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To the media and press

Tokyu Land Corporation
Niseko Tokyu Resort Co., Ltd.
Tokyu Resorts & Stay Co., Ltd.

Aiming to revitalize the green season in Niseko, Hokkaido in unity with the community **NISEKO HIRAFU GREEN PARK to be held**

~Niseko Tokyu Grand HIRAFU will commence summer operation taking advantage of ski slopes~

Tokyu Land Corporation (Headquarters: Shibuya-ku, Tokyo, President and CEO: Hiroaki Hoshino, “Tokyu Land” below), Niseko Tokyu Resorts Co., Ltd. (Headquarters: Abuta-gun, Hokkaido, President and CEO: Yuichi Hirako, “Niseko Tokyu Resort” below) and Tokyu Resorts & Stay Co., Ltd. (Headquarters: Shibuya-ku, Tokyo, President and CEO: Toshiyasu Awatsuji, “Tokyu Resorts & Stay”) hereby announce that on Saturday, July 13, the three companies will commence the summer operation of “NISEKO HIRAFU GREEN PARK,”^{*1} the second of two efforts aimed at the development of an all-season resort as set out in the "Comprehensive Collaboration Agreement for the Formation of an All-Season International Resort" concluded between Tokyu Land and Kutchan Town in October 2022, as well as facilities that include a summer gondola with a pristine view taking advantage of ski slopes and a mountain bike park containing diverse courses.



During the snow season in Niseko, many tourists from Japan and abroad come to enjoy JAPOW (Japan + Powder + Snow). The aim of the project is to attract the same large number of domestic and international tourists seen in the snowy season during the green season as well by holding various endeavors where people rediscover the charm of the region while enjoying nature.

^{*1}: Tokyu Land, Tokyu Resorts & Stays, Kutchan Town, Kutchan Tourism Association, Niseko Promotion Board, Niseko Hirafu Area Management and Commons, a limited liability company established by local volunteers, have formed an executive committee through which private business operators, the local government and local residents have worked together to communicate the charm and fun that is unique to this season.

■ NISEKO HIRAFU GREEN PARK: Forms of enjoyment only possible during this season *Photos show scenes from last year's event

With the upcoming NISEKO HIRAFU GREEN PARK, the second time the event will be held, a space where food, merchandise sales and activities that wide-ranging generations of people can enjoy in the midst of the kind of nature that only the current season makes possible will be created with the three below focuses and “Enjoying another high season with NISEKO HIRAFU summer” as the concept.

1. Convergence point

In Niseko, diverse communities gather today to form unique lifestyles. Visiting guests will be provided with experiences brought forth in a location where a myriad of values and values meld together.



Enjoying skateboarding, another form of Niseko culture



A local vegetable market

2. Co-existence of nature and culture

In the Hirafu area with a direct view Mount Yotei, a Niseko icon that is also referred to as “the Mount Fuji of the north,” a space will be created for residents and guests to gather and put their heads together in order to protect and nurture powder snow and abundant nature, which also constitutes the foundation of the area’s regional economy.



Thinking about the future of regional resources



An opportunity for interacting with the nature of Niseko

3. Duality

While the nature of Niseko can be actively enjoyed in the form of cycling, rafting and so forth, fully enjoying the luxury of forgetting about time and doing nothing is also recommended. A space to enjoy duality as exhibited by stillness and movement will be provided.



Taking a break while gazing at Mount Yotei



Food trucks gather together on weekends and when events are held

Additionally, between Friday, August 9 and Thursday, August 15 during the event period, Cinema Week will be held. This year as well, Tokyu Land will collaborate with “CINEMA CARAVAN,” a creator collective that develops mobile outdoor movie theaters within and outside Japan. While focusing on the overseas community, sports culture and natural environment that has influenced Niseko over time, attendees will be able to enjoy themed food sales and hands-on content in the daytime, then watch videos after sundown.



