

# JTTTI Vietnam Tourism Symposium



## Sustainable Tourism for Niseko Town

October 23, 2023

Kenya Katayama, Mayor of Niseko Town

# Niseko in Winter



**Niseko Moiwa  
Ski Resort**

**Niseko Annupuri  
International Ski Area**

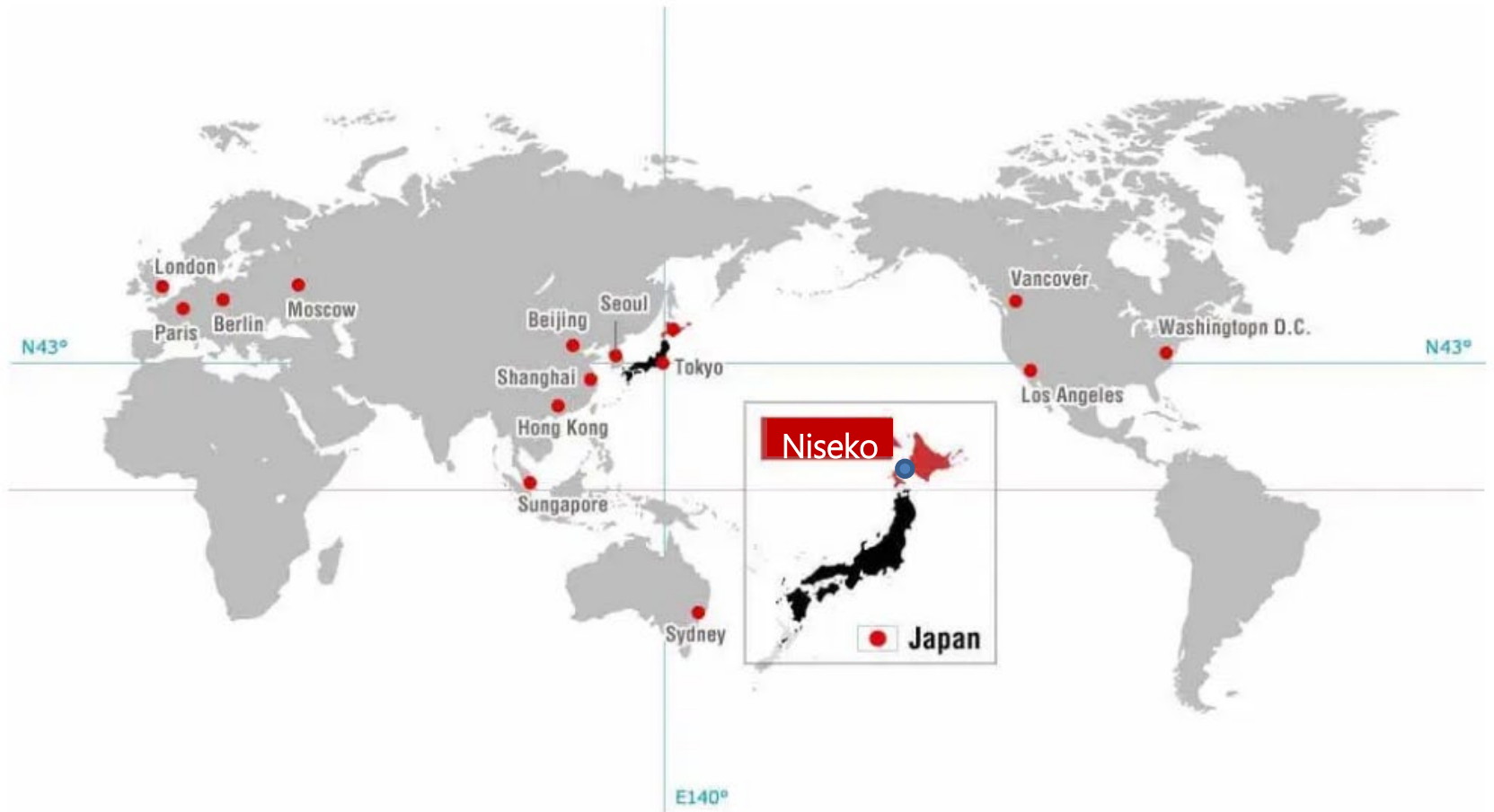
**Niseko Hanazono Resort**

**Grand Hirafu**

**Kutchan**

**Niseko Village Ski Resort**

**Niseko Town**



出展 : Powder Snow Hokkaido  
※一部編集

<https://www.skiing-hokkaido.com/about-hokkaido/>

# Situation of Niseko Town



**Area: 197 km<sup>2</sup>**

**Population: 5,000**

**Visiting tourists: 1.7 million**



FUTSUKO

# Enjoy the clear river



Niseko has attractions for every season



**View of Mount Yotei from the top of Mount Niseko-Annupuri**





Hot spring bath in a guest room at Ritz-Carlton Niseko



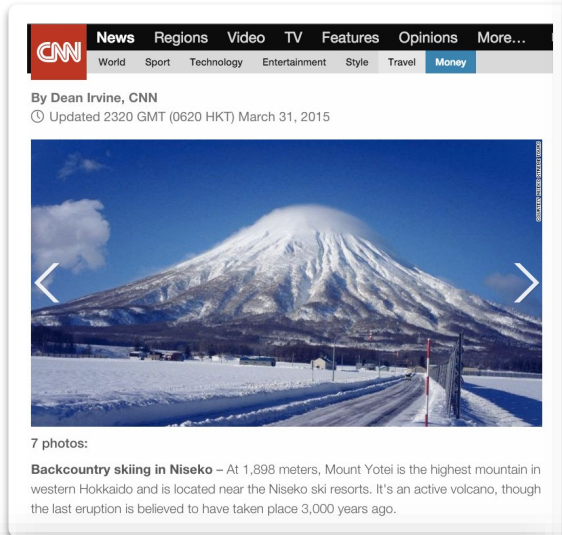


White desert / Hilton Niseko Village Resort

- 1. Establishment of the Niseko Resort Tourist Association, the first incorporated tourist association in Japan (1999–2003)**
- 2. Residents established the “International Tourism Promotion Council”**


# Niseko has been widely covered by overseas media

## CNN



News Regions Video TV Features Opinions More...  
World Sport Technology Entertainment Style Travel Money

By Dean Irvine, CNN  
Updated 2320 GMT (0620 HKT) March 31, 2015



7 photos:

**Backcountry skiing in Niseko** – At 1,898 meters, Mount Yotei is the highest mountain in western Hokkaido and is located near the Niseko ski resorts. It's an active volcano, though the last eruption is believed to have taken place 3,000 years ago.

## Financial Times



January 31, 2014 3:28 pm

