



資料のダウンロード (8Mb, PDF)

<https://hokw.jp/drive-k>





インバウンド視点からみた効果的な情報発信 — HokkaidoWilds.org を事例に —

トムソン ロバート 北星学園大学准教授 | HokkaidoWilds.org代表

イラスト by @welldonegan

① **HokkaidoWilds.org**の大まかな紹介

② **HokkaidoWilds.org**の利用者像

③ **HokkaidoWilds.org**で発信する情報の詳細

④ ソーシャルメディア

⑤ **HokkaidoWilds.org**の弱点



① HokkaidoWilds.orgの大まかの紹介

SKI

CYCLE

HIKE

CANOE



HUTS

BLOG ▾

ABOUT ▾



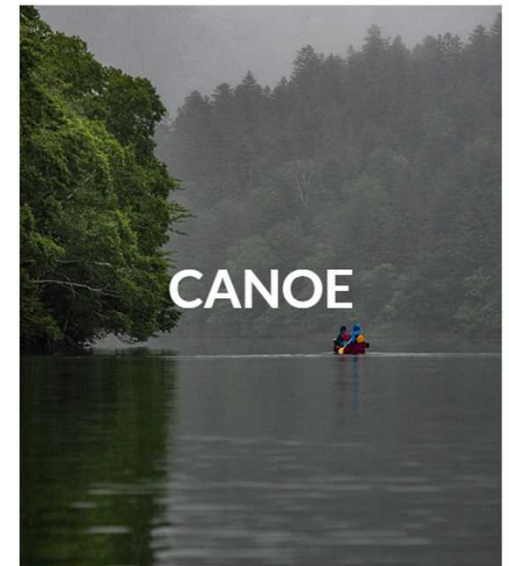
SKI TOURING



CYCLE TOURING



HIKING



CANOE

A free, fully searchable repository of Hokkaido [ski touring](#), [cycle touring](#), [hiking](#), and [canoe](#) routes.

GPS files, trailheads, route maps, trip reports and [Hokkaido backcountry huts](#).



- 任意団体「**HokkaidoWilds.org**」 ボランティア団体として活動中
- 英語話者を対象に、日本のアドベンチャー・フロンティアである北海道のアウトドア情報を英語で無償発信し、情報を十分揃った上で外国人に北海道の素晴らしい大自然を楽しんでもらう
- **300本以上のルート**を公開（スキー登山、夏登山、自転車ツーリング、カヌー）
 - 取材はすべて私たちが現地に行ってやっている（**98%私費**）
- 非営利ウェブサイト（**100%の収益**を道内山岳ボランティア団体に寄付方針）
- 本業ではない（週末や年休などを利用して取材活動中）
- 情報転載は**OK!**（営利目的でも）

<https://hokkaidowilds.org>

イラスト by @welldonegan

完成していない！
まだまだ取材活動が進行中！

1週間1本程度を公開

FILTERS

REGION

BEST MONTH(S)

DIFFICULTY

ADVANCED FILTERS

FREERIDE/SKITOUR

MAIN ASPECT

ROUTE TAGS

FILTER BY LOCATION

Enter location

30 km

Sort by

Map Satellite

Google

1-12 of 146

Per page

N W E

Konbu-dake Northern Ridge

NISEKO REGION

INTERMEDIATE

1120m

8hrs

7.5/10

1045m

NW

Biei-dake Karasawa Sagan Ridge

FURANO/CENTRAL

ADVANCED

1450m

9.5hrs

8/10

2052m

Karifuri-dake NE Slopes

HIDAKA

INTERMEDIATE

647m

4hrs

6.5/10

1323m

E S

S

SW W N

HOKKAIDOWILDS.ORG

@第4回「北海道ドライブ観光促進プラットフォーム」会合



バックカントリースキー

- **146本のルート（2023年8月現在）**
- 初心者～上級者
- フィルタリング可能なシステム
- GPSファイル提供
- 印刷可能な英語表記地形図

REGION ROUTE TAGS

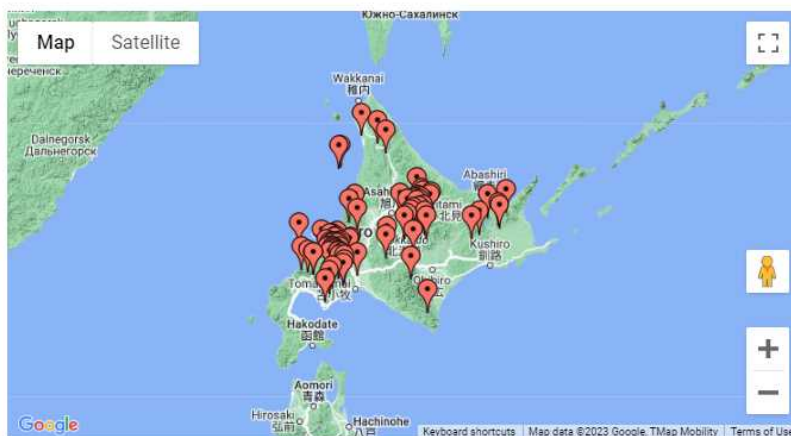


0.5hrs - 54.0hrs

SEARCH BY LOCATION

Enter location

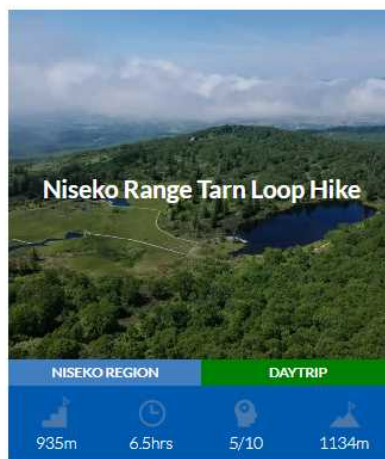
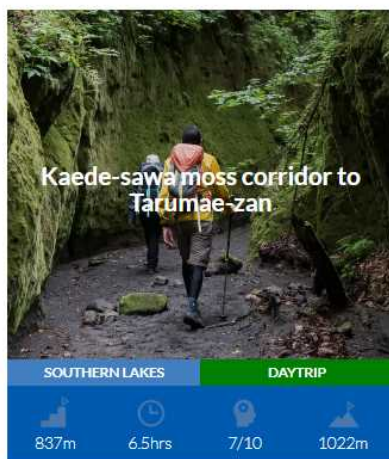
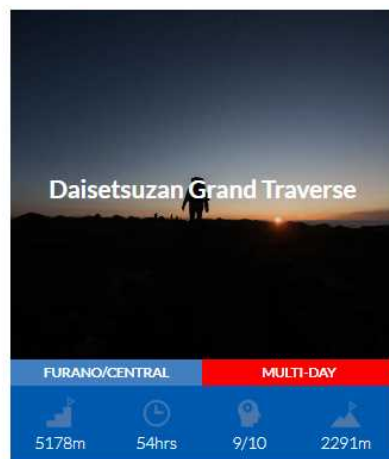
30 km



Sort by

1-12 of 83

Per page



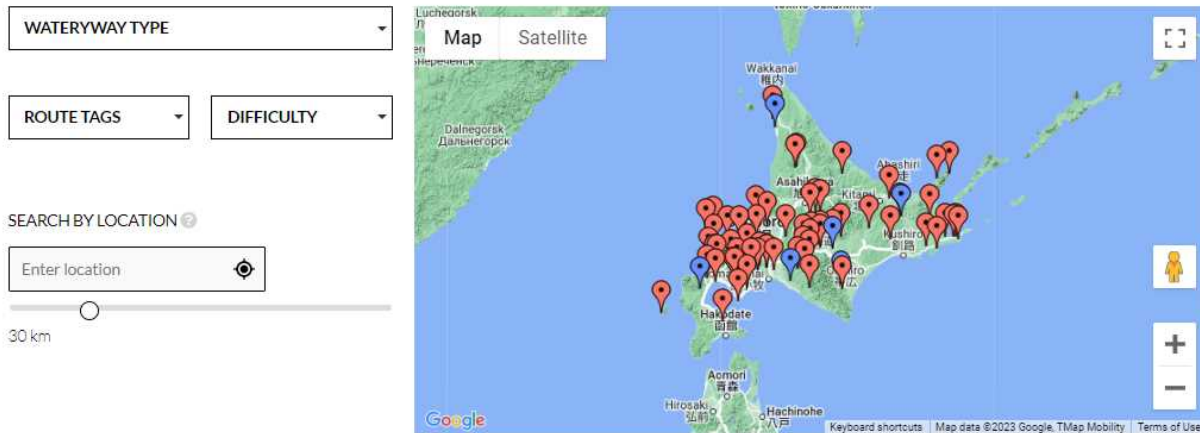
HOKKAIDOWILDS.ORG

@第4回「北海道ドライブ観光促進プラットフォーム」会合

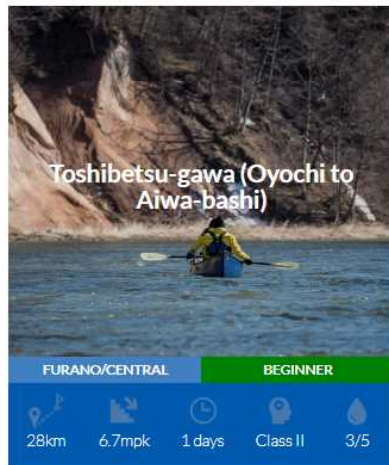
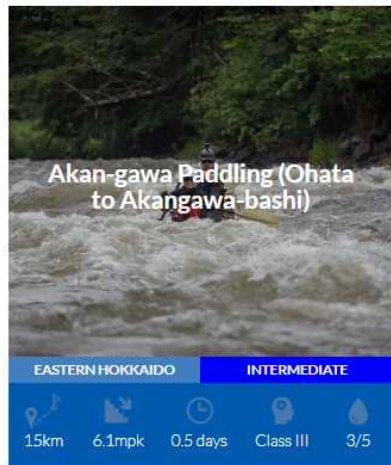


