



NISADE

NISEKO ALPINE DEVELOPMENTS

JAPAN
NISEKO
HOKKAIDO

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NISEKO - HOKKAIDO - JAPAN

The Niseko ski area is located on the South Western side of Japans northern island of Hokkaido; and is one of Asia's largest ski fields, world famous for the incredible amount, and quality of its powder snow.

This South West Hokkaido region receives its low-pressure weather fronts from Siberia, coming across the sea with a very low moisture count combined with temperatures rarely above 10 degrees these weather patterns deliver the unique Niseko Powder and the average 15 metres of snow every year.

The region provides a number of activities in winter from the obvious skiing and snowboarding to cross country, snowshoeing, snow mobiling, cat skiing, dog sledding, indoor rock climbing and natural spring onsen's.



...one of Asia's largest ski fields and world famous for the incredible amount, and quality of its powder snow.



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VISITORS

Hokkaido is Japans largest prefecture (83,000 square kilometres) and represents only 5% of Japans population. Niseko-Rusutsu is one of Hokkaido's regions with a population of 30,000 which increases dramatically with reported tourist numbers reaching 1.5 million across the year.

Domestic visitors still account for a large number of tourists to the region. In addition to this each year international numbers increase – the 2005/06 season saw a large number of visitors from Australia. Visitors also included those from Hong Kong and China. Direct flights to Sapporo from Hong Kong and China should see visitors from these regions increase.

International travellers stay on average for 8-10 nights and a majority come on a package with accommodation included, which is organised through the various tour operators in the region. Accommodation in self-contained apartments is much sought after.

The international visitor on average stays 8-10 days

International visitors over the last 4 seasons increased by 50% on the previous year

Substantial growth was seen from visitors from Hong Kong, Australia and Taiwan



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NISEKO UNITED

The region commonly known as Niseko is actually made up of 4 resorts all joining at the top of Mt An'nupuri and otherwise known as The Niseko United.

The Niseko United includes Hirafu (Niseko Grand Hirafu), & Hanazono, An'nupuri & Higashiyama.

The Niseko smartcard lift ticket - an electronic ticketing system covers all resorts and includes the free shuttle bus linking all resorts. This means that for the one price you can access all areas and search out those fresh tracks. The inexpensive all mountain one-day pass will cost you during peak season 5200 Yen (approx AUD\$57, USD\$44) representing great value for money when compared with other international resorts.

Whether its parks, pipes, epic tree runs, family slopes, open bowls or the unbelievably consistent deep powder, it's easy to see why Niseko is booming.

With the expected 15m of annual snowfall, Niseko is a 'special heavy snowfall region' even on days where the flakes are falling you can experience amazing tree runs during almost blizzard conditions.

Niseko is regarded as one of Japan's top 3 resorts. The mountain offers world class skiing within the 4-resort access with snowboarders definitely welcome here with half pipe and parks. A long season bettering most North American resorts the 2006 snow season opened Nov 23rd and closes in May 2007.

The Niseko United offers 2191 acres of terrain with a top elevation of 1308m and over 47 km of groomed slopes. The resort terrain offers Beginner 30%, Intermediate 42%, and Advanced 28%. All levels are catered for and don't forget the 30 square km of backcountry to explore 'not officially on the maps'.

Trail guides are in English and detailed with 60 runs and 38 lifts operating daily from 8.30 to 9pm. That's 12 hours of riding per day!

Featuring numerous covered lifts and gondolas - no T-bars! And did we already mention the amazing tree runs. You can try your hand at snowmobiling, cat skiing, snowshoeing or dog sledding or join one of the numerous ski schools including kids ski schools/clubs.



