



# HOKKAIDO

The place to visit  
in winter

Hokkaido Official Tourism Site

**HOKKAIDO LOVE!**

# Why **HOKKAIDO** ?

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**We'll start by sharing what makes**

**HOKKAIDO**

**such a great destination.**



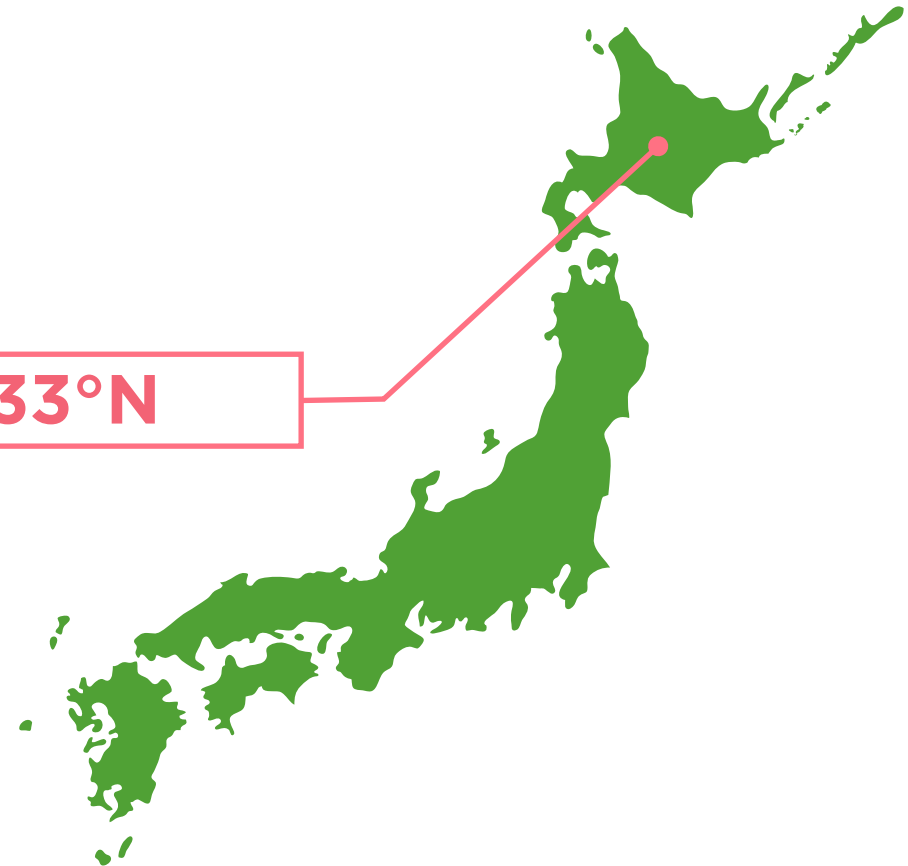
# HOKKAIDO

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



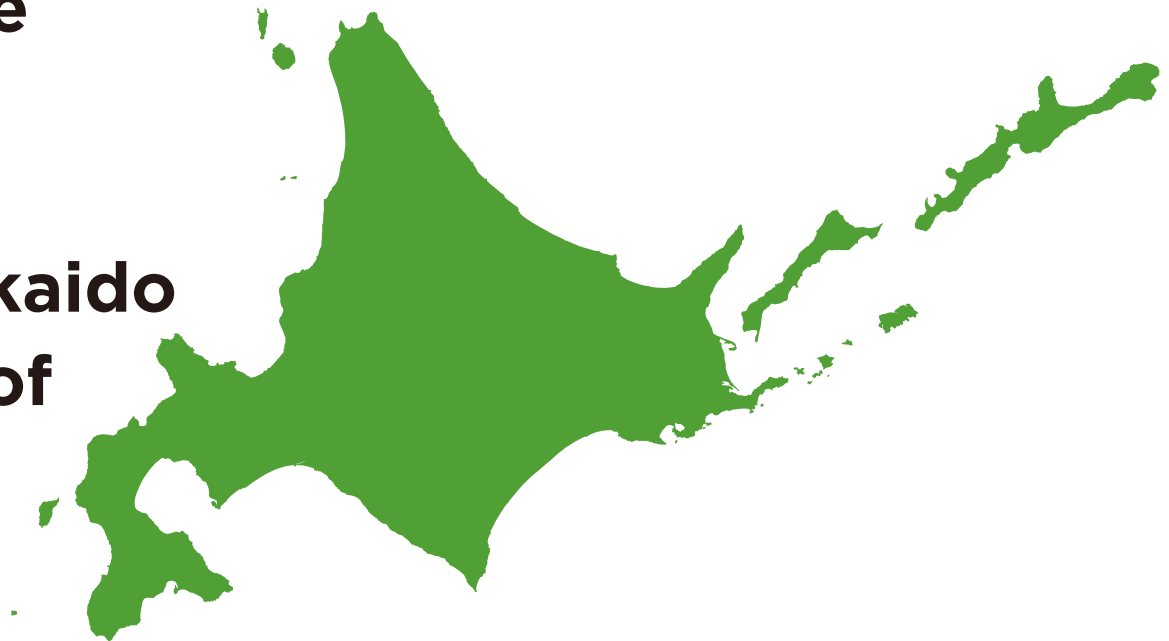


# HOKKAIDO

**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

**receives abundant snowfall in winter!**

**In Hokkaido, snow usually begins falling in October and remains on the ground until April.**

**Eastern Hokkaido (Kushiro, etc.) is the exception: this area doesn't see much snowfall as it is exposed to the dry air of the Pacific coast and the tall Daisetsuzan mountains in central Hokkaido block moist air from further west.**



**And that' s not all!**

**HOKKAIDO**

**has lots to offer.**



# An abundance of powder snow!

The abundant snow in Hokkaido is totally different from Honshu's "sticky snow", which contains a lot of moisture. Hokkaido's low temperatures result in soft snow called "powder snow" that is fluffy when it's freshly fallen. The crystals can be seen with the naked eye.

When you visit Hokkaido, lie down in some fresh snow and enjoy the soft, cool sensation of nature's bed. Don't forget to make a snow angel! (For those who don't come from a snowy area, you make a snow angel by moving your arms and legs back and forth.)





