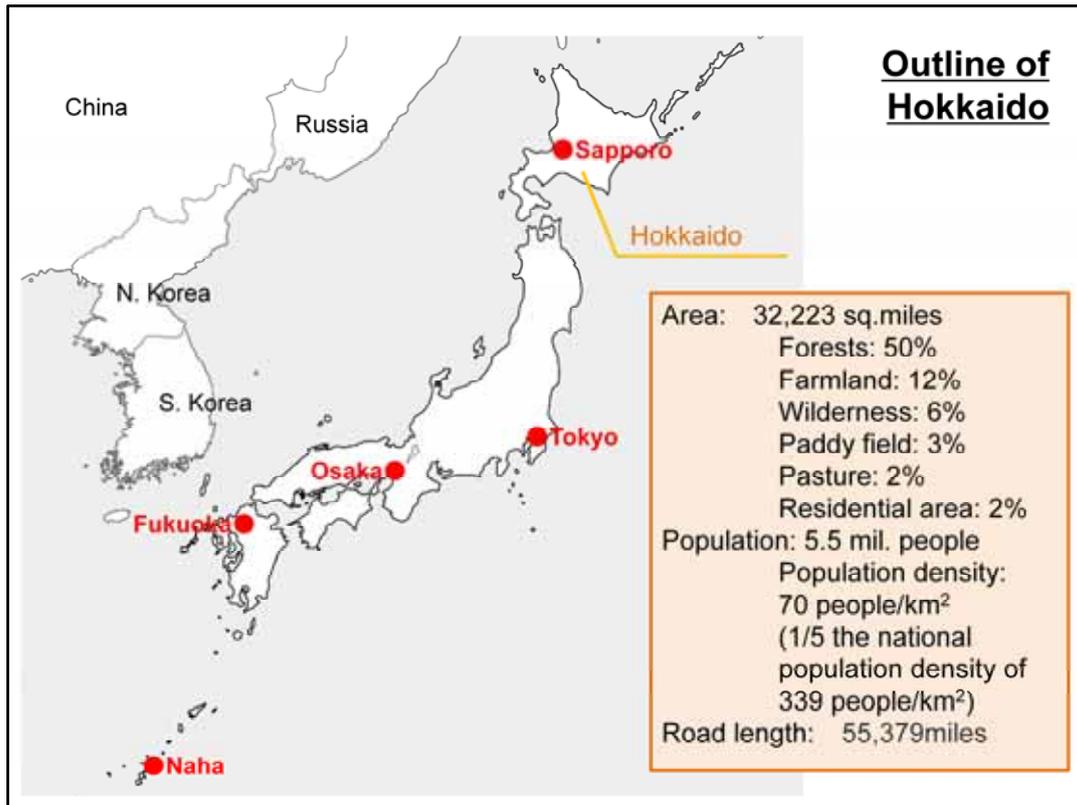


Good morning/afternoon, ladies and gentleman. Today, I'll be talking about scenic byways in Hokkaido. Let me start by introducing Hokkaido.



Hokkaido is the northernmost island and prefecture of Japan. It has an area of 83 million square meters. 50% of this is forest, and 12% is farmland.

Residential areas account for only 2% of Hokkaido.

The population is 5.5 million. The population density is one-fifth of national average.

