

Hoshino Resorts OMO7 Asahikawa (Asahikawa, Hokkaido)

"The Declaration of Ski City, Asahikawa" Goes Further Beyond

Introducing New "5 Services That Excite Skiers and Snowboarders"

Dates: December 1st, 2019 - May 6th, 2020

Back then, Hoshino Resorts OMO7 Asahikawa, an urban tourist hotel where claims there's so much more to do than just sleep, announced "The Declaration of Ski City, Asahikawa" on September 27, 2018. As the second season starts in December 2019, "5 Services That Excite Skiers and Snowboarders" will be launched, including free shuttle services to Daisetsuzan Asahidake for hotel guests, and a "Wax Bar" where guests can choose snow waxes that match the snow quality and temperature. Hoshino Resorts OMO7 Asahikawa continues to challenge itself to support Asahikawa to become a ski city that put all skiers and snowboarders in the priority.



What is "The Declaration of Ski City, Asahikawa"?

Hoshino Resorts OMO7 Asahikawa announced "The Declaration of Ski City, Asahikawa" on September 27, 2018, with the goal of creating a ski city that puts skiers and snowboarders in the priority. Hoshino Resorts believes that there are two types of ski tourism. The first kind is when one stays at a ski resort, prioritizing access to the slopes while sacrificing after-ski activities. The second kind is where one needs to commute daily back and forth to the slopes, while able to enjoy enriching activities before and after skiing. When staying in a city, the price is more affordable when compared to a hotel near the ski area, and there are plenty of tourist attractions in the area, so guests can fully enjoy a longer trip with both skiing and sightseeing. Access to a wide variety of ski areas is possible from Asahikawa, and there are many restaurants in the city where guests can enjoy the taste of Hokkaido and its hidden gems. OMO7 Asahikawa believes that Asahikawa is exactly suited for ski trips in the city, so it will further challenge itself to become a ski city that puts skiers and snowboarders in the priority.

4 elements why Asahikawa is a ski city

1. Hold about 2,000 restaurants in the city center - "The charm of food after skiing".
2. A wide variation of choosing ski resorts.
3. Able to choose the ski area in the best condition according to the weather and snow quality of that day.
4. There are many tourist spots other than ski resorts that can be enjoyed even in bad weathers.

Last season, Hoshino Resorts OMO7 Asahikawa prepared a pick-up service that allows direct access to "Daisetsuzan Asahidake", "Kamui Ski Links", "Hoshino Resorts Tomamu Ski Area", and "Furano Ski Area", which are located in a zone called Japan's "powder belt." As a further challenge, "5 Services That Excite Skiers and Snowboarders" will start this season.

Introducing "5 Services That Excite Skiers and Snowboarders"

1. A new shuttle service to Daisetsuzan Asahidake will be provided!

A free shuttle service will start for guests heading to Daisetsuzan Asahidake, the highest peak in Hokkaido, at an altitude of 2,291m. In the past, it took about 110 minutes one-way to arrive by a fixed-route bus, the new shuttle service will enable guests to arrive at "Yumoto Yukomanso" at the foot of Asahidake in just 75 minutes. Also, the shuttle bus will run directly between the hotel and the destination. Besides, continuing from last season, a free shuttle service for guests will also be available to access "Kamui Ski Links", a popular ski area in Asahikawa.

*The details of shuttle services are included in "Appendix: 4 ski areas where guests can access directly from Hoshino Resorts OMO7 Asahikawa"

2. A "Wax Bar" where guests can choose from 30 types of snow waxes based on the daily snow quality and temperature

The snow wax to be applied would vary depending on the snow quality of the ski area and the snow temperature of the day. 30 types of snow waxes are available for skiers and snowboarders who are going to enjoy multiple ski areas. The waxes support snow temperatures from +15 to -30 degrees Celsius. Guests can apply their preferred snow waxes in the maintenance room for free.

■Dates: December 1st, 2019 - May 6th, 2020 ■Price: Free ■Location: OMO Base



Wax Bar

3. OMO Rangers conduct "Bar Hopping Tour for Snow Freaks", a tour that guides guests to local bars where snow freaks gather together

OMO Rangers will take guests to bars where skiers and snowboarders gather around. Let's get the latest info on ski slopes!

*OMO Rangers are town heroes whose mission is to excite travelers. They will give guests walking tours around the charms of the neighborhood.

■Dates: December 1st, 2019 - March 31st, 2020 ■Time: Departure at 18:00■Price: 1,000 yen (tax included, meal cost not included)

■Reservations: From the OMO7 Asahikawa official website, up to the day before the tour



Bar Hopping Tour for Snow Freaks

4. "Friday Nights for Snow Freaks", when every Friday snow freaks from the neighborhood talk about the excitement of skiing

Hoshino Resorts OMO7 Asahikawa will host a talk event where neighbors who love the ski life in Asahikawa at most share about the excitement of skiing. Guests may be able to hear stories that only local people know!

- Dates: December 1st, 2019 - March 27th, 2020, every Friday
- Time: 20:30 - 21:00
- Price: Free
- Location: OMO Base

5. Rent OMO original lift-ticketholders

Guests might want to use a lift-ticketholder many times in ski areas around Asahikawa, where there are many paper lift tickets. Guests can rent holders for lift tickets, which are easily lost, for free!

- Dates: December 1st, 2019 - May 6th, 2020
- Price: Free
- Location: Distributed at the front desk

Appendix: 4 ski areas where guests can access directly from Hoshino Resorts OMO7 Asahikawa





Ski Area	Level	Characteristics	Access from OMO7 Asahikawa
Daisetsuzan Asahidake	Advanced	Asahidake holds the highest peak in Hokkaido at an altitude of 2,291m. Guests can enjoy snowshoeing and cross-country amidst powder snow at a mountain resort that reaches the forest line with the gondola.	Resort Liner Dates: December 22nd, 2019 - February 28th, 2020 (Sun / Tue / Friday only) Time: Departure from OMO7 Asahikawa at 10:00 / Departure from the Daisetsuzan Asahidake Ropeway at 16:25 (Time required: About 75 minutes) Price: Free (Only available for hotel guests)
Kamui Ski Links	Beginner to Advanced	The main gelande includes an advanced ski course and three wide bahn slopes. This is a less-known ski area where guests can enjoy tree runs and powder to the fullest when they pass through the gate.	Resort Liner Dates: July 12th, 2019 - March 22nd, 2020 Time: Departure from OMO7 Asahikawa at 8:20 / Departure from Kamui Ski Links at 15:30 (Time required: About 40 minutes) Price: Free (Only available for hotel guests)
Furano Ski Area	Beginner to Advanced	The largest ski area in Hokkaido with two large mountains, the "Kitanomine Area" and the "Furano Area." In addition to courses there is a ground run of more than 4km, the "Premium Course". The snow there isn't pressed and is popular both in Japan and overseas.	Resort Liner https://www.access-n.jp/en/ Bus information will be released around autumn
Hoshino Resorts Tomamu Ski Area	Beginner to Advanced	This is a comprehensive snow resort that everyone from hardcore skiing fans to families can enjoy. Including the "Open Area for Experts", recommended for powder lovers, and the "Adventure Ride", where guests can improve their skiing while having fun.	Same as above