### Niseko: is this Asia's best ski resort?

By Ben McLannahan

Share Author alerts Print Clip Comments

#### The snug, low-lying resort is luring skiers and investors



A skier on the slopes above the resort of Niseko, with a view across to Mount Yotei, the 'Fuji of the north'

Most conversations about Niseko start and end with the snow. Dry, light powder starts falling on this small Hokkaido town in the third week of November, and

## Luxury travel magazine in UK



THE LAND OF SNOW AND SAKE

Japan is a land of hot geysers, icy volcanic craters, cherry blossom, Shinkansen, kaiseki, onsen, and sake. The snow-covered mountains of Niseko are the perfect backdrop for a winter holiday in the land of the rising sun.

## Niseko's best restaurants: Where to eat in the 'Aspen of the East'

This Japanese resort town has become a world-class winter destination with a fantastic food scene to match  
By Evelyn Chen 24 January, 2014



Yuichi Kamimura's 40-seat temple of haute gastronomy serves French cuisine made with produce sourced from neighboring Hokkaido farms.

Touted as Japan's snow capital and famous for its light, powder-dry snow, Niseko is widely regarded as one of the top 10 ski resorts in the world.

## CNN

## MELHORES RESORTS DE INVERNO

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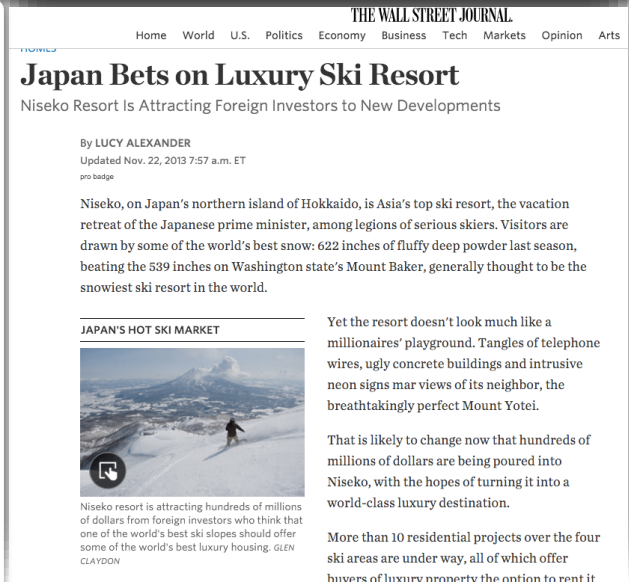
23/07/2014

