



MEDIA RELEASE

SETSU NISEKO OFFICIALLY OPENS ITS DOORS TO GUESTS AS JAPAN RESTORES VISA FREE TRAVEL FOR INTERNATIONAL TOURISTS

(NISEKO, 28 September 2022): Leading luxury developer SC Global Developments is delighted to announce the official opening of its much-anticipated maiden hotel *Setsu Niseko* in December 2022. As part of its soft-opening activities, the hotel opened its doors primarily to domestic travellers on 12th August 2022, ahead of its official opening which will mark the start of the winter ski season. With the recent easing of travel restrictions and the government's announcement that they will resume visa-free entry to Japan for international tourists from 11th October 2022, the opening of *Setsu Niseko* is perfectly timed to enjoy the pent-up demand as holiday makers return to their favourite powder snow ski destination.

Touted as 'The Aspen of the East' for its exceptional snowfall, night skiing and 48 kilometres of trails across mountains of the world's finest powder snow, *Setsu Niseko* is the newest and largest full-service hotel in the Niseko area and is set to be the talk of the town this season as it brings new energy to the main street of Grand Hirafu.

For those seeking an authentic Japanese experience, *Setsu Niseko's* deep-rooted sense of place provides all the answers. The hotel offers an exemplary luxury collection of 190-hotel residences flanked between the majestic mountain ranges of Mount Yotei and the slopes of Mount Annupuri. The beautifully appointed apartment style accommodation ranging from 40sqm studios through to opulent 5-bedroom penthouses captures the understated beauty of Japanese design with the welcoming comfort of life's contemporary luxuries, whilst the hotel's facilities offer one of the largest wellness centres and range of dining venues in the area.

With an elevated wellness and culinary experience that includes six dining venues, *Setsu Niseko* is a destination unto itself, offering a personable and authentic experience that embraces Japan's vibrant culture, community and celebration. Guests can enjoy customised experiences with holiday itineraries curated by a dedicated concierge team to meet their individual needs.

Guests can feast on a plethora of world class cuisine with six different venues spread over 900sqm each dedicated to championing the wholesome flavours of Hokkaido produce. Restaurants opened this summer include *méli mélo – Yuki No Koe* - which celebrates the fresh flavours of Hokkaido's seasonal produce in a collaboration between Michelin acclaimed Chef Hironori Sato and Hokkaido based coffee roasterie '*Baristart Coffee*', *AFURI* who have been making waves across the globe for their delicious ramen, along with bespoke wine sommeliers *Park90*. The laudable cast of culinary partners will continue with the opening of three more outlets in December including a café and two intimate fine dining restaurants; *Sushi Kato INORI* by renowned seafood veteran Toshiaki Kato presents the ultimate ocean-to-table Japanese kaiseki cuisine, while *Tempura Araki*, a new sister restaurant to its two-Michelin star counterpart in Sapporo offers the Japanese tradition of omakase dining.

All the fundamentals of a classic après-ski experience are present in *Setsu Niseko*. Beyond the culinary delicacies, its 750sqm wellness centre is the perfect spot to relax tired muscles after a day on the slopes with its series of indoor and outdoor onsens naturally rich in healing minerals. Fusing nature inspired therapies harmoniously with modern wellness treatments for complete mind and body rejuvenation, the hotel has a range of wellness facilities that include private onsen rooms, spa lounge, sauna, gymnasium, *Studio En* yoga studio and *Rikka Spa* managed in collaboration with *Lapidem Tokyo*.

The magnificence of Mount Yotei (affectionately referred to as 'little Fuji' by locals) forms a focal point for much of the hotel. Apartments are meticulously designed to enjoy the breath-taking splendour of Mount Yotei and Mount Annupuri ski slopes. Each comes with a fully equipped kitchen and laundry and is carefully crafted to embrace the purity of Japanese design sensibilities; the extensive use of wood throughout each apartment, daybeds with built-in window seats overlooking the mountains, tatami rooms seamlessly extending the living space, shoji screens and a curated section of local artworks create a warm and inviting retreat for the perfect family holiday getaway.

Other amenities and creature comforts akin to a fine hotel include children's playroom, business centre, seasonal events, hotel ski shuttle service, courtyard gardens, and basement car parking. Leading adventure specialists *Rhythm Japan* offer a one-stop service covering guests every ski or boarding needs with an onsite boutique and rental services, as well as managing the hotel ski concierge and locker service.

