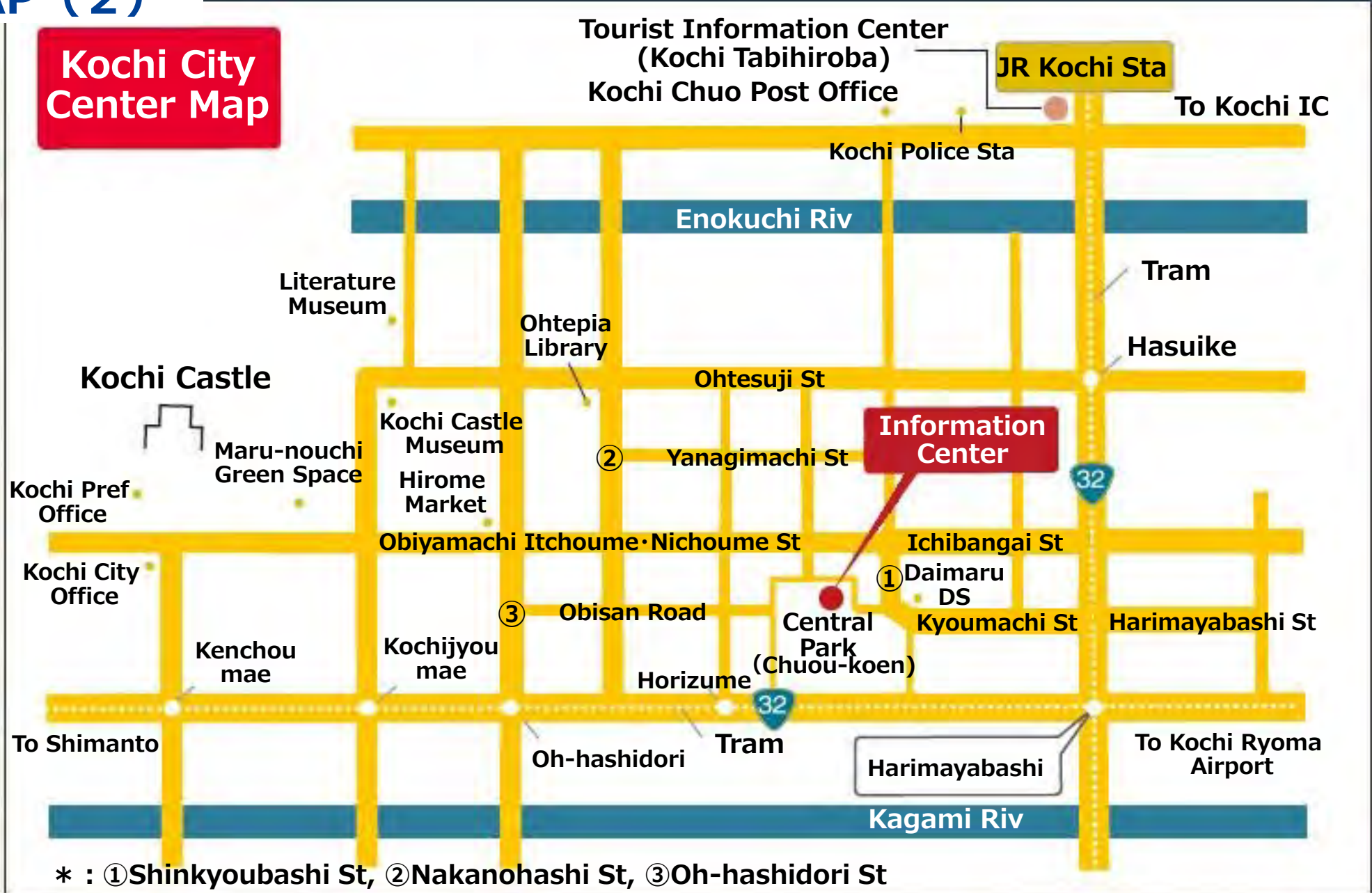
Shikoku Island

You can get to Kochi by plane in one and a half hours from Tokyo, or two and a half hours from Taipei.

(The only direct flight abroad from Kochi Ryoma Airport is to Taipei.)

