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PRESS RELEASE
FOR IMMEDIATE RELEASE
June 1, 2016

Japan's largest ski area Hakuba Valley launches new ticket and gate system!

The region has emerged as a favored destination for both Japanese and International skiers and snowboarders. By introducing an automated ticket and gate system visitors can expect greater convenience than ever before with less waiting times and more simplified purchasing choices. This announcement coincides with the sale of the ultimate ski pass, Hakuba Valley Season Pass which can be purchased online starting June 1, 2016.

【Hakuba Valley, Nagano, June 1, 2016】 - Hakuba Valley, comprised of 11 ski resorts in Omachi City, Hakuba Village and Otari Village in Nagano Prefecture managed by 15 cableway companies, will invest in a common automatic ticket and gate system for the coming winter season 2016-17 (November 2016-May 2017).

This ticketing system will join together all of Hakuba Valley area's ski slopes, courses and lifts creating Japan's largest snow resort area. The "all-in-one" ticket will allow ski-lovers to enjoy greater benefits across the Hakuba Valley*. The new system is in response to the needs of both the domestic and international ski community. In particular the number of foreign skiers who are staying for longer periods in recent years. This will be a major service improvement for guests as well for local business operators.

Hakuba Valley Snow Resort Area



*Hakuba Goryu, Hakuba47, Hakuba Hoppo-one, Hakuba Iwatake, Tsugaike Kogen, Hakuba Norikura Onsen snow resorts in Hakuba Valley will implement a new ticket and gate system for skiers and riders to access the lifts with one pass. Ticket exchange at a designated counter is required at Cortina, Hakuba Sanosaka, Jiiyatake, Yanaba and Kashimayari (scheduled to expand the resorts after the 2017-2018 season - TBA).

Background installation and the establishment of the largest ski resort Hakuba Valley

Hakuba Valley is formed by 11 ski resorts in Omachi, Hakuba and Otari in the Nagano Prefecture. The area was selected as the competition venue of Alpine skiing for the 1998 Winter Olympic because of its world-famous powder snow, snow reliability and consistency.

SKIDATA, a world leader in ticketing and access solutions, is the new partner for this exciting project.

This collaboration will see the introduction of a new access and revenue management system. After installing the new automatic gates, guests who purchase the Hakuba Valley ticket will now directly access the lifts without having to visit the ticket counter when switching between snow resorts*. Until now, there was no common infrastructure among the 11 ski resorts and 15 cableways companies. The joint venture is a strengthening of ties and is sure to bring a positive impact in the region. Hakuba Valley will now own 111 ski lifts (including gondolas) and a total of 956ha of skiable terrain.

Stimulation of the inbound market

The ski resorts of Hakuba Valley have been actively promoting to the international market for over a decade. Continued collaborative efforts and a unified approach reveal that Hakuba Valley is the second most popular ski resort in Japan. Historically, the previous winter 2015-2016, inbound visitors increased by 30% compared to the season before. Guests enjoy a long-term stay with an average of 8-9 days. Hakuba Valley is striving to cater for those long-term guests by offering enhanced experiences including a greater variety of slopes with inter-connecting shuttle bus service between the ski resorts facilitated by the new ticket system.

Enjoy your time in Hakuba – a better customer experience with the new access management system

The commencement of the new management access system will offer significant improvements and a range of possibilities for further advancement of products and services. Better service quality and product value will appeal to all skiers and snowboarders visiting the region. A “web shop” for business and guests will be established. Tickets can be purchased at the ticket counters of the participating ski resorts and easily over the internet, and through participating accommodations and rental outlets etc. Conveniently, tickets can also be recharged after expired usage in all participating businesses thus offering a better experience for Japanese and International guests.

Long lasting customer relationships, continual growth and progress – a strong partner

In order to achieve the best user experience, Hakuba Valley is proud to announce that SKIDATA, the world leader in ticketing and access management for amusement facilities has joined hands to provide the snow resort area with innovative and technological solutions. Mr. Bjarne Eckardt, Representative Director of SKIDATA Japan says, that “We are very honored to be part of such an exciting project. We are happy to support Hakuba Valley to become the largest ski resort in Japan by providing the best solution for ski resort access.”

The representative of Daihoku Chiiki Lift Management Committee, which is formed by the members of all 11 ski resorts in Hakuba Valley and the president of Hakuba Happo-One Ski Resort, Mr. Yasuo Kurata explains “In the past the ski resorts of Hakuba Valley have been holding each other back in order to strike for individual benefits. The introduction of this new system is a significant milestone that finally allows the lift companies to cooperate with each other to aim for better customer service instead of business benefits only. We hope our change can bring more customers to Japan’s number one snow resort area to experience fun, quality of snow and course variety”.

Since the 1990’s, the ski industry worldwide has been experiencing a recession year by year. However, Hakuba Valley has never forgotten the role it dominated as one of the top ski resorts in Japan. Our resort will keep investing for the local domestic market to regain the popularity of skiing in Japan and by acknowledging the expectations of international visitors we hope to further develop the inbound industry.

appendix HAKUBA VALLEY 11 snow resorts overview. Source: individual ski resort data

Ski resort	Size (ha)	No of lifts	Longest run (m)	No. of slopes	Total slope length (m)	Altitude		
						Base	Top	Difference of altitude
Hakuba Sanosaka Ski Resort	40	5	2,100	15	5,140	740	1,200	460
Hakuba Goryu Ski Resort	120	13	5,000	15	12,620	754	1,680	926
HAKUBA47 Winter Sports Park	32	6	6,400	8	13,570	820	1,614	794
Hakuba Happo-one Ski Resort	220	23	8,000	14	23,000	760	1,831	1,071
Hakuba Iwatake Snowfield	125	15	3,300	25	17,720	750	1,289	539
Tsugaike Kogen Ski Resort	196	20	4,900	14	20,450	800	1,704	904
Hakuba Norikura Onsen Ski Resort	50	9	2,500	9	8,800	700	1,300	600
Hakuba Cortina Ski Resort	50	7	3,500	16	13,335	870	1,400	530
Jiigatake Ski Resort	30	4	1,500	7	4,800	940	1,200	260
Kashimayari Ski Resort	78	8	5,000	16	14,200	830	1,550	720
Yanaba Snowpark	15	1	740	2	1,400	830	932	102
Total	956	111		141	135,035			

Reference Data

Niseko United **	323	29	5,600	72	48,000	260	1,200	940
Shiga Kogen Ski Resort **	400	52	5,000	84		1,325	2,307	982
Nozawa Onsen Ski Resort	297	20	10,000	36		565	1,650	1,085
Naeba and Kagura	396	33	6,000	45		620	1,845	1,225

■ Contact ■

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