### Niseko

Episódio 1, temporada 1



## Brazilian TV program



THE WALL STREET JOURNAL

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### Japan Bets on Luxury Ski Resort

Niseko Resort Is Attracting Foreign Investors to New Developments

By LUCY ALEXANDER  
Updated Nov. 22, 2013 7:57 a.m. ET  
pro badge

Niseko, on Japan's northern island of Hokkaido, is Asia's top ski resort, the vacation retreat of the Japanese prime minister, among legions of serious skiers. Visitors are drawn by some of the world's best snow: 622 inches of fluffy deep powder last season, beating the 539 inches on Washington state's Mount Baker, generally thought to be the snowiest ski resort in the world.

#### JAPAN'S HOT SKI MARKET



Niseko resort is attracting hundreds of millions of dollars from foreign investors who think that one of the world's best ski slopes should offer some of the world's best luxury housing. GLEN CLAYDON

Yet the resort doesn't look much like a millionaires' playground. Tangles of telephone wires, ugly concrete buildings and intrusive neon signs mar views of its neighbor, the breathtakingly perfect Mount Yotei.

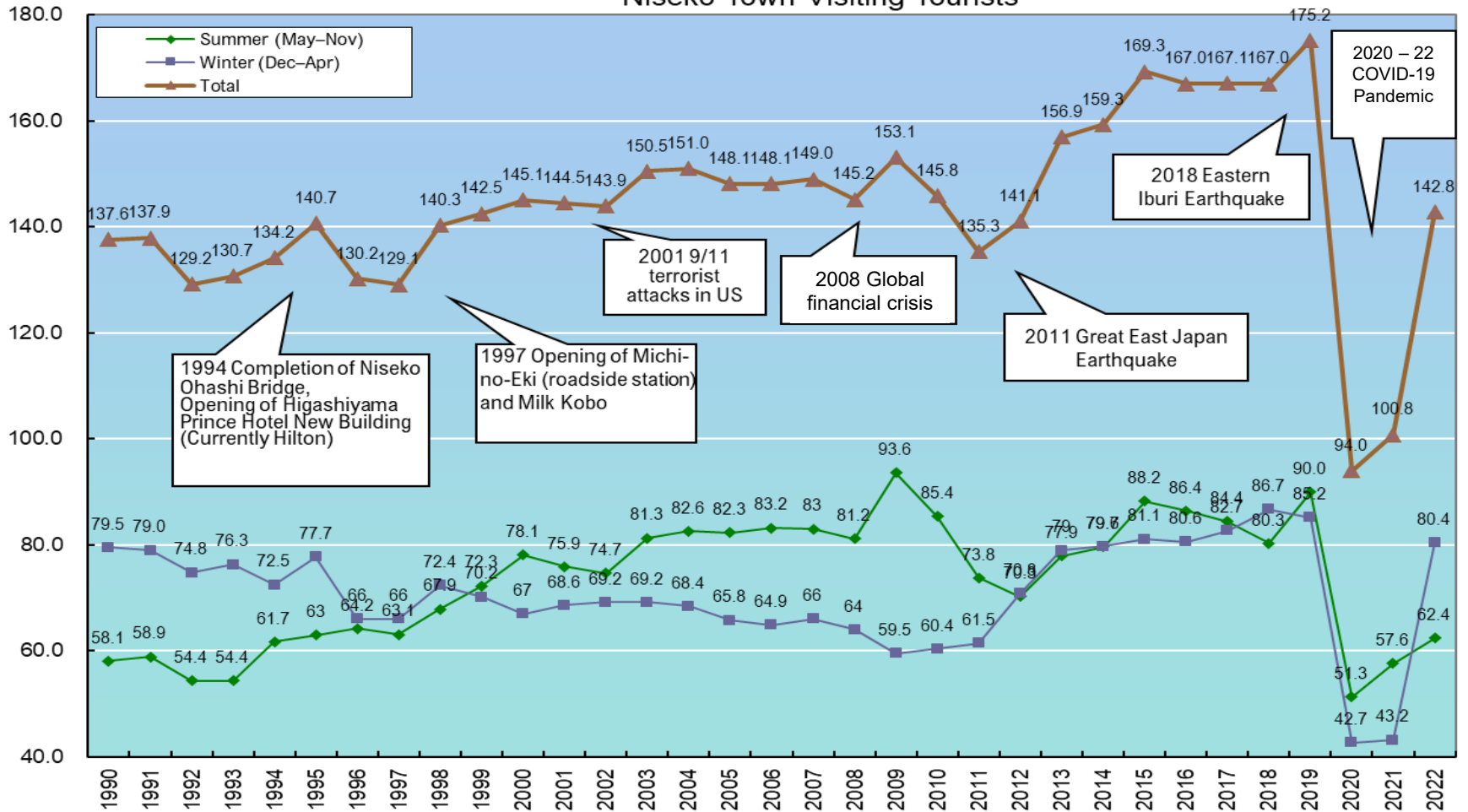
That is likely to change now that hundreds of millions of dollars are being poured into Niseko, with the hopes of turning it into a world-class luxury destination.

