

VISIONS THE NISEKO YOUTEI AREA IS AIMING AT TO BECOME A RESORT

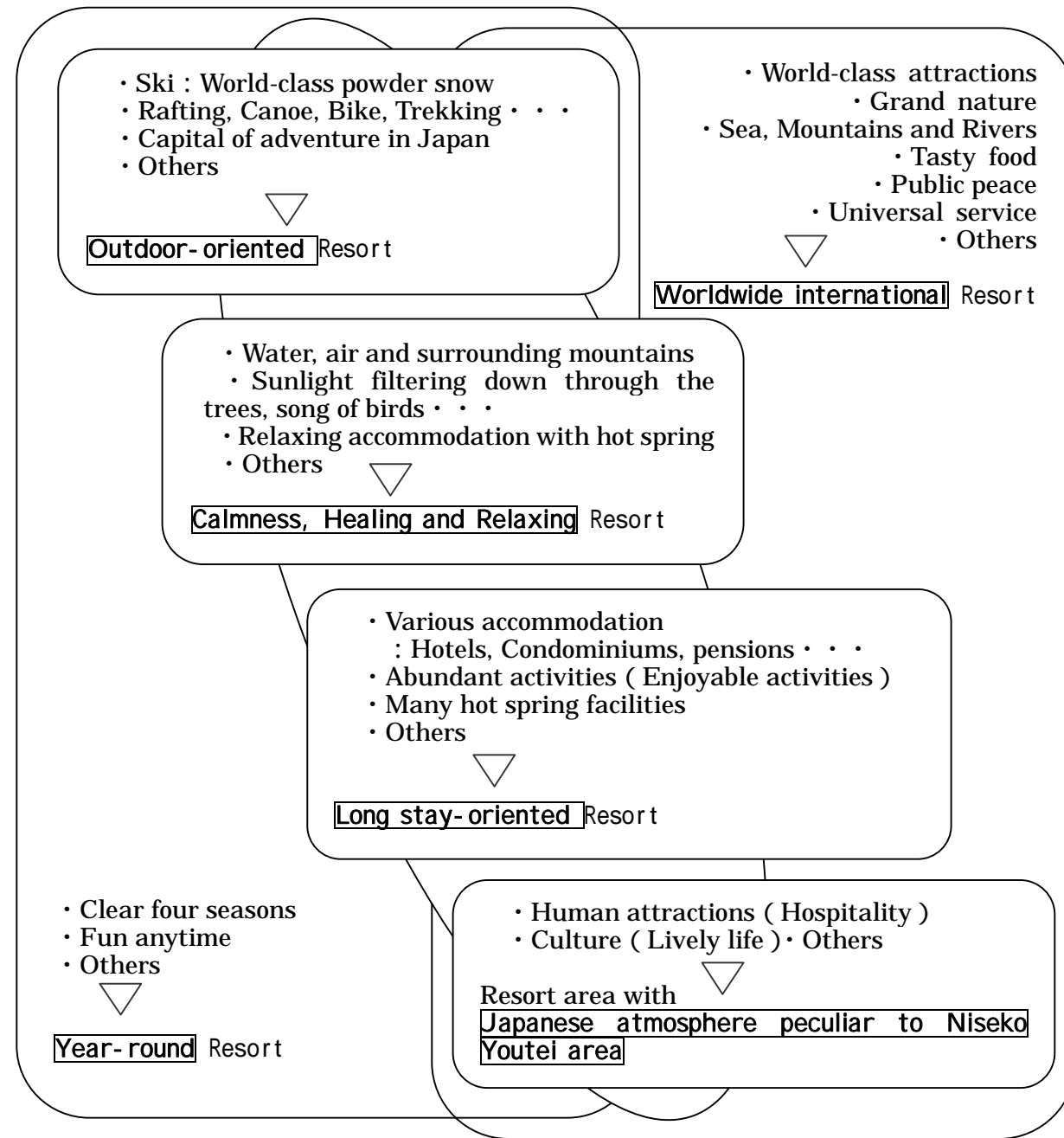
What is the vision?:

