

Notice

Currently conducting data collection and analysis by tourist destination development companies in collaboration with accommodations and other facilities

The Niseko Promotion Board is conducting "Data Collection and Analysis by Tourist Destination Development Companies in Collaboration with Accommodations and Other Facilities" as put forth in 2020 by the Japan Tourism Agency. In this project, we are conducting a survey of regional tourism trends by collecting and analyzing visitor data in order to improve customer convenience and promote tourism for the future. The results of these surveys will allow us improve service quality by better understanding customer needs.

Collected data is anonymized and cannot be used to identify individuals.

This facility is conducting the above survey. If you do not wish to be involved, please inform the staff.

■Project name:

Data Collection and Analysis by Tourist Destination Development Companies in Collaboration with Accommodations and Other Facilities, Japan Tourism Agency

■Implemented by:

Niseko Promotion Board

■Contracted consortium companies:

Coordinator JTB Corp. Kasumigaseki Branch
Person in charge: Nakagawa

Data analysis JTB Tourism Research & Consulting Co.
Person in charge: Iwasa

Systems management Opentone Co., Ltd. Person in charge: Hatanaka

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