



The ultimate choice for a luxurious getaway

EXPLORE

NISEKO SNOW PARADISE

Famous Ski Resort in Hokkaido



❁ Explore NISEKO

Feel the charisma of four seasons in NISEKO!

Behold the magnificent splendor of Mt. Yotei

Immerse yourself in the beauty throughout spring, summer, autumn, and winter.

FOUR SEASONS OF NISEKO

SPRING

To rejoice,
To get out & enjoy the
relaxing life with Cherry
Blossoms around MT Yotei.



SUMMER

Summer is a time to enjoy
the fun of various outdoor
activities such as
Hiking, Cycling & Fishing.



AUTUMN

Enjoy the diversity of
outdoor activities & natural
beauty under the golden
time of Mt Yotei.



WINTER

Abundant snowfall,
Wide ski trails,
Soft powder snow.



❄️ Explore NISEKO - Geographical Location

"Niseko Tourism Area" comprises Kutchan Town, Niseko Town, and Rankoshi Town in the southwestern part of Hokkaido.



❄️ Niseko is located in the southwestern part of Hokkaido (2-hour drive from Sapporo). Its geographic location leads to good snow quality and abundant snowfall. With its wealth of ski trails and resorts, Niseko caters to skiing enthusiasts of all skill levels. Surrounded by Mt Yotei, the area offers breathtaking scenery in winter and stunning natural landscapes.

❄️ Charisma of NISEKO



A well-known snow paradise

Niseko benefits from high latitude and sea winds, which bring the finest and softest powder snow. It has been ranked as the second-best ski destination globally by Forbes magazine.



Diversity of Ski Courses

Niseko Ski Resort boasts 78 runs catering to beginners, intermediates, and advanced skiers. Its comprehensive skiing facilities make it suitable for both novice skiers and seasoned experts alike to practice and enjoy.



Well-equipped Resorts & Facilities

Attractions such as hot springs for snow viewing and a wide array of delectable cuisines available only in winter, which attracts tons of visitors from Australia, Europe, and the U.S., giving them a feeling of being in their hometown.

❄️ Explore NISEKO - Main Transportation

🚌 Bus (New Chitose Airport ↔ NISEKO)

Resort Liner Shuttle Bus (only winter) -
Direct access to NISEKO (Bus stop at Main Ski Resorts)
Time : approx. 3.5 hours, 110 km

🚆 Train(JR) (New Chitose Airport ↔ NISEKO)

JR : New Chitose Airport Station-Otaru-Kutchan Station
Time : approx . 3 hours

🚗 Car

New Chitose Airport/ Sapporo - NISEKO
Time : approx. 2-hour drive

✈️ Airplane

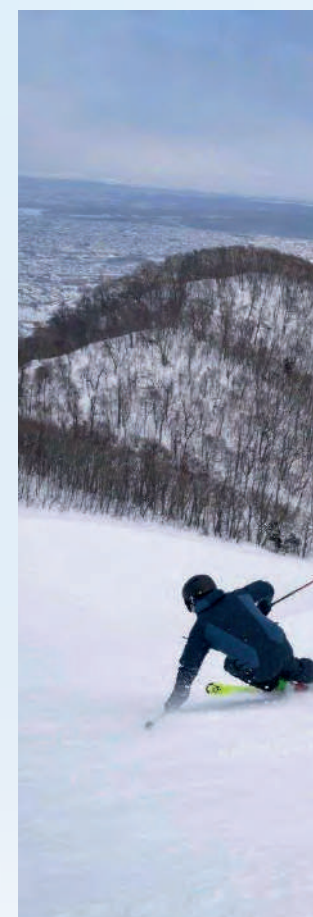
Tokyo's Narita/Haneda Airport -New Chitose Airport
Duration: approx. 2 hours

New Chitose Airport, is the nearest airport to Niseko.
It offers both domestic flights from various destinations
within Japan and international flights.



❄️ Explore NISEKO - Main Ski Resorts

Niseko consists of 6 ski resorts, with 4 major resorts – [Annupuri](#), [Niseko Village](#), [Hirafu](#), and [Hanazono](#) - These four resorts' mountaintops are interconnected. By taking a chairlift to the mountaintop, visitors can access any of the ski resorts. [Niseko Moira](#) and [Chisenupuri](#) are relatively newer ski resorts, ideal for those seeking more serene skiing environments with fewer crowds.



