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Hokkaido accounts for 22% of Japan's landmass and is home to Sapporo, one of Japan's largest cities. It has a population of over 5 million, making it the eighth most populous city in Japan. The city also hosts the Otaru Snow Light Path, which was highlighted by CNN as one of Japan's most beautiful landscapes. During the busy Sapporo Snow Festival, Hokkaido turns into a winter wonderland.

According to the Region Brand Choice by a Japanese survey institute, Hokkaido is the most appealing prefecture of Japan. Since 2009, Hokkaido has consistently been ranked first in the survey of prefectures, and has also defended its top spot in the ranking year after year in the areas of "traveler's interest", "food memories", "natural abundance", etc. The ranking survey covered 1000 cities, towns and villages, as well as 47 prefectures, with 89 items such as charm and awareness. Based on the survey data, nearly ninety percent of respondents believed that Hokkaido is an appealing area, solely because of its many stellar tourist attractions. Hokkaido also recorded the greatest "interest in visiting" among respondents. Hokkaido, Japan's northernmost island, is best known for its powdery snow. With the opening of the Shinkansen, which currently runs to the southern part of Hokkaido, it is expected that by 2030, the line will be extended to the capital of Sapporo.

Niseko, one of Hokkaido's ski resort towns, is renowned for its powdery snow, outdoor activities and natural scenery. The town lies to the southwest of Sapporo and is about a two-hour drive from the new Chitose Airport. Skiing in winter is a popular activity that attracts both domestic and foreign tourists, especially the latter, and it is also known as the St. Moritz of the East. Local luxury vacation rentals and hotels continue to grow due to the influx of tourists. In order to meet the demand for housing, many local and foreign companies have invested in the construction of villas, inns and hotels, causing land prices in Niseko and other areas to climb every year. According to a 2022 official report of land prices issued by the Japanese Ministry of Land, Infrastructure, Transport and Tourism, residential land prices are highest in Hokkaido. The price of residential land in Sapporo's commuter city, Kitahiroshima, is 26.0%, making it the most expensive in Japan. This is rarely seen in other Japanese cities, and given the recent weak performance of the Japanese yen, this might be an option to consider in the future in terms of tourism and property allocation.