



Overview

The NPB is a non-profit member based marketing and sales organisation representing the Niseko area.

Formed in 2007 The Niseko Promotion Board is responsible for promoting the destination as an international, four-season destination with the goal of increasing overnight visitation.

Niseko promotion boards represents more than 1000 members who own, manage and operate properties or businesses in Niseko area including hotels, restaurants, activity operators and retail shops.

10 elected individuals and 5 appointees represent the various sector interests on the 15 - member Board of Directors.

Membership fees are the primary source of funding for the world-wide marketing and sales initiatives that Niseko promotion Board manages and directs, supplemented by net income from sponsorship, advertising and funding.

NPB organisation overview

<Directors>

Representative Director: Ross Findlay (NAC Co., Ltd.)

Representative Director: Yoshinao Kamae (Tokyu Resort Service Co., Ltd.)

Executive Director: Yoshihito Tanaka (Niseko Resort Service Co. Ltd)

Director: Jiro Kamiharako (Nihon Harmony Resorts KK)

Director: Eiichi Tanaka (Niseko Village Co., Ltd)

Director: Takanori Kikuchi (Chuo Bus Kanko Shoji Co., Ltd)

Director: Chris Pickering (HTM KK)

Director: Eiji Takabayashi (Niseko Bus Ltd.)

Director: Jonathan Martin (Niseko Alpine Developments)

Director: Ben Kerr (Niseko Real Estate)

Supreme Advisor: Hideaki Miyakawa (Shirabeshi General Sub prefecture Bureau)

Supreme Advisor: Seiji Fukushima (Kutchan Town Mayor)

Supreme Advisor: Kenya Katayama (Niseko Town Mayor)

Auditor representative: Mitsugu Uehara (Uehara Certified Tax accountants)

Auditor representative: Satoshi Yoshida (Satoshi Solicitor and Legal translation office)

Fiscal year

From 1st April until 31st March every year

Vision

Ensure that year round tourism achieves its full potential as a strategic growth industry and becomes a cornerstone of the Niseko region economy, generating income, employment and investment for the benefit of the entire region.

The area of focus of the NPB:

- Destination Marketing
- Ongoing research
- Identifying target markets
- Increase visitation