

January 6th, 2026

Shikoku Bank

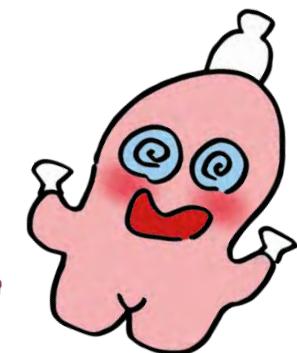
Experience the Sake Culture of Kochi

~Why not come to “Tosa-no-Okyaku” ? ~

~“Kochi-style Party” ? ~

March 7th (Sat) - 15th (Sun) , 2026

Katsuo “Bonito” Tosa
Head of the Organizing
Committee



“Bero-Bero” God
(God of Booze)



四国銀行

Shikoku Bank Co.ltd
Regional Innovation Division



Shigin Regional Economic
Research Institute Inc.

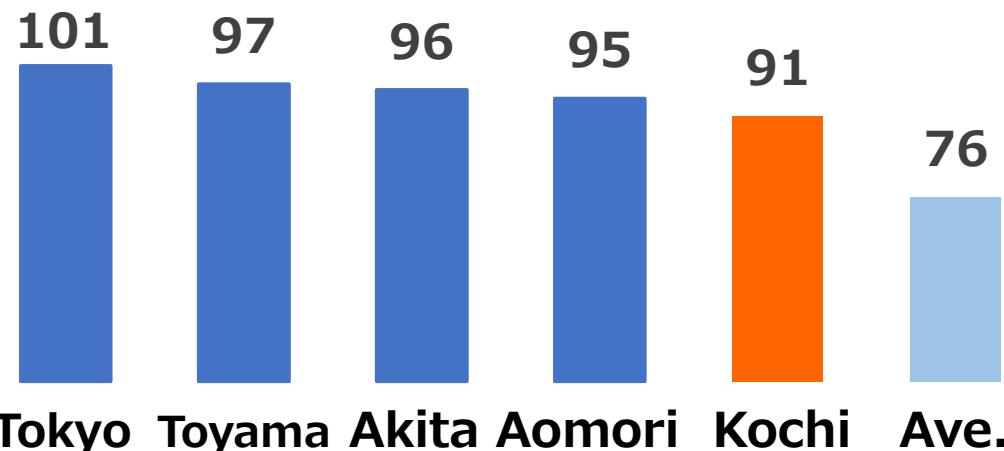
1. What is “Tosa-no-Okyaku” (“Kochi-style Party”)?

- 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 2023 (liters)

Top 5 Prefectures



Tokyo Toyama Akita Aomori Kochi Ave.

(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.

Delicious foods, and a culture that loves drinks and banquets, represented by Hirome Market.



Many events that both locals and tourists can enjoy.



The hospitality of local people who warmly welcome tourists.



“Tosa-no-Okyaku”
("Kochi-style Party")

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” 2026

March 7th (Sat) - March 15th (Sun) (1)

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

Cheers in the Heart of the City!



Local Gourmet Food Stall Village

Dates: March 7th (Sat) and 8th (Sun), 2026, 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 local sake and dishes made with fresh local ingredients from Kochi.

Location: Central Park (Chuou-koen)



Tosa's Grand Banquet

Dates: March 14th (Sat) and 15th (Sun), 2026, 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 (Chuou-koen)

Bar Hopping in Kochi City!

42th Drink Rally : Bar Hopping Event

Dates: March 9th (Mon) to 11th (Wed), 2026, with registration from 6:00 PM to 10:00 PM

On the day of the event please exchange your advance or same-day ticket at the reception for a course sheet which lists five participating bars. Enjoy bar hopping at those five listed venues - each offering one drink and a snack.

Ticket prices: ¥4,000 in advance / ¥4,500 on the day (tax included)

Registration

Location: Central Park (Chuou-koen)



Various Events at Nearby Arcades

3. Overview of “Tosa-no-Okyaku” 2026

March 7th (Sat) - March 15th (Sun) (2)

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

Party on the Tram and Train !



