

November 24, 2022

To the media and press

HashPalette Inc.
Tokyu Land Corporation

Niseko continues to promote smart resorts

Demonstration tests for “Niseko Powder Tokens,” Japan’s first skiing NFTs, to commence

-Using NFT with “fast track” privileges to bring prime “JAPOW” to people all over the world-

On December 1, HashPalette Inc. (Headquarters: Minato-ku, Tokyo; Representative Director and CEO: Seihaku Yoshida; “HashPalette” below) and Tokyu Land Corporation (Headquarters: Shibuya-ku, Tokyo; President and CEO: Masashi Okada; “Tokyu Land” below) will commence the sale of non-fungible tokens (NFT) with early entry privileges, the first time such a product will be offered in Japan, at the “Niseko Tokyu Grand HIRAFU” ski slope located in Kutchan Town, Hokkaido, which is promoting the concept of “smart resorts.” By virtue of coming with early entry privileges, these NFT will enable visitors to take advantage of “fast tracking” that lets them enter the resort ahead of the applicable lift opening time and ski earlier than anyone else on that day.



Niseko Tokyu Grand HIRAFU



Image representation of design

■ Bring prime “JAPOW” to people all over the world

It is said that the size of the market for globally-traded NFT exceeds 400 billion yen. That market is anticipated to increase in size even further going forward. The powder snow of Niseko is recognized worldwide as “JAPOW,” an amalgam of “Japan Powder Snow.” Niseko has grown into a ski resort visited by skiers and snowboarders from around the globe. With “Niseko Powder Tokens,” which come with early entry privileges for Niseko Tokyu Grand HIRAFU, visitors can take advantage of “fast track,” which allows them to enter the resort ahead of the applicable lift opening time and ski earlier than anyone else on that day, to savor prime JAPOW. The intention behind this initiative is to relay the appeal of Niseko through Niseko Powder Tokens and parlay them into opportunities for visitation by new user bases.

This demonstration test also constitutes an initiative for creating new experiential value through DX, which Tokyu Fudosan Holdings has espoused as a companywide policy under its “GROUP VISION 2030” long-term vision. Using this demonstration test as a springboard, Tokyu Land and HashPalette will proceed to link tangible experiential value and NFT to provide new experiential value as well as jointly work towards enhancing the value of Japan’s tourism resources and real estate with the use of NFT.

■ About Niseko Powder Tokens

Tokyu Land is planning on offering Niseko Powder Tokens as pallet chain-based NFTs on “PLT Place,” the NFT marketplace operated by HashPalette. Purchasing these tokens will make it possible to take advantage of local benefits as well as sell them on the secondary market in the event that the scheduling issues make it difficult to use the tokens on the purchased date. The company is also examining the possibility of making various services and benefits available by holding Niseko Powder Tokens.

■ Overview of Product

Applicable Lift: Ace Quad Lift No. 2 (Center 4)

Riding Time: From 15 min. prior to the applicable lift operation start time (The meeting time for riding the lift is 20 min. prior)

*Should the operation start time be delayed due to inclement weather and other factors, riding time will start 15 min. prior to the delayed operation start time.

Usage Charges: Approx. 5,000 yen *Separate of lift usage charges.

■ Method of Purchase

Method of Sale: Selling by lottery (Deposit required)
*The payment of a deposit is requested prior to entering the lottery. This will be refunded in full to non-winners.

Location Available for Purchase: “PLT Place” NFT marketplace (<https://pltplace.io/>)

Period Available for Purchase: December 1 – 11, 2022 (tent.)

Period of Usage: December 24, 2022 – February 28, 2023 (tent.)

Method of Purchase: Payment by PLT or credit card

Details will be announced over HashPalette’s official Twitter account and Niseko Tokyu Grand HIRAFU’s official Instagram account as well as through online streaming events, etc. successively scheduled from November 28.

■ Niseko’s efforts to promote smart resorts in the form of an all-season international resort

In October 2022, the Government of Kutchan Town, Hokkaido and Tokyu Land executed a comprehensive cooperation agreement for the formation of an all-season international resort to mark the 50th anniversary of Kutchan’s Ski Town Declaration. One of the pillars espoused under this agreement is “initiatives for smart resorts.” Over time, efforts to tie into the improvement of visitor comfort and convenience with the utilization of SmartPlate™, such as the “Tabisaki KU-KURU” hometown tax payment service linked to the Kutchan Tourism Association and “non-contact customer questionnaires” introduced to immediately reflect customer feedback into operation frameworks in real time, have been made. With this season indicating signs of recovery in inbound travel due to the relaxing of border measures, Tokyu Land believes that attention surrounding Niseko will further grow. As a holder of resort assets in locations visited from guests from both Japan and the rest of the world, the company will verify the potential of creating new experiential value and the enhancement of area value through fusions of physical and digital solutions.

Moreover, this initiative was selected under the “Hokkaido Digital Challenge Promotion Project” supporting demonstrative initiatives that make use of the likes of IoT an AI to address challenges. Tokyu Land will continue to promote tourism DX in cooperation with local governments, regional DMOs, and related enterprises.

■ Overview of Each Company

<HashPalette Inc.>

Representative: Seihaku Yoshida, Representative Director and CEO

Headquarters: Edge Shiba 4-Chome Bldg. 10th Floor, 5-10-4 Shiba, Minato-ku, Tokyo

Established: March 2020

Business Activities: Token architecture business, block chain system business and NFT business

URL: <https://hashpalette.com/en/>

<Tokyu Land Corporation>

Representative: Masashi Okada, President and CEO

Headquarters: Shibuya Solasta, 1-21-1 Dogenzaka, Shibuya-ku, Tokyo

Established: December 1953

Business Activities: Urban development business, residential business, infrastructure and industry business, wellness business, overseas business, etc.

URL: <https://www.tokyu-land.co.jp/english/>

About Value up NISEKO Road to 2030

The Value up NISEKO 2030 project is an urban development project intended to address challenges and revitalize the area through collaborating with the government, local companies, and people in the community to build the world-class “NISEKO” brand as a resort that aims for sustainable development and a destination that continues to be chosen by the year 2030. In addition to promoting smart resorts, Tokyu Land will continuously roll out initiatives for measures to improve physical infrastructure, such as updating cableways on ski slopes, as well as those for non-physical aspects, such as measures aimed at making resorts conducive to all-season use. As the first entry in the Value up NISEKO 2030 project, Tokyu Land has decided to rebuild the lift with the most extensive transport record in Niseko.

