

# HOKKAIDO MICE PLANNERS GUIDE 2021

**AREA 01** | Tomakomai・Shiraoi・Noboribetsu

**AREA 02** | Asahikawa・Furano・Biei・Obihiro

**AREA 03** | Kushiro・Kitami

**AREA 04** | Hakodate・Nanae

**AREA 05** | Kutchan・Niseko

**AREA 06** | Sapporo・Otaru・Yoichi



The new coronavirus is causing a significant impact throughout the world and is greatly affecting every aspect of our social lives.

In particular, the tourism industry has suffered unprecedented damage due to the fact that the movement of people spreads this misfortunate virus.

MICE can be considered exactly as one of the areas that has been affected.

However, when thinking about the new social life of the future, about what will be necessary and what will become more important, the potential is in Hokkaido.

May we invite you to experience a new MICE amid the natural beauty that is interwoven in the vast land of Hokkaido?

Now, please dive into a variety of activities, industries, and culture that are unique to the different parts of Hokkaido.

You will surely find inspiration that creates new awareness and new opportunities .

**Hokkaido is ready for MICE.**

# MESSAGE OF MICE

The potential is here in Hokkaido

Meeting/Incentive



# Why Hokkaido?

## Hokkaido key information

Population: 5.2million\*1  
Area: 85,450km<sup>2</sup>  
Number of towns and villages: 179

Number of tourists:  
Domestic: 5.9million\*2  
Overseas: 2.4million

\*1 February 2021 \*2 FY2018



## Business

**Japan's food store!**  
**A tourist area that many  
people visit simply for food**

Occupying a quarter of the agricultural land in Japan, Hokkaido is truly a food base for Japan. The area of farmland owned by each household is large, and mechanization is advanced. Also, dairy farming is flourishing, utilizing the large pastures.

In particular, many dairy cows are raised here, and Hokkaido has more than a 50% share of Japan's raw milk. The coastline of Hokkaido is 4,402km long. This is 12.5% of Japan's length.

It is surrounded by the Sea of Japan, the Pacific Ocean, and the Sea of Okhotsk.

Hokkaido's fishery production accounts for about a quarter of Japan's total and is Japan's number one in terms of fishery workers and fishing boats.



## History and Culture

**Unique past and culture**

The history of Hokkaido dates back to about 20,000 years ago, before the Jomon period. Some of the Jomon archaeological sites in the prefecture have been registered as World Heritage sites. The era from the 13th century into the Edo period (1603-1868) is characterized as an age of culture of the Ainu people. In 1859, Hakodate opened as an international trading port. In 1869, the Meiji government changed the name of the region from 'Ezochi' to 'Hokkaido' and took on the development of Hokkaido.

Over the 150 years since the start of Hokkaido's development, settlers from all over Japan brought their dialects and local cultures from their old hometowns. Hokkaido's lifestyle culture and dialects were born.



## Nature

**The northern land that  
the rich nature nurtures**

Located in the northernmost part of Japan, Hokkaido has its unique natural environment. Spring with flowers blooming all at once.

A refreshing summer with low humidity. Autumn when the mountains are dyed with red leaves. And winter, where you can enjoy a snowy wonder world.

The nature of Hokkaido presents a variety of expressions with clear changes along the four seasons.

In addition, Hokkaido is home to different types of wildlife such as in Shiretoko, a registered World Heritage Site, Kushiro-shitsugen wetland, Japan's largest of its kind, and the magnificent mountain range of Daisetsuzan.



## Ainu culture

**Ainu traditional culture  
throughout Hokkaido**

Since ancient times, centred around Hokkaido, the Ainu have a unique own language, 'Ainu', and they have developed a rich culture represented by oral literature, traditional rituals, and distinctive Ainu patterns.

In recent years, activities to actively learn and convey traditional culture such as ceremonies and events have become popular. The manga 'Golden Kamuy' won a Manga Award, and in July 2020, the Upopoy National Ainu Museum and Park opened in the town of Shiraoi.

Upopoy National Ainu Museum and Park  
\*Image for illustrative purposes.  
Source: The Foundation for Ainu Culture



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The capacity is that under normal circumstances and may be reduced to maintain social distancing.  
The business hours, holidays, and other details are subject to change. Please contact each facility for details.



