

November 25, 2025

Thomas & Friends x JR Hokkaido “Thomas in the Land of Snow” Let’s Go Out! Campaign

To celebrate the release of the Japanese original picture book “Thomas in the Land of Snow” set in Hokkaido, JR Hokkaido is launching the “Thomas in the Land of Snow” Let’s Go Out! Campaign.

Enjoy special tie-in events such as a stamp rally where you can collect stamps on three routes – four stations around Sapporo, Sapporo ⇄ Hakodate, or Sapporo ⇄ Asahikawa - to receive exclusive Thomas × JR Hokkaido goods, as well as photo spots perfect for memorable pictures!

The picture book also features Kaito, a brand-new character for the Hokkaido Shinkansen, which celebrates its 10th anniversary on March 26, 2026. Join Thomas and his friends on a journey that continues into the future!

1. Regarding the “Thomas in the Land of Snow” Let’s Go Out! Stamp Rally

Original Thomas stamps are available at four stations in the Sapporo area, as well as at Hakodate Station and Asahikawa Station. Pick up a stamp sheet at major stations in Hokkaido and start collecting stamps!

There are easy-to-join courses around Sapporo and courses where you can enjoy a trip on limited express trains, so this winter, hop on a train with your family and join the fun!

【Event Period】 Until March 31, 2026

【Stamp Locations】 6 stations in Hokkaido

Sapporo area: Teine, Sapporo, Kita-Hiroshima, and New Chitose Airport Stations

Hakodate area: Hakodate Station, Asahikawa area: Asahikawa Station



(Poster image)

● Thomas Course

Collect stamps from all four stations—Teine, Sapporo, Kita-Hiroshima, and New Chitose Airport—and get exclusive goods!

Make a purchase of 300 yen (tax included) or more at Hokkaido Shikisai-kan Sapporo East (inside Sapporo Station) and show your collected stamps to receive an original Thomas & Friends notebook!

● Kaito Course

Collect stamps from two stations—Sapporo and Hakodate—and get exclusive goods!

Make a purchase of 300 yen (tax included) or more at Seven-Eleven Hokkaido ST Hakodate or Hokkaido Shikisai-kan JR Hakodate (both inside Hakodate Station) and show your collected stamps to receive an original drawstring pouch featuring Thomas × Kaito!

● Lilac Course

Collect stamps from two stations—Sapporo and Asahikawa—and get exclusive goods!

Make a purchase of 300 yen (tax included) or more at Seven-Eleven Hokkaido ST Asahikawa or Hokkaido Shikisai-kan Asahikawa West (both inside Asahikawa Station) and show your collected stamps to receive an original drawstring pouch featuring Thomas & Friends!

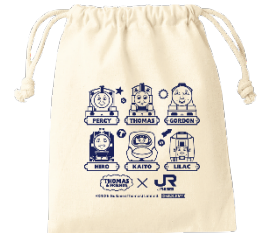
【Gift Image (First Round)】 *The second round will feature different gifts.



● Thomas Course
(Original notebook)



● Kaito Course
(Original drawstring pouch)



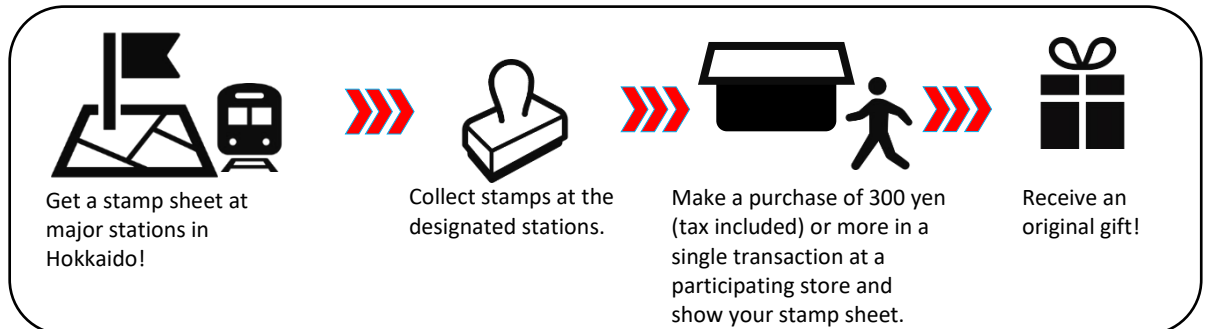
● Lilac Course
(Original drawstring pouch)

【Gift Redemption Period】 First Round: Until December 31, 2025

Second Round: From January 1 to March 31, 2026

*Please note that some stores may be closed during the New Year holidays. Check the JR Hokkaido Fresh Kiosk Co., Ltd. website or each store in advance for details. (<https://www.hkiosk.co.jp/>)

2. How to Join the Stamp Rally



***Stamp locations are inside the ticket gates. Please purchase a valid train ticket or a platform ticket to enter.**

★There are six original stamp designs in total!
Collect different stamps and enjoy★



(Stamp image)

3. Regarding the Photo Spots

At Sapporo, Hakodate, and Asahikawa stations, you'll find photo panels featuring Thomas and photo spots designed with pages from the picture book as backgrounds—perfect for taking memorable pictures!

【Installation Period】 From December 1, 2025 to March 31, 2026



(Sapporo Station)



(Hakodate Station)



(Asahikawa Station)

*Please note that the details may change. All illustrations and images shown are for reference only.

©2025 Gullane (Thomas) Limited.