



3 Outlines of ShiriBeshi region





Outlines of Shiribeshi



■ Climate

- The northern Shiribeshi district, includes Otaru City, is characterized by a relatively mild climate and light snow precipitation.
- Kutchan Town and other municipalities located on the base of Mt. Yotei witness the first snow earlier than any other parts of Hokkaido as they are known as one of the heaviest snowfall areas in Hokkaido.
- The coastal southern region of the Shakotan Peninsula is known for heavy wind and snow due to direct seasonal winds.

■ Area

- 4,305.87 km² (accounting for approx. 5.1% of the total area of Hokkaido: 83,423.83 km²) *1
*1: Data is based on statistical reports on land areas by prefectures and municipalities in Japan conducted by the Geographical Survey Institute, the Ministry of Land, Infrastructure, Transport and Tourism (as of January 1, 2019)

■ Population

- 209,584 (accounting for approx. 4% of the total population of Hokkaido: 5,304,413) *2
*2: Data is based on the Resident Registration conducted by the Public Management Ministry (as of January 1, 2019)



Tourism in Shiribeshi

Shiribeshi is known as one of the major tourism region of Hokkaido, bustling with 29.8 million inbound tourists annually (as of 2019).

Tourist areas such as Niseko and other popular international ski resorts are attracting large number of skiers and snowboarders from China, Hong Kong, Australia and other countries who eager to experience "Japow", the Japanese powder snow.

■ Abundant of tourism natural resources

- *Fantastic nature surrounding such as Mt. Yotei, is known as Hokkaido Mt. Fuji, and the coastlines of the Sea of Japan.*
- *Hot springs minerals has healing effects for rheumatism and skin beauty.*
- *Heritage culture historical landmarks were once served as hubs for Hokkaido's development.*
- *Seafood from the Sea of Japan, agricultural products and livestock from various parts of Hokkaido are palatable foods of Hokkaido.*
- *Yoichi and Niki vineyards produce regional flavor of wines, whisky and other liquors.*



■ Attractions in summer

- *Outdoor sports amidst incredible nature (skydiving, rafting, canoeing, cycling, hiking, trekking, horse riding and camping).*
- *Experiencing fruit picking such as cherries, grapes and peach.*
- *Hands-on farming experiences of potatoes and corns.*



■ Attractions in winter

- *Snow sports in Mt. Niseko Annupuri areas and its surrounding areas such as Kiroro resort in Akaigawa village and Rusutsu resort in Rusutsu village.*
- *Winter season events to make winter pleasurable such as Otaru Snow Light Path and Kutchan Yukitopia Snow Festival.*



■ Shiribeshi is One of Hokkaido's Foremost Tourist Region

Shiribeshi has a variety of tourism natural resources such as breathtaking landscapes, coastlines along the Sea of Japan and historical heritage sites brimming with traditional culture.

Mt. Niseko Annupuri is known as one of the world's leading ski resorts due to its powder snow and hot spring facilities. Rich food resources from the sea and mountains and pure refreshing water constitute the best tourism palatability factors of food representing Shiribeshi.

Therefore, Hokkaido attracts approximately 30 million inbound tourists annually.

Shiribeshi also provides the opportunity for visitors to participate in various adventure outdoor sports amidst nature such as rafting, canoeing, trekking, and cycling, as well as hands-on farming experience of picking cherries and grapes and digging potatoes. Crafting hands-on experience such as glass blowing and pottery making are also available.

Major scenic spots in Shiribeshi region include the following:

- Otaru Canal bricks warehouses along the canal is a landmark and symbol of Otaru.*
- Mt. Yotei, which is one of Japan's best 100 mountains, is known as Ezo Fuji as it resembles Mt. Fuji.*
- Cape Kamuy, has a panoramic view of the Sea of Japan along both sides of the pathway that leads to the tip of the cape.*
- Garo Falls which is the greatest waterfall in Hokkaido is selected as one of Japan's best 100 waterfalls.*
- Fukuhara Fishing Ground and other lodging houses are famous for fishing herring.*

■ Hot springs in Shiribeshi

The Shiribeshi areas are regarded as one of Hokkaido's leading hot spring resort areas, boasting a variety of hot spring minerals such as hydrogen carbonate, sulfate, sulfurous and alkaline springs. Bathers are able to luxuriate in various types of hot springs such as outdoor open air bath, where seasonal beautiful sceneries and Mt. Yotei's magnificent view can be enjoyed.

■ The growing number of inbound tourists

Many tourists visit Shiribeshi areas such as Otaru and Niseko as they can enjoy Otaru canal scenic view and its fresh seafood. Niseko quality powder snow on the slopes of Mt. Niseko Annupuri and its surrounding areas attract many long stay tourists as they can enjoy not only snow sports but hot springs and farmlands. Over the past several years, many tourists from Hong Kong, Singapore and elsewhere has burgeoned. Thus, the number of inbound tourists are expected to increase.



Seasonal fish calendar

Name of the fish	Fishing Season											
	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
chum salmon									■	■		
masu salmon			■	■	■							
pacific cod	■	■	■								■	■
walleye Pollock	■	■	■	■	■	■					■	■
arabesque greenling	■	■	■	■	■	■	■	■	■	■	■	■
japanese flounder					■	■	■	■	■	■	■	■
Herring	■	■	■									
Flounder	■	■	■	■	■	■	■	■	■	■	■	■
japanese sand lance			■	■	■							
Jacopever	■	■	■	■	■	■	■	■	■	■	■	■
spear loliginid squid		■	■	■	■							
japanese common squid						■	■	■	■	■	■	■
north pacific giant octopus	■	■	■	■	■	■	■	■	■	■	■	■
sea cucumber						■	■	■				
mantis shrimp				■	■	■	■	■		■	■	■
sea urchin						■	■	■				
pacific northern shrimp			■	■	■	■	■	■	■	■	■	■
giant ezo scallop	■	■	■	■	■	■	■	■	■	■	■	■
japanese surf clam				■	■	■	■	■	■			
pacific oyster					■	■						
ezo-abalone										■	■	■
Name of the fish	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
	Fishing Season											



ShiriBeshi

The text 'ShiriBeshi' is rendered in a blue, serif font. The word is slanted upwards from left to right. The letter 'B' is significantly larger than the other letters. Below the 'Shiri' portion, there are three stylized, wavy lines representing water. Above the 'Beshi' portion, there is a stylized outline of a mountain peak with a snow-capped summit.