**MICE  
venues**



**Unique  
venues**



**Accommo-  
dation**



**Activities &  
attractions**



**Hall facility**



**Meeting  
facility**



**Exhibition  
facility**



**Barrier-  
free**

# Access to Hokkaido

By plane **45** routes

## Flight duration from main cities

45 direct flights are connecting various parts of Japan to the airports in Hokkaido, including seasonal routes. There are in total 55 routes, including those within Hokkaido.

\* As of March 2021

### ✈ from Tokyo (Haneda)

to **Hakodate** about 1 hour 20 min  
 to **Sapporo (New Chitose)** about 1 hour 30 min  
 to **Obihiro** about 1 hour 30 min  
 to **Asahikawa** about 1 hour 35 min  
 to **Kushiro** about 1 hour 35 min  
 to **Nakashibetsu** about 1 hour 40 min  
 to **Memambetsu** about 1 hour 45 min  
 to **Mombetsu** about 1 hour 45 min  
 to **Wakkanai** about 1 hour 55 min

### ✈ from Tokyo (Narita)

to **Sapporo (New Chitose)** about 1 hour 35 min  
 to **Kushiro** about 2 hours  
 to **Memambetsu** about 2 hours 10 min

### ✈ from Nagoya (Chubu Centrair)

to **Hakodate** about 1 hour 30 min  
 to **Sapporo (New Chitose)** about 1 hour 40 min  
 to **Asahikawa** about 1 hour 45 min  
 to **Obihiro** about 1 hour 50 min  
 to **Memambetsu** about 1 hour 55 min

### ✈ from Osaka (Itami)

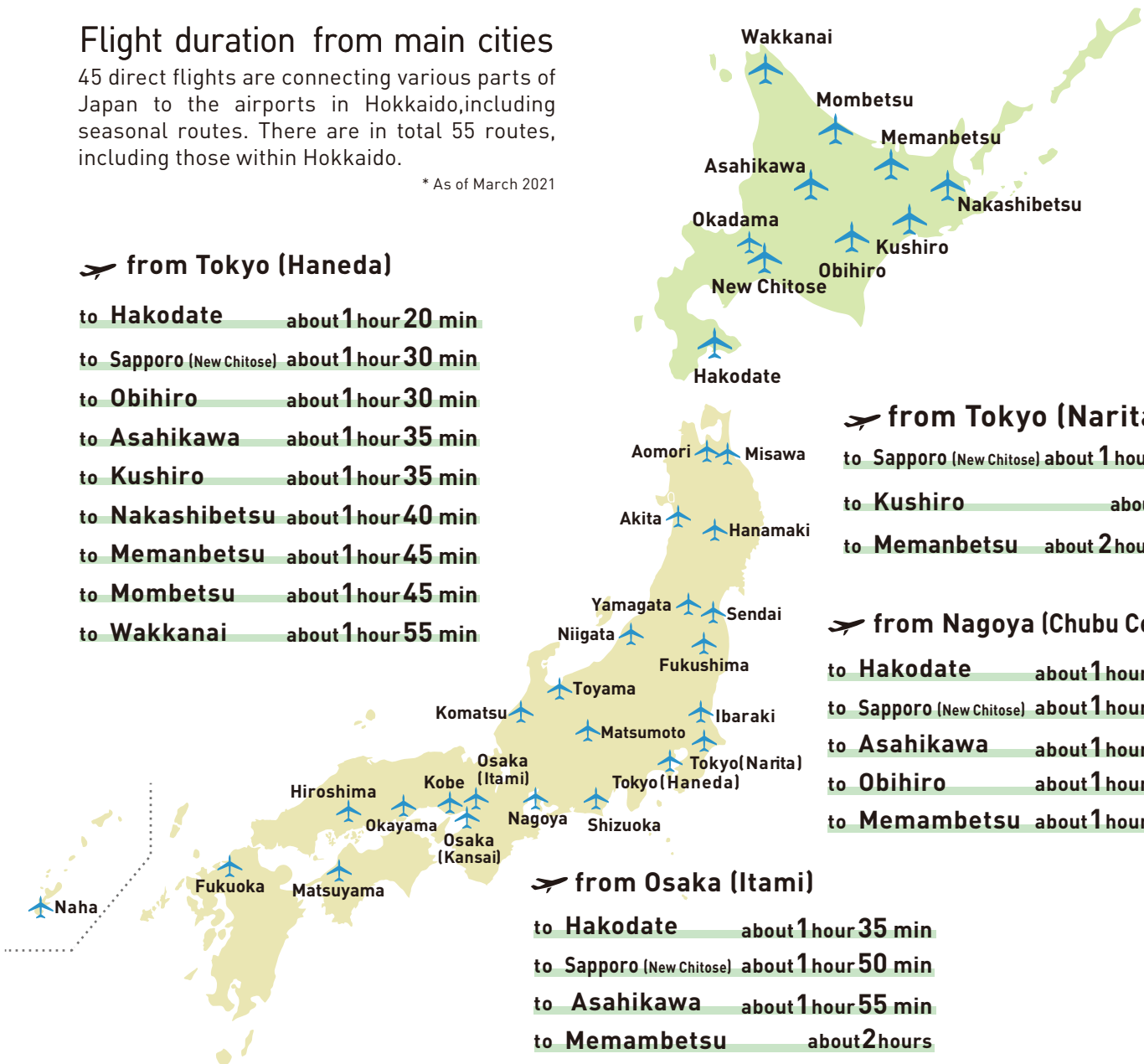
to **Hakodate** about 1 hour 35 min  
 to **Sapporo (New Chitose)** about 1 hour 50 min  
 to **Asahikawa** about 1 hour 55 min  
 to **Memambetsu** about 2 hours