Hotel Manager, Ms. Michiko Tamoto is a Hokkaido native with over 20-years' experience in the industry working for the Westin Hotel Group in USA before moving back to Japan to join The Peninsula Tokyo, then settling in Niseko eight years ago. Speaking about *Setsu Niseko*, Ms. Tamoto said "From the moment I walked into *Setsu Niseko*, I knew that it was going to be something very special. There is something about the spirit of the place which really complements the beauty of Niseko and celebrates the elegance of Japanese design. We are very excited for this first winter and our team is focused on creating meaningful experiences to surprise and delight our guests, not just this winter but for every season."

Managed as condominium hotel residences by Niseko Management Service in collaboration with Seven Palms Resorts Management by SC Global, apartments within *Setsu Niseko* are also available for investment and come with full professional management and leasing services, providing both a prime investment opportunity and a cherished home for holidays. Prices start at JPY74,000,000 for a studio apartment. Mr Simon Cheong, Founder and Chairman of SC Global Developments, said: "The opening of *Setsu Niseko* is an incredible landmark for the Group and we are delighted to see our official opening coincide with the easing of Japan's travel restrictions. We look forward to recreating the luxury and romance of the classic 'après-ski' alpine experience for those returning to Niseko this winter."

For more information on hotel reservations, please visit setsuniseko.com

Special Winter Opening Package

- Save up to 25% off room rate inclusive of complimentary breakfast with our Winter Opening Special Offer.
- Applicable on bookings made before 31st October 2022

Setsu Niseko, 181-55 Aza Yamada, Kutchan-cho, Abuta-gun, Hokkaido, 044-0081 Japan

For images, please click [here](#) to download.

-The End-

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About Niseko

Frequently referred to as 'Japan's Powder Paradise', Niseko consistently claims the most snowfall of any major resort worldwide with an average snowfall of between 14-15 metres each season and benefits from an unusually long season running from December through to early May. In 2017, Niseko enjoyed one of its best seasons with close to 18 metres of snow. Whilst Niseko has always been known as a popular winter destination, visitor arrivals have shown that Niseko has become increasingly popular in summer months. With the onset of international luxury developments like Setsu Niseko and improved accessibility from the new Shinkansen service between Tokyo and Hokkaido, the destination is quickly transforming into a mainstream year-round holiday destination.

About SC Global Developments Pte Ltd

[SC Global Developments](#) is a leading developer of up-market residences of rare and exquisite design quality, with an emphasis on craftsmanship, refinement and a contemporary definition of the premium lifestyle. The Group embraces a philosophy of delivering the promise of "The Ultimate Living" experience with all its projects introducing original living concepts, service standards and architectural treatment to its various properties. Completed developments include the iconic architectural landmark *Sculptura Ardmore*, Singapore's only beachfront development *Seven Palms*, *Sentosa Cove*, the unparalleled luxury of *The Marq on Paterson Hill*, fittingly described as "Mansions in the Sky", *Hilltops*, the botanical resort-themed residential haven overlooking Orchard Road, and *Martin No.38*, conceptualised on the appeal of trendy warehouse lofts. In 2018, the Group launched their new '*Petit Collectibles*' collection designed for those seeking stylish pied-à-terre apartments within prime city locations. The first '*Petit Collectible*', *Petit Jervois* is located in the distinguished Bishopsgate enclave completed in January 2022, whilst *Cuscaden Reserve* is projected to complete in Q2 2023.

The development of '*Setsu Niseko*' is aligned with the Group's geographical diversification and strategy to participate in the growing tourism market in Japan, through the acquisition of prime real estate in destinations around the region. SC Global also holds a substantial interest of over 53% in ASX-listed AVJennings Limited, which is one of Australia's leading residential property development companies.

About Niseko Management Service

Niseko Management Service ([NMS](#)) was established in 2006 in response to the growing number of property developments in Niseko. NMS has grown its property and rental management offerings to include a full suite of services including building maintenance, reservations management, marketing, account management, owners association, and development consulting. NMS operates a retail brand called Vacation Niseko, managing an extensive and varied portfolio of over 300 units within the Niseko area. Over the years, this brand has become one of Niseko's most experienced and reputable brands and serves as a driver for both direct and agent bookings into NMS's portfolio of properties.