



Image Source: Oliver Dickerson (Unsplash)

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While traveling through Japan, in addition to the prosperous and well-developed Tokyo, the ancient-style Kyoto, and the island-style Okinawa, there's another place that should not be ignored — Hokkaido, a white and romantic snow city. When winter comes, and covers the land with pure white snow, the scenery of beautiful nature will leave you breathless. Even the slightest sound of breathing would break its silence. Stepping on this land will make you forget about time and space. Despite tourists flocking it every year, the city still remains simple, and even more fascinating.

Brand Research Institute, Inc, a Japanese market research company releases a ranking of administrative areas that the Japanese public considers most attractive every year. The newly released "Local Brand Survey 2020" has placed Hokkaido on top of the list, all for 12 consecutive years. It has also won first place in 'Willingness to visit' and "Ability to Recall Unique Local Food" categories. In addition, Hokkaido occupies about a quarter of the agricultural land of Japan. Because of its vastness and varying environmental conditions, the main agricultural products are also varied among the various regions. The food types are also varied and, of course, Hokkaido's agricultural products have established their eminent position as a food base in Japan.

The snow-country Hokkaido, known as the Powder Snow Paradise, has 51 ski resorts for skiers to enjoy skiing and is also a popular ski resort region in Japan. In addition to the excellent snow quality, the amount of snowfall is also quite abundant. It is often covered with thick snow overnight, as if the previous day's footprints have been covered by thousands of years of snow.

The white snow falls incessantly, reminds us of the classic scene from the Japanese film "Love Letter" directed by Shunji Iwai, in which the heroine misses her lover while watching the white land. "How are you? I am very well.", the classic lines come to our mind. This romantic white land quietly accommodates everyone's sincere wishes and welcomes all visitors.