



HOKKAIDO

The place to visit
in summer

Hokkaido Official Tourism Site

HOKKAIDO LOVE!

Why **HOKKAIDO** ?

We'll start by sharing what makes

HOKKAIDO

such a great destination.



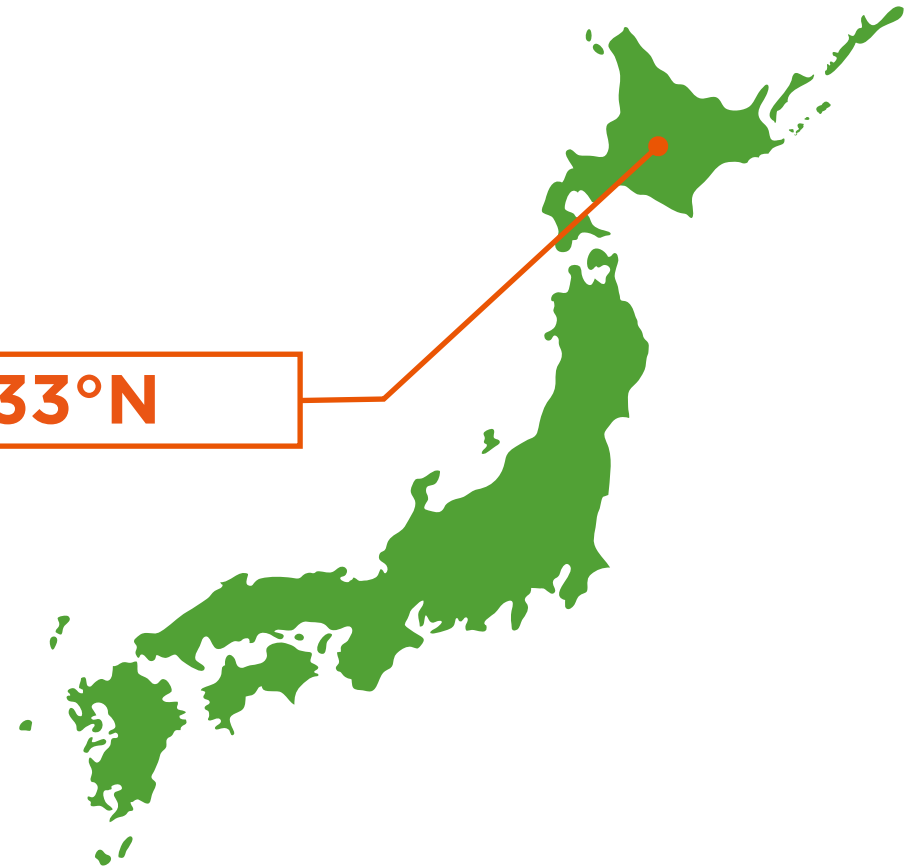
HOKKAIDO

is the northernmost area of Japan!

Hokkaido is Japan's northernmost prefecture.

Its latitude is the same as Chicago, Rome and Barcelona.