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	Average Snowfall	Season Length Days	Skiable Terrain	Daily Open Times	Number of Lifts	Daily Lift Ticket	Daily Lift Ticket	Daily Lift Ticket
Japan						Local	US\$	AU\$
Niseko United	15000mm	195	2191 acres	13 hours	38	¥ 5200	\$44	\$57
Hakuba Happo-One	11000mm	185	432 acres	13 hours	31	¥ 4600	\$39	\$51
North America								
Aspen	7620mm	155	673 acres	6.5 hours	8	US\$81	\$81	\$105
Jackson Hole	10210mm	128	2500 acres	9 hours	11	US\$70	\$70	\$91
Vail	8780mm	166	5268 acres	7.5 hours	34	US\$81	\$81	\$105
Whistler Blackcomb	9140mm	254	8171 acres	7.5 hours	37	US\$69	\$60	\$78
Fernie	8750mm	125	2500 acres	9 hours	10	US\$69	\$60	\$78
Europe								
Chamonix	6700mm	160	+8000 acres	9 hours	49	€36.00	\$46	\$60
Meribel	3000mm	143	970 acres	8.5 hours	61	€35.50	\$46	\$59
St. Anton	7000mm	156	1861 acres	8 hours	83	€40.50	\$52	\$67
Cortina	3000mm	143	2150 acres	7 hours	51	€35.00	\$45	\$58
Courchevel	5670mm	150	3776 acres	8 hours	65	€43.00	\$55	\$72
Australasia								
Mount Hotham	3000mm	114	790 acres	8 hours	13	AU\$87	\$67	\$87
Thredbo	2040mm	114	1186 acres	8 hours	12	AU\$91	\$70	\$91
Perisher Blue	1106mm	119	3076 acres	8 hours	50	AU\$91	\$70	\$91
Treble Cone	5500mm	130	1395 acres	7 hours	3	NZ\$89	\$59	\$77
Coronet Peak	2000mm	130	691 acres	7 hours	3	NZ\$84	\$56	\$73
The Remarkables	3100mm	135	544 acres	7 hours	3	NZ\$79	\$53	\$69

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 Amounts converted into American and Australian dollars for reference only, exchange rates as at 22/Nov/2006. Information was correct at time of printing



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THE HIRAFU VILLAGE

Hirafu village is the main village for the 4 resorts located at the base of the Quad and Gondola on Hirafu resort. Extremely busy during winter the areas of Higashiyama and Annapuri are equally attractive and less busy with various pensions, guesthouses and self contained accommodation options.

Located at the base of the ski lifts the village is cared for by the friendly locals, most of whom speak a degree of English so communicating is part of the fun.

The cosy Hirafu ski village has something for everyone, with over 50 bars and restaurants including sashimi, modern Australian, Mexican, Italian and quirky bars and cafes the region offers a great choice and a memorable Japanese experience.

If it is just a quick lunch you are after then try the Japanese rice wrapped in seaweed triangles, called Onigiri they are available in Seicomart, a local snack with different fillings, they fit in your ski jacket when your having too great a day on the slopes. If you want to stop there are a range of on mountain restaurants and cafes.

In addition to the centrally located Seicomart there are a variety of souvenir shops, Internet cafes and ski/board rental /repair shops and retail outlets.

A must for every visitor is a visit to an onsen - each one is different so don't limit yourself to just one. These traditional Japanese mineral rich natural springs provide both indoor and outdoor baths separate for men and women – not to be missed a great way to soak away your ski aches and watch the snow fall.

A great combination of village atmosphere and the beautiful surrounding scenery makes Niseko unique in the skiing world.



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KUTCHAN

The local town of Kutchan is located 10 minutes drive from the Niseko ski area and Hirafu village; with a population of 16,500 you will find supermarkets, pharmacies, restaurants, hospital and clinics, photo processing, banks, post office and shops.

Kutchan is a great place to supermarket shop for all those unique Japanese items and sweets to take home. The local Kutchan post office provides an ATM that foreigners can withdraw cash - open from 8.45am -7pm Monday to Friday and 9am - 5pm Saturday/Sunday/public holidays - be sure not to be caught without cash as a lot of bars and restaurants in the region still operate on a cash basis.

Kutchan features over 50 restaurants including sushi, noodles, Japanese BBQ and izakaya (cheap bars with Japanese bar food). A visit to Kutchan for dinner is a must for all visitors to check out the local scene.

Hokkaido is renowned in Japan for its agriculture and in particular its potato products including the famous locally produced gosetsu-udon, which is a Japanese noodle made from potato flour so be sure to try the udon noodles whilst you're in town.

Karaoke as most gaijin (foreigners) know is very popular in Japan, located in Kutchan there are a number of Karaoke rooms and Karaoke bars. These bars are fun places to visit especially to mix with the locals and create some noise.

