



PURE AT NISEKO VILLAGE LAUNCHES THE FUWA-FUWA ADVENTURE ZONE THIS GREEN SEASON

NISEKO, JAPAN - 26 May 2025 - PURE invites guests to reconnect with nature, excitement, and imagination through an enhanced lineup of outdoor attractions set against the stunning backdrop of Mount Yotei. From 1 July to 14 October 2025, PURE becomes a dynamic playground for all ages - with the unveiling of the exciting Fuwa-Fuwa Adventure Zone and the return of PURE's signature action-packed activities.

Introducing the Fuwa-Fuwa Adventure Zone

At the heart of the new Fuwa-Fuwa Adventure Zone is a whimsical storyline that invites children into a playful quest rooted in imagination and nature. Mount Yotei is in search of a new Guardian. To earn this esteemed title, challengers must face a series of trials set by the mountain's four sacred animal spirits. Only those who meet each challenge with courage, agility, curiosity, and joy will collect the sacred Crystals and rise as the next Guardian of Mount Yotei.

Opening in July 2025, the new Fuwa-Fuwa Adventure Zone blends whimsical storytelling with hands-on play. Inspired by the adorable mascots of the Niseko Village Kids Club, this interactive and expansive adventure course immerses participants in a colourful world of dynamic play. Journey through themed zones guided by the mascots:



Fueled by a special backstory to excite adventurers, participants will be pushed by the four mascots to reach new heights and stand strong on their own two feet. Each area is designed to foster quick thinking, coordination, and confidence, making it a must-do activity for young children.

ENJOY OUTDOOR ADVENTURES WITH PURE



Trek Through a Forest in the Sky

Challenge yourself with PURE's Tree Trekking courses, featuring two routes tailored for beginners and advanced climbers. Navigate suspended bridges, nets, and ropes strung between towering trees, with the forest canopy as your playground. With professional guidance and safety systems in place, this aerial adventure is perfect for both first timers and adrenaline junkies alike.

Zip Through the Skies in Niseko

Soar across a 1.4-kilometre zipline for an unforgettable bird's-eye view of Niseko's forested slopes. This guided activity gives you the thrilling sensation of flight, offering a breathtaking and exhilarating way to experience the region's summer landscapes from above.

The First Rail Slider in Japan

Niseko Village's Rail Slider in PURE is Japan's first of its kind. Suspended by wires and propelled by gravity, riders glide down rails with panoramic views of Mount Yotei in the distance. It's a fast-paced, one-of-a-kind thrill that merges coaster-like excitement with natural scenery.

Leap Into the Air with a Quick Jump

Feel the rush of free falling from 7 or 10 meters high with the PURE Quick Jump. Safely designed with a gradual braking system, this drop tower attraction simulates the thrill of skydiving in a controlled environment. It's a must-try for daredevils looking to conquer their fears with a big leap.

PURE at Niseko Village continues to grow as the ultimate summer playground. The launch of the Fuwa-Fuwa Adventure Zone invites all guests and families to create cherished memories rooted in play, adventure, and the great outdoors this Green Season.

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About Niseko Village

Located at the south base of the 1308m Mount Niseko Annupuri, Niseko Village stands as a premier all-season destination nestled within the Niseko United ski area. This vast expanse offers access to inter-linked ski resorts boasting a combined 2,191 acres of skiable terrain, drawing comparisons to global skiing heavyweights like Aspen in Colorado and Niseko's sister city, St. Moritz in Switzerland. Central to Niseko Village's appeal is Niseko-yo, an unparalleled lifestyle experience where gastronomy, shopping, and nightlife converge amidst the captivating Hokkaido backdrop. Niseko Village encompasses Higashiyama Niseko Village, A Ritz-Carlton Reserve, one of only five Ritz-Carlton Reserves worldwide, recently honoured with a One MICHELIN Key, and the exclusive Kasara Niseko Village Townhouse, redefining alpine luxury. Also featured are Hinode Hills Niseko Village, a unique blend of residential space with luxury hotel services, and Hilton Niseko Village, which has thrice been voted 'Best Ski Resort Hotel in Japan' by World Ski Awards. The Green Leaf Niseko Village, spa and onsen facilities, a vibrant dining and retail village hub, the Niseko Village ski field - renowned for its signature dry champagne powder at low altitudes, diverse ski terrains, and the world-class Niseko Village Snow School and Niseko Kids™ programmes, all contribute to its esteemed reputation.

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About YTL Hotels

YTL Hotels owns and manages a prestigious collection of award-winning resorts, hotels, boutique experiences, and Spa Villages, with a hospitality footprint across Malaysia, Thailand, Japan, Australia, France, the Netherlands, and the United Kingdom. Notable properties include Pangkor Laut Resort, voted the World's Best Resort in 2003 by Condé Nast Traveller UK and ranked among the Top 20 Best Resorts in Asia in the 2023 Condé Nast Traveler Readers' Choice Awards US. The Gainsborough Bath Spa, part of the Small Luxury Hotels of the World's prestigious collection, was ranked the 6th Best Hotel in the UK in the 2024 Condé Nast Traveller Awards. It has also been consistently listed as one of the Top

Destination Spa Resorts in the World in both the 2022 and 2023 Condé Nast Traveler Readers' Choice Awards US. Additionally, both The Gainsborough Bath Spa in the UK and Higashiyama Niseko Village, a Ritz-Carlton Reserve in Japan, have earned the prestigious Michelin Key. The Ritz-Carlton, Koh Samui was recognised in the 2023 Condé Nast Traveler Readers' Choice Awards US as one of the Top 15 Best Resorts in Thailand. Furthermore, Monkey Island Estate, Gaya Island Resort, and The Ritz-Carlton, Koh Samui have been named in the 2025 edition of Fodor's Finest as some of the Most Incredible Hotels in the World.

YTL Hotels' portfolio embodies the brand's promise of "Treasured Places, Treasured Moments" and includes the ownership and management of several Marriott International properties in Malaysia, Japan, Thailand, and Australia. This also encompasses distinctive hotels under the Autograph Collection and AC Hotels banners. Notable properties within the Marriott International partnership include The Majestic Hotel Kuala Lumpur, JW Marriott Kuala Lumpur, and Hotel Stripes Kuala Lumpur. The collaboration further features prominent hotels like The Ritz-Carlton, Koh Samui, and Higashiyama Niseko Village, a Ritz-Carlton Reserve, which was named one of TIME's World's Greatest Places 2021. As Japan's first Ritz-Carlton Reserve, it plays a key role in YTL Hotels' master plan for Niseko Village.

With each new experience that it presents, the company strives to embrace and highlight the natural essence of culture, character and tradition of its surroundings. YTL Hotels is the hospitality arm of YTL Corporation Berhad. Visit [ytlhotels.com](#) for more information and follow us on our social media platforms for #YTLTravels

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