

Gion Festival Yamahoko Junko Viewing Program Experience the Refined Beauty of Kyoto Traditions with Maiko

Friday, July 17 and Friday, July 24, 2026



ROKU KYOTO stands where Hon'ami Kōetsu, one of the founders of the Rinpa school, established an artistic community.

In the early Edo period (17th century), numerous artisans and artists gathered here, and the refined sensibilities they cultivated continue to be passed down to this day.

The decorative elements and costumes of the Gion Festival's Yamahoko floats also reveal a profound connection to Japanese aesthetic sensibilities.

Through this program, guests are invited not simply to view, but to deeply experience the essence of Japanese culture and engage with the spirit of preserving it for the future.



Comfortable Indoor Viewing of the [Gion Festival's](#) Highlight



Inscribed on UNESCO's Intangible Cultural Heritage list, the Gion Festival is one of Kyoto's most iconic summer traditions. Its origins date back more than a thousand years to rituals performed to ward off epidemics. Though its form has evolved over the centuries, it remains an indispensable tradition deeply cherished by the people of Kyoto.

ROKU KYOTO offers a special program for guests to enjoy one of the festival's highlights, Yamahoko Junko, the Gion Festival's float procession, from the comfort of an indoor setting. The procession takes place during the Saki Matsuri (former festival) on July 17 and the Ato Matsuri (latter festival) on July 24.

Often described as a “moving museum,” the magnificent and elaborately decorated floats proceed through the streets. With traditional Gion-bayashi festival music in the air, a bilingual guide will provide thoughtful commentary on the festival’s rich history and cultural significance.

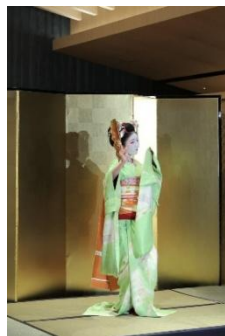


Guests will also have the opportunity to experience the elegance of Kyoto’s kagai culture up close through ozashiki entertainment and dance performances by two maiko from Kamishichiken, a geisha district in northern Kyoto. In addition, craftsmen from Tsujikura, a long-established wagasa maker founded in 1690, will lead a hands-on miniature wagasa-making experience.

We invite you to experience a moment found only here, where festival traditions, refined culture, and master craftsmanship nurtured over a millennium come together.

Experience the Elegance of Kyoto through the Hospitality of Maiko

Kyoto is home to five traditional geisha districts—Gion Kobo, Miyagawacho, Pontocho, Kamishichiken, and Gion Higashi—collectively known as the Gokagai, or “Five Kagai.” Located near ROKU KYOTO in the historic area surrounding Kitano Tenmangū Shrine, Kamishichiken is the oldest of these five districts. Through traditions such as the renowned Kitano Odori performances, it continues to preserve Japan’s rich cultural heritage.



Maiko, admired for their graceful appearance adorned with vibrant kimono, elegant obi, and hair ornaments, devote themselves daily to refining their skills in dance, song, shamisen performance, and the art of hospitality.

Guests can enjoy ozashiki-style entertainment while immersing themselves in the refined elegance of Kyoto, where the spirit of the Gion Festival harmonizes beautifully with the traditions of the kagai.

Discover Japanese Craftsmanship at Tsujikura, Kyoto’s Historic Wagasa Atelier

Founded in 1690, Tsujikura is one of Japan’s oldest makers of wagasa, traditional Japanese umbrellas. Crafted from natural materials such as bamboo and washi paper, wagasa are completed through more than one hundred meticulous steps. Originally displayed as protective amulets, these umbrellas today embody a level of artistry that can truly be described as exceptional. The sight of maiko and geiko carrying wagasa reflects the elegance of traditional Japanese craftsmanship.



Under the guidance of skilled craftsmen, guests will create their own one-of-a-kind hime wagasa (miniature umbrella), by selecting and assembling materials. The experience offers an opportunity to appreciate the delicacy and precision of Japanese craftsmanship.



A Meaningful Keepsake: The Gion Festival's Chimaki Amulet

The *yakuyoke chimaki* offered by the Yamahoko floats of the Gion Festival are protective talismans made from bamboo leaves, believed to ward off misfortune. In Kyoto, it is customary to display these chimaki at the entrance to one's home.

On July 17, guests will receive a chimaki from the Funehoko float neighborhood, while on July 24, chimaki will be presented by members of the Kitakannyama float neighborhood. These special amulets are offered directly by the people who continue to preserve the traditions of each Yamahoko district.



We invite you to take one home as a meaningful keepsake imbued with the prayers and spirit of the people of Kyoto.

Please note that as the Gion Festival chimaki amulets are made from natural plant materials, some countries may require declaration or impose import restrictions. Guests are advised to check the quarantine and customs regulations of their destination country in advance.

Schedule (Tentative)

8:15 Departure from the hotel by private car

8:45 Arrival at Kyoto Kawaramachi

8:55 Escort to the special viewing area for the Gion Festival Yamahoko Procession (5th floor of the venue building)

9:00–12:00

- Commentary on the Gion Festival by a bilingual guide (Japanese/English)
Interpretation in languages other than English may be arranged upon request for an additional fee
- Hospitality by a maiko
(including ozashiki-style entertainment and dance performances / photography and video recording permitted for private use only)
- Beverages and light refreshments
(sake, soft drinks, and Japanese tea)

- *Hime Wagasa* crafting experience
(a miniature traditional umbrella approximately 30 cm in diameter; a craftsman will provide detailed guidance)
- Presentation of protective chimaki amulets by members of the respective Yamahoko districts.

12:00 Departure for the hotel by private car
(Guests may also choose to disband on-site)

Participation is limited to guests staying at ROKU KYOTO.

Pricing & Notes

- **Price:** ¥150,000 per person
(including tax and service charge)
- **Maximum capacity:** 12 guests per date
- Program details are subject to change
- Private reservations are also available
(subject to availability and group size limitations; please inquire for details)
- **Cancellation Policy:**
Cancellations made on or after June 1, 2026 will incur a 100% cancellation fee
- Information current as of May 11, 2026
- **Inquiries:**
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