夏登山

- 83本のルート（2023年8月現在）
- 初心者～上級者
- フィルタリング可能なシステム
- GPSファイル提供
- 印刷可能な英語表記地形図



Sort by: 1-18 of 69 Per page



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カヌー／カヤック

- **69本のルート（2023年8月現在）**
- 海、川、湖
- 初心者～上級者
- フィルタリング可能なシステム
- GPSファイル提供
- 印刷可能な英語表記地形図

ROUTE SEARCH AND FILTER

REGION

ROAD SURFACE

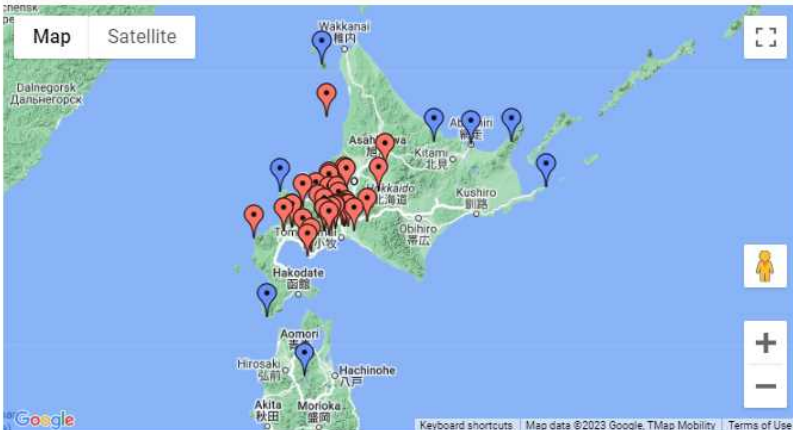
1 days — 15 days

SEARCH BY LOCATION

Enter location

30 km

Map Satellite



Sort by

1-12 of 42

Per page

Rankoshi Gravel Grinding - Mena River Loop

SOUTHERN LAKES/NISEKO GRAVEL

1 days 61km 1200m 9/10 10%

Higashikawa to Asahidake Ropeway Cycling Route




CENTRAL PAVED

1 days 63km 1177m 5/10 100%

Rankoshi Gravel Grinding - Konbu-dake Shoulder Loop

SOUTHERN LAKES/NISEKO GRAVEL

0.5 days 19km 550m 7/10 5%

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自転車ツーリング

- 42本のルート（2023年8月現在）
- 代表的な横断ルート（2週間以上）は8本
- フィルタリング可能なシステム
- GPSファイル提供



場所：富良野岳付近（海拔1,700m）
写真：HokkaidoWilds.org

Asahidake to Nakadake Onsen
旭岳～中岳温泉 Hiking Map 1:25000

0 250 500 750 1,000 m

Map on the map shows 250m on the ground.

Magnetic declination from GND (MNH) is 10° 49' W. UTM Grid Zone: 54JXP. Grid spacing: 1000m. 1 Map by Nakadake Onsen. CC BY SA 2021/11/05

Symbol Key

- Route time between points (0:20, 10m)
- National Highway
- Prefectural Road
- Municipal Road
- Minor Municipal Road
- Walkway
- Walkway (faint)
- Toilet / Privacy booth
- Water
- Water source (unreliable)
- Contour lines (100m, 20m)
- Bus route (bus stop)
- Trees/no trees
- Rocks/cliffs
- Hot spring
- Fumerole
- Hut / Campsite
- Onsen hotel / Wild onsen
- Trailhead
- Power fields / Pila area

Japanese Map Glossary

Romaji	Kanji	English
bunkei	分岐	Junction
cho	町	town
dakuramine	谷	peak
eki	駅	station
goya/hoya	小屋	hut
hinangoya	避難小屋	shelter
ike	池	pond
kawa/gawa	川	river
kako	火口	crater
kaizumami	湖	lake
kyo	峠	gorge
nomi	沼	pond
onsen	温泉	hot spring
sawa	沢	stream
tara/daira	坪	plateau
tanidani	谷	valley
taki	滝	waterfall
toge	峠	pass
yama/san/zan	山	mountain

ONLINE ROUTE GUIDE - Please visit the full route guide for route description, GPS file, and safety notes: <https://hokk.jp/asa-naka>

THIS IS A GEOREFERENCED PDF. Download the free Avenza Maps app for iPhone and Android to use your location in real time: <https://hokk.jp/asa-naka>

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Topographic map of the Asahidake to Nakadake Onsen Loop area. The map shows the trail route in red, starting from Sugatami and ending at Nakadake Onsen. Key landmarks include Asahidake (2291m), Nakadake-bunkei (2113m), Mamiya-dake (2185m), and Arai-dake (2074m). The map also shows the Daisetsu National Park and the Ura-asahi Campsite (primitive).

表

裏

Asahi-dake to Nakadake-on-sen Loop

6hrs
Time

790m
Total Climb

1460m
Highest point

13km
Distance

5/10
Difficulty

Jun-Sep
Best season



At 2291m, Asahidake (旭岳) is the highest peak in Hokkaido and one of the 100 Famous Mountains (百名山 | hyakumeizan) of Japan. Combined with amazing views over the rugged volcanic scenery of the Daisetsu range and relatively easy access via a ropeway it's not surprising that it's one of the most popular destinations for local hikers and visitors alike. If the weather conditions are good and you have the time it is well worth heading to the wild onsen at Nakadake (中岳温泉).

LOCATION
Asahidake is located in the Daisetsu mountain range in central Hokkaido. This hike starts and finishes at 1600m from the upper ropeway station at Sugatami on the western flank of the mountain above Asahidake Onsen spa.

GENERAL NOTES

ONLINE ROUTE GUIDE
Please visit the full route guide for GPS file, interactive map, and extra safety notes: <http://bit.ly/asa-naka>

The main season for summer hiking on Asahidake is July and August; before and after this you need to be prepared and equipped for snow on the ground and/or falling from the sky. The base for this climb is at Asahidake Onsen, a small collection of lodgings and hot springs below the ropeway up the mountain. It is a major tourist destination and can be busy with coachloads of sightseers from Japan and neighbouring countries, especially in summer and during the season for autumn colours.

ROUTE TIMING AND NOTES
Expect 2.5 hours to the Asahidake summit, then 2 hours back. The route is well defined, but if descending directly from the summit back to the ropeway in mist be careful not to lose the path. If continuing on to Nakadake onsen (中岳温泉) the trail junctions are marked by large signposts (in Japanese). From the summit take the trail east heading to Mamiyadake (間宮岳, 2185m, about 1 hour) down past the Ura-asahi designated camping area (no facilities). Early in the season this descent will be over a large snowfield. From Mamiyadake head north to the Nakadake Junction (中岳分岐, 30mins). Here drop off the ridge to the west down to Nakadake onsen (40mins) and Susoaidaira (裾合平, 1600m). Then take the marked trail south to Sugatami (20mins).

18:00). The fare is around 1430yen one way, and it takes around 1 hour 40 minutes. See the link to the Ideyugo Bus timetable at <http://asahidake.hokkaido.jp/en/>

SAFETY NOTES
This is a dangerous place in bad weather with real risks of hypothermia for poorly equipped hikers. Conditions and visibility can change quickly, it is very exposed to the wind and the upper slopes can be much colder than down at the lower ropeway station. Carry appropriate gear.

ONSEN NEARBY
Nakadake Onsen is one of the highest and wildest hot springs in Hokkaido. It's small and pretty hot, though, and most people just soak their weary feet for a while. In Asahikawa Village, try the youth hostel Daisetsu Shirakabaso (800yen per person). ■

DAISETSUZAN GRADE SYSTEM

GRADE 2 - Trails to touch beautiful nature | Short distance trails with good access to and from a trailhead. Grade-2 trails have steep and boardwalks that provide comfort underfoot. A certain level of risk management ability is necessary.

GRADE 3 - Trails to experience beautiful nature | Trails with good access to and from the trailhead, which can be done as a day-walk. Grade-3 trails have a priority to preserve a natural atmosphere rather than provide comfort underfoot. A certain level of risk management ability is necessary.