More than 10 residential projects over the four ski areas are under way, all of which offer buyers of luxury property the option to rent it.

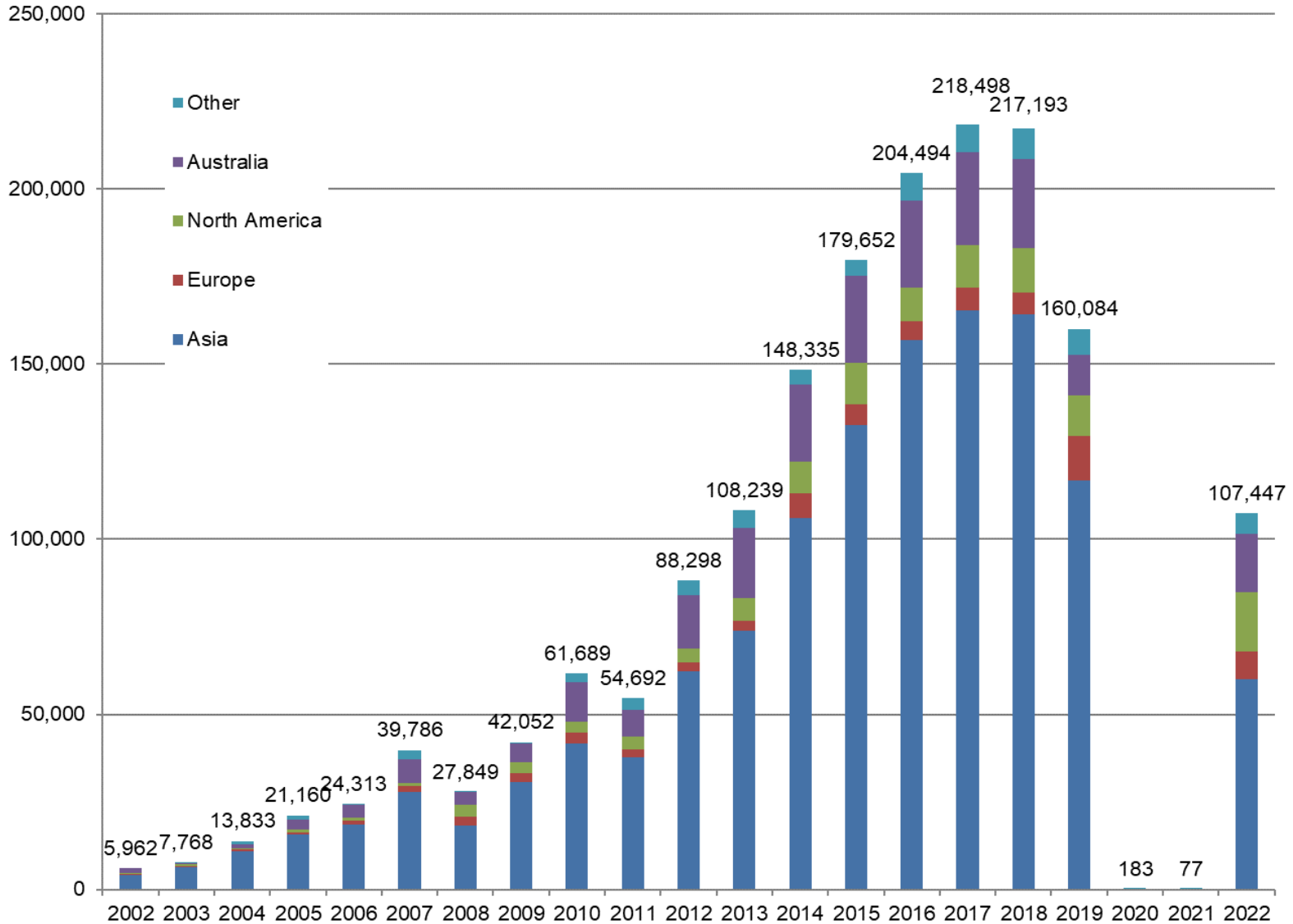
## Wall Street Journal

# Visiting Tourists (Niseko Town)

Niseko Town Visiting Tourists



## Inbound Tourists (Niseko Town, from 2002)



Niseko Tourism Zone (3 municipalities)

Niseko: Enjoyed by the World

# NISEKO, My Extreme

- **Best Ski Resort: Niseko United**
- **Best Ski Hotel: Hilton Niseko Village**



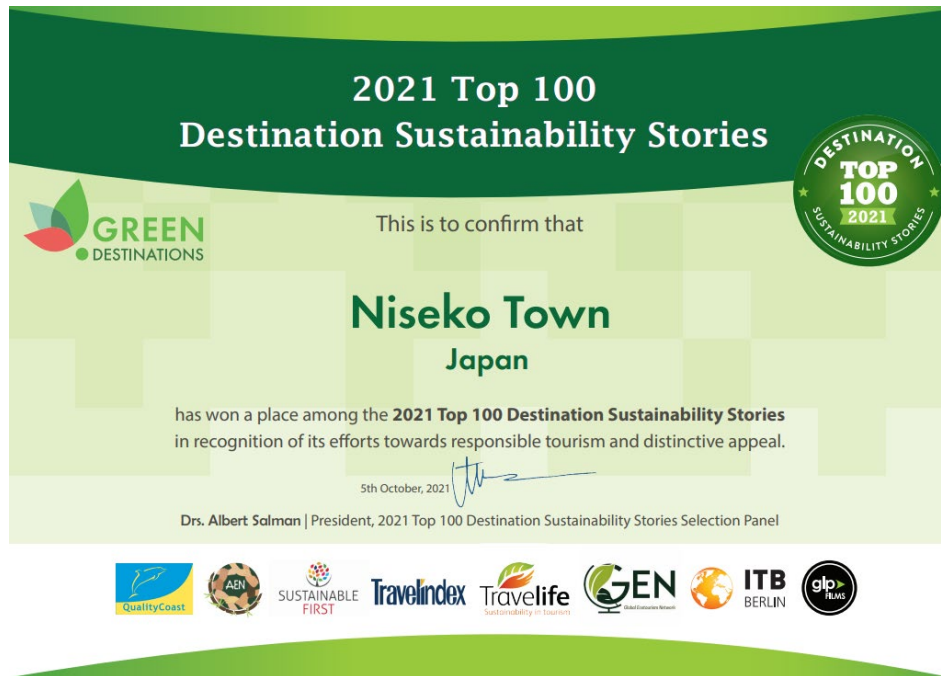
Ranked No.1 in World Ski Awards 2014\*  
Dominated all categories in Japan and also received  
the Outstanding Contribution to Ski Tourism Award

\*The World Ski Award is part of the World Travel Awards program, equivalent to the “Oscars” for the travel and tourism industry. Considered the most prestigious award for the ski tourism industry, it selects winners for four categories in each country.

# Sustainable Tourism Initiatives by Niseko Town



Won placement among the Green Destinations Top 100 Destination Sustainability Stories for two consecutive years



Won placement among the Top 100 Destination Sustainability Stories sponsored by Green Destinations, an international certification organization for sustainable tourism, for two consecutive years.

The 2021 award recognized Niseko Town's efforts to address climate change.

**NISEKO TOWN**

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# Sustainable Tourism Initiatives by Niseko Town

## United Nations World Tourism Organization (UNTWO) Best Tourism Village Award



Promote innovative and transformative approaches to the development of tourism in rural destinations that contribute to the three pillars of sustainability—economic, social and environmental—in line with the Sustainable Development Goals (SDGs). Also aims to advance the role of tourism in valuing and safeguarding rural villages.

**NISEKO TOWN**

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# Sustainable Tourism Initiatives by Niseko Town

## Signatory of the Glasgow Declaration



### COP26: The Glasgow Declaration on Climate Action in Tourism

The Glasgow Declaration aims to accelerate climate action in tourism, halve emissions over the next decade, and reach Net Zero emissions before 2050.

