



Image Niseko 官網

Translated by Viviane / Brooke

Official tourism information reveals that Niseko has enjoyed international fame only in the last 30 years and has evolved over a long period to become the ski resort it is today. In the early 20th century, Niseko settlers began building temples and Shinto shrines. There are two Niseko main Shinto shrines, the Kutchan Shrine and the Kaributo Shrine in Niseko. Besides, there are also many Buddhist temples in Niseko. The most famous are the Dafo Temple, known for its ceiling murals, and the Konpira Temple, where the Autumn Festival is held, showing a rich history of Niseko. For Tourism, Niseko has caught international attention from the Shootout Short Film Festival, Lake Shikotsu Ice Festival, and the art installation by internationally renowned artist Bruce Munro in the most recent year.

Niseko is famous for its powder snow, outdoor activities, and pleasant natural scenery. Located southwest of Sapporo, Hokkaido, Niseko is two hours away from New Chitose Airport. Its winter ski tourism is popular among tourists, especially foreign tourists, making it known as the St. Moritz of the East. Due to the booming tourist economy, the number of high-end resort houses and hotels in the area continues to increase. To meet the demand for accommodation, many foreign and Japanese companies have invested in constructing villas, ryokans, and hotels in Niseko, raising land prices yearly. Hokkaido recorded the highest increase in official residential land prices in 2022, according to the announcement made by the Ministry of Land, Infrastructure, Transport, and Tourism, Japan, with the commuter town of Sapporo-shi, Kitahiroshima-shi, recording the highest increase of 26% in residential land prices in Japan. If we look at the whole of Japan, the average land price in Niseko has increased by 6.76%, ranking 22nd in Japan and 10th in Hokkaido, a rare occurrence in other cities in Japan. The recent weakness in the Japanese Yen makes it attractive for tourism and property allocation.