

June 15, 2023

To the media and press

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

Regional revitalization during the Green Season in Niseko, Hokkaido

NISEKO HIRAFU GREEN PARK

“CINEMA CARAVAN in NISEKO”, produced by CINEMA CARAVAN, to be screened at the same time

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: Ken Nakamura, “Niseko Tokyu Resort” below) and Tokyu Resorts & Stay Co., Ltd. (Headquarters: Shibuya-ku, Tokyo, President and CEO: Toshiyasu Awatsuji, “Tokyu Resorts & Stay”), have announced the launch of “NISEKO HIRAFU GREEN PARK” (“the Event” below) as an initiative to revitalize the green season in Niseko, Hokkaido, to be held from July 15th to September 3rd.

The Event is part of an effort towards 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 of last year. In preparation for the Event, Tokyu Land, Tokyu Resorts & Stays, Kutchan Town, Kutchan Tourism Association, Niseko Promotion Board, and Niseko Hirafu Area Management have formed an executive committee and have worked together to produce an event that will spread the charm and fun that is unique to this season.



During the snow season in Niseko, many tourists from Japan and abroad come to enjoy JAPOW (Japan+Powder+Snow). During the green season, the aim of the project is to attract as many domestic and international tourists as come in the snow season by holding the Event where people can enjoy nature and rediscover the charm of the region. The venue, Hirafu Parking Lot 1, is located in the center of the Hirafu area, and serves as a transportation hub for limousine buses and route buses from the airport.

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The Event is based on the concept of "enjoying summer, NISEKO HIRAFU's other high season." Play equipment and rest areas have been set up so that visitors can enjoy the scenery of Mt. Yotei, as well as food trucks and activities that can be enjoyed by all the family, and other content unique to Niseko, which aims to become a major cycling attraction. Also, for three days between August 11th (Friday) and August 13th (Sunday), there will be screenings of CINEMA CARAVAN in NISEKO', produced by CINEMA CARAVAN.

■Introducing NISEKO HIRAFU GREEN PARK *Photos are for illustrative purposes only.

1: CINEMA CARAVAN in NISEKO

The first event held in Niseko by CINEMA CARAVAN, a creator collective that operates mobile outdoor movie theaters both domestically and internationally. After sunset, an outdoor movie theater in Hirafu Kogen Central Park is opened where visitors can experience connection with nature and people using all five senses. In addition to screening of movies, the outdoor cinema provides a place where one can fully experience the charms not only of Niseko but the whole of Hokkaido, through a range of projects that explore the themes of summer, nature and culture, music, and people.



2: FOOD

The Event will feature food trucks and stalls not only from popular local restaurants, but from all over Hokkaido. It will be a lineup that can be enjoyed by people staying in local accommodation and hotels, as well as by day-trippers. It will be a marvelous experience to take photographs against the backdrop of Mt. Yohei, while sampling the wares of the various vendors.



3: SIESTA

This will be an area where visitors can "enjoy doing nothing" and is available at any time during the Event period. Blending gently into the scenery of Niseko, visitors can fully enjoy vistas such as Mt. Yotei spreading out in front of them. They will be able to relax in a calm atmosphere with food and drink they have purchased from the kitchen cars, or enjoy this space while participating in other events.



4: KIDS

There are playgrounds where even small children can have fun safely. The aim is to create a space that will give families with children who have not had the opportunity to visit Niseko much during the snow season an opportunity to visit and enjoy the place.



5: ACTIVITIES

Not only tourists who regularly enjoy cycling, but also beginners can enjoy MTB (mountain bike) test rides, pump tracks, climbing towers, etc., so that a wide range of generations, from children to adults, can enjoy the fun of Niseko.



■ NISEKO HIRAFU GREEN PARK Event details

Dates: July 15, 2023 (Saturday) to September 3, 2023 (Sunday)

CINEMA CARAVAN in NISEKO will be held from August 11th (Friday) to August 13th (Sunday)

Opening hours: Sunday to Friday 10:00 to 18:00 Saturday, during specified periods*¹ 10:00 to 21:00

*¹ Specified periods: Jul/15- Jul/17, Aug/6- Aug/13, Sep/1- Sep/3

Location: Hirafu Parking Lot 1 and Hirafu Kogen Central Park, 9-1, Niseko Hirafu 1-jo 2-chome, Kutchan-cho, Abuta-gun, Hokkaido