Niseko Town was the only Japanese municipality among the inaugural signatories.



**NISEKO TOWN**

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# SWOT Analysis for Niseko Town Tourism (Niseko Town Tourism Vision)

	強み (Strength)	弱み (Weaknesses)
Internal Factors	<ul style="list-style-type: none"> <li>• Powder snow is renowned among domestic and foreign skiers and snowboarders, and the strength of the international resort brand</li> <li>• Rich natural environment, including the magnificent view of Mount Yotei, Mount Annupuri and Japan's purest stream, Shiribetsu River</li> <li>• Various tourist attractions: Climbing, skiing, rafting, golf, horseback riding, trekking, gourmet, and hot springs</li> </ul>	<ul style="list-style-type: none"> <li>• Located about two hours by car from the New Chitose Airport and Sapporo City</li> <li>• Poor access to Niseko Town and <b>limited transport methods (secondary and area transport)</b> in the area (80% of tourists use their own or hired cars)</li> <li>• Lack of services that satisfy a wide range of tourist needs (types and quality of services, restaurants, etc.)</li> </ul>
	今後の機会 (Opportunities)	今後の脅威 (Threats)
External Factors	<ul style="list-style-type: none"> <li>• Extension of the Hokkaido Shinkansen and expressways</li> <li>• Winter Olympic and Paralympic Games to be held in Sapporo, Hokkaido (Alpine ski)</li> <li>• New opening of accommodation and tourist facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Intensified competition among regions (particularly in winter, compete with global ski resorts in addition to Japanese resorts)</li> <li>• Sharp decrease in inbound tourists due to tourism risks (infectious diseases, climate crisis, natural disaster, war, recession, etc.)</li> <li>• <b>Increased burden on the natural environment from excessive tourism development, etc., and overtourism (overcrowding and decreased satisfaction)</b></li> </ul>

## Niseko Town Tourism Vision KPIs

The Vision sets numerical targets indicating our goals for 2028. Using the results for 2019 as the benchmark, we set initiatives to achieve our goals. We will aim to increase average spending per customer by boosting the number of overnight guests during off-peak season (including attracting new customers) and increase tourism spending accordingly. We also aim to create a ripple effect for the regional economy from tourism spending to provide positive economic effects for residents, improve satisfaction for tourists, while reducing CO<sub>2</sub> emissions per guest per overnight stay.

Numerical Targets	FY2019		FY2028
Indicator 1: Tourism spending	40.79 billion yen	→	53.00 billion yen
Indicator 2: Total number of overnight stays	473,000	→	800,000
Indicator 3: Tourist satisfaction	21.3%	→	30.0%
Indicator 4: Repeater ratio	80.9%	→	70.0%
Indicator 5: CO <sub>2</sub> emissions per guest per overnight stay	34.5kg	→	44% reduction
Indicator 6: Ratio of residents that feel positive economic effect from tourism	40.0%	→	60.0%

Source: FY2022 Monitoring Survey

# Strict, progressive landscape & environmental regulations that generate empathy-based quality investment



# *Next stage - Japanism*

Japanese style architecture is increasing.





# Measures against Overtourism

## Preventive Measures

1. Prevent random development: Landscape Ordinance, Basic Plan for the Environment
2. Control development based on discussions with residents

## Current Measures

1. For taxi shortage, started a pilot program of the “Niseko Model,” increasing the number of taxis dispatched from urban areas
2. Plan to introduce “accommodation tax” as the source of funds to become a sustainable tourist area
3. Promote understanding of SDGs and reduction of environmental burdens
4. Implement measures to attract businesses to resolve restaurant shortage
5. Enhance public transport and consider the introduction of IT

# Niseko Town Development

- Compact global city (Fourth Comprehensive Plan)
- Environment Creation City Niseko (Fifth Comprehensive Plan)
- Underground Water Conservation Ordinance and Water Resource Protection Ordinance
- Basic Plan for the Environment
- Landscape Ordinance
- Bolstering the economic cycle
- **Mutual Aid and Compassionate Society**

⇒ **Conscious Capital Society**



**SUSTAINABLE DEVELOPMENT GOALS**


Eco-Model City

SDGs Future City

Zero-Carbon Declaration City

"Smart City" Niseko, where people from around the world meet

**A city with an open-minded community where people are treated with respect**



**We look forward to your visit.  
Thank you for your attention.**

**NISEKO  
新雪谷  
ニセコ町**