



Extreme Hokkaido

Introduction

In recent years, although many foreigners visit Hokkaido (and nearly half of them Sapporo), JR Hokkaido has had financial difficulties in its local lines due to a decrease in passengers in the countryside. In preparation for the projected Winter Olympics of 2026, our project focuses on revitalizing the economy by offering tourists new options of creative transportation to enjoy all of Hokkaido.

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Current situation of Hokkaido

- Increasing number of visitors from abroad
- Decreasing population

Problem

Foreign visitors don't know...

...about many attractive places in Hokkaido

Overconcentration of visitors in Sapporo

Half of the tourists stay in Sapporo.

Deficits of JR Hokkaido

Due to the decreasing population, JR Hokkaido and other public transportations are in danger

Solution

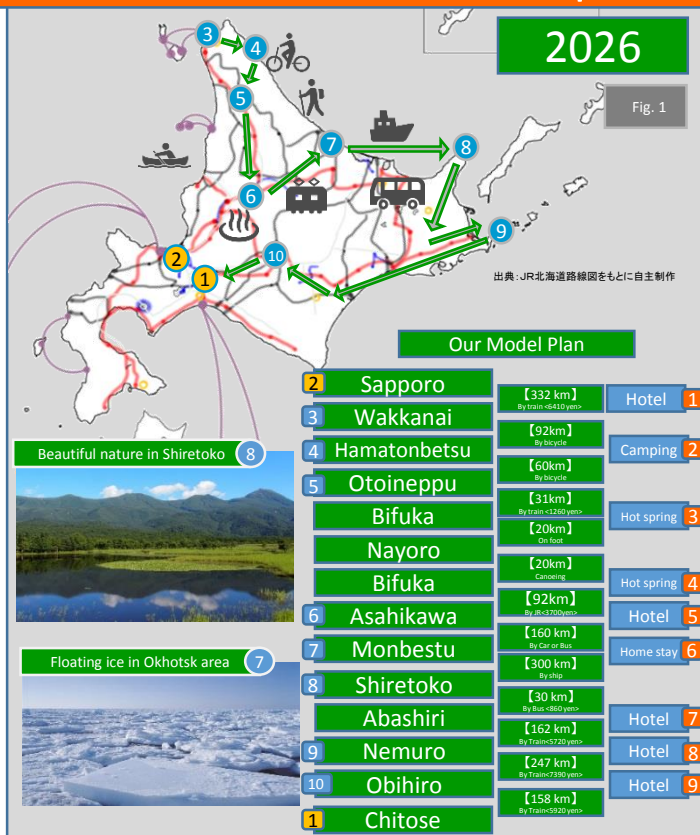
New Networks

- Travel in an active way through Hokkaido
- Easier connection for JR & buses

New Travel Plan "Extreme Hokkaido"

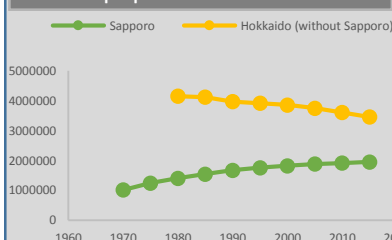
- Create the "Extreme Hokkaido App"
- Several versions for each season.

Extreme Hokkaido Map



Data

The population Transition



The population of Sapporo is increasing year by year, but that of rural areas in Hokkaido is decreasing. It means, especially the young, move to Sapporo because of the job opportunities.

Fig. 3

Foreign visitors in Hokkaido

There are increasingly more foreign visitors who come to Hokkaido. Most of them come from Asian countries. The purpose of most of the visitors is to feel the nature of Hokkaido.



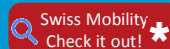
Our Goal

A new type of eco-tourism for Hokkaido by 2026

- Sapporo Winter Olympics in 2026
- Develop rural areas
- Improve employment
- Decrease JR Hokkaido Deficits

References

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