Co-sponsors: NISEKO HIRAFU GREEN PARK Executive Committee, Niseko Tokyu Resort

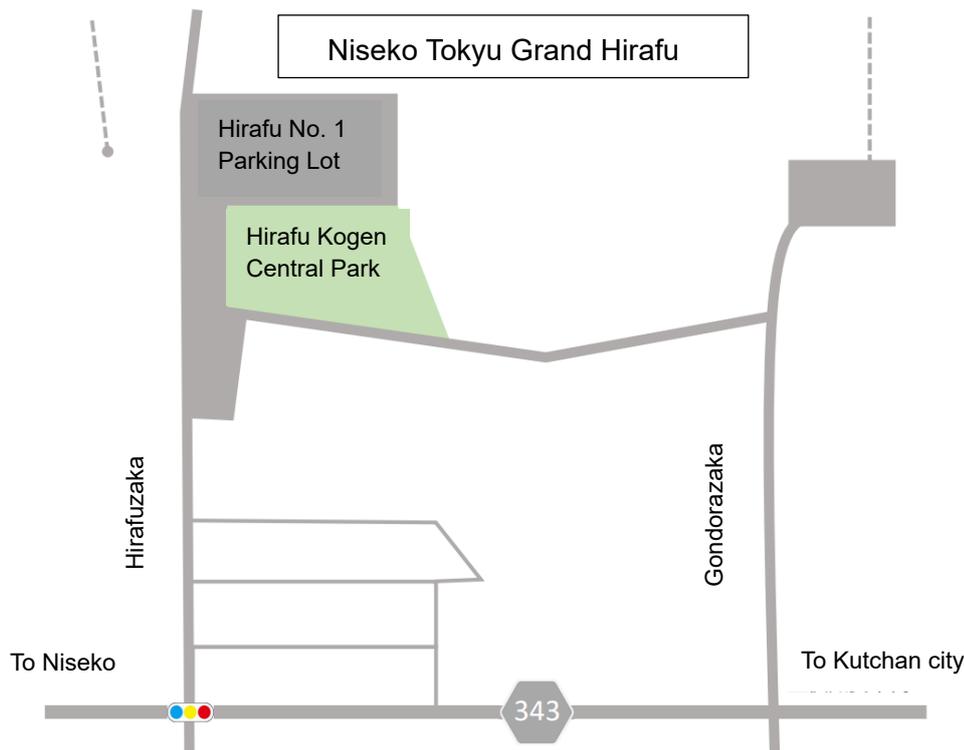
*The event may be canceled due to weather or other unexpected circumstances.

Please check the official website and SNS for event schedules and details.

NISEKO HIRAFU GREEN PARK Website: <https://www.grand-hirafu.jp/nhgp/>

■ Venues

9-31, Niseko Hirafu 1-jo 3-chome, Kutchan-cho, Abuta-gun, Hokkaido.



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Access

By public transport: Approx. 2 hours from New Chitose Airport

For private cars: Approx. 10 minutes by car from Kutchan Station on the JR Hakodate Main Line

When visiting the venue, we recommend using the open-top bus "Sky Bus Niseko".

Last year, approximately 4,000 people rode Sky Bus Niseko during the period, and it proved very popular, being rated highly for both topicality and satisfaction, and this summer it will be back with an even better version. In addition to regular operations, there will be special theme-based tours, with tickets for long-term stays and local residents also on sale.

Check the Skybus Niseko website for details. <https://skybus-niseko.com/>



■ CINEMA CARAVAN

This collective features an ensemble of artistes from various genres, including photographers, musicians, painters, and carpenters. Based on the concept of "Play with the Earth", they set up movie screens to create outdoor cinemas and create spaces where people can indulge the five senses, enjoying movies, foods, music, art, etc.

Today, the Caravan is active in a wide range of activities as a medium that creates expressions and shared experiences that go beyond screen experiences. In 2022, they participated in the international contemporary art exhibition "documenta fifteen" with contemporary artist Takashi Kuribayashi.

In addition to the 12th Zushi Beach Film Festival, held at Zushi Beach in Kanagawa Prefecture, the Caravan continues its travels throughout Japan and abroad, including exhibiting at the Echigo-Tsumari Art Triennale and Roppongi Art Night. <https://cinema-caravan.com/>



■ 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 of last year, 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, we will be seeking to enhance local cooperation as we work not only on physical projects, such as renewing cableways at ski resorts, but also on intangible aspects, such as how to make the facilities available for all seasons. The first phase of the project will be to rebuild the lift that has the heaviest transportation track record in Niseko, and on the intangible side, in the 22-23 season, demonstration experiments will be held on the sales of Japan's first ski NFT "Niseko Powder Tokens" with "fast track" rights.

The second phase will involve the advancement of 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. Moving forward, a range of other initiatives will be promoted.