

Content produced in collaboration with Sno'n'Ski and JNTO

**CAPITALISING** on the rising popularity of the up-and-coming Tohoku region, Sno'n'Ski has added the destination to its first ever Japan Mega Fam.

Sno'n'Ski has seen a 137% growth in sales to the Japanese region year-on-year to date.

The company has recognised this increased demand for ski holidays in Japan and is responding by sending a Mega Fam to the country for the first time, which will run from 20-29 Feb 2020.

On the eight-day itinerary, 30 travel agents will travel through four Japanese ski resorts, with the resorts of Shizukuishi and Appi in Tohoku up first, followed by Shiga Kogen and Hakuba.

The Mega Fam is packed with skiing and winter experiences and aims to ensure the country's top selling ski agents are Japan



ski experts.

To qualify, agents need to book as many Sno'n'Ski lift and accommodation packages as possible between 01 Jul and 31 Oct, with extra points awarded for bookings to one of the Japan Mega Fam destinations.

Bonus points are also available for bookings with Qantas flights ticketed through Sno'n'Ski.

For full terms and conditions, contact Sno'n'Ski on 1300 766 754.



## New Japan ski hot spot

**THE** relatively unknown region of Tohoku in Japan is offering powder-hungry travellers a new and unique spot to ski, away from the masses.

Skiing holidays in Japan are booming in popularity due to the country's excellent powder, value-packed resorts and cultural highlights, meaning traditionally small resorts fill up quickly with the yearly influx of travellers.

The Tohoku region is nestled in northern Honshu, where rugged mountains, lakes and forests

create the perfect conditions for a ski resort.

Appi and Shizukuishi ski resorts are two local secrets that promise a true Japanese snow experience to any traveller ready to ski off the beaten piste.

The two resorts can be reached via bullet train direct from Tokyo in under four hours, and are the perfect combination for a dual destination ski trip for those looking for a holiday filled with snow and culture rather than other westerners.

## Japan's top value cat skiing

**POWDER** Cat Tours in Shizukuishi, Japan is offering intermediate and advanced skiers an exhilarating ride down the now-closed Ladies' Downhill run, a throwback to the days when the resort hosted the FIS World Ski Championships. For ¥5500 (\$78 AUD), skiers

and snowboarders can shred down 700 vertical, untracked metres.

The tour is a great introduction to cat skiing for intermediates and a delightful slide for advanced shredders.

For more details, contact Sno'n'Ski on 1300 766 754.



**30 AGENTS. 4 MOUNTAIN SKI RESORTS. 8 NIGHTS. 1 MEGA JAPAN ADVENTURE.**



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