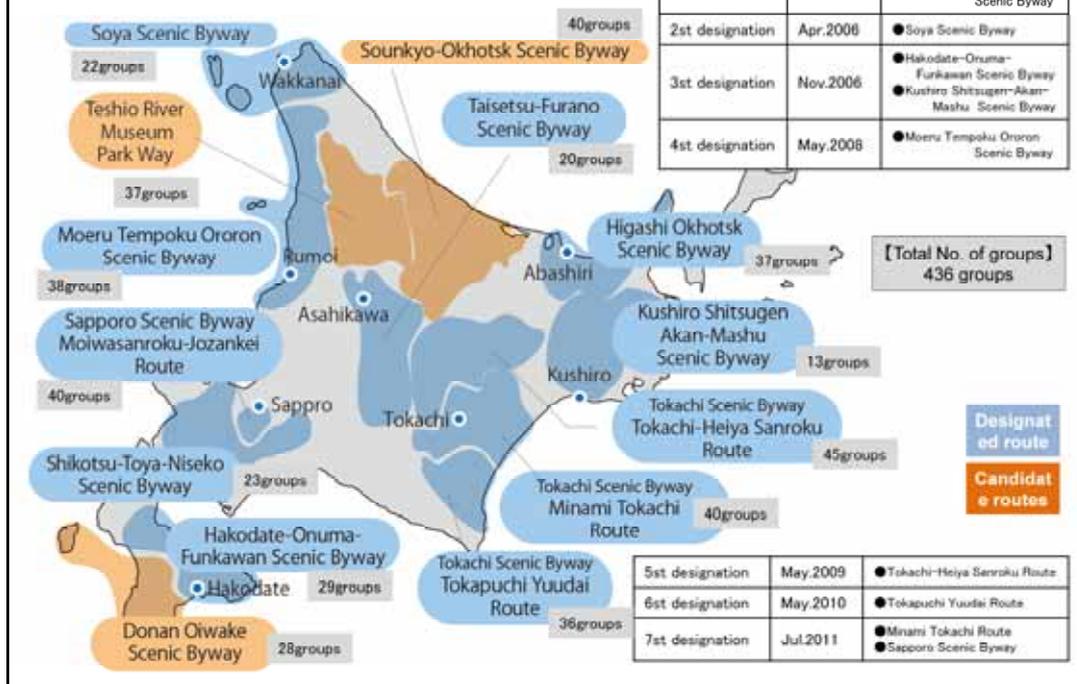
The temperature exceeds 30 degrees Celsius in summer and drops below minus 20 degrees Celsius in winter. There are great differences in temperature between summer and winter.

Annual snowfall is 6 meters.

The natural environment of Hokkaido is harsh, but the natural blessings, beautiful landscapes, unique farm products and seafood attract large numbers of domestic and international tourists.

About 50 million people visit Hokkaido each year.

## Outline of the Scenic Byway HOKKAIDO



Inspired by the scenic byway system of the U.S., Scenic Byways Hokkaido was launched in 2005.

In Scenic Byways Hokkaido, 13 routes have been designated as scenic byways and 4 candidate byways have been working to be designated. Scenic byways have been actively promoting themselves.

**A video introducing Scenic Byways  
Hokkaido.**

[Let me show you a video introducing Scenic Byways Hokkaido. Click here.](#)



## Major Activities

Byway projects: roadscape enhancement, community development, tourism promotion, etc.

### Landscape enhancement projects

#### Cleaning the roadside, planting

Wide-area collaboration for flower planting, roadside cleaning, sign-tree planting, etc.



#### Removing roadside obstructions

Removal and consolidation of private billboards and road accessories that detract from the roadscape



#### Volunteering to remove snow

Snow removal from road fences by volunteers, so that sea ice can be seen from the road.



Let me introduce some recent projects.

As you saw in the video, flowers are continuously planted along every byway. Recently, a common-type of sign trees has been adapted in a wide area along byways.

Visually hazardous private billboards and road accessories roadscape have been removed.

At the byway in Shiretoko, a Unesco World Heritage site, volunteers have been removing snow from roadside fences so that tourists can see the sea ice from their vehicle windows.

## **Major Activities**

Byway projects: roadscape enhancement, community development, tourism promotion, etc.

### Community development

#### **Scenic Byway School Project**

Hosting special classes at schools. Students make maps with their inside tips.



#### **Promoting barrier-free tourism**

Fostering a tourism environment in which disabled tourists can comfortably travel



#### **Treasure Project**

Using wasted resources, such as post-spawning salmon carcasses



As a community development projects scenic byway school projects are conducted. Under the projects, local scenic byways dispatch lecturers to elementary schools. During the scenic byway class, students produce local maps with insider tips.

Also, the promotion of “barrier-free” tourism is actively conducted so as to welcome tourists with mobility impairments.

In addition, some byways conduct projects that promote the use of wasted resources, such as post-spawning salmon carcasses.

We call these projects “Treasure Projects”, because they find value in formerly wasted local resources.