4. MAP (2)

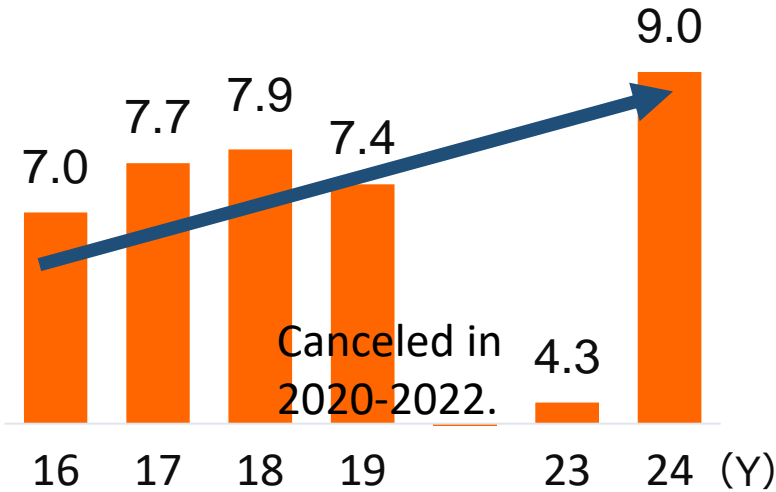
Kochi City Center Map



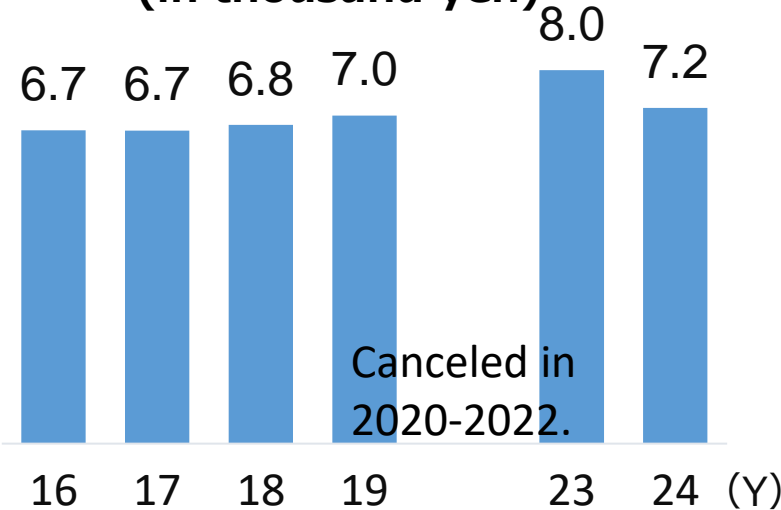
* : ①Shinkyoubashi St, ②Nakanohashi St, ③Oh-hashidori St

5. The Economic Impact of “Tosa-no-Okyaku” and its Future Challenges

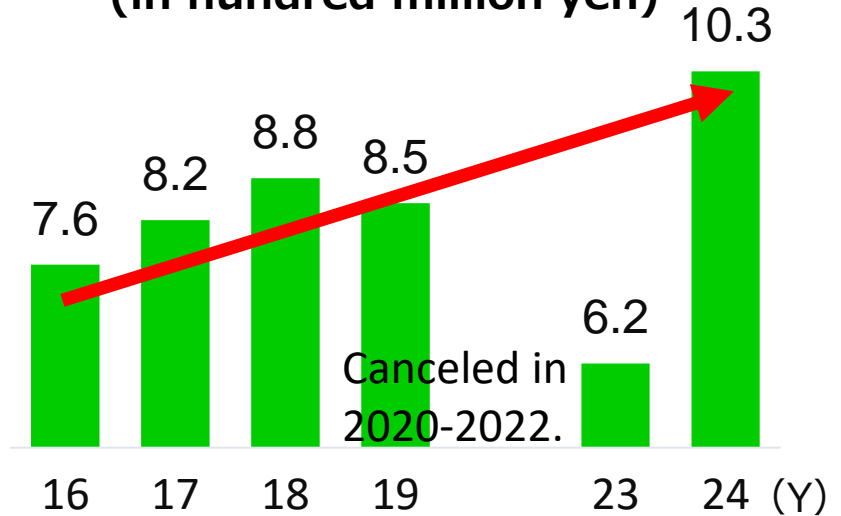
(1) Number of Visitors
(in ten thousands)



(2) Tourist Spending per Person
(in thousand yen)



(3) Economic Impact
(in hundred million yen)



(Source) “Tosa-no-Okyaku” Committee and Shigin Regional Economic Research Institute

Economic Impact

- Since its start in 2006, the number of visitors has increased almost every year. In 2024, after the COVID-19 pandemic, the number of visitors exceeded 90,000, which was a record high. In 2025, it may even surpass 100,000.
- The average spending per visitor has also generally increased, and the economic ripple effect exceeded 1 billion yen in 2024, significantly contributing to regional revitalization.

Future Challenges

- Attracting visitors from outside the prefecture: Out of 90,000 visitors, only about 8,000 are from outside the prefecture, meaning around 90% are local visitors.
- Attracting foreign tourists/Increasing inbound tourism
- Improving cashless payment options: Creating a system that is easy for tourists to use.
- Promoting the development and sale of related merchandise.

Contact to “Tosa-no-Okyaku” Committee Secretariat

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