### ✈ from Osaka (Kansai)

to **Sapporo (New Chitose)** about 1 hour 55 min  
 to **Kushiro** about 1 hour 55 min  
 to **Memambetsu** about 2 hours 5 min

### ✈ from Fukuoka

to **Sapporo (New Chitose)** about 1 hour 50 min



(Source: airline company and airports's websites, etc / as of 2021)

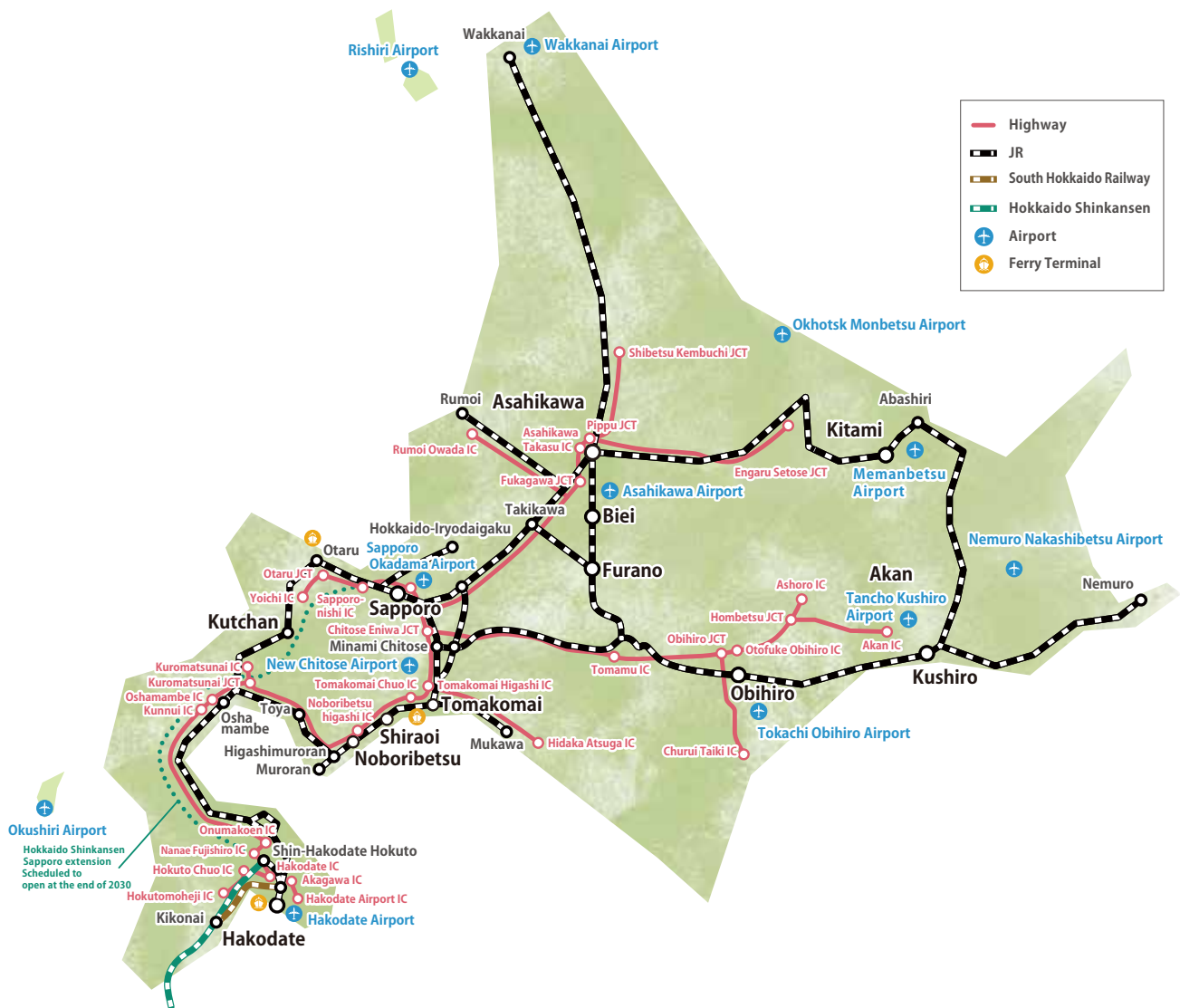
## by JR trains

The Hokkaido Shinkansen (Shin-Aomori → Shin-Hakodate Hokuto) started operations in March 2016, connecting Hokkaido and Tokyo in about four hours. At the end of 2030, it will be furthermore extended to Sapporo, and become even more convenient.

## by Ferry

Ferries connecting Hokkaido and Honshu arrive and depart at Tomakomai, Muroran, Otaru and Hakodate. Tomakomai, which has the most routes to Honshu, has two terminals, including routes to Hachinohe, Akita, Sendai, Niigata, Oarai, Tsuruga, and Nagoya.

# Access in Hokkaido



## by Plane

✈ from **Sapporo** (New Chitose)

to **Hakodate** about 40 min  
to **Memambetsu** about 45 min  
to **Kushiro** about 45 min  
