Strategic Partnership with Tech Companies toward Turnaround and Internationalization of Mountain Resort

Makoto Miyata

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Agenda

1. About Hakuba village Nagano, Japan

2. Issues of Japanese mountain resorts

3. Solution - strategic partnership with tech companies
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10 Resorts
Numbers

- Population - 9,000
- Tourist - 2.3 million/year
- Main venue of Nagano Olympics in 1998.
Japow = Japan + Powder Snow

#japow
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HAKUBA Tourist visits in 25 years

- 1988: 3.7 million
- Nagano 1998
- 2015: 2.3 million
Percentage of the elderly
(the percentage of the population aged 65 and over)
Inbound Tourists stay in Nagano by countries

- Taiwan
- Australia
- Asia
- South East Asia
- North America
- Europe

*Asia=China, Korea, HK
SEA=Singapore, Thailand
North America=US, Canada
EU=UK, Germany, France
source: Nagano Tourism Statistics
Agenda

1. About Hakuba village Nagano, Japan
2. Issues of Japanese mountain resorts
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<table>
<thead>
<tr>
<th>Past</th>
<th>Today</th>
</tr>
</thead>
<tbody>
<tr>
<td>“PASSIVE” approach</td>
<td>“PROACTIVE” approach</td>
</tr>
<tr>
<td>➢ English guidebooks</td>
<td>➢ Marketing (Tourism / CRM / ski-lift ticket data)</td>
</tr>
<tr>
<td>➢ Shared guidelines for welcoming foreign visitors</td>
<td>➢ E-commerce (local product)</td>
</tr>
<tr>
<td>➢ Shuttle bus from Airport to Hakuba directly</td>
<td>➢ Education (IT&amp;coding / Sports analytics)</td>
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<tr>
<td>etc…</td>
<td>etc…</td>
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Strategic Partnership

Yahoo! Japan × Hakuba Valley
Purposes and Measures

1. Provide more sophisticated education to the students of Hakuba High School, which would have been closed without partnership

- How to utilize digital solutions to tourism
- Promotion and sales of local products on Yahoo! Platform
- Job experience with IT solutions

2. Infrastructure building for the future valley-wide CRM analytics

- Introducing “T-Point”, Japan’s largest loyalty point program, in businesses to acquire the visitor data.
- Support building and promoting E-commerce platform for the local products
What Hakuba did together with Yahoo! Japan

• Introduce CRM system (T-Point) to the local shops and restaurants.

• Opened the e-commerce platform to sell local product

• Planning original local food with high school student

• Programming school for local kids by using Raspberry Pi3 ®
"Yahoo! Hakuba Base"
SoftBank (SB Drive) and Hakuba Village signed a contract of self driving car project on 28th Aug 2016.
Leadership Toward Future

Lead the Japanese snow industry

✓ Revalue the existing resources (i.e. nature, internationalized human resources, culture)
✓ Take innovative measures and revitalize Hakuba
✓ Lead the digitalization movement of the mountain resorts

Lead the tech innovation in the Japanese sports

✓ Hakuba has a heritage of raising top winter sports athletes
✓ Follow the future Olympians with data tracking devices
✓ Share the process and results with the other sports industry
How the cloud helped Japan fell a rugby giant

MANABU TAKATA, Nikkei Computer staff writer

TOKYO -- During Japan's breakout performance in the recent Rugby World Cup, the players' muscle, grit and tactical savvy were on display for all to see. Less visible, but just as important, was the role a unique cloud-based information system played in the team's success.

Eddie Jones, the head coach at the time, is known for demanding the most from his players, physically and mentally, and his training sessions reflected that. The extra lengths he and his staff went to fueled Japan's astonishing World Cup victory over perennial powerhouse South Africa, a match widely considered the biggest upset in rugby history.

One of those "extra lengths" came in the form of a

Japan beat South Africa in greatest Rugby World Cup shock ever

TheGuardian / BBC Sport etc...
Thank you
Appendix
We have more variety than just “Powder”

35 out of 47 prefectures has at least 1 snow area with natural snow

# of snow areas with natural snow
- > 1
- >10
- >20
- >70

*Snow area means ski terrain with one or more lifts
Skiers are in the West

Europe: 60mil
- to Nagano: 0.04mil
- to Hokkaido: 0.24mil

North America: 18mil

Asia: 10mil
- to Nagano: 0.05mil
- to Hokkaido: 0.06mil

Australia: 0.5mil

• Fatigue
• Subjective condition
• Sleep quality
• Stress level
• Muscle soreness
• Sleep time
• Heart rate
• SpO2
• Body temperature
• Lean body mass
• Urine specific gravity

• Practice work load
• Practice time
• Practice menu
• Ground surface
• Recovery
• Physical testing data
• Mental testing data
• Blood testing data
• Strength training menu
• GPS data
• Nutrition