

Exchange Event with Ski Enthusiasts from Ski Clubs and Circles in Beijing, China

Nagano Prefecture



Situation (background, aims, etc.)	To raise awareness of Nagano Prefecture as a snow resort near Tokyo and further attract visitors, we have implemented various promotional and information-dissemination initiatives across China since the decision to host the Winter Olympics in Beijing was made. These initiatives have included holding exchange events targeting people interested in winter sports within China. Although the events were temporarily paused during the COVID-19 pandemic, they resumed in 2023 when restrictions were eased.
Details (project outline, etc.)	A seminar was held for about 80 ski enthusiasts from ski clubs and circles in Beijing, featuring tourism promotion videos of the prefecture and its snow resorts. This was followed by free business talks and an exchange event between the participants and tourism businesses from the prefecture.
Results (features and innovations, future developments, etc.)	<ul style="list-style-type: none">• As a result of promoting the attractions of snow resorts in our prefecture over many years, we now see many tourists from China visiting, primarily during the winter season.• The participant survey revealed a strong demand for skiing overseas, highlighting their keen interest in international ski destinations.