to **Nakashibetsu** about 50 min  
to **Rishiri** about 50 min  
to **Wakkanai** about 55 min

✈ from **Sapporo** (Okadama)

to **Hakodate** about 40 min  
to **Kushiro** about 50 min  
to **Rishiri** about 50 min  
to **Memambetsu** about 50 min

✈ from **Hakodate**

to **Okushiri** about 30 min

[Source: airline company and airports's websites]

## by Car

🚗 from **Sapporo** (New Chitose)

to **New Chitose airport** about 52 min (50km)  
to **Tomakomai** about 1 hour 7 min (62km)  
to **Shiraoi** about 1 hour 10 min (86km)  
to **Noboribetsu** about 1 hour 25 min (107km)  
to **Asahikawa** about 1 hour 49 min (140km)  
to **Furano** about 2 hours 2 min (116km)  
to **Kuchikan** about 2 hours 3 min (99km)  
to **Biei** about 2 hours 30 min (165km)  
to **Obihiro** about 3 hours (195km)  
to **Hakodate** about 4 hours 17 min (309km)  
to **Kitami** about 4 hours 27 min (311km)  
to **Kushiro** about 4 hours 41 min (301km)  
to **Wakkanai** about 5 hours 9 min (337km)

[Source: Hokkaido road information website 'Kitanomichinabi']

