

Newsletter

June 12, 2025

The Inbound-oriented Sumo Entertainment Show Hall “THE SUMO HALL HIRAKUZA OSAKA”

We celebrated our 1st Anniversary on Friday, May 30, 2025

– Hosting 36,000 Visitors from Approximately 110 Countries and Regions Worldwide
and Aiming for Even Greater Success in Our Second Year. –

THE SUMO HALL HIRAKUZA OSAKA (Location: 8th Floor, Namba Parks, Naniwa-ku, Osaka), a sumo entertainment show hall for international visitors operated by Hanshin Contents Link Corporation, celebrated its first anniversary on Friday, May 30, 2025. Over the past year, we have welcomed a cumulative total of 36,000 guests from approximately 110 countries and regions. As a new style of sumo entertainment facility where guests can “Watch, Learn, and Experience,” we will continue to offer a venue for new Japanese cultural experiences.



■ Special Pre-Show Held to Commemorate HIRAKUZA's 1st Anniversary

To celebrate the anniversary, the 6:00 PM performance began with a special pre-show featuring the 'Shishimai' (lion dance), a traditional symbol of good luck. The festivities continued as performers stepped off the sumo stage to parade through the venue and pose for photos. To complete the celebration, all guests were gifted a limited-edition 1st-anniversary coaster, filling the hall with a festive mood.

■ A Global Hotspot: 97% of Visitors Are International Tourists

The venue has proven its immense international appeal, with over 97% of attendees being tourists visiting Japan. The audience is primarily composed of guests from the America (22%), Australia (22%), and Europe (21%), which together make up nearly 65% of all visitors. The hall has also welcomed a significant number of guests from across Asia, South America, the Middle East, and Africa, reaching a milestone of hosting visitors from 110 different countries and regions in its first year.

■ Future Outlook: Aiming for Even Greater Success in Our Second Year

“THE SUMO HALL HIRAKUZA will continue to aim to be a facility where visitors can experience traditional Japanese culture more casually and in more diverse ways, through our unique ‘Sumo x Entertainment’ approach. Additionally, we will accelerate our expansion both domestically and internationally, while continuing to share the charm of Japanese culture and provide an even more satisfying experiential value to customers from diverse cultural backgrounds around the world.”

■ A Look Back at the First Year

May 30, 2024 (Thurs)	THE SUMO HALL HIRAKUZA OSAKA opens.
October 23, 2024 (Wed)	Surpassed 10,000 visitors.
November 15 (Fri) & 16 (Sat), 2024	First overseas performance held in India.
January 26 (Sun) & 29 (Wed), 2025	Held performances in Chinese (the first in a language other than English).
March 5, 2025 (Wed)	Received the Excellence Award at the "Cool Japan Platform Award 2025."
March 9 (Sun) – 21 (Fri), 2025	Planned and sold collaboration merchandise with the Grand Sumo March Tournament.
April 25, 2025 (Fri)	The number of visitor countries and regions surpassed 100.
May 30, 2025 (Fri)	Celebrated the 1st anniversary of opening.



Celebrating the 10,000th visitor milestone.



A scene from the overseas performance in India.

■ ABOUT THE SUMO HALL HIRAKUZA OSAKA

THE SUMO HALL HIRAKUZA OSAKA is a permanent sumo-themed entertainment show hall prepared for international visitors. It reimagines the traditional sport of sumo with elements of modern entertainment and hands-on experiences, offering a new way to enjoy Japanese culture. The show, performed entirely in English by former professional sumo wrestlers, utilizes powerful audio, lighting, and visuals. Guests not only witness dynamic sumo bouts but also learn about the sport's history, techniques, and rules. The experience includes interactive segments like "sumo challenges" against the wrestlers and commemorative photo opportunities.



■ Facility Details – THE SUMO HALL HIRAKUZA OSAKA

Facility Name: THE SUMO HALL HIRAKUZA OSAKA

L o c a t i o n: 8th Floor of Namba Parks (2-10-70 Nambanaka, Naniwa-ku, Osaka City)

Operating Hours: 11:00–23:00 (Souvenir shop only open from 11:00–17:00) *Please note that performance times are subject to change.

Days Closed: Every Tuesday, The year-end and New Year holidays (12/31・1/1) *Open on Tuesdays during busy periods.

Ticket Information: [Sumo Show]

An immersive sumo entertainment utilizing sound, lighting, and visual effects.

Premium Seat: ¥16,000 / Standard Seat: ¥12,500, Child: ¥9,000 *Tax included

*Premium BL Seats are available, which include one guaranteed opportunity to participate in the Sumo Challenge per seat. Please check the official website for details.

*All seats include "HIRAKUZA Bento," "HIRAKUZA Child Bento," or "HIRAKUZA Snack Bag" and one drink.

*Children are from ages 3 to 12 years. (Children get a "HIRAKUZA Child Bento.")

*Food additional fees: Premium Bento (+¥4,000), Halal Bento (+¥2,000), and Vegan Bento (+¥2,000)

*Bento orders are accepted until 10:00 AM three days prior. After that, only "HIRAKUZA Snack Bag" is available.

*Tickets reservation from official site are accepted until 3:00 PM of the performance date.

After that, please visit our venue or contact us to purchase a ticket.

[Sumo Workshop Experience]

Learning and experiencing the basic sumo training directly from former professional sumo wrestlers.

Adult: ¥14,000, Child: ¥9,000 *Tax included

*All seats include "Chanko Nabe" (one bowl per serving) and one drink.

*Children are from ages 3 to 12 years.

*This performance is held irregularly. For the latest schedule, please visit our official website.

U R L : <https://hirakuza.net/>

Company Name HANSHIN CONTENTS LINK CORPORATION

Headquarters Hanshin Noda Center Building 10F, 1-1-31 Ebie, Fukushima-ku, Osaka City, Japan

Capital fund ¥230 million (100% investment by Hanshin Electric Railway Co., Ltd., a part of Hankyu Hanshin Toho Group)

Business Description Contents industry, music business, advertising media sales, signage production Our company will utilize the expertise of entertainment show business cultivated through operations.

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