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Japan might be a land of four distinct seasons, each with its own unique feel. However, the beauty of Hokkaido is not dependent on the seasons. No matter when you visit, you can't help but feel drawn to its charms. People can comfortably visit Hokkaido no matter in spring or summer with the temperatures remaining pleasant even in the middle of summer, the lack of a monsoon season, as well as a climate with relatively low humidity. With beautiful pastel pink cherry blossoming in the spring and vibrantly colored lavender blooming in the summer, Hokkaido is constantly dotted with colorful flowers, and tourists who come are blown away by its picturesque scenery and unique charms. Not to be outdone, Hokkaido's autumn and winter seasons boast golden ginkgos that scatter the rays of the sun and red leaves that fully represent the spirit of autumn. The magnificent scenery as the leaves change from green to red continues to attract tourists, who come to admire it. A romantic winter is most important representative of Hokkaido. When gazing upon the silvery white expanse of snow, even the lowest temperature cannot diminish the love of tourists around the world for Hokkaido.

Despite the cold weather, there are still many activities that can be done in Hokkaido in the winter, such as skiing, a typical winter activity that also happens to be the most popular outdoor activity in Hokkaido. Japan is even one of the countries with the most ski resorts, located between Hokkaido in the north and Kagoshima in the south. Blessed with naturally high-quality powder, Japanese ski resorts have started moving towards an upscale model in recent years, continuing attracting many overseas skiers to Japan.

Surf & Snow, a famous Japanese ski website, conducted a poll of the top 10 Japanese ski resorts to visit before you die, and 3 of Hokkaido's ski resorts made the list. One of these was Niseko Ski Resort, a world-renowned, high-quality ski resort beloved by skiers. According to official statistics released by Niseko, Hokkaido, the number of foreign tourist visits Niseko exceeded 200,000 for three consecutive years since 2016, and compared with about 40,000 visits 10 years ago, this represents a growth rate exceeding 400%, of which Chinese tourists account for as much as 27%. In addition, Park Hyatt Niseko Hanazono, a collaboration between the well known Hong Kong developer, Pacific Century Premium Developments, and Hyatt Hotels Corporation, opened in January this year, and the fourth hotel of Aman in Japan, AMAN NISEKO, will also open in 2023, which is a clear sign that companies of various countries have a positive outlook on the future development of the area.