

“Welcome Back” Video Release for Celebrating Niseko Tourism Reopening

Promotional video released incorporating COVID-19 infection control guidelines

The Kutchan Tourism Association (KTA) has released "Welcome Back" (6 mins highlights), a video that expresses the safety of local and foreign tourists, and the hospitality of the staff and residents who welcome them as the winter season approaches. The video includes measures to prevent COVID-19 infection and focuses on the beautiful scenery of Niseko and its residents to send a warm message of "Welcome Back" to foreign tourists who will be visiting Niseko for the first time in three years.



YouTube 『WELCOME BACK』 (Kutchan Tourism Association) <https://www.youtube.com/watch?v=uIJ4Du0Ib54>

The video begins with the dynamic "Yotei Taiko" with beautiful mountains of Niseko at its back and starts with the diversity culture that Niseko offer. The shooting was held for 3 weeks starting from late October, during Hokkaido show wide spreads of corona virus. With amid concerns of the 8th Wave, interviews were made at medical facilities in Kutchan Town NIC(Niseko International Clinic) under new COVID-19 infection control guidelines of the government and industry associations created which turned out the proof of safety and security.

In October, Mr. Yoshida, Chairman of KTA visited Hawaii, the leading tourism destinations and one of the areas which reopened the border. He learned the importance of branding and interactions with local community. From above, KTA concluded that safety and security is the top priority to welcome tourists again in the "With Covid-19" time and decided to put forward the word "Welcome Back" to convey the hospitality of Niseko smiles to tourists. This is not only a word that expresses "welcome home," but also include message of warm smile and joy of reunion of people who live there.

Dr. Yuito Okada, an epidemiologist at the University of Hawaii who developed official guidelines for tourism in Japan and the U.S., has been appointed as an advisor to the KTA. He also supervised the infection control video and coordinated local public health measures for the reopening of inbound tourism, making the safety and security of tourists and Kutchan Town residents the top priority. ***The video will be shared with KTA members, and a 15-minute version video will be released shortly**

■WELCOME BACK■ (Produced by : Kutchan Tourism Association)

Title: WELCOME BACK KUTCHAN NISEKO

Highlights Ver.: 6.5mins * Scan QR code to view video→

Filming Location: Kutchan, Niseko * New Guidelines on separate sheets

【Special Support】 NEW NURSING, University of Hawaii at Manoa, JTBF



■For more Information

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