## **Major Activities**

Byway projects: roadscape enhancement, community development, tourism promotion, etc.

### Tourism promotion

#### **Setting up cafés and observation decks at scenic spots**

Setting up cafés and observation decks at scenic spots



#### **Producing maps, conducting "stamp rallies"**

Producing maps with winter attractions (cuisine, scenic spots), and conducting "stamp rallies" in which visitors collect a series of stamps at roadside spots



#### **Hosting winter events**

Hosting area-wide events using candles, lighting and other winter arts



Tourism promotion: Cafés and observation decks at scenic spots (scenic cafés, scenic decks)

Maps listing winter attractions such as cuisine and scenic spots are published, and "stamp rallies", in which visitors collect a series of stamps at roadside spots, are held.

In addition, in winter many byways organize a "Scenic Night" in which candles are used, and a "Winter Circus", a Land Art Project.

## Establishment of the Scenic Byways Resource Center, Japan

Established: July ,1, 2005

Director General: Shigeru Morichi, Professor, National Graduate Institute for Policy Studies

Objective: Supporting the sustainable promotion, and development of the Scenic Byways Project in Japan

### Business profile:

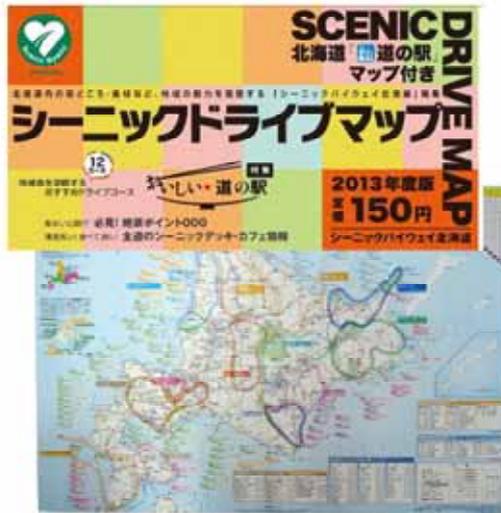
1. Sharing, disseminating and communicating scenic byway information
2. Researching and developing scenic byway matters.
3. Promoting scenic byways
4. Fostering and training byway support personnel, and accrediting byway activity qualifications
5. Coordinating various group activities to enhance collaboration
6. Conducting other business relevant to the above



Scenic Byways Hokkaido website

## Major Activities of the Resource Center

**Publishing the Scenic Drive Map, information on michi-no-ekis (highway stopovers) and scenic spots**



**Publishing Scenic Byways and a driving information magazine with hidden tips on byways**



The center conducts public relations and promotional activities that cover all the scenic byways in Hokkaido.

Every year it publishes the *Scenic Drive Map of Hokkaido*.

It also publishes *Scenic Byway*, a driving information magazine with hidden tips on byways, twice a year.

110 thousand copies are printed and distributed at tourism information desks, airports, highway stopovers and other spots drivers may stop at.

## Major Activities of the Resource Center

**Planning and implementing tours using rental buses and cars**



**Supporting driving tourists from Singapore**



The center conducts bus tours for groups.

The center supports foreign drivers by renting out cell phones with GPS. When drivers get lost, the center provides information on their location and assists finding ways.

## Collaboration with businesses

### The promotion of scenic byways at rent-a-car receptions



 トヨタレンタリース札幌

### Hotel breakfast using local ingredients and holding events



 SAPPORO GRAND HOTEL

The Scenic Byways Promotion Association promotes the scenic byways in Hokkaido and collaborates with businesses under contract.

The Scenic Byways Resource Center displays photo panels of beautiful roadscapes on scenic byways and distributes leaflets on scenic byways at the reception desks of rent-a-car companies.

The center collaborates with hotels on byways by proposing breakfasts using local ingredients and hosting music events.