## by JR trains

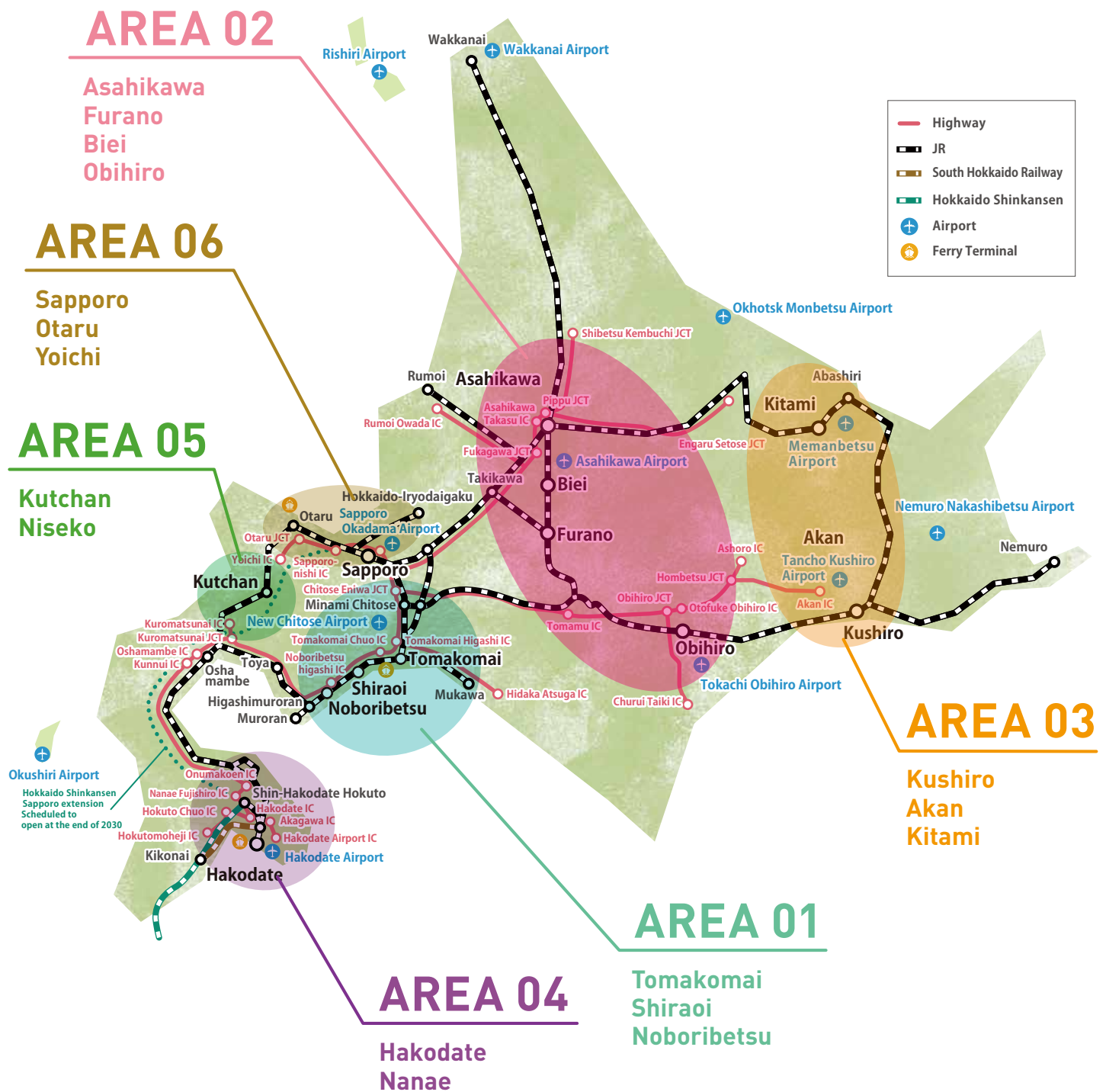
🚆 from **Sapporo**

to **New Chitose airport** about 38 min  
to **Tomakomai** about 50 min  
to **Shiraoi** about 1 hour  
to **Noboribetsu** about 1 hour 10 min  
to **Asahikawa** about 1 hour 25 min  
to **Biei** about 2 hours  
to **Furano** about 2 hours 5 min  
to **Kuchikan** about 2 hours 5 min  
to **Obihiro** about 2 hours 25 min  
to **Hakodate** about 3 hours 40 min  
to **Kitami** about 4 hours  
to **Kushiro** about 4 hour 30 min  
to **Wakkanai** about 5 hours 10 min

[Source: JR Hokkaido's website]



# Hokkaido MICE 6AREAS



selection

# 6 AREA

HOKKAIDO MICE 2021

Featuring 6 areas,  
abundant with unique contents!



