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FOR IMMEDIATE RELEASE



SHIFTING SEASONS: WELCOMING GREEN SEASON IN NISEKO

NISEKO, JAPAN –9 April 2024 – As the green season unfolds its vibrant tapestry across Hokkaido's Niseko, the verdant landscapes and crystalline waters beckon visitors to embrace the season's splendour. Nestled amidst the embrace of majestic Mount Niseko Annupuri, Higashiyama Niseko Village, a Ritz-Carlton Reserve, one of only seven Ritz-Carlton Reserve properties in the world, stands ready to welcome guests to a realm where nature's beauty knows no bounds. Inspired by Kachou Fuugetsu, the ancient philosophy that celebrates the transient beauty of nature and wellbeing, this is an invitation to discover a world-class gateway to Niseko's adventurous mountains, renowned gastronomy, culture, and traditions.

Experience the Reserve Story, at Higashiyama Niseko Village, a Ritz-Carlton Reserve, where ancient beliefs meet modern luxury, imbued with the spirit of Kachou Fuugetsu. Immerse yourself in the evolving seasons of Niseko Village, exploring its timeless beauty through unique experiences, from gastronomy to alpine adventures. From JPY60,000 per room, The Reserve Story includes:

- Luxurious overnight accommodations
- Breakfast for two
- Four-course tasting dinner at Yukibana for two, thoughtfully paired with local wine
- Valid through November 30, 2024



A Journey Through Taste

Niseko, renowned for its fresh seafood and organic produce, offers a culinary adventure. Higashiyama Niseko Village, a Ritz-Carlton Reserve, celebrates this bounty with traditional Japanese cuisine that changes with the seasons. Expect dishes featuring seafood from nearby seas, like sea urchin and Hanasaki crabs, alongside summer produce like asparagus and cherries. Hokkaido Wagyu beef is paired with seasonal vegetables, and desserts showcase fresh fruits and local cheeses. Each dish highlights the freshest ingredients, following the "Shun" philosophy for an unforgettable dining experience.



Niseko's Great Outdoors

PURE at Niseko Village caters to thrill-seekers with the longest zip line tour in Japan and the nation's first Rail Slider. Nature lovers can delve into the lush woodlands via tree trekking or embark on a scenic e-biking adventure around breathtaking Lake Toya, offering panoramic vistas of the mountains. Niseko Village also boasts two world-class golf courses – Niseko Village Golf Course and Niseko Golf Course. Tee off amidst stunning landscapes and challenge yourself on meticulously maintained fairways.

Higashiyama Reservists

The dedicated team of Higashiyama Reservists possess a wealth of local knowledge and a deep connection to Niseko's natural wonders. Their expertise curates authentic experiences that extend far beyond the ski slopes. They guide guests through the region's vibrant culinary scene, from farm produce prized by Japan's top chefs to hidden onsen gems. As

stewards of this remarkable destination, the Higashiyama Reservists offer exhilarating adventures like the challenging hike up majestic Mount Yotei or the scenic Lake Toya E-Bike Adventure with farm visits and exploration of Makkari Town. For those seeking breathtaking beauty, the Mount Annupuri E-Bike Ride traverses the Niseko Panorama Line, stopping at the Shinsen-numa marsh, Kanrosui Spring Water, and Niseko Green Farm. For those who prefer a gentler pace, the Half-Day Niseko Leisure Ride explores local treasures like a tofu shop, ostrich farm, and farmer's market, concluding with treats at Milk Kobo.

As the white turns to green, Niseko's landscapes transform into a kaleidoscope of colours, inviting hikers and leisure seekers to revel in the beauty of nature's palette. Whether indulging in the warmth of an onsen immersion or sampling the region's renowned culinary delights, guests will discover a world of wonder waiting to be explored.

Higashiyama Niseko Village, a Ritz-Carlton Reserve was recently named in the esteemed [Travel + Leisure It List 2021](#), T+L's global guide to the essential openings of the past year and [Condé Nast Traveler Hot List 2021](#), Condé Nast Traveler's picks of the year's top hotel and industry openings from around the world.

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About Higashiyama Niseko Village

Higashiyama Niseko Village, a Ritz-Carlton Reserve, is a rare sanctuary of bespoke luxury nestled in the premier powder snow destination of Niseko Village in Hokkaido, northern Japan. This is the first Ritz-Carlton Reserve property in Japan, and the fifth in the world. Higashiyama Niseko Village welcomes guests to explore and discover the area's more than 2,100 acres of skiable terrain, groomed slopes and backcountry trails in the winter. In the summer, Niseko's emerald green forests and lush landscapes invite golfers, cyclists, trekkers and other outdoor adventure seekers to come and play. With a design aesthetic inspired by the beauty of its natural surroundings, the resort's 50 rooms and suites offer breathtaking views of nearby Mount Yotei the "Mount Fuji of Hokkaido" and Mount Niseko Annupuri. Guests will be pampered with the ultimate in luxury at the resort, which features a traditional Japanese onsen, or hot spring spa, fed by the mineral-rich waters of Niseko's natural underground thermal springs. Dining at Higashiyama Niseko Village is elevated to another level, where highly skilled chefs interpret the exquisite culinary traditions of Japan with ingredients that reflect the changing seasons. Connect with us on [Instagram](#).

About Marriott International

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