HT HOLIDAYS ANNOUNCES THE LAUNCH OF WINTER 2013/14 EARLY BIRD CAMPAIGN

Niseko Japan, 02 April 2013,

HT HOLIDAYS HAS ANNOUNCED THE LAUNCH OF THEIR 2013/14 WINTER EARLY BIRD CAMPAIGN.

HT Holidays, the largest independent property manager in Niseko Japan, have launched early bird winter campaigns in response to significant early demand and off the back of one of the snowiest seasons in recent history.

Only 2 years since the March 11 Earthquake in Eastern Japan, Niseko has seen an overwhelming rebound by most key markets. The guest numbers from the Australian market have once again increased and the regional markets have remained strong. The demand for Niseko is growing significantly and we are seeing very positive increase from new regional markets like Thailand, Malaysia and Indonesia according to visitor stats released by the Niseko Promotion Board.

“The launch of our early bird campaigns have already attracted significant interest as a result of the almost 18 meters of snow this season and the weakening Yen, Niseko is well and truly on the map as a premier ski destination and HT Holidays is well positioned to take advantage of the ever increasing demand”, said Greg Hough Sales and Marketing Manager.

About

Niseko is arguably the fastest growing ski resort in the world and has, over the past four years, seen a 45% increase in international visitors. Niseko is fast becoming a ‘must ski’ destination amongst the established ski markets worldwide and a place to be and be seen for the emerging regional Asian markets, this explosive growth has led to the development of over 10,000 beds in the space of 10 years.

As the pioneers of development and management in the area, Hokkaido Tracks have been and remain the market leaders in relation to product, services and service delivery. Since our inception 10 years ago, the Hokkaido Tracks brands have become synonymous with Niseko and we continue to grow this brand in line with our large distribution network and long term strategy.

Located in the beautiful natural surrounds of Niseko Hirafu Alpine Resort, HT Holidays offer a distinctively unique portfolio of premium condominium, resort house and penthouse properties.

Complimenting your luxury accommodation is our professional bilingual resort services team. Offering a wide variety of services both before you arrive in Japan and throughout your Niseko experience.

For more information visit www.htholidays.com

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