Okyaku Tram 2026

Date: March 13th (Fri), 2026,
starting at 6:30 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 accepted from February 2nd 9:00AM)

Location: Inside the tram



Special Attendant Event ~Tosa no Okyaku no Monogatari 2026~

Date: March 8th (Sun), 14th (Sat) 2026, from Around midday to 4:00 PM

Enjoy food and culture of Tosa with all five senses aboard the premium sightseeing train “Shikoku Tosa: Dawn of the Era”. Uniquely all the seats are turned towards tables down the center of the carriage.

Price : 21,500 yen (inc.tax)

Advance reservation required : Now accepting reservations

Location: Dosan Line - between Kochi Station and Susaki Station



Enjoy fun Ozashiki Games



Tosa Ozashiki Experience: Tosa Sake and Appetizers

Dates: March 7th (Sat), 11th (Wed), and 13th (Fri), 2026

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" 2026

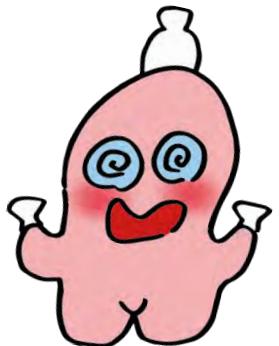
March 7th (Sat) - March 15th (Sun) (3)

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

Kochi's Local Cuisine Becomes Beautiful Art!



The Yosakoi Spring Dance is a Must-See!



Food Festival: 58th Nankoku Tosa Sawachi Festival

Date: March 8th (Sun), 2026, 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-hashidori Street, Hirome Market Front Square

Yosakoi Spring Dance

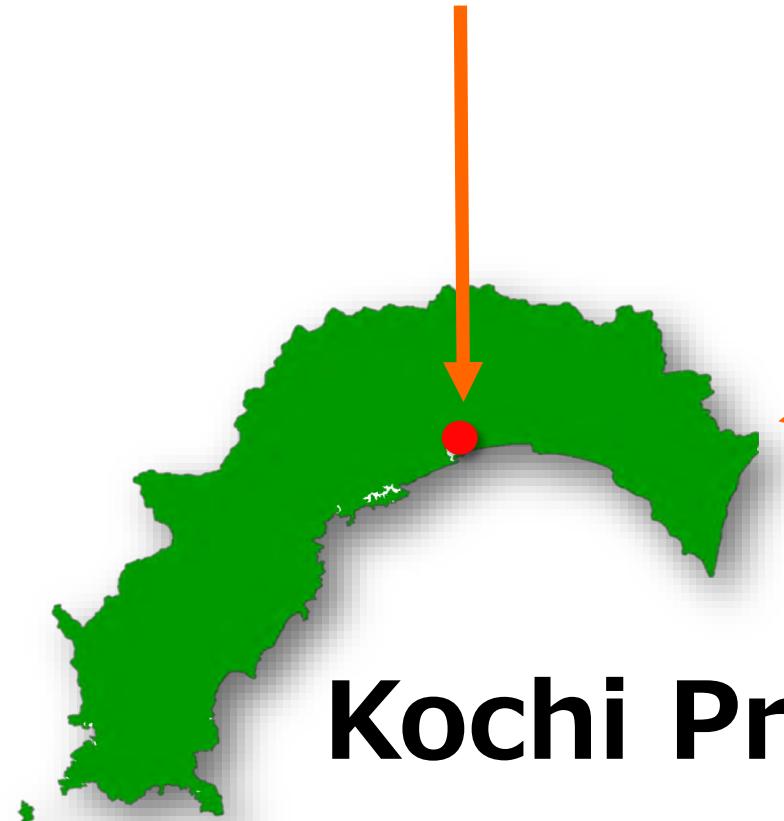
Date: March 14th (Sat), 2026

Teams from the shopping district where Yosakoi originated, as well as award-winning teams from the 2025 Yosakoi Dance Festival 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)
Center of Obiyamachi Street: 5:30 PM to 8:30 PM (tentative)