GRADE 4 - Trails with challenging terrain | Trails with difficult terrain in predicting sudden changes of weather due to topography. Grade-4 trails require an overnight stay in the mountains due to long distance from the trailhead to the nearest hut, or from one hut to another. The trails require hikers/trekking to have a high-level of skill in negotiating along windy or treacherous terrain and crossing terrain along valley. Grade-4 trails have a priority to preserve a natural atmosphere, so hikers/trekking need to have risk management ability and a high-level of risk assessment ability.

(from <http://bit.ly/daisetsuzan>)

印刷可能英語表記地形図を無償提供



旭岳姿見駅で偶然逢った旅行者

HokkaidoWilds.org提供の無償英語表記
PDF地形図を印刷して携帯していた（2
泊の縦走登山が目的）



GeoPDFを提供

HOKKAIDOWILDS.ORG

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Avenza Maps
アベンザ マップス

HOKKAIDO
WILDS

HokkaidoWilds.orgのチーム

HOKKAIDOWILDS.ORG

@第4回「北海道ドライブ観光促進プラットフォーム」会合



国籍：ニュージーランド

ヘイディ・トムソン

Haidee Thomson (NZ)
北星学園大学短期大学部
企画、時に写真撮影



国籍：イギリス

リック・シドル

Richard Siddle (UK)
元北大教授 (リタイア中)
登山ルート担当



国籍：ニュージーランド

クリス・オールド

Chris Auld (NZ)
マイクロソフト社
マウンテンバイク、カヤック、山スキー



国籍：ポーランド

ドミニカ・ガン

Dominika Gan (PL)
Welldonegan
グラフィックデザイン

HOKKAIDO
WILDS



Inspiration

写真など

**SNSで写真や
動画を投稿**

情報のエコシステム

ルート概要や
英語表記地形図

Information

ルート情報など

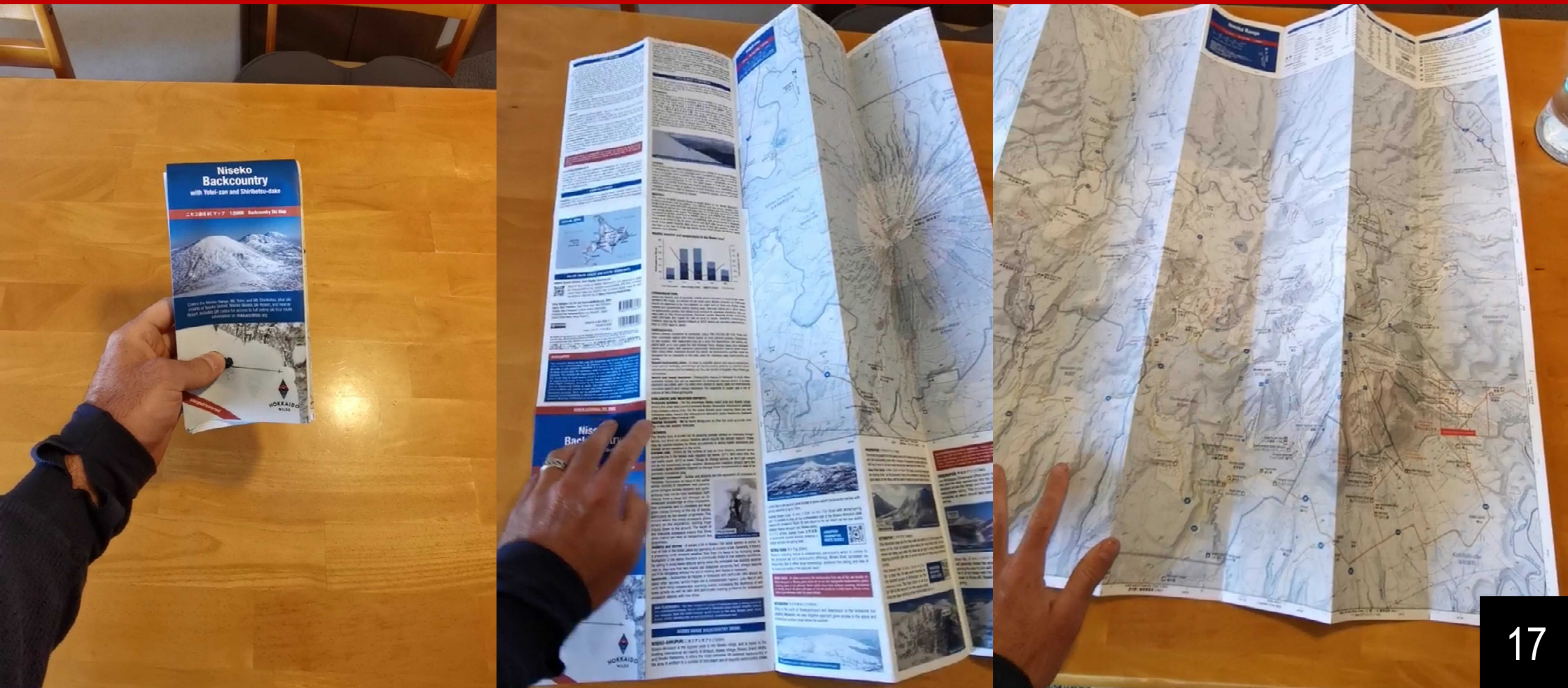
山のマナー、[山小屋
マナー](#)、安全情報、
山岳遭難データベース

Education

山岳安全など

『Niseko Backcountry』

ニセコ周辺のスキー登山用の本格的な地形図



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表：ニセコ連峰
ひらふ～雷電山

2000円（税込み）
で販売している

縮尺 1 : 25000

裏：羊蹄山、尻別岳、詳細情報
気象、危険、緊急時対応、マナー、フィールド説明



② HokkaidoWilds.orgの利用者像

本サイトの主な対象

英語話者の
インバウンド

個人旅行者

Independent travelers

アドベンチャートラベラー
ガイド利用率 44%

(UNWTO, 2014)

滞在日数が長い
(流動性が高い)

(北海道インバウンドビジネス情報共有化プロジェクト)

HOKKAIDOWILDS.ORG

@第4回「北海道ドライブ観光促進プラットフォーム」学会



キャンピングカー利用増加

冬はレンタカーが基本

パックラフトもレンタカー
が基本





ニュージーランドから訪ねたパドラー4人グループ

- **HokkaidoWilds.org**の情報を元に自らで計画を立て、**3週間**の旅を実施
- 千歳川、朱太川（黒松内）、尻別川、沙流川、幾春別川（三笠）、十勝川（ラフティングコース）
- 移動はレンタカー
- 年齢は**40代**、**50代**