41.21-45.33°N



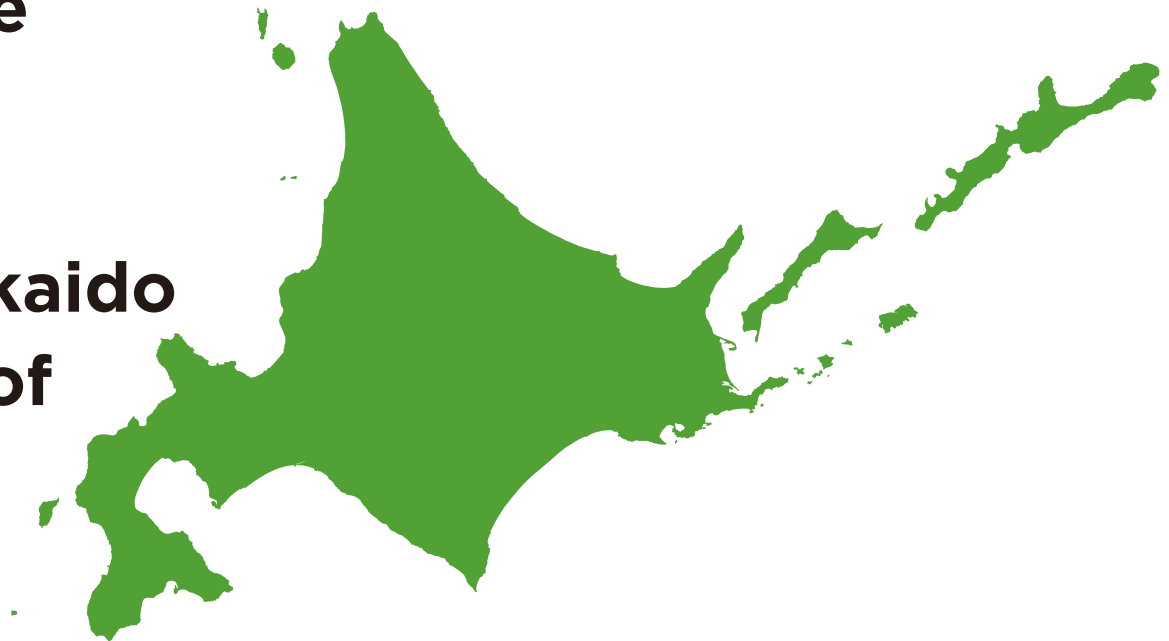


HOKKAIDO

is Japan's second largest island!

Hokkaido is the second largest island in the Japanese archipelago, second only to Honshu. It is larger than Kyushu and Shikoku combined and around 40 times the size of Tokyo.

With a size rivaling the whole of Australia, Hokkaido occupies around 22.1% of Japan's total land area.





HOKKAIDO's summers are super-cool!

If we look at a comparison of temperatures in August 2020, Hokkaido is much cooler than Tokyo, Osaka and Okinawa.

Summer here isn't too hot, with temperatures cool enough to have fun outdoors.

For those familiar with the rest of Japan, it's hard to imagine summers like these.



Sapporo Max **34.3°C** (avg.23.3°C)

Asahikawa Max **34.6°C** (avg.22.2°C)

Hakodate Max **32.7°C** (avg.23.4°C)

Tokyo Max **37.3°C** (avg.29.1°C)

Osaka Max **38.6°C** (avg.30.7°C)

Okinawa Max **34.7°C** (avg.29.4°C)

And that' s not all!

HOKKAIDO

has lots to offer.



16 prefectures' worth of things to enjoy!

Of the 47 prefectures of Japan, Hokkaido is by far the largest. To give an idea of Hokkaido's size, if you overlay it on a map of Honshu, **it covers 16 prefectures, from Chiba in the east to Kobe, Hyogo in the west.**

Imagine 16 prefectures' worth of tourist spots all in one place!



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Over 10 airports — it doesn't get more convenient than that!

There are plenty of airports in this vast area.

10 of them are served by flights from outside Hokkaido, so **you can choose from various places to start your tour of Hokkaido, take in various cities and fly out from a different airport.**





Hardly any flight cancellations!

Each year, various areas of Japan are struck by typhoons. Typhoons weaken as they move up the archipelago, and by the time they reach Hokkaido they are often no more than extratropical storms. Areas directly impacted by typhoons experience public transport disruptions and flight cancellations, but problems like that hardly ever happen on trips to Hokkaido.





Incredible views!

In summer, Hokkaido comes alive with profusions of flowers.

All around the island you can see **photogenic spots** filled with colorful blooms.

There are also lots of unusually clear seas and lakes with water such a deep blue that it' ll take your breath away.





Lots of straight roads that make driving a pleasure!

Many of Hokkaido's roads are straight for miles at a time, making for some amazing drives.

A particularly famous one is the **“Road to the Sky”** in the town of Shari in eastern Hokkaido, which runs straight for 18km. The experience of driving along this scenic road is unmissable.

Hokkaido is also home to **Japan's longest straight road**, which extends an incredible 29.2km between the cities of Bibai and Takikawa.





You don't have to go far to see deer and foxes!

Did you know that Hokkaido and Honshu have completely different mammals and birds? The dividing line, called the Blakiston Line, runs along the Tsugaru Strait between the two islands.

Hokkaido is home to flora and fauna you won't find on Honshu. Its Yezo red foxes are so famous that they've appeared on TV. And with Hokkaidoites' laid-back way of life, humans and animals mingle a lot—red foxes are even seen in urban residential areas at times.

Hokkaido even has its own species of deer, the Yezo sika deer. These have been breeding prolifically in recent years, and you don't have to go far out of the cities to see them grazing on the grass.





Top class sushi!

Surrounded by three seas—the Pacific Ocean, the Sea of Okhotsk and the Sea of Japan—Hokkaido is a seafood lover’ s paradise.

And with such an abundance of fresh seafood, its sushi is in a class of its own!

Enjoy delicious sushi for great prices.





Delicious vegetables!

Vegetables are sweetest when they're grown in areas with a high variance in daily temperatures. In Hokkaido, the days are warm but the temperature drops significantly at night. This variance in temperature means that vegetables grown in Hokkaido taste particularly good.





Incredible soft serve ice cream!

Hokkaido is a dairy farming powerhouse. The area is renowned for its delicious dairy products, from milk to yogurt and cheese. But nothing tops Hokkaido's soft serve ice cream!