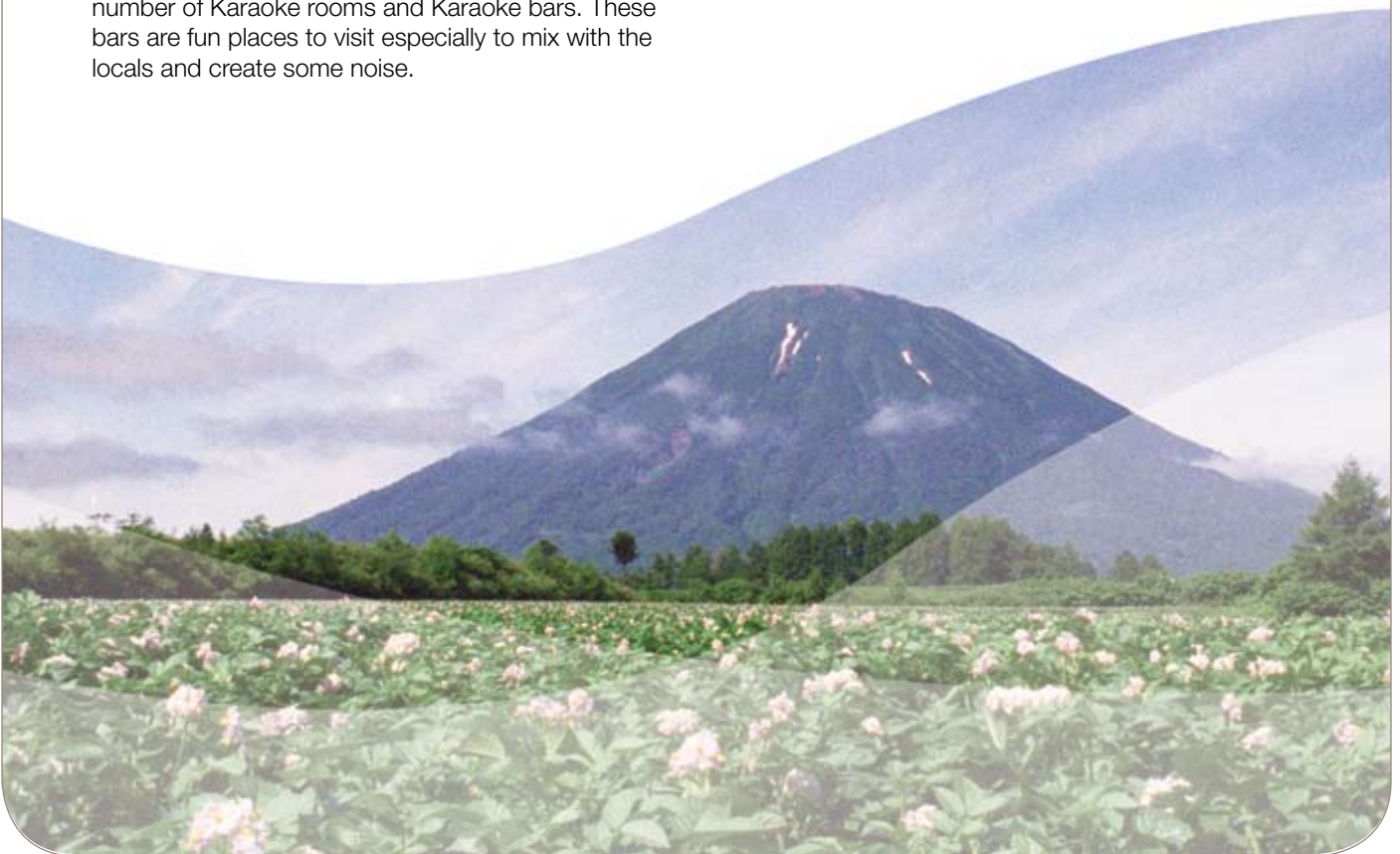
MOUNT YOTEI

Located in the Niseko region, Mount Yotei is special to the locals as it looks over the Niseko region; this amazing mountain is located in the Shikotsu-toya National Park. An extinct volcano, it resembles its more famous older brother Mount Fuji and it is counted in the top 10 of Japans 100 most famous mountains.

Covered with snow for $\frac{3}{4}$ of the year it provides a spectacular photo opportunity and can be hiked in the summer months, a return trip takes 5-6 hours of rigorous climbing.