我々には事前連絡はなかった
たまたま旅行後に知った

 <https://www.instagram.com/macdonald1194>



まともな情報を発信したら
旅行者は来るのです

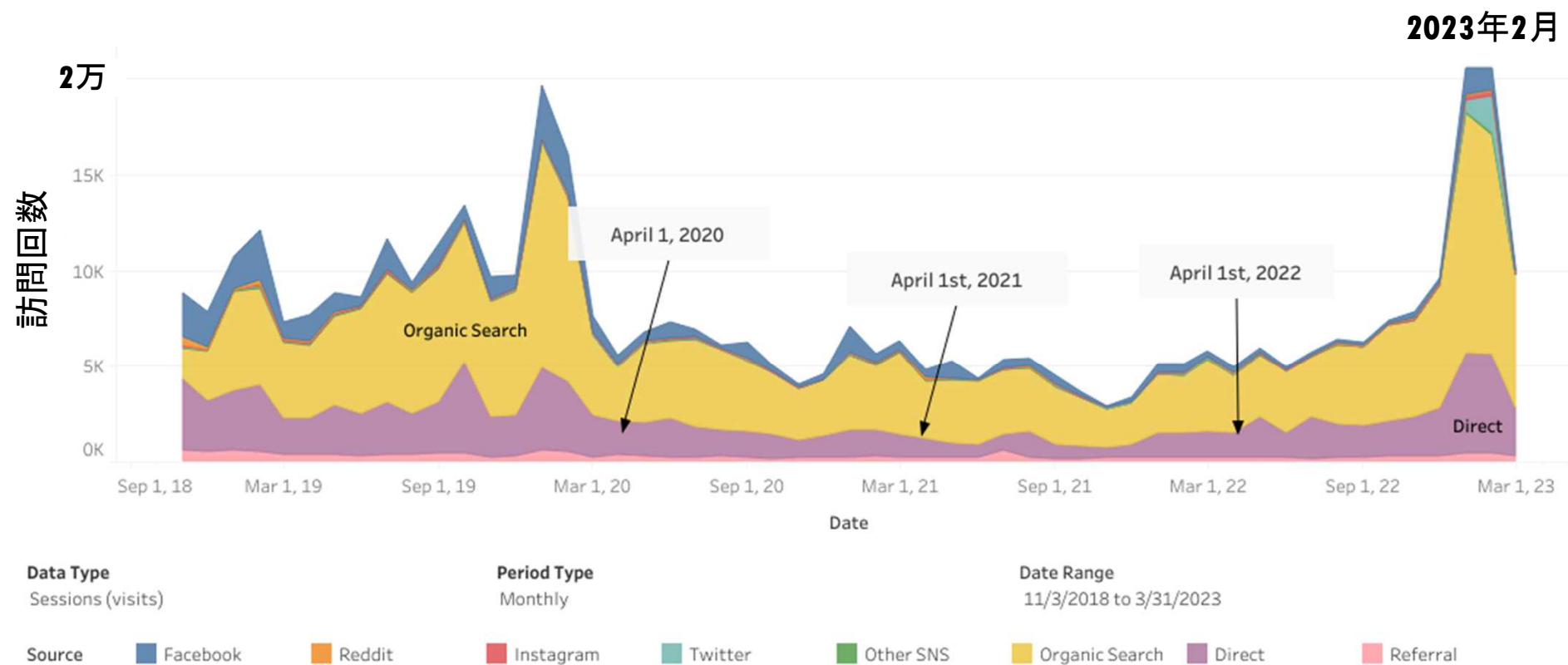
月間アクセス数

HOKKAIDOWILDS.ORG

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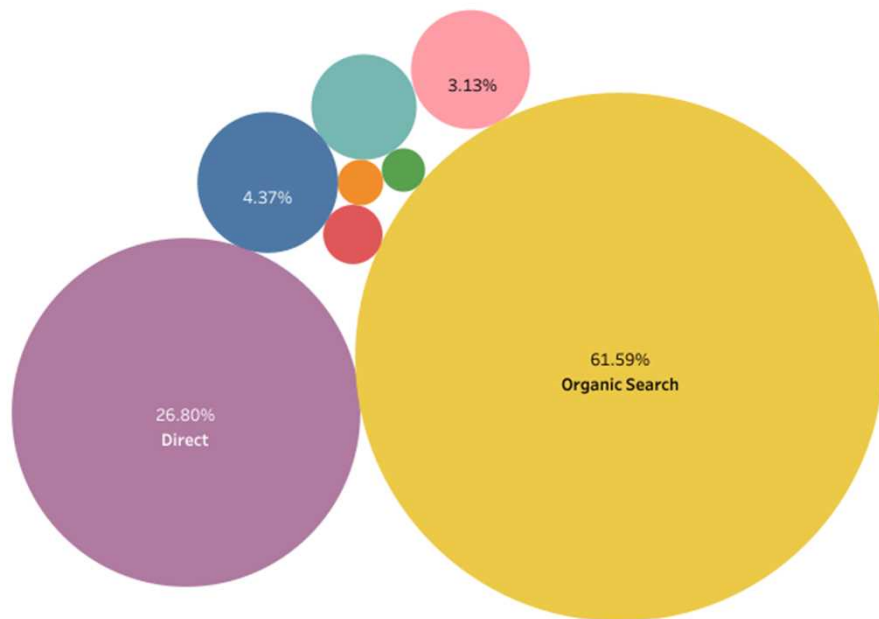
- 毎年冬（1月／2月）がピーク
- 月間訪問数＝最多2万人



HOKKAIDO
WILDS

アクセス経路

- 61%はウェブ検索！



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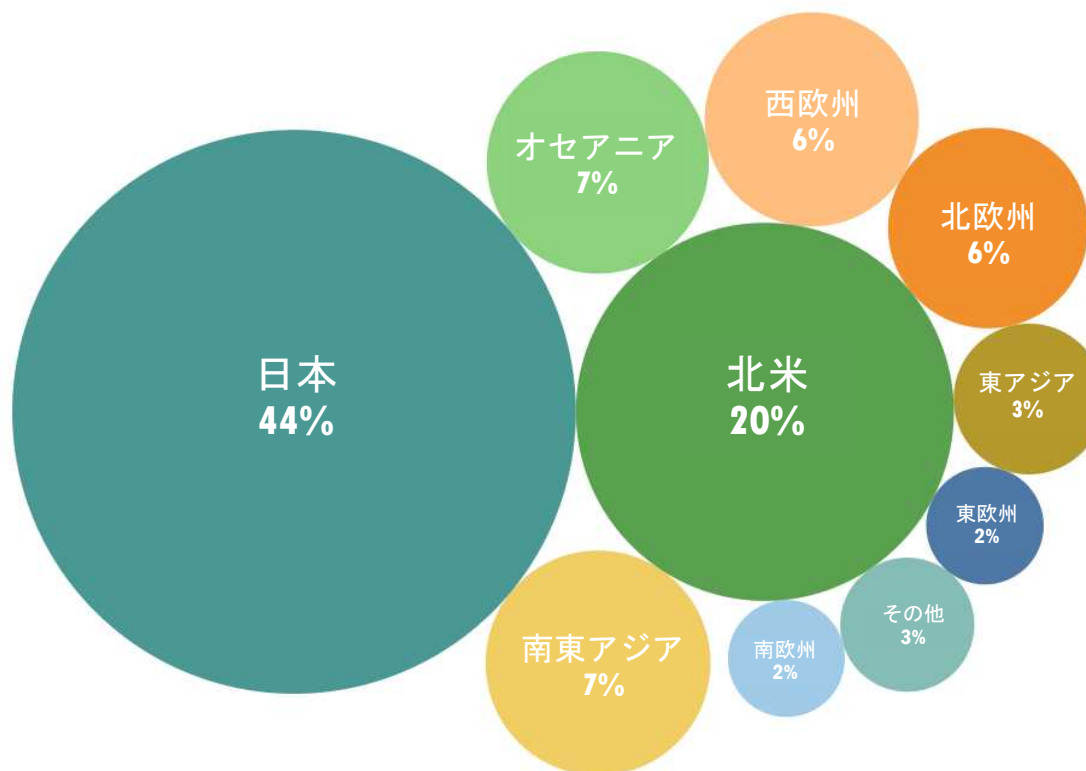


主な経路

- フェイスブック
- ツイッター
- 直接 (**URL**入力)
- オーガニックウェブ検索

地域別のアクセス

- 日本国内が最多（**44%**）
 - 来日中のアクセスが多いのでは
- 北米がその次（**20%**）
- ヨーロッパ（**14%**）
- アジア（**10%**）
- オーストラリア／ニュージー（**7%**）



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アクティビティ別のアクセス

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HokkaidoWilds.orgのページ別ランキング（2022年4月～2023年3月）

Ranking	ページビュー	Page
1	21136	https://hokkaidowilds.org/
2	20912	https://hokkaidowilds.org/skitour
3	7406	https://hokkaidowilds.org/cycle
4	5621	https://hokkaidowilds.org/hike
5	4044	https://hokkaidowilds.org/huts
6	4012	https://hokkaidowilds.org/自転車のダイナモハブに使う自作（diy）のusb充電器
7	3626	https://hokkaidowilds.org/mt-yotei-backcountry-ski-routes
8	3296	https://hokkaidowilds.org/シマノ8段内装ギア（アルフィーネ）の分解／手入
9	3206	https://hokkaidowilds.org/diy-bicycle-dynamo-usb-charger-for-smartphones-and-battery-packs
10	2957	https://hokkaidowilds.org/ja-hokkaido-winter-search-and-rescue-trends-2014-2019
11	2775	https://hokkaidowilds.org/shimano-alfine-8-speed-internal-gear-hub-oil-bath
12	2596	https://hokkaidowilds.org/traveling-with-a-tern-folding-bike-on-the-train-in-japan
13	2336	https://hokkaidowilds.org/paddling
14	2322	https://hokkaidowilds.org/keeping-safe-while-ski-touring-in-hokkaido

Apr '22 - Mar '23

バックカントリースキー

自転車ツーリング

夏登山

カヌー／カヤック



③ HokkaidoWilds.orgのウェブサイト情報

[SKI](#)[CYCLE](#)[HIKE](#)[PADDLE](#)[HUTS](#)[BLOG](#)[ABOUT](#)

Niseko Haute Route

ニセコオートルート

Hokkaido Backcountry Ski Touring / Niseko Region



Posted on May 10, 2022
by Rob Thomson and Chris Auld



S E W N

ルートの主な
斜面方位



31km

Distance



15 hours

Time



2000m

Ascent



1308m

Highest point



7/10[®]

Difficulty



Mar-Apr

Best season

The Niseko mountain range is string of lava domes and stratovolcanoes running from the eponymous Mt Niseko-An'Nupuri in a roughly East-West orientation to the coast of Hokkaido on the Sea of Japan. A spring traverse along the Niseko range offers a great one-to-two-night introduction to under-canvas ski touring with the option to dial up, or down, the physicality by selectively bagging & skiing off peaks along the way. Often referred to by locals as the Niseko Haute Route, the tour becomes even more high-class for those who are prepared to drop down to the old Nimi onsen ruins to put together a backcountry campsite complete with geo-thermal water.