# By far the most snow resorts in Japan!

**Hokkaido has a plethora of ski resorts—by far the most in Japan! Hokkaido’s cities aren’t far from snowy mountains—even Sapporo, the largest city, has ski slopes around 20 minutes away from its downtown area. You can ski or snowboard to your hearts content in one morning or afternoon. There are many snow resorts with accommodation near Hokkaido’s airports, so you can go straight from the plane to the slopes.**







# An international experience

**Hokkaido's snow resorts are popular among Japanese people and overseas tourists alike. Niseko in particular has world-class powder snow that attracts skiers from around the world. These resorts are a truly international experience. English is widely spoken in the restaurants—some don't even have Japanese-speaking staff! For Japanese tourists, Hokkaido is a foreign vacation at home.**





# Enjoy the snow in more ways than you could imagine!

**In a snowy region like Hokkaido, skiing and snowboarding are just the beginning. Take a hike through nature on snowshoes that keep your feet from sinking into the snow, speed through the snow on a snowmobile or dog sled, and enjoy a ride on a snow raft or banana boat. Only an area with this much snow could come up with so many ways of enjoying it.**





## An ice-covered sea!

**Ask a Hokkaidoite about unique experiences in winter and one of the first things they'll mention is Hokkaido's drift ice. From January to March each year, the Sea of Okhotsk is covered with drift ice. There are all kinds of ways to enjoy this spectacular natural phenomenon up close—admire it from an icebreaker boat or cruise or don a wetsuit and walk on it!**





## See rare birds!

Winter is an ideal season for birdwatching in Hokkaido. With no leaves on the trees, it's easy to spot birds in the forest. The fluffy white winter down of the **long-tailed tit** is a captivating sight.