❄️ NISEKO ANNUPURI



Known for its gently sloping and wide runs. It's an ideal place for families and beginners to experience powder snow. Additionally, within the United Niseko area, Annupuri has the most access points to the off-piste areas.

❄️ NISEKO VILLAGE



With a total of 27 runs, it is the ski resort with the most trails in the United Niseko area. The lower part of the mountain features numerous beginner trails, while the upper part offers for advanced skiers. Other snow activities such as reindeer sledding and snowshoeing are also available to enjoy !

❄️ GRAND HIRAFU



The largest ski resort in United Niseko, it offers a wide variety of slopes suitable for intermediate and advanced skiers alike. Many skiers specifically visit for the challenge and thrill provided by these runs.

❄️ Explore NISEKO - Main Ski Resorts

❄️ MOIWA SKI RESORT



Located at the center of Sapporo City. It is easily accessible by car, just a 20-minute drive from downtown Sapporo. Due to its convenient location, Mount Moiwa has always been a favorite destination among Sapporo residents.

❄️ NISEKO HANAZONO



Situated on the north-facing side where direct sunlight is not easily reached even during the daytime, offers consistent snow conditions throughout the day. Most of the runs at Hanazono are wide and gentle, with plenty of off-piste areas available.

❄️ CHISENUPURI



A dormant volcano located in both Rankoshi Town in Iwanai District and Rankoshi Town in Isoya District. It is one of the "Hundred Famous Mountains of Hokkaido". The southern slope of Chisenupuri features a ski resort with four runs of varying difficulty levels.

❁ Explore NISEKO - Main Ski Resorts



Moiwa Ski Resort
藻岩雪場



Niseko Annupuri
安努普利國際滑雪場



Niseko Village
Always in Season



Grand HIRAFU
格蘭比羅夫滑雪場



HANAZONO
NISEKO JAPAN

NISEKO HANAZONO
二世谷花園



Chisenupuri
棲舍努普利



Niseko, renowned as a "Snow Paradise" with numerous famous ski resorts, has seen a significant increase in international recognition and a growing number of visitors from around the world. Many foreign companies, developers, and real estate investors are focusing on the development of luxury apartments and villa communities. The infrastructure development in the surrounding areas of Niseko will steadily progress as well.



INVEST NISEKO!

4 REASONS TO INVEST IN NISEKO

❄️ Good snow quality, Lengthy Snow Season



Niseko is blessed with its unique geographical location. **The extends the snow season is up to May, about 2 months longer than other ski resorts in Japan.** The prolonged snow season consistently attracts an increasing number of visitors each year, ensuring a steady flow of customers.

❄️ Combination of Quietness, convenience and well- equipped Facilities



- There is a population of approx. 5,000 people, with picturesque scenery & good public safety, this environment is ideal for those looking to own privacy with luxuries.



- Streets are filled with exotic vibes and Japanese warmth hospitality. Being able to enjoy quietness along with high-quality skiing is a major reason why Niseko has become increasingly popular among overseas visitors.



- Niseko boasts a variety of spring water qualities and abundant hot spring facilities, allowing visitors to enjoy the pleasures of indoor natural hot springs in winter.

❁ Explore NISEKO - Why invest in NISEKO ?