[Event Overview]

Dates: Saturday, July 13, 2024 to Sunday, September 1, 2024

Location: Hirafu Kogen Central Park, 9, Niseko Hirafu 1-jo 3-chome, Kutchan-cho, Abuta-gun, Hokkaido

Sponsor: NISEKO HIRAFU GREEN PARK Executive Committee

*The event may be canceled due to weather or other unexpected circumstances. Please check the below social media account for the event schedules and details.

https://www.instagram.com/niseko_hirafu_greenpark/

[Access]

Approx. 2 hours from New Chitose Airport by car

Approx. 10 minutes from Kutchan Station on the JR Hakodate Main Line by car

■ A summer gondola with a panoramic view of Mount Yotei and one of Japan’s largest mountain bike parks

As new forms of content taking advantage of ski slopes, operation of a summer gondola and mountain bike park will commence at Niseko Tokyu Grand HIRAFU. The intention behind this content is to spread activity in the entire area in the form of accommodations, F&B establishments and more in the vicinity by creating opportunities for visitation to the mountain throughout the year, not just in the snowy season.

<Savoring nature to the fullest in comfortable Niseko Annupuri, where the average outdoor temperature is 24°C>

For this year's summer gondola, a Hirafu Gondola will be used to hold the event in a different location than before for the first time. Passengers will head towards a mountaintop station as they enjoy the scenery of Mount Yotei spread out before them. After savoring an airborne excursion that lasts approximately seven minutes one way, they will be able to enjoy a newly-developed walking trail, a space for relaxing while leisurely gazing at the scenery, and a space offering a full range of free activities that is also conducive to families enjoying themselves together with their pets.



[Summer Gondola Overview]

Period: Saturday, July 13 – Monday, September 23 (nat'l holiday), 2024

Operating Hours: 9:00 AM – 4:00 PM

Location: Niseko Tokyu Grand HIRAFU Hirafu Gondola

Fees: Round-Trip: 1,800 yen for adults/900 yen for children/750 yen for pets (tax incl.)

One-Way: 1,200 yen for adults/600 yen for children (tax incl.)

*Children under elementary school student age ride free of charge. Adult fares apply to children of junior high school student age or higher.

<Diverse courses that can be enjoyed by a wide range of people from beginners to experts>

This mountain bike park will accommodate a wide range of skill levels, offering diverse courses from a newly-developed highly-intense flow trail course for expert mountain bike riders to a skill enhancement area for beginner and intermediate riders. The park will be connectable to an existing downhill course in the future, with plans calling for making the course lineup even more attractive.

Additionally, prior to the opening of the mountain bike park, a certain course is slated to be connected to the adjacent "Twin Peaks Bike Park." The resulting two courses, when combined, will exceed 13 km in total length, placing it among Japan's largest.



[Mountain Bike Park Overview]

Period: Saturday, July 13 – Monday, September 23 (nat'l holiday), 2024

Operating Hours: Corresponds to summer gondola

Courses: Mountain Bike Flow Trail

Mountain Bike Skill-Up Area

Fees: MTB 1-Time Ticket: 1,200 yen for adults/600 yen for children (tax incl.)

MTB 4-Hour Ticket: 3,500 yen for adults/1,750 yen for children (tax incl.)

MTB 1-Day Ticket: 5,000 yen for adults/2,500 yen for children (tax incl.)

MTB Season Pass: 20,000 yen for adults/10,000 yen for children (tax incl.)

■ Tokyu Land Corporation's "Value up NISEKO 2030"

Value Up NISEKO 2030 is an urban development project that plans to solve local issues and vitalize the area as a resort that aims to achieve sustainable development in the runup to 2030, and to continue to be a destination of choice, by leveraging the world-class brand "NISEKO" to collaborate with local government, businesses, and communities. In October 2022, Tokyu Land executed the "Comprehensive Partnership Agreement on the Development of an All-season International Resort on the Occasion of the 50th Anniversary of the Ski Town Declaration" with Kutchan Town, Hokkaido. In addition to promoting smart resort development, Tokyu Land will endeavor towards enhancing local cooperation as it works not only on physical projects, such as renewing cableways at ski resorts, but also on intangible aspects, such as measures for making the facilities available for all seasons. For the first phase of the project, Tokyu Land made the decision to rebuild the lift that has the heaviest transportation track record in Niseko. Currently, for the project's second phase, the company is advancing the rebuilding of Hotel Niseko Alpen, which has been used by local residents and many other guests since its opening in 1986 as the ski resort's core hotel. On the intangible side, in addition to endeavors aimed at vitalizing the green season, Tokyu Land implemented demonstration experiments for Japan's first ski NFT "Niseko Powder Tokens 2.0" with "fast track" rights, social demonstration experiments for its power generation business using accumulated snow and the test operation of a ski valet service. Moving forward, the company will continue to promote multiple initiatives.