## Collaboration with businesses

**Promotion at the largest international travel fair in Singapore (NATAS), and the acceptance of driving tourists**



**Information dissemination on scenic byway driving plans at the driving information sites of businesses**

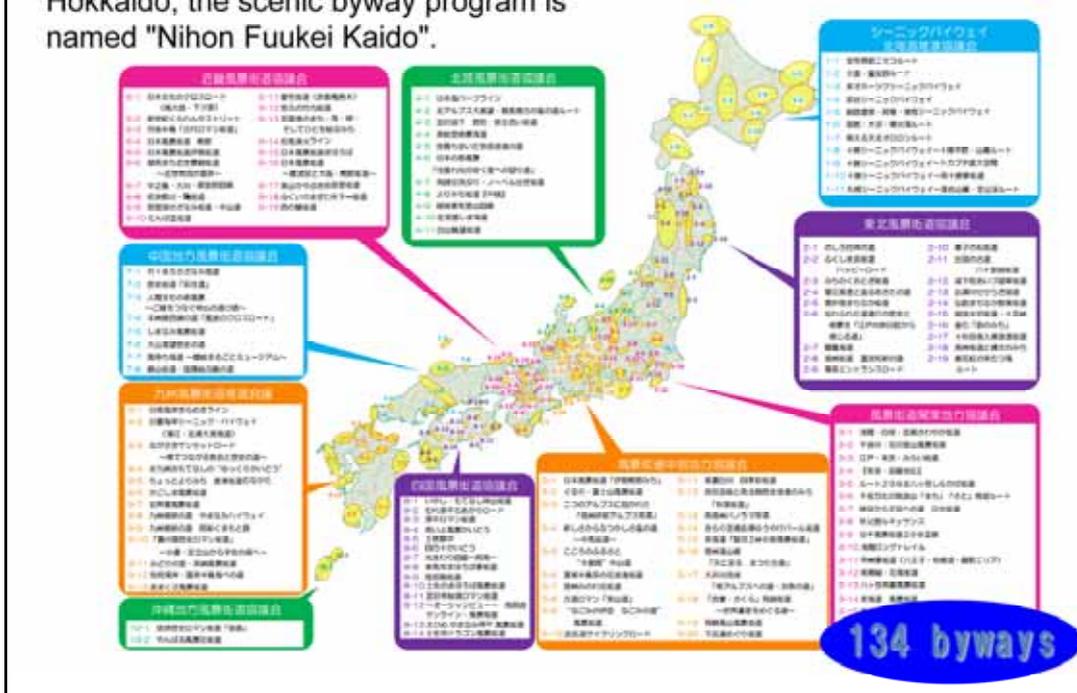


The Resource Center collaborates with the travel agents in Singapore and makes promotions at the largest international travel fair in Singapore.

The center promotes Hokkaido's driving tourism by publishing driving plans of scenic byways on the websites of information communication businesses.

## Nippon Fuukei Kaido (Scenic Byways Japan)

In Japanese prefectures other than Hokkaido, the scenic byway program is named "Nihon Fuukei Kaido".



Scenic Byways Programs aren't conducted only in Hokkaido, They're conducted throughout Japan.

The first program in Japan was in Hokkaido. In other prefectures of Japan, the program is called "Nihon Fuukei Kaido".

134 routes have been designated as scenic byways in Japan.

## **Accomplishments**

### **Finding new local resources**

Unknown local tourism resources, foods and more have been found.

### **Developing community businesses toward economic prosperity**

Community businesses have started up one after another toward local vitalization.

### **Improving the roadscape**

Roadscape beautification has been progressing on byways, with input from locals.

### **Enhancing collaboration among byways**

Collaborations have been progressing within each byway and among byways around Hokkaido and Japan.

In its nine years of implementation, since 2005, the program has had four major effects.

New local resources, such as scenic decks and scenic cafés, and such as those of Treasure Projects, have been explored. Scenic spots that were unknown by tourists have become popular spots.

As for community businesses working toward economic sustainability in the region, coupons valid at businesses along the byways has been distributed.

Toward improving the roadscape, flowers have continued to be planted and signs and billboards that detract from the scenic roadscape have been removed.

Collaborations among scenic byways have been progressing not only within Hokkaido but also throughout the nation.

In fact, it was from the collaboration and information provided by the United States that Hokkaido was able to start the program.

We hope to continue exchanges of information among byways.



Thank you!