

What's *the Shonan Hiratsuka Tanabata Festival?*

City of Hiratsuka turned out to be a burnt-out ruin after the World War 2. Five years after the end of WW2, some people held a recovery festival and more people than they expected to come. So, the Chamber of Commerce of Hiratsuka and the Association of Hiratsuka Retailers started the first Tanabata Festival to make self-help efforts toward recovery. Since then, the Festival has helped making Hiratsuka as a city with a grand Tanabata Festival. Nowadays, the Hiratsuka Tanabata Festival is known to be one of the most fascinating festivals in Japan.

When you visit the festival, we hope you feel excited, with the starting of summer and making of new friends in the Shonan area, with various aspects related to summer.

Most decorations are made of plastic which are water proof and most streets are covered with a roof as the festival is held during rainy season. At night you can enjoy the decorations as some of them are lighted up. Designs of decorations are all creative. Some motifs are depicted from latest TV show characters, traditional fairy tales and famous people.

★ Shonan Hiratsuka Tanabata Festival! ★

Fri. July 5, 2019–Sun. July 7, 2019



Welcome to the Shonan Hiratsuka Tanabata Festival! This is the 69th annual event and one of the most famous and the biggest Tanabata Festival in Japan. There are about 1.5 million visitors expected in 3 days. You can enjoy large-scale of the Tanabata decorations on the streets of down town. The number of decorations amount to about 500. Don't miss outdoor food stalls and stage performance events!!