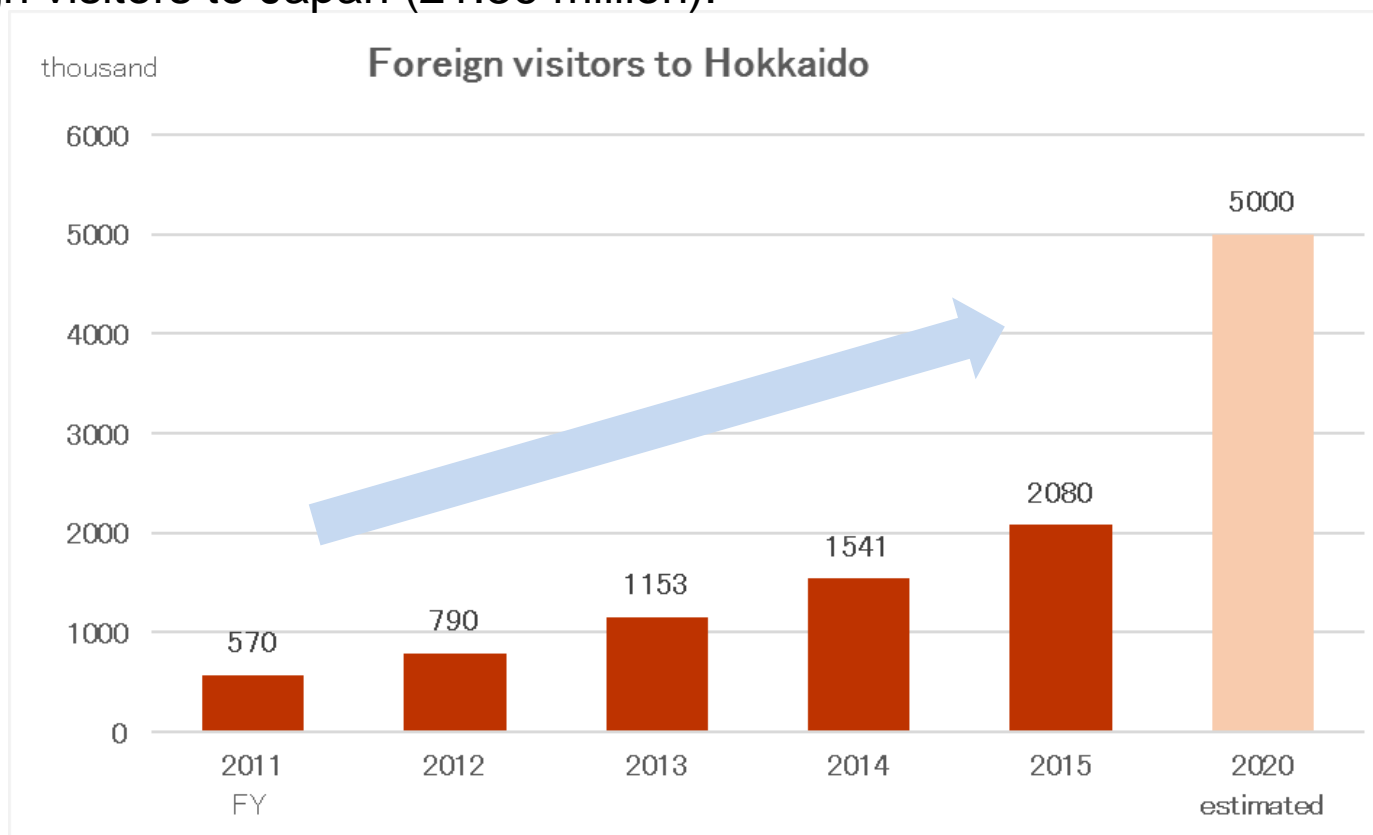


Build a hotel?

Why not in Hokkaido?

There are various business opportunities of tourism industry in Hokkaido.

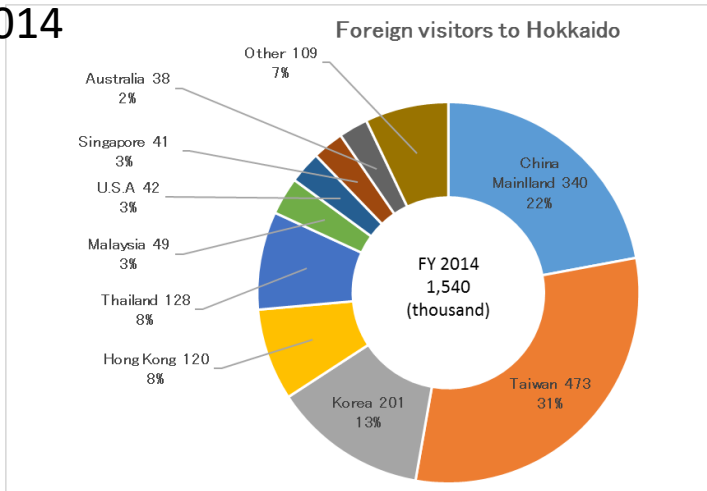
- In FY 2015, the number of foreign visitors to Hokkaido increased by 35.0% from a year earlier to reach a record-high 2.08 million due to new and increased regular international flights, relaxed visa requirements and a continued weak yen.
- This figure accounts for approximately 10% (9.7%) of the total number of foreign visitors to Japan (21.36 million).