In Kushiro in eastern Hokkaido, the arrival of flocks of red-crowned cranes is an iconic sight in winter. From December to January, when the drift ice begins to form, you can see **Steller's sea eagles and white-tailed eagles**, species that can only be seen in a few areas of the world.





# Open-air baths feel amazing! Hot springs feel especially good in these freezing months.

**Hokkaido is a hot spring paradise. There are a wide variety of springs with different properties that will make you feel warm inside and out.**

**For the full experience, try an open-air hot spring—you'll feel like you're in a fairy tale world as you watch the steam rise from the water and take in the snowy landscape around you.**



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# Crab season!

**Crab dishes are among Hokkaido's best cuisine. Winter is red snow crab season and the season for catching horsehair crab from the Pacific Ocean.**





# Delicious ramen!

Hokkaido has all three of the main styles of ramen covered: Sapporo is the place to go for **miso ramen**, Asahikawa for **soy sauce ramen** and Hakodate for **salt ramen**.

There are a wide range of other local specialties, including Muroran curry ramen, Kushiro ramen and Ashibetsu gatatan ramen.

And those piping hot bowls of ramen taste all the better on a chilly winter' s day. This is the best time to sample the variety of ramen on offer and find your fave!





# Ice cream tastes great too!

**Surprisingly, Hokkaido leads Japan in ice cream consumption in winter!**

**The reason is because Hokkaido's buildings are designed for cold weather so no matter how chilly it is outdoors, it's toasty warm inside.**

**There's nothing quite like ice cream in a warm room after soaking in a hot spring or enjoying a hot meal, so enjoy some ice cream in winter just like the locals do!**







# Incredibly winter scenery!

**During a Hokkaido winter, the low temperatures, abundant snow and moisture in the air create some spectacular natural phenomena.**



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# Amazing snow and ice art!

**Hokkaido's winter events are a must-see. Artists use snow and ice to transform community spaces into magical worlds, creating something extraordinary amid the ordinary.**





# 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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# 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.**



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**HOKKAIDO LOVE!**

**Hokkaido is Japan's second largest island!**

**Delicious ramen!**

**Hokkaido receives abundant snowfall in winter!**

**An ice-covered sea!**

**By far the most snow resorts in Japan!**

**An abundance of powder snow!**

**See rare birds!**

**Amazing snow and ice art!**

**Hokkaido is the northernmost area of Japan!**



**HOKKAIDO**

**Crab season!**

**Incredibly winter scenery!**

**has so much to offer in winter!**

**Open-air baths feel amazing!**

**An international experience**

**The most satisfying prefecture to visit!**

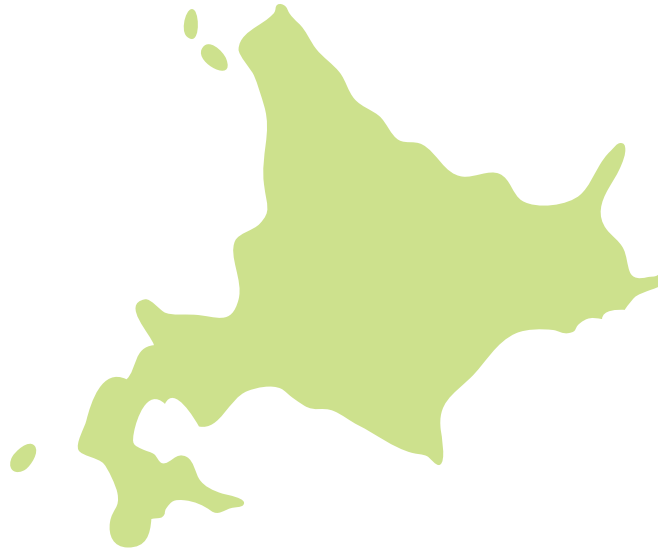
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# What do you think of Hokkaido?

**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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