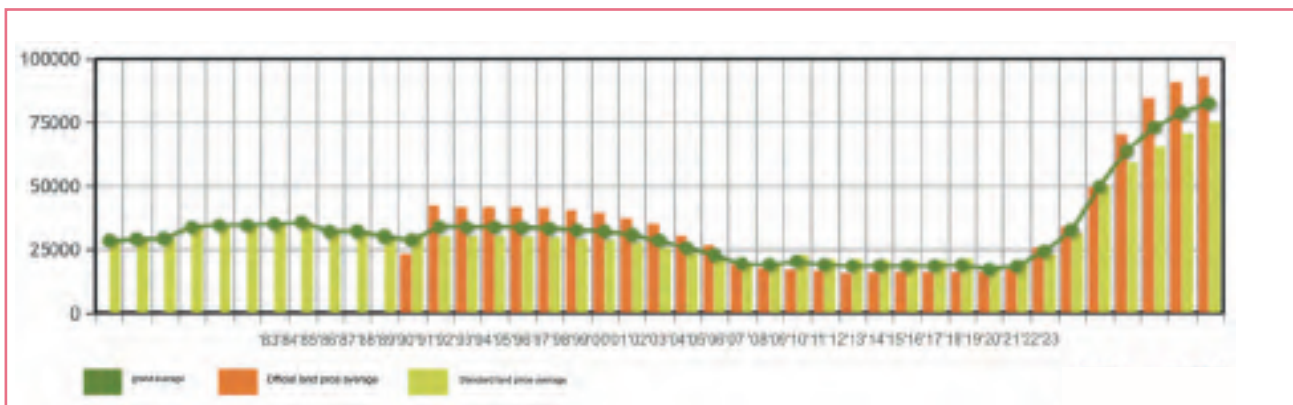
❁ Foreign companies continue to invest, Property values double continuously, High return ratio

Official Average Land Price in Hirafu

Year	Official Average Land Price	Average price / square meter	Rate of Change
2017【Heisei 29】	28,000 yen/square meter	123.60 yen/square meter	
2018【Heisei 30】	50,000 yen/square meter	165,268 yen/square meter	+21.58%
2019【Heisei 31】	75,000 yen/square meter	247,332 yen/square meter	+49.66%
2020【Reiwa 2】	108,000 yen/square meter	357,024 yen/square meter	+44.38%
2021【Reiwa 3】	138,000 yen/square meter	448,231 yen/square meter	+25.56%
2022【Reiwa 4】	151,000 yen/square meter	498,173 yen/square meter	+11.35%
2023【Reiwa 5th year】	155,000 yen/square meter	515,732 yen/square meter	+3.51%

Land Price in Kutchan Hirafu keeps on increasing in the past 5 years

Source: Land and Water Countermeasures Division, Hokkaido General Policy Bureau



The average land price is significantly higher than the benchmark average price

Source: Land and Water Countermeasures Division, Hokkaido General Policy Bureau

- **The property prices in Niseko have seen a significant increase, with continuous inflows of capital.** Funds from Southeast Asian countries such as Hong Kong and Malaysia have exceeded 20 billion yen annually. Some hotel apartments have seen a price increase of over **50%** compared to 3 years ago, while commercial land prices have risen by **20%** within 2 years.

- According to MLIT* in 2021, **Niseko has consecutively ranked first in land price increase rate for 6 years.**
- According to the Japan National Tourism Organization, **foreign tourist arrivals have surged by 400%**. Despite the covid-19, the tourism industry has remained active, keep increasing in investment demand.
- **Japan's stable returns** attract foreign investors such as Hong Kong and Singapore to invest in the construction of apartments and villas, such as the opening of Hanazono Park Hyatt Hotel and the New World La Plume Niseko Resort in 2020 and 2024 respectively.