We visited this route on Mar 25, 2022

The crew: Rob, Chris, Timbah and Ben

GPX ROUTE FILE DOWNLOAD

KML ROUTE FILE DOWNLOAD

TOPOMAP

GEOPDF

GSI

<https://hokkaidowilds.org/ski-touring/niseko-haute-route>

ROUTE MAP

BIG

SMALL

1 - Niseko Danjo Traverse Ski Tour (Hokkaido - Japan)



2022.02.28 Monday

author : ニセコ雪崩調査所

ニセコなだれ情報 第073号 Niseko Avalanche Info No.073

山麓-3度降雪10cm西風やや強く吹き雪視界不良 モイワ800m-6.2度西北西11.9m降雪15cm雪底100cmふきたまり60cm発達 アンヌプリ1150m-9.5度西北西11m瞬間20m/s降雪飛ばされウインドクラスト発達 ヒラフ1250m-13度西15m/s降雪飛ばされ地吹き雪視界不良 日本海弁鹿岬西北西14m 神威岬西北西8m気圧1010hPa波高1.7m 他データ別項記載、

等圧線幅せまく海上、山ともに吹き、海の波は上がり標高800m以上は雪底ふきたまりが発達、東に面した雪底斜面、雪が溜まった30度斜面の雪崩リスクは高い。ふきたまり(スラブ・雪板)はまだ浅いが急激に量を増しており刺激で弱線破断しやすい。各山頂ゲートは閉じられる。パトロールの指示に従うこと。ロープをぐぐらないこと。今日は表の中を滑ることを控える。ゲレンデも視界が悪い。転倒衝突に注意。体感温度が低い。低体温症、凍傷に注意。春はまだ遠い。

Moiwa base: -3℃, 10cm new snow, moderate westerly, snow storm, poor visibility. Moiwa 800m: -6.2℃, WNW11.9m/s, 15cm new snow, 100cm cornice development, 60cm snow drift development. Annupuri 1150m: -9.5℃, WNW11m/s, gusts to 20m/s, new snow blown off and wind crust developing. Hirafu 1250m: -13℃, W15m/s, new snow blown off, blizzard. Coastal data- Benkei cape: WNW14m/s, Kamui cape: WNW8m/s, 1010hPa, 1.7m waves. Mountain weather data on a separate site.

The isobars are close together, the seas are stormy with an increasing swell and the mountains are in blizzard conditions with cornice and snowdrift development above 800m. East facing cornice slopes are accumulating snow with high avalanche risk on 30deg slopes. At the moment snowdrift development(hard slabs) is shallow, however development is rapidly increasing and there is the risk of drifts fracturing on weak layers with little stimulation. Peak gates will be closed. Please follow the patrol's decision. Do not duck ropes. Riding in the trees is dangerous today. Visibility is limited, be careful of crashing into trees and obstacles. It feels cold today, beware hypothermia and frostbite. Spring is still far away.

ニセコ雪崩情報

東斜面が危険

日本雪崩ネットワーク（後志エリア）

雪崩危険性図

HOKKAIDO WILDS

雪崩情報 Avalanche Information

ニセコ・羊蹄・余市・尻別 Niseko Yotchi Shiribeshi

雪崩危険度と傾向 Avalanche Danger Rating and Trend

危険度	傾向	コメント
3 高	高	高
2 中	中	中
1 低	低	低

雪崩危険度と傾向 (Avalanche Danger Rating and Trend)

雪崩危険度 (Avalanche Danger Rating)

雪崩危険度 (Avalanche Danger Rating)

雪崩危険度 (Avalanche Danger Rating)

SKI

CYCLE

HIKE

PADDLE



HUTS

BLOG

ABOUT



Niseko Haute Route

ニセコオートルート

Hokkaido Backcountry Ski Touring / Niseko Region



Posted on May 10, 2022
by Rob Thomson and Chris Auld



S E W N

ルートの主な
斜面方位

距離、時間、登り、難
易度、適している時期



31km

Distance



15 hours

Time



2000m

Ascent



1308m

Highest point

7/10[®]

Difficulty



Mar-Apr

Best season

印刷できる
PDF地形図

The Niseko mountain range is string of lava domes and stratovolcanoes running from the eponymous Mt Niseko-An'Nupuri in a roughly East-West orientation to the coast of Hokkaido on the Sea of Japan. A spring traverse along the Niseko range offers a great one-to-two-night introduction to under-canvas ski touring with the option to dial up, or down, the physicality by selectively bagging & skiing off peaks along the way. Often referred to as the Niseko Haute Route, the tour becomes even more high-class for those who are prepared to drop down to the 10th century ruins to put together a backcountry campsite complete with geo-thermal water.

We visited this route on Mar 25, 2022

The crew: Rob, Chris, Timbah and Ben

GPX ROUTE FILE DOWNLOAD

KML ROUTE FILE DOWNLOAD

TOPOMAP

GEOPDF

GSI

各種GPSファイル
のダウンロード

国土地理院地図
へのリンク

ROUTE MAP

BIG

SMALL

1 - Niseko Danba Traverse Ski Tour (Hokkaido, Japan)

ROUTE MAP



オンラインの
ルートマップ

PHOTO GALLERY



取材時の写真



ルートが北海道
のどこにあるか

ルートの
特記事項

NEED TO KNOW DETAILS

📍 LOCATION

The Niseko Range is in the southwest of Hokkaido, about 2.5hrs (90km) drive west of Sapporo City. It stretches east to west, from the bustling ski resort town of Niseko to the Japan Sea coast. Skiers can start the traverse at either end of the range (see more details below).

📍 [TRAILHEAD \(opens in Google Maps\)](#)

📋 GENERAL NOTES

The moniker Niseko "Haute Route" was borrowed by locals from the [European version](#), but the concept is the same: a multi-day, high-level ski tour route up in the alpine, ticking off as many of the major peaks in the range as possible along the way. When visibility is good – as is often the case in spring – this is an incredibly inspiring route with plenty of variation. The descents off Niseko-Annupuri, Iwaonupuri, Nitonupuri, Chisenupuri, Mekunnai-dake, and Raiden-yama are also amazing. The final descent from Raiden-yama to the sea is a particularly unique experience that caps off an amazing volcanic traverse.

- **Direction:** Most skiers complete the traverse east to west. That is, from Niseko to the sea. This direction involves about 20% less climbing overall (and also means 20% more downhill). Symbolically, this direction has an aesthetic appeal. The escape from the madding crowds of the resort area, all the way to the wild ocean...
- **Where to start:** If starting in the east, most skiers start [at the road-end car park near Goshiki Onsen on Route 58](#). A 'true' traverse might start at the base of any of the [four major ski resorts of Niseko](#), however hiker access is limited on the southeast side of Niseko Annupuri – consider taking one of the first lifts (8:30am) up and hiking to the Niseko Annupuri peak from there. The King Lift #4 in the Niseko Grand Hirafu ski area gives most direct access to the peak via Gate 3. Note, however, that backcountry gate openings are not guaranteed ([see the Niseko Rules here](#)), and the west face of Niseko-Annupuri can be horribly wind-affected and icy, particularly on early-spring mornings. If the purist in you must hike from the base of Niseko-Annupuri, then a ridge-line hike to the west of Osawa Bowl starting from just east of the Niseko Molwa Ski Area Center Lodge ([around here](#)) might be feasible, however make sure to start well before 8:30am, as the Osawa Bowl and Back Bowl sees a huge number of sidecountry skiers descending from first lifts ([see Molwa Ski Area map here](#), and [topomaps here](#)).
- **Where to end:** The Japan Sea coast side of Raiden-yama is a labyrinth of rugged cliffs, high narrow spurs, wind-stripped ridgelines, and deep, tightly wooded gullies. As such, there's no pleasant way to finish close to Cape Raiden-misaki [雷電岬 \(location\)](#), which would, arguably, be the purist's choice of route terminus. Therefore, most skiers opt to ski from the Raiden-yama summit due north towards Iwanai Town. Arguably the most aesthetic balance between access, skiing quality, and a true sea-side finish is to ski the ridge north from Maeraiden-yama past the 997m point, just west of Narukami Falls [鳴神の滝 \(location\)](#), and northwards to the little abandoned fishing port at Shikishimanai [敷島内 \(location\)](#). There's a small parking area there and a bus stop (6 buses daily, see Transport Options below). That ridge offers very nice skiing, if not wind-packed for most of the season. Skiers tempted to ski down to the derelict Asahi Onsen [朝日温泉 \(location\)](#) via Raiden-toge Pass [雷電峠](#) and on to the derelict Raiden Onsen [雷電温泉 \(location\)](#) should expect a solid dose of adventure skiing – think steep, very narrow and tightly wooded spurs with questionable snow cover, heading into tightly wooded gullies and sketchy traverses. In theory, a descent from Raiden-yama west-southwest to the coast from Raiden-toge Pass to the coast at Rankoshi Town ([around here](#)) is also possible. However, the Rankoshi Side offers no services – the Iwanai side offers better public transport options back to Niseko, a good array of restaurant options, and even onsen.
- **When to go:** The Niseko Traverse can be completed at any time during the ski season, from December till April. Surface and weather conditions are best in spring (March till April) – expect fast hard-pack and/or corn and good weather windows of up to 72 hours/3 days. In deep winter (December till end of February), surface conditions are as deep as they get anywhere in the world, and weather windows of more than 12 hours are rare.
- **Route timing:** *Spring – 10-20hrs (1-2 days)* | In spring with firm surface conditions, fit skiers have been known to ski from Goshiki to the sea, hitting all peaks along the way (30km, 2000m+ ascent), in a single one-day push of under 11 hours ([see Bine Žalohar's report here](#)). *Winter – 3-4 days* | In the mid-winter months, the traverse becomes a much more challenging ordeal – with shorter daylight hours, deep snow, and dramatically shorter alpine weather windows, expect up to three days or more, with relatively little opportunity to remain in the alpine for the duration of the traverse ([see Aaron Jamieson's late February report here](#) and [the Way East video here](#)).
- **Peaks along the way:** Niseko-Annupuri ニセコアヌプリ (1308m), Iwaonupuri イワオヌプリ (1116m), Nitonupuri ニトヌプリ (1080m), Chisenupuri チセヌプリ (1134m), Shakunage-dake シャクナゲ岳 (1074m), Shirakaba-yama 白樺山 (954m), Maemekunnai-dake 前目国内岳 (980m), Mekunnai-dake 目国内岳 (1202m), Raiden-yama 雷電山 (1211m).
- **Escape routes:** The beauty of the Niseko Haute Route is the plethora of good escape routes along the way. If at any point

