

## **Niseko: An Emerging International Destination**

- Brief introduction on how I found myself in Japan running an Adventure Company.
- Brief Introduction to Niseko that I found originally.
- Brief introduction to Niseko Adventure Centre.
  1. The concept and vision, not just for the company, but for the whole area.
  2. An exciting employment opportunity for young people.
  3. What the company and Niseko area developed into, and how closely does it match the original vision.
  
- The year 2001, a secret ski destination discovered by foreigners.
  1. What makes Niseko such a fantastic ski resort.
  2. Who are the international customers and where are they coming from.
  3. What infrastructure changes have been necessary to accommodate international skiers?
  4. A growing resort. Real-estate, New businesses, Employment opportunities.
  5. Positive effects on the resort and the local community. Economic effects, Social effects. Long staying guests economic and social effects. International tourism brings fresh faces new ideas knowledge and a spark to the lives of a country town.
  6. Niseko's potential as an all season international destination.
  7. Niseko is a mountain of natural resources, a great fun place to be anytime of the year. How to utilize this without exploiting. What is essential to make Niseko into a success for all involved? Visions for the future.
  8. Some of the things that need to be well thought out, so Niseko can move forward smoothly for visitors, businesses and the local population.
- The newly founded "Niseko Tourism Promotion Board" Hopefully the answer to smooth development of Niseko.
- Thankyou and please come and visit Niseko in the near future.