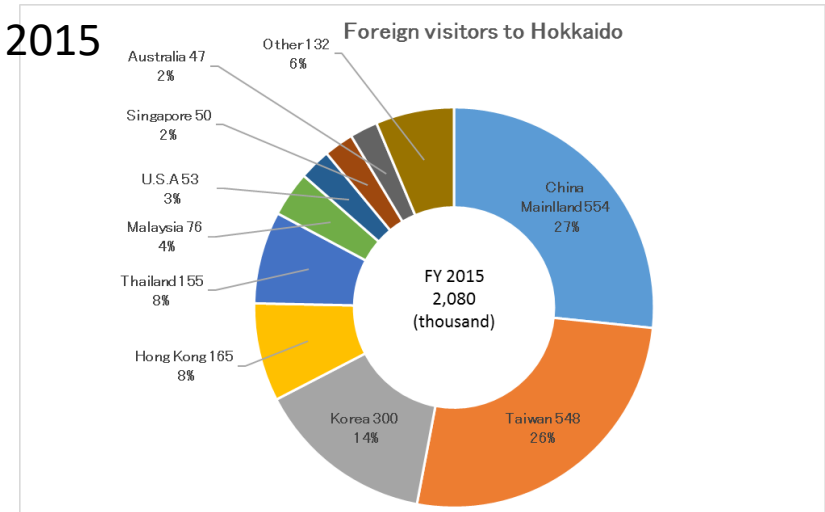
Current Situation of Tourism in Hokkaido

- The number of visitors from Asia to Hokkaido was 1.848 million, an increase of 36.6% from the previous year.

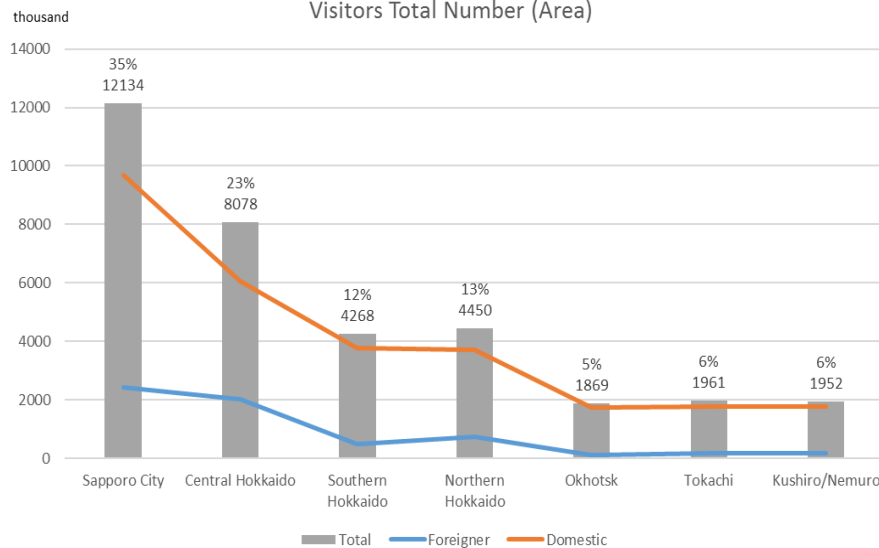
FY 2014



FY 2015



Visitors Total Number (Area)



Visitors Total number (Monthly)



(Source: Hokkaido Government)

Hokkaido



Brand power ranking Regional Brand Strategy Survey 2013, Nikkei Research



Most attractive prefecture Regional Brand Survey 2016, Brand Research Institute



Most Attractive place Survey of Tourists to Japan from Eight Asian Countries
Development Bank of Japan

Challenges facing the Tourism Industry in Hokkaido

- Buildings are older, need antiseismic reinforcement
- Successor problem
- Few luxury hotels in Hokkaido
- Demand for Halal Food restaurants
- Shortage of Free WiFi
- Shortage of Intermodal passenger transport

Also we are ready to show you some potential places to build hotel or tourism-related facilities.

Business Chances in many fields