山小屋がある場合
はその情報

ルート案内

所要時間

アクセス（公共交通
機関の有無、駐車場
／駐車について

HUT
ROUTE DETAILS

ROUTE TIMING

TRANSPORT

PHYSICAL MAPS

camp in consultation with the wind direction forecast. In general, plateaus and saddles in the alpine are very exposed to the elements. Skiers may wish to sacrifice some elevation gain to drop down below the treeline to dig in for the night. The Niimi Onsen ruins 新見温泉跡地 (location) make for a unique overnight halfway along the range – note that as of 2022 there was hot water still flowing, but all buildings have been removed (only foundations remain).

None

If starting from the resort side of Niseko-Annupuri, take a lift up to Gate 3 (Grand Hirafu ski area, King Lift #4) or Gate 2 (Annupuri ski area, Jumbo Pair Lift #4) (trail map here), and hike to the Niseko-Annupuri peak. Descend to Route 58. If starting from the road-end on Route 58 just beyond Goshiki Onsen, park up at the large snow-cleared parking area just before the end of the snow-cleared road. Head up Iwaonupuri on the standard ascent route via the southern ridge to the looker's left of the bowl. This is a fairly mellow ascent, and the summit is flat and quite featureless. Descend the same way. While it might tempting to descend the west side from the peak, this slope is steep, rocky, and has a number of bluffs. Continue west towards Nitonupuri, via a picturesque rolling plateau. The climb up to the Nitonupuri summit is relatively short and straightforward. If snowpack conditions are stable, there's a fine descent via the west face of Nitonupuri to the snowed-in Route 66. A more conservative descent would be via the broad ridge to the skier's left (south) of the west face bowl. For the ascent of Chisenupuri, we've marked on the topomap the most conservative, common route up to the peak, via the south face. If conditions allow it, connecting with the summer trail ridge would be the more direct, albeit slightly more exposed, ascent option. Descend Chisenupuri on the south or southwest aspect – the west aspect proper is often wind affected. At around 890m on the flanks of Chisenupuri, head due northwest across the broad, featureless saddle towards Shakunage-dake. The Shakunage-dake peak is easily gained, and the descent north off the peak towards Shakunage-numa is very short-lived. Continue in a north-then-northwest arc, following a broad ridge-like feature towards Shirakaba-yama. The descent from the 1041m point north of Shakunage-numa is very mellow, but the vast plateau-like descent is fast and inspiring. Make the long traversing ascent to the diminutive Shirakaba-yama. From here, skiers need to decide if they'll push on in the alpine, or drop down to Niimi Onsen to camp. The descent to Niimi Onsen wipes off an additional 250m of vertical gain (when compared with just skiing to Niimi Pass), which needs to be made up for the next day. That said, the onsen hot water still flows freely at the onsen ruins (just foundations remain), so intrepid skiers may wish to indulge in the ultimate Hokkaido ski touring experience – wild onsen in the snow with a camp nearby. There's also a spring in the vicinity of the ruins, at the north end of the large pond-like pool.

Regardless of whether you drop down to Niimi Onsen or not, you'll cross another road – the snowed-in Route 268. This roughly marks the half-way point in the traverse. The ascent to the Mekunnai-dake summit is one of the more significant ascents in the traverse – it's long and particularly exposed to the elements. Mekunnai-dake is an impressive volcanic dome with a very distinctive rocky summit.

From the Mekunnai-dake summit, it's a hard-packed, rattly descent down to the Panmekunnai Moor, after which the final ascent of the traverse begins – the long, gradual approach to the rather anticlimactic featureless peak of Raiden-yama. If you've not experienced any strong wind on the traverse yet, you'll most likely experience it here. Bitter northwesterlies blow uninhibited from the Japan Sea, slamming into Raiden-yama's buttressed northwestern side.

The most practical descent to the sea takes the skier along the broad northern ridge from the summit, via Maeriden-yama, skirting the 997m point, and down to the small hamlet of about five houses at Shikishimanai. This ridge offers some great skiing, with views of the sea the entire way down. At the terminus of the ridge is a steep bluff, but just above the bluff is the ruins of an old house. There's a decaying access path to the house to the skier's left of the house, which will lead you to the main highway. Head just 50m southwest along the highway, and you'll come to the dilapidated Shikishimanai port. Surely it's time for a celebratory swim!

You can either wait for one of the six buses that stop at the Shikishimanai bus stop, or walk the 5km northeast along the coast road to the Iwanai Bus Terminal 岩内バスターミナル (location).

Up | 8hrs

Down | 3hrs

Depending on the season, this route could take anywhere from 11 hours (in spring) to two to three days of around 8 hours each (in winter). There's up to 2,500m of total ascent, with about 15 transitions required if hitting all peaks along the way.

Public transport:

The Niseko resort area is well serviced by public bus and rail from Sapporo City. See access details on the Niseko United website here. Access to Goshiki Onsen in the winter is by private car or taxi only. Expect to pay around 7,000yen for a taxi from central Hirafu to Goshiki Onsen. From the Raiden coast, there is a public bus service running buses six times daily to and from the Iwanai Bus Terminal. From Iwanai Bus Terminal, there is a direct bus back to the Niseko resort area via Kutchan Town. If you have to escape from the route part way through, your most practical option would be to call a taxi. Note that in Hokkaido there are no taxi callout fees, no matter how far.

By car:

There is plenty of parking at the large public snow cleared parking area at the Goshiki Gate on Route 58. There's also plenty of parking at any of the ski areas around the southeast base of Niseko Annupuri. At the end of the route on the Raiden coast, there's a small cleared parking area just before the entrance to the Narukami Tunnel 鳴神トンネル on Route 229 along the coast, just above the Shikishimanai Port (location).

Print: HokkaidoWilds.org 1:25,000 TOPOMAP+

Official Topo Map: Nisekoannupuri (ニセコアンヌプリ) – map no. NK-54-20-7-2

国土地理院の紙地図
図の情報

PHYSICAL MAPS

ルートの主要な
斜面方位

ASPECT

日本雪崩ネット
ワークの雪崩予報

SNOW AND
ROUTE SAFETY

安全に関する
特記事項

周辺のWindy.comの天
気予報へのURL

WEATHER FORECAST
ONSEN NEARBY

最寄りの温泉

EXTRA RESOURCES

他の参考資料

GUIDE OPTIONS

a small cleared parking area just before the entrance to the Niseko National Park (location), just above the Shikishimanai Port (location).

Print: HokkaidoWilds.org 1:25,000 TOPOMAP+
Official Topo Map: Nisekoannupuri (ニセコアンヌプリ) - map no. NK-54-20-7-2
Official Topo Map 2: Chisenupuri (チセヌプリ) - map no. NK-54-20-7-4
Official Topo Map 3: Raidenyama (雷電山) - map no. NK-54-20-11-2
Official Topo Map 4: Raidenmisaki (雷電岬) - map no. NK-54-20-11-1

NOTE: The official 1/25000 topo map(s) above can be purchased for 350yen from Kinokuniya bookstore next to Sapporo Station or online (in Japanese).

The main aspect skiers are exposed to on the descent and/or ascent is **South**. Other aspects that may also be encountered while following the route outlined on this page include: **East, West, North**. Therefore, keep an eye on the weather forecast a few days ahead of your trip to monitor wind, snow, and temperature. Also, since this route is in the general vicinity of the Shiribeshi area, consider looking at the Japan Avalanche Network avalanche bulletins (updated Tuesdays, Thursdays, Saturdays at 8am) or the daily Niseko Avalanche Information website. These may give extra insight into avalanche conditions in the greater area around the route.

Current JAN Avalanche Danger Ratings for the Greater Niseko Region

Region: Niseko/Yotei/Yoichi/Shiribeshi
Updated: 2022/04/11 00:00



Full JAN bulletin here

This route is heavily exposed to changing weather conditions. But, it also offers numerous 'exit' options to ski down to one of the snow-cleared road ends. Be sure to take a map so that you know where these escape routes are. Avalanche hazard is very manageable with good terrain selection options throughout the trip.