Park Hyatt Hotel



New World La Plume Niseko Resort

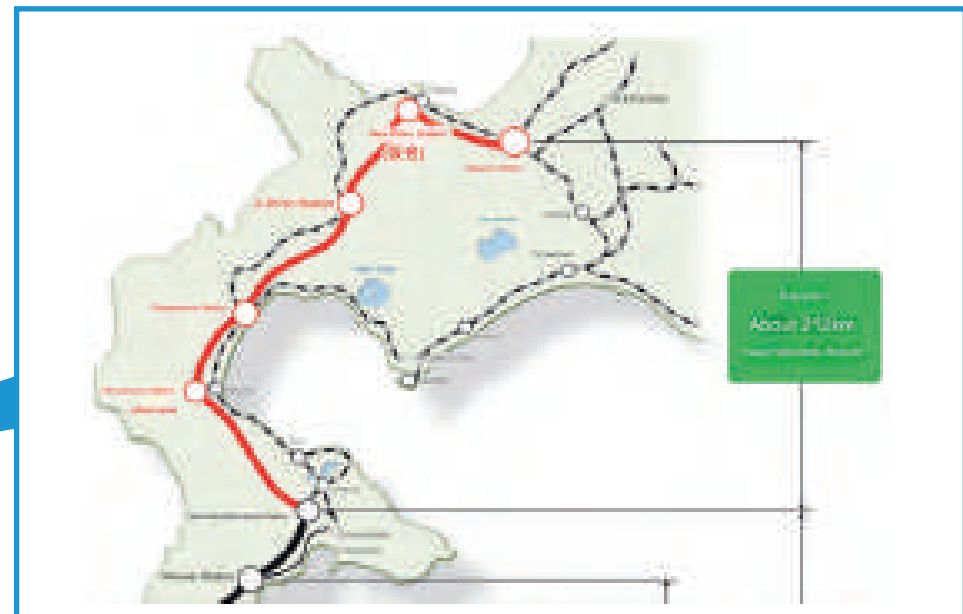
*Ministry of Land, Infrastructure, Transport and Tourism

❁ Explore NISEKO - Why invest in NISEKO ?

❁ By 2030 due to Opening of Hokkaido Shinkansen, the travel time to Sapporo is reduced to just 30 minutes



By the end of 2030, **the Hokkaido Shinkansen extending from Hakodate City to Sapporo City will be completed**, with Kutchan Station in the Niseko area included in the same route. **It will only take 30 minutes to reach Kutchan Station. Moreover, the journey between Sapporo and Otaru will only take 7 minutes**, shortening travel time and further enhancing the convenience of Niseko.



❁ Explore NISEKO - Travel Spots around



Shinsen-numa Swamp

📍 Iwanai, kyouwa-cho

A wetland and ponds located on a plateau more than 750 m above sea level. There is a walking trail with boardwalks.



Niseko Panorama Line

📍 Iwanai, Toyako-cho

At Niseko-cho on highway road 66, you can enjoy views of the magnificent Mt Yotei and Annupuri mountain.



Fukidashi Park

📍 Abuta-gun, kyogoko

Known as "Kyogoku-cho Izumi Park", it is famous for its delicious spring water, which was selected as one of the top 100 famous waters in Japan.



Silo Observation Deck

📍 Abuta, Toyako

An observation deck on the west bank of Lake Toya. It's a great place to overlook Lake Toya as well as Nakajima Island, Mt. Usu and Mt. Showa Shinzan.



Yumoto Onsen Oyunuma

📍 Isoya, Rankoshi

A hot spring bog at an altitude around 560 m in Rankoshi Cho. You can see the rare yellow spherical sulfur floating on the surface of the pond.



Ostrich Arishima 2nd farm Niseko

📍 Abuta, Niseko

From May to October, visitors can see over 60 ostriches run freely around the ranch with a view of Mt Yotei as the backdrop.



Mt. Yotei

📍 Kyogoku-cho

Located in Shikotsu-Toya National Park, is one of Hokkaido's most famous mountains and is a renowned skiing and outdoor activities spot.



Cape Kamui

📍 Shakotan Peninsula

Cliff on the Shakotan Peninsula in the Niseko Shakotan Otaru Kaigan Quasi-National Park, protruding from the Sea of Japan.

❄️ Explore NISEKO - Newly opened Luxury Resorts

❄️ AMAN NISEKO

The top-tier hotel brand Aman Resorts opened in 2023. All rooms are individual villas, equipped with open fireplaces, indoor and outdoor private hot springs, allowing guests to enjoy the views of Mt Yotei and the forest from their terrace.



❄️ HIGASHIYAMA NISEKO VILLAGE a RITZ-CARLTON RESERVE

The Ritz-Carlton Reserve, the first luxury hotel in Japan under the Marriott International group, is also located in Niseko.



❄️ NEW WORLD LA PLUME NISEKO RESORT

The New World Group from Hong Kong has initiated its first resort in Japan with the opening of the New World La Plume Niseko Resort in 2023.



❄️ HINODE HILLS NISEKO VILLAGE

A luxury hotel located in Niseko. It offers upscale accommodation and amenities, targeting to guests who seeking a high-end experience.

