

To whom it may concern,

As you may already be aware, a series of massive earthquakes and subsequent tsunamis hit Japan last Friday, 11 March, and caused a tremendous damage to the Tohoku (northeastern) district of the mainland Japan. The devastating blow caused by the natural disaster was so large and beyond all descriptions, and we all, here in Niseko, heartily wish for the safety of the people in the affected regions as well as a quick recovery from the enormous damages.

It has been announced that planned blackouts as well as partial suspension of the train services to take place accordingly in some districts including the metropolitan Tokyo area due to a severe power shortfall. Additionally, while consequences of a series of explosions occurred in the nuclear power plant near the epicenter remain unidentified and unsolved; it may be advised that tourists make a careful decision to travel to Japan for the time being.

On the other hand, in Niseko, located 550km to the north from the epicenter, no damages, either human or material, has been reported after the quake, and all the ski resorts in the area are operating as usual. We would like to ask for your understandings and distributing information to your clients that most parts in Japan including Niseko have not been touched by the recent disaster. We sincerely hope that you will continue to promote Japan as well as Niseko as one of the world's best travel destinations as it will eventually help our country to make a quicker recovery from this tragic event.

The green season is to start in Niseko with the cherry blossom beginning to bloom in early May, and we believe that Japan should be well recovered and back to normal by then. We are very much looking forward to having many guests from all over the world in Niseko this coming summer.

The Niseko Promotion Board will continue to collect and offer information associated with this matter. Please feel free to contact the NPB office should you require any assistance.

Thank you for your continued support.

Warmest regards,

Niseko Promotion Board

Japanese seismic scale: Level 1 (low-intensity) to Level 7 (high-intensity)