”Landmark of everyday activities” for local people

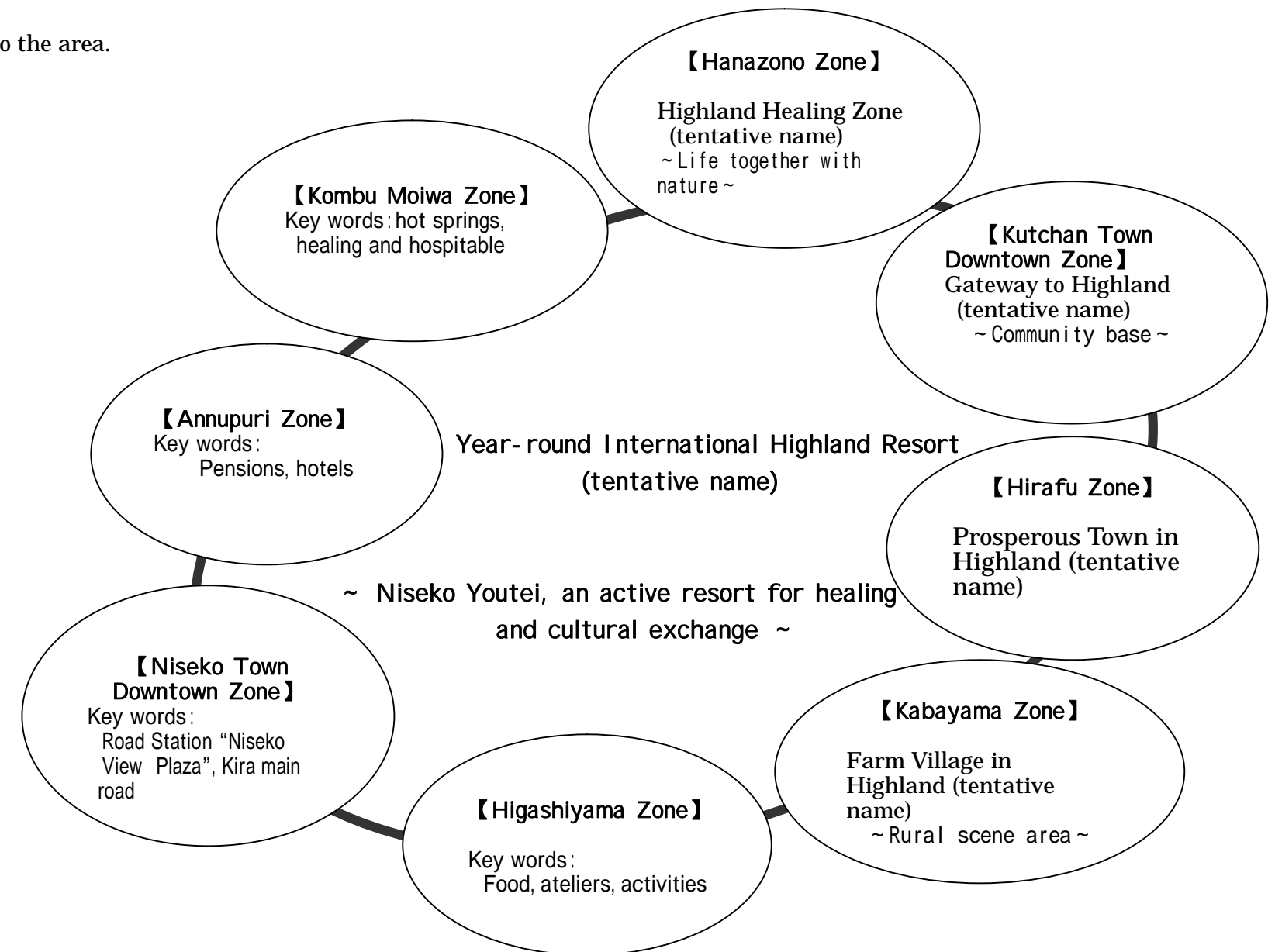
”Appealing points” to visitors

The vision should be a community’s goal and appealing enough to attract tourists come to the area.

The course of the vision : Various attractions and potential of Niseko Youtei area



Vision for each zone : Based on the characteristics and role of each zone



* Only some keywords are offered for the zones in Niseko town because, although the target of this examination is the whole Niseko Youtei area, the actual investigation was conducted only in Kutchan town.

It is required that a “Tourism Promotion Plan,” which clarifies the vision and concrete measures for the whole area is drawn up by Kutchan

Basic Goal “Year- round International Highland Resort”(Tentative) : Try to come up to the world standard

Uniqueness “Niseko Youtei, an active resort of healing and cultural exchange” (Tentative) : Offers various ways to stay and enjoy