4. MAP (1)

Kochi City



Kochi Pref

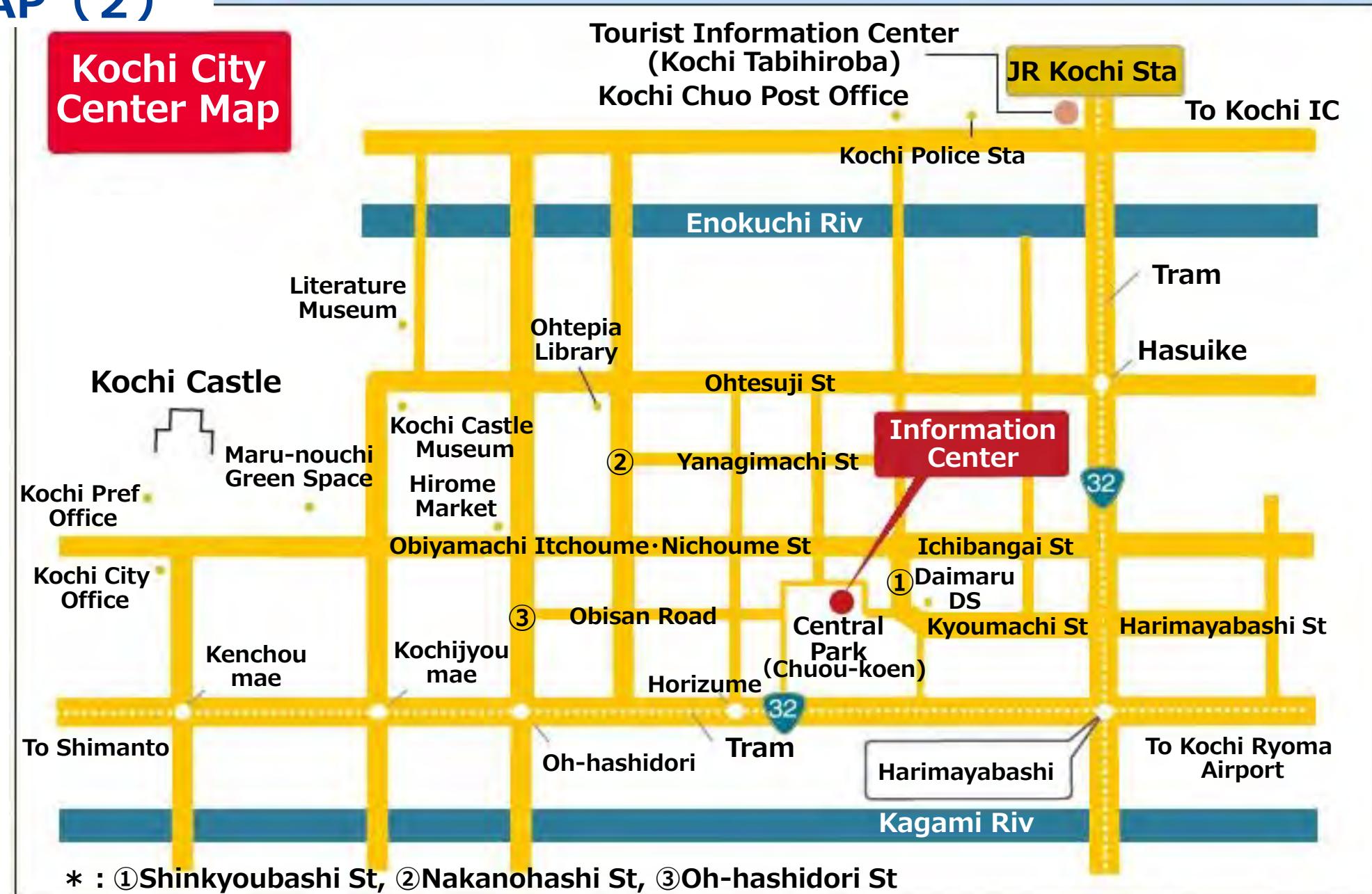
Japan



You can get to Kochi by plane in $1\frac{1}{2}$ hours from Tokyo, or $2\frac{1}{2}$ hours from Taipei.

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

4. MAP (2)



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

Contact to “Tosa-no-Okyaku” Committee Secretariat



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<https://www.facebook.com/okyaku>

https://www.instagram.com/tosa_okyaku

https://www.youtube.com/channel/UC_T46K2Wr-eXrF6CccBJ4-w