- See our tips for [keeping safe while ski touring in Hokkaido here](#).
- Notify the police of your backcountry plans online using [Compass - instructions here](#).

Niseko Haute Route Difficulty Rating		
CATEGORY	GRADE	POINTS
Strenuousness		
Vertical Gain	A	40
Time ascending	A	10
Technicality		
Altitude	A	10
Hazards	C	6
Navigation	C	6
TOTALS		72/100

GRADES range from A (very difficult) to D (easy). More details [here](#). Rating rubric adapted from Hokkaido Yuki-yama Guidebook 北海道雪山ガイド.

Windy.com weather forecast for Niseko Haute Route

Given this is a point-to-point tour you'll have options at both the start and end of the trip. Goshiki Onsen 五色温泉 (location, 800yen) is a must-visit at the eastern end of the range, as are any of the Niseko resort area onsen - our pick of the bunch is Ikoinoyuyado Iroha いこいの湯宿 いろは (location, 800yen), near the base of Annupuri ski area. In Iwanai there are two great onsen up the hill by the Iwanai ski area: San san no yu サンサンの湯 (location, 500yen) and Okaerinasai onsen おかえりなさい (location, 800yen). Of course, during the traverse, there's the 'backcountry onsen' experience at Nimil onsen.

- [Bine Zolohar's report and video here](#)
- [Aaron Jamieson's report and video \(plus one more report\)](#).

If you'd like to ski this route and/or explore other Niseko areas together with a local certified guide, get in touch with [Jun Horie](#). He's a Niseko-resident guide with seven years experience advanced-level ski instructing in Austria (he speaks German as well as English and Japanese). He has also guided in New Zealand and has previously led guiding operations in Hokkaido before going independent. See a full list of English-speaking Hokkaido Mountain Guides Association (HMGA) guides on the [HMGA website here](#).

• [about guide links on HokkaidoWilds](#)

難易度の内訳
(北海道雪山ガイドにちなんで)

おすすめの
ローカルガイド
(ExploreShare.com)

ROUTE TRIP NOTES

By Chris Auld

🔗About guide links on Hokkaido Wilds

By Chris Auld

A few days out we made the call to do a Friday-Saturday trip; day one was forecasting bluebird but with winds increasing on the Friday night from the [warm] Southwest the second day would be more challenging. Getting to the campsite would be fine and then we'd need to make a call on the second day's section based on conditions on the ground. We would start early on the Saturday morning to try and get 'er-done before the forecast rain rolled in.



38



- ・シーカヤックの例（知床五胡の断崖）
- ・海図データも利用



④ HokkaidoWilds.orgのソーシャルメディア



hokkaidowilds

Edit profile

Ad tools



475 posts

3,078 followers

963 following

HokkaidoWilds.org

Local & travel website

Hokkaido (Japan) ski touring, cycle, hiking & paddling routes | 北海道の山スキー、自転車旅、登山、カヌールート情報



hokkaidowilds.org/link-in-bio



Custom Maps



Daisetsuzan



Goose Hunting



Core Values



Paddling



Hut life



Highlights

POSTS

REELS

SAVED

TAGGED



HOKKAIDO
WILDS

HOKKAIDOWILDS.ORG

@第4回「北海道ドライブ観光促進プラットフォーム」会合



Instagram

- フォロワー**3000**人
- 新ルーツガイドを公開した時に投稿するのが基本（週一回程度）
- ストーリーは取材などをしたときに随時（週一回程度）
- リールはほとんど投稿しない（時間がない）