Easiest to access within Hokkaido

## State-of-the-art MICE area

Tomakomai, Shiraoi, Noboribetsu

Shaped by

Business  
collaboration



Diverse  
cultural learning



Some of Japan's  
leading hot spring resorts

AREA

01

With superb accessibility from land, sky and sea, and miscellaneous local resources, this area has the potential to also accommodate foreign-affiliated firms and large companies that are focusing on Meetings and Incentives.

Close to Sapporo, it is an area where it is possible to provide highly comprehensive contents that integrate the urban and natural environments.

Rich colours that the vast land nurtures

## A MICE area fully enjoying Hokkaido

Asahikawa, Furano, Biei, Obihiro

Linking

Beautiful  
Nature



Regional  
businesses



The unique contents of Garden Road

AREA

02

With Asahikawa City in northern Hokkaido and Obihiro City in eastern Hokkaido as the two gateways, the Garden Road colours the seasons. It lets one enjoy the vast and delicate sceneries that spread from the south to the north and that are typical of Hokkaido. In addition to the excellent natural environment, the area is full of regional industries, agriculture, and options for outdoor activities. Therefore, the area well fits education and training sessions for companies who wish to take time to experience the charm of Hokkaido with small to medium-sized groups.

Impressive experiences in the natural wilderness!

## A MICE area with unique local features

Kushiro, Akan, Kitami

Leveraging

Vast  
nature



Regional  
businesses



Experience

AREA

03

Here, one can sense the magnificent nature of Hokkaido through unrivalled experiences that cannot be explored in other areas and that are likely to be a once-in-a-lifetime encounter.

There are opportunities to collaborate, among others, with the Kitami Institute of Technology for companies that are interested in industry-academic partnerships, as well as with companies and organizations interested in the ecosystems of the wilderness, nature experiences in Kushiro and Akan and the drift ice in the Sea of Okhotsk. It is an area that is able to offer original, unique programs such as once-in-a-lifetime experiences, unique venues, and industry-academic collaboration.



Beautiful sights and culinary joys exuding a sense of romance!

## Panoramic MICE area

Hakodate, Nanae

Expediting

Historic values



Beautiful night views



Access to Honshu (main island of Japan)

AREA

04

With the opening of the Hokkaido Shinkansen, exchanges of Hakodate with Honshu have been dramatically boosted. Hakodate continues to attract domestic and foreign tourists with its exotic cityscape, world-class appealing night view, and many gourmet spots that incorporate its abundantly available seafood. In recent years, large-scale conventions have repeatedly been held at highly attractive unique venues imparting the history of this port city. Surrounded by abundant nature, Onuma Quasi-National Park (Nanae Town) is a popular resort offering plenty of activities.

A world-renowned base for long stays!

## Relaxing resort-type MICE area

Kutchan, Niseko

Linking

Good location



Magnificent nature



Various activities

AREA

05

This area surrounding Mt. Yotei has developed as a long-stay resort where one can enjoy world-class powder snow in winter and close-up abundant nature with various activities in summer. World-class spaces, landscapes and infrastructure, high-quality condominiums and unique event venues are scattered all over, creating an environment suitable for location-oriented meetings. The area is suited to memorable MICE events in a relaxed resort atmosphere.

All urban functions as well as nature environments are available!

## All-purpose MICE area

Sapporo, Otaru, Yoichi

Synergy of

Cities



A wide variety of content



Creativity

AREA

06

Sapporo is the core of Hokkaido in all senses from economics to academics and culture. Otaru is a port town with a colorful history from prewar days when it prospered as a "northern commercial city," to recent years, when it became a successful tourist city. In Yoichi, with its unique climate created by the Sea of Japan on one side and mountains on the other three sides, industries with a rich regional flavor such as fruit tree cultivation, winemaking, and whiskey production, have developed. The greatest strength of this area is the potential to satisfy all kinds of needs, from urban-type MICE facilities through nature-based and cultural/artistic-type MICE opportunities.