Symposium 3-3

Tourism Promotion and Onsen in Niseko

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Today, Niseko has become a popular tourist destination for people from Japan and overseas. In fact, the boom in incoming overseas tourists has often been featured in the media. As everyone knows, one of the attractions of Niseko, which is drawing global attention, is the high-quality powder snow in the winter. Generally, the small island country of Japan is renowned among foreign tourists for its rich nature, food, culture, and bountiful hot springs, especially in Hokkaido. Hot springs are popular not only in Japan but also overseas. Japan’s specific advantage in this respect is its Onsen Ryokan (hot spring inns) facilities, where you can enjoy accommodation, the hot spring, and sightseeing all at the same time. You can experience all of these in Niseko right away. It is extremely pleasing to be able to warm and refresh your body in the hot spring after enjoying winter sports in the powder snow. Another feature of Niseko is that each hot spring facility has its own spring source and its nature varies depending on the facilities. However, even such appealing resorts attract fewer guests even in the high season of summer than in winter, and there are not many visitors in spring and autumn. This is a significant issue for them. To promote tourism throughout the year, it is essential to offer something that people can enjoy at any point of time or in any season. One of the potential allures is the hot spring. Since Onsen is now recognized even by foreign people, in this symposium, we would like to study the possibility of tourism promotion using this particular facility.