Instagramエンゲージメント率

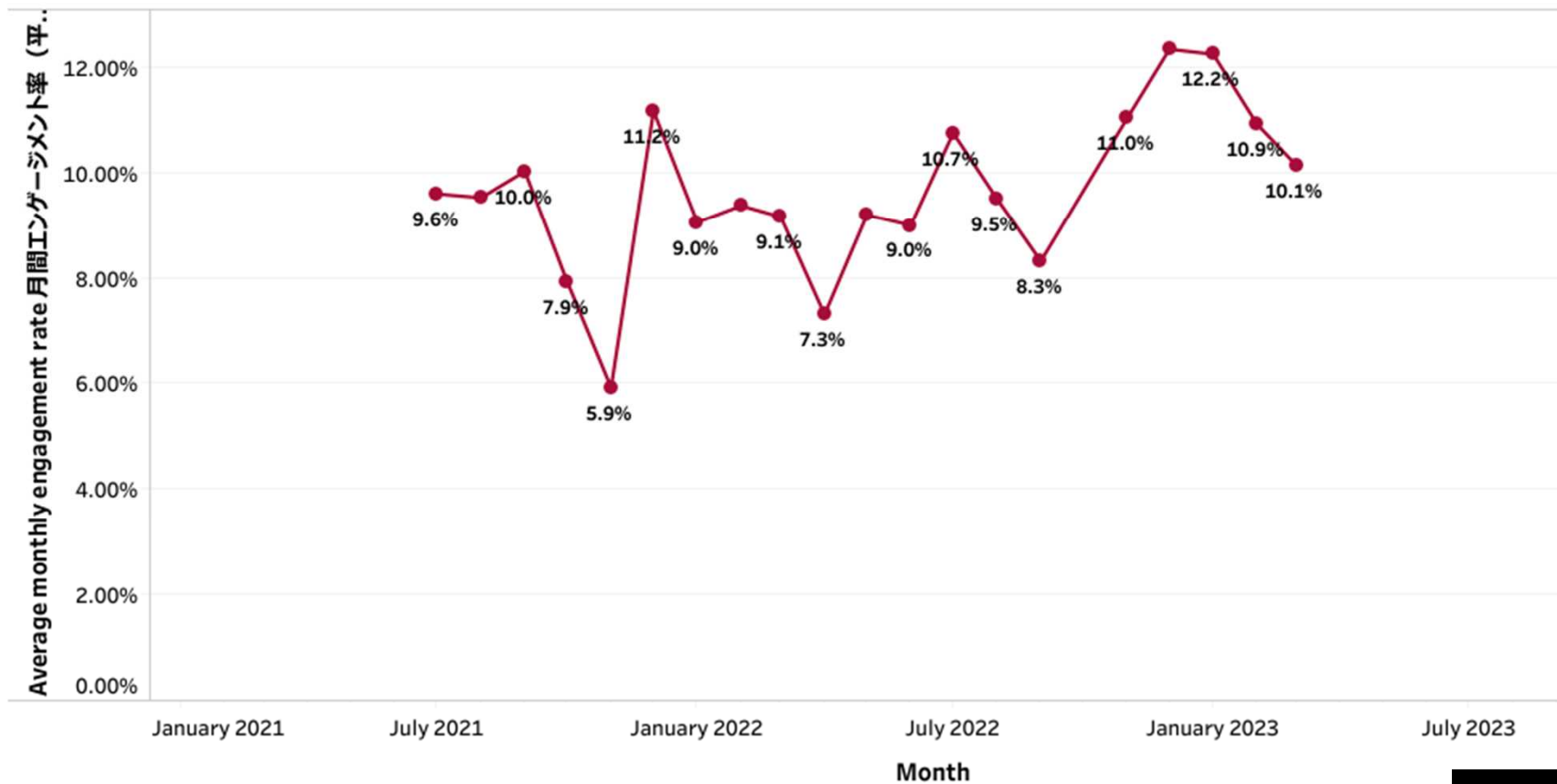
- インプレッション毎のエンゲージメント率は8~12%程度で、割りといいほう

HOKKAIDOWILDS.ORG

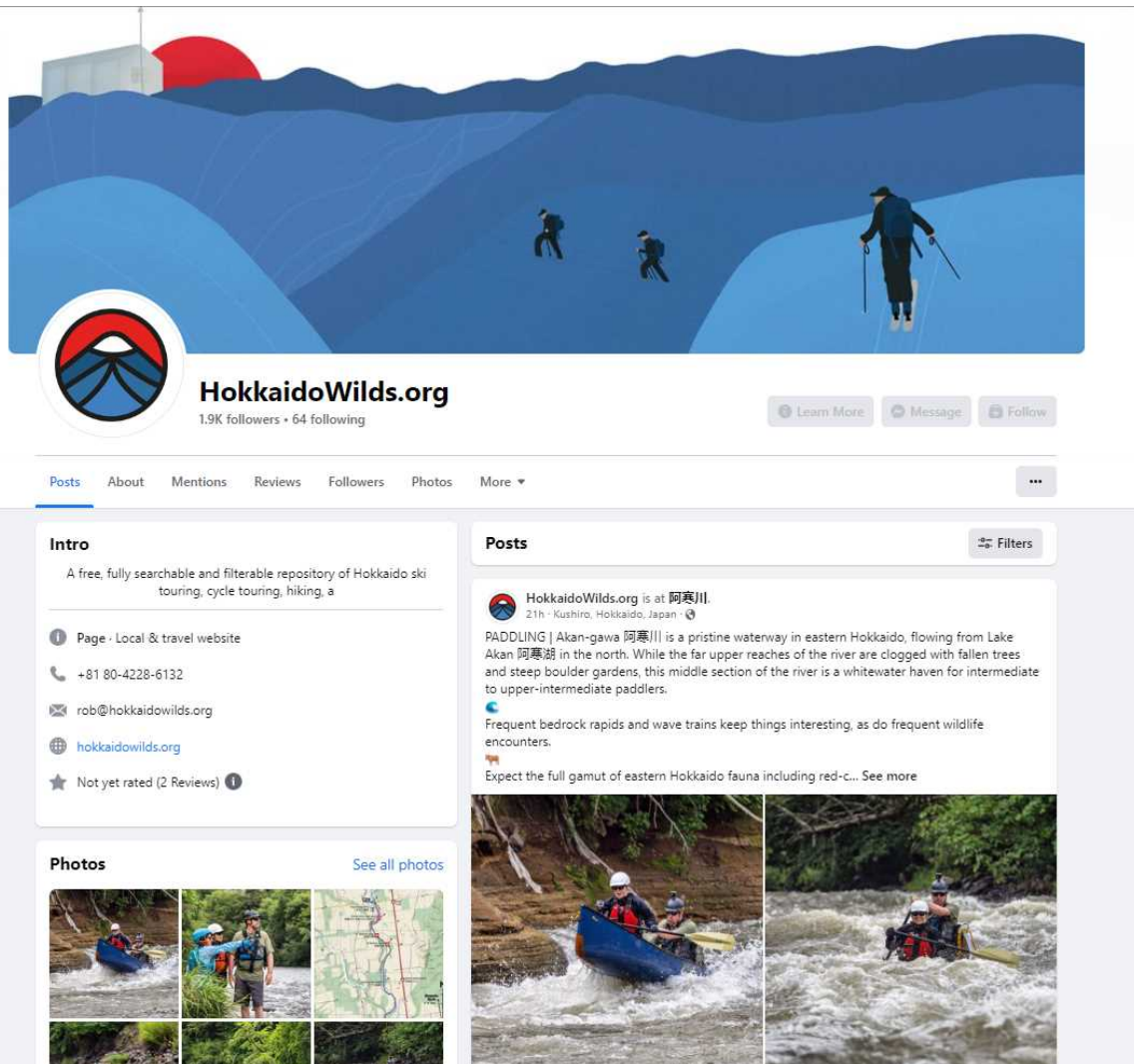
@第4回「北海道ドライブ観光促進プラットフォーム」会合



Instagram post engagement (per impression) インスタグラムエンゲージメント率（インプレッション毎）



HOKKAIDO
WILDS



HOKKAIDOWILDS.ORG

@第4回「北海道ドライブ観光促進プラットフォーム」会合



Facebook

- フォロワー**2000**人
- 同じく、新ルーツガイドを公開した時に投稿するのが基本（週一回程度）
- アウトドアに関する情報をシェアすること
も（例：白雲小屋の熊の警告）

HOKKAIDO
WILDS

Facebookエンゲージメント率

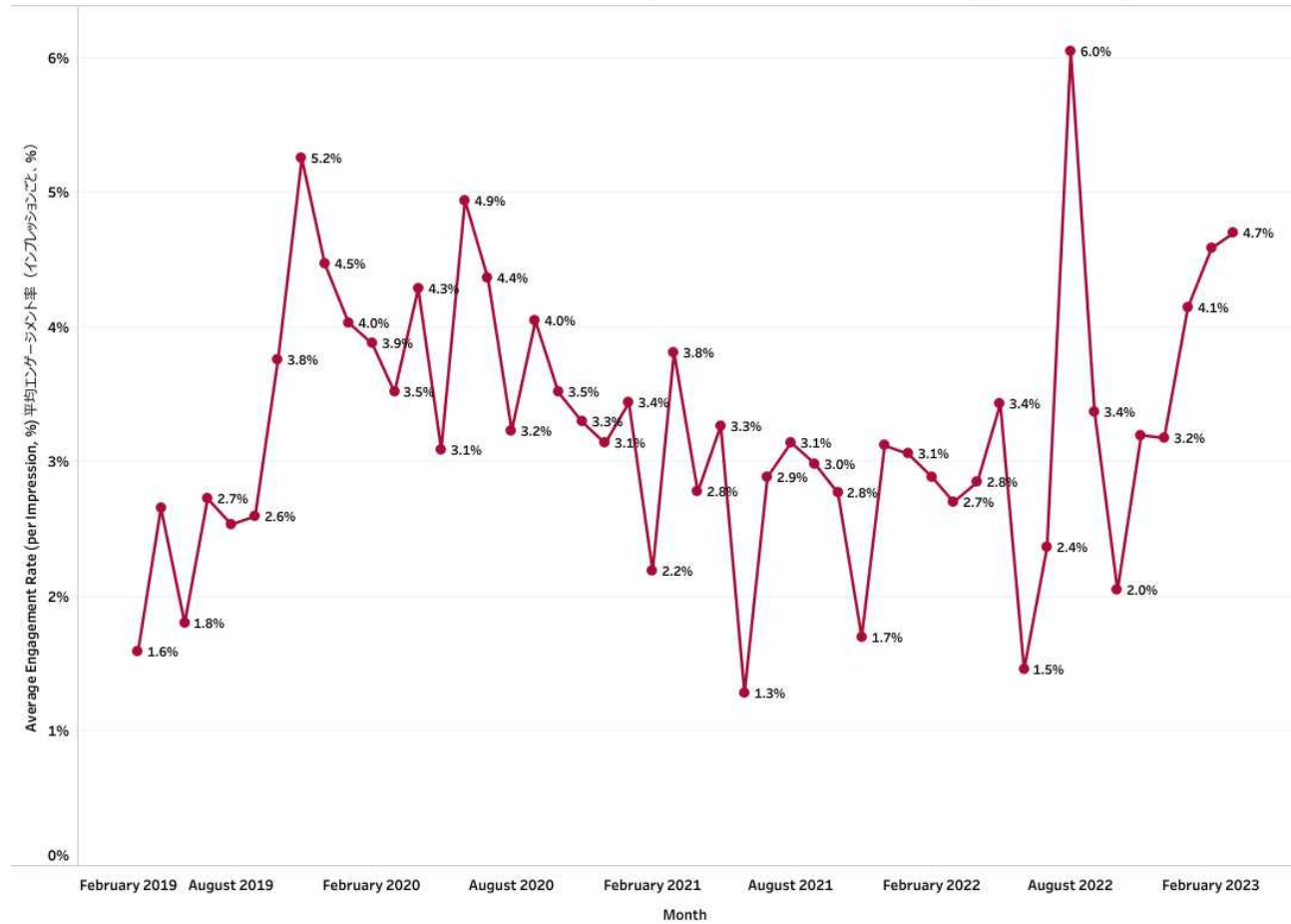
- インプレッション毎のエンゲージメント率は2~5%程度で、割りというほう

HOKKAIDOWILDS.ORG

@第4回「北海道ドライブ観光促進プラットフォーム」会合



HokkaidoWilds.org Monthly Facebook Engagement Rate (月間フェイスブックエンゲージメント) (2019~2023)



HOKKAIDO
WILDS



その他ソーシャルメディア

- Twitterアカウントはあるが、フォロワー500人未満で、エンゲージメントが鈍い
- Youtubeもありますが、動画のホスティングという意識で使っている



⑤ HokkaidoWilds.orgの情報発信弱点



弱点

- アクティビティの種類が多く（スキー登山、夏登山、自転車、パドリング）、焦点がぼやけている
 - オーディエンスが獲得しにくい
- スタッフが実質一人であるため、取材も、情報投稿もに時間がかかる
 - 2025年の目標に向けて精一杯

2025年の目標への進捗状況

スキー登山ルート



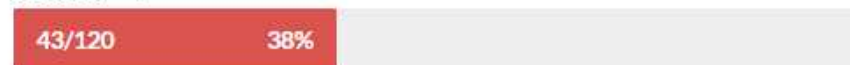
夏登山ルート



パドリングルート



自転車ルート





まとめ（アドバイス）



- 💡 一個一個の案内情報を念入りに情報提供する
- 💡 「サイト全体を完成させてから公開しなければならない」という概念を捨てる
 - 💡 情報量が多すぎて、どうしても中途半端な情報しか提供できなくなる
- 💡 **5～10年間のスパンでコンテンツ作成を考える**
- 💡 利用者像をしっかりとらえ、適切な情報を提供
- 💡 本格的な旅行経験のあるデザイナーを選ぶ
- 💡 コンテンツ作成も、本格的な旅行経験のある人を雇う



ロブ



ヘイディ



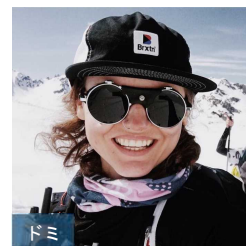
リック



クリス



グレッグ & マリ



ドミ



ダニエル



ジョー



HokkaidoWilds.org一同

Thank you for listening!

<https://hokkaidowilds.org>

イラスト by @welldonegan