At the base of Mount Yotei there are numerous fresh springs where locals and tourists from Sapporo queue to fill their water bottles and drink from the mountain spring.

...there are numerous fresh springs where locals and tourists from Sapporo queue to fill their water bottles



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SAPPORO

Capital of Hokkaido and Japans 5th largest city with a population of 1.8million; Sapporo is the gateway to the Niseko region receiving both international and domestic travellers.

Every February Sapporo is host to the Sapporo Snow & Ice Festival when nearly two million people come to experience the truly amazing artworks on a grand scale made of ice, a destination for both international and domestic travellers.

The world class Toyota Big Air Competition is held in January watch the world champion snowboarders get 'Big Air' and their fans go crazy when their favourite snowboarder wins. With US\$100,000 in prize money it's on the Japan snowboard tour! If you're in town this is definitely not to be missed.

Sapporo features an enormous range of shopping including luxury high-end stores such as Fendi, Gucci, Loui Vuitton and great department stores, along with the regular stores such as Gap, North Face, Levis and a huge number of boutiques.

If its restaurants you are after then there is a great range from noodle shops to restaurants, hotels and bars.

OTARU

A city and port located north of Niseko with a population of over 145,000, Otaru features a picturesque canal that runs through the town which is a hive of activity and features many restaurants. Otaru is a pretty city and a popular place for fresh local seafood; it attracts both domestic and international travelers, in particular Russian visitors via the international ships.

Otaru has its own local brew Otaru Beer and local sake, which all visitors must try. Known for its glassworks, a day trip to the area will reward you with some memorable souvenirs.

Otaru has its own local brew
Otaru Beer and local sake,
which all visitors must try



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DISTANCE & ACCESS:

As with a number of things in Japan the transportation system is extremely efficient. Hokkaido is regularly serviced by both domestic and international flights.

New Chitose Airport receives direct international flights into Sapporo from a number of countries including Australia, mainland China and Hong Kong, Russia, Korea, and Taiwan.

Domestic flights from Tokyo to the New Chitose Airport (Sapporo) can be easily and cheaply obtained with over 40 flights per day!

International

Tokyo (Haneda/Narita) travel to Sapporo New Chitose airport

Flight: 90 minutes

Local

Niseko travel to Kutchan (local town)

Local Bus: 15 minutes **Taxi:** 15 minutes **Car:** 10 minutes

Niseko travel to Airport (Sapporo New Chitose airport)

Train: 145 minutes **Bus:** 150 minutes

Niseko travel to Sapporo JR Station (Hokkaido's Capital City)

Train: 110 minutes **Bus:** 130 minutes

Time Zone

With no jet lag (time zones are almost the same as HK, SG & AU) which is normally associated with long haul flights to Europe and North America this helps to ensure that Niseko provides excellent value for money and ease of access for those travellers with direct flight access.

For example:

Australia

In Australia the average drive to the snowfield is 6 hours - direct flights can have you at the foot of the ski hill in Niseko in under 12 hours.

Hong Kong

Direct flights from Hong Kong to Sapporo take approx 4.25 hours so you can be hitting the slopes within 7 hours.



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All travel time is dependent on weather and road conditions.

SUMMER

The alpine summer in Hokkaido is a sight to see when it transforms from winter wonderland to the rich summery green. With a burgeoning summer activity schedule there is something for everyone.

Hokkaido's summer weather is popular for mainland Japanese tourists; with only 5% of Japan's population living on the island; it is a priority summer holiday destination. The travel route between Hokkaido and mainland Japan has immense ease of access with one of the busiest flight routes in the world and extensive underground tunnel access utilising both train and car options. Domestic tourists account for the majority of the summer visitors.

If you're here for the autumn change then you will be in for a beautiful scene, as green turns to autumn golds, browns, yellows and oranges it is a sight to see.

SUMMER ACTIVITIES

- Numerous world-class golf courses
- Mountain bike riding
- Rafting down the Shiribetsu River
- Kayaking or canoeing on lake and river
- Fishing is a national pastime and you can enjoy fresh and salt-water fishing
- Surfing
- Nature hiking
- Horse riding
- Tennis
- Paint ball
- Onsens
- Cultural tours
- Cherry and strawberry picking festivals
- Kutchan summer Jazz Festival

Hokkaido's summer weather is popular for mainland Japanese tourists



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