Each region has its own great flavors. New Chitose Airport has around 30 soft serve ice cream stores!





Our confectioners are among Japan's best!

Where there's a great dairy industry, there are **amazing sweets**. From Rokkatei's **Marusei Butter Sandwich** and **ISHIYA's Shiroi Koibito** to **ROYCE's Nama Chocolate** and **KITAKARO's Baumkuchen**, Hokkaido is chock full of sweets that are famous all over Japan. Visit any exhibition of local specialties in Japan and you're bound to see Hokkaido sweets. Leave plenty of room in your suitcase, because you'll want to bring home packs of all of them!





Popular souvenirs!

When you' re looking for souvenirs of your trip to Hokkaido, you' ll be spoiled for choice. These items are so much more than just souvenirs.

When a TV crew ranked the souvenirs that people in Japan would most like to receive, three of the top 10 souvenirs were from Hokkaido. There' s no place quite like Hokkaido for souvenirs your friends and family will love.



The souvenir rankings on TV Tokyo' s Yojigoji Days (May 25, 2022)



A wide variety of hot springs!

**Hokkaido is a hot spring paradise—there are more hot springs here than anywhere else in Japan!
No matter where you go in Hokkaido, there are all kinds of hot springs to enjoy.**





A great place for adventure travel!

Hokkaido's abundant nature is your playground. From canoeing and rafting to ziplining, there are endless adventures to be had in the forests, rivers and other stunning natural features.





The most satisfying prefecture to visit!

Above all, Hokkaido satisfies visitors better than any other prefecture in Japan. It ranked number one in a market research survey!

Please tell us which prefectures in Japan you have visited in the past that gave you the highest level of satisfaction.
(Multiple answers allowed) n=1,215

エアトリ

1位	Hokkaido	60.2%	21位	Miyagi	11.2%	41位	Aichi	7.1%
2位	Okinawa	38.8%	22位	Oita	11.1%	42位	Shiga	7.1%
3位	Kyoto	34.8%	23位	Kochi	11.0%	43位	Yamaguchi	7.1%
4位	Nagano	23.0%	24位	Mie	10.6%	44位	Tokushima	6.7%
5位	Fukuoka	19.6%	25位	Shimane	10.3%	45位	Saga	5.3%
6位	Ishikawa	19.4%	26位	Yamanashi	10.0%	46位	Ibaraki	4.2%
7位	Nagasaki	17.9%	27位	Nigata	9.9%	47位	Saitama	3.3%
8位	Kagoshima	17.6%	28位	Yamagata	9.7%			
9位	Osaka	16.8%	29位	Fukushima	9.6%			
10位	Kumamoto	16.0%	30位	Gifu	9.5%			
11位	Tokyo	14.4%	31位	Iwate	9.4%			
12位	Aomori	14.3%	32位	Gunma	9.1%			
13位	Nara	14.3%	33位	Wakayama	9.1%			
14位	Hiroshima	13.5%	34位	Akita	8.8%			
15位	Shizuoka	13.3%	35位	Kagawa	8.5%			
16位	Kanagawa	13.1%	36位	Chiba	8.3%			
17位	Toyama	13.1%	37位	Fukui	8.1%			
18位	Hyogo	12.7%	38位	Tottori	8.1%			
19位	Miyagi	12.3%	39位	Tochigi	7.7%			
20位	Ehime	12.0%	40位	Okayama	7.7%			

The rankings on CanCam.jp.

(Tourists ranked the prefectures they most wanted to visit and the ones they're most glad they visited. No. 2 was Okinawa. You might be able to guess which one was No. 1.)

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HOKKAIDO LOVE!



The wonders of Hokkaido will remain a part of your life! **Bring home a piece of Hokkaido to your dinner table!**

There's no end to the delicious foods Hokkaido produces, and the wonders of Hokkaido will remain a part of your life after you go home. It's commonplace for domestic visitors to buy specialties like seafood on their trip and have it mailed to their home, and there's an amazing range of processed foods to take back to your country.

And so, when you come home from your trip, you can enjoy a piece of Hokkaido at your dinner table. One of the best things about Hokkaido is the great food you can enjoy afterwards as you think back on the wonderful experiences you've had.



Hokkaido is Japan's second largest island!

**The most satisfying
prefecture to visit!**

People love Hokkaido souvenirs!

Incredible views!

Deer and foxes nearby!

**Incredible soft
serve ice cream!**

**16 prefectures' worth of
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Delicious vegetables

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**A great place for
adventure travel!**

Top class sushi!

Lots of straight roads!

Over 10 airports!

Hardly any typhoons!

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What do you think of Hokkaido?

**This concludes our presentation.
We hope we've given you an idea of
what's great about Hokkaido
and that you'll recommend it as a destination.**

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