

October 22 2025

Elevating Japan's Winter Brand on the Global Stage

Seibu Prince Hotels Worldwide

**Furano, Shiga Kogen, and Myoko Suginohara Ski Resorts  
to Join Ikon Pass, a Global Season Pass for the World's Top Ski Resorts  
from Winter 2025**

Seibu Prince Hotels Worldwide Inc. (Head Office: 1-16-15 Minami-Ikebukuro, Toshima-ku, Tokyo; President & Representative Director: Yoshiki Kaneda) is pleased to announce from winter 2025, its Furano Ski Resort, Shiga Kogen Yakebitaiyama Ski Resort\*, and Myoko Suginohara Ski Resort will be joining Ikon Pass, a global multi-resort season pass for the world's top ski resorts operated by Alterra Mountain Company (Head Office: Denver, Colorado, USA).

Originating in the United States, Ikon Pass is a premier global season pass for approximately 70 world-class ski destinations across North America, Europe and beyond. The pass has become incredibly popular among passionate skiers and snowboarders all over the world offering the freedom to explore top-tier resorts around the globe and providing an even better alpine experience.

With the continued expansion of the Asian market, fueled by population and economic growth, Japan has emerged as a standout destination in the global ski industry. Renowned for its exceptionally finest quality powder snow, Japan has garnered increasing recognition among international skiers. At Seibu Prince Hotels' ski resorts, the number of inbound guests has already doubled compared to the pre-pandemic level on a real-number basis. By joining Ikon Pass, Prince Snow Resorts aims to further enhance its global appeal to skiers and snowboarders from all over the world with Japan's high-quality snow and its distinct hospitality culture.

\* All 18 ski areas in Shiga Kogen join Ikon Pass

### Seamless access to the world's top ski resorts with the Ikon Pass app

Myoko Suginohara Ski Resort

Shiga Kogen Yakebitaiyama Ski Resort

Furano Ski Resort

Enjoy unlimited skiing at around 70 world-famous ski resorts that are part of Alterra's Ikon Pass

Effortless exploration with the Ikon Pass

Remarks on joining Ikon Pass from the company representative:

We are thrilled to announce that Furano Ski Resort and Shiga Kogen Yakebitaiyama Ski Resort and Myoko Suginohara Ski Resort have joined Ikon Pass, a global alliance of ski resorts. In the aim of offering the world-class services befitting a global hotel operator, we will strive to make our services even better and meet the expectations of overseas customers as a mountain resort that offers all the joys of a truly memorable trip through experience value that is unique to a specific location, season, or trip.

Yoshiki Kaneda, President & Representative Director  
Seibu Prince Hotels Worldwide Inc.



## Ikon Pass Overview

Description: A global season pass for the world's leading ski resorts.

Affiliated locations: Over 70 mountain destinations \* As of October 22, 2025

Member resort locations: Deer Valley Resort (Utah), Steamboat (Colorado), Mammoth Mountain (California), Niseko United (Japan), Jackson Hole Mountain Resort (Wyoming, USA), Aspen Snowmass (Colorado), and more

Details: Ikon Pass (Allows access to all destinations and up to 7 days at each facility)

Other plans also available: Ikon Base Pass

Advantages: Discounted lift tickets for family and friends, tour benefits, etc.

Ikon Pass website: <https://www.ikonpass.com>



	Ikon Pass	Ikon Base Pass
Pricing (Ages 23 and up)	\$1,519 USD	\$1,099 USD
Includes	<ul style="list-style-type: none"><li>- Unlimited access to 18 locations</li><li>- Up to 7 days of access to 43+ locations</li><li>- All benefits included</li><li>- No blackout dates</li></ul>	<ul style="list-style-type: none"><li>- Unlimited access to 14 locations</li><li>- Up to 5 days of access to 41+ locations</li><li>- Some benefits included</li><li>- Some blackout dates</li></ul>
Available resorts	60+ locations	55+ locations

ALL PRICING AS OF OCT 22, 2025

### ■ Alterra Mountain Company

The operator of Ikon Pass and a global mountain resort company. Established in 2018, Alterra Mountain Company is one of the world's largest operators of heli-skiing as well as world-class mountain resorts that can be enjoyed year-round.

Website: <https://www.alterramtn.co/>

## Overview of Ikon Pass Destinations

### Furano Ski Resort (Hokkaido)

Established in 1962, Furano Ski Resort is set against the breathtaking backdrop of the Tokachidake and Daisetsuzan mountain ranges. The resort offers two signature experiences: the exceptional "Furano Bonchi Powder," born from the unique topography and climate of the Furano Basin, and beautifully maintained, groomed runs that invite graceful cruising.

The resort features two distinct zones—Kitanomine and Furano—comprising a total of 28 varied courses designed to delight everyone from beginners to advanced skiers and snowboarders. Highlights include a 4,000-meter-long cruising course and the dynamic E1 course in the Furano Zone, located at an elevation of 1,064 meters. With an average gradient of 18° across 430 meters, this run offers thrilling undulations that continue to captivate snow enthusiasts season after season.



Furano Ski Resort

### Remarks from General Manager Yuji Iga:

Furano, nestled in the heart of Hokkaido, offers guests a rare combination of world-renowned powder snow, breathtaking views of the Tokachidake Mountain Range, and the refined spirit of Japanese hospitality. With this new partnership, Furano is poised to capture the attention of winter sports enthusiasts worldwide, offering them an authentic Hokkaido winter experience. Building on this momentum, both Furano Ski Resort and the Shin Furano Prince Hotel will continue to elevate our services from a more global perspective and further strengthen our readiness to welcome guests from a wide range of countries and regions.

Established: December 15, 1962

Location: Nakagoryo, Furano City, Hokkaido

Size:

- Slope area: 194 ha / Total run length: 24,333 m
- Elevation: 1,064 m / Difference in elevation: 839 m
- Courses: 28
- 1 ropeway (capacity: 101 pax), 1 gondola (6 seater), 2 high-speed four-seater lifts, and 5 two-seater lifts
- Maximum slope distance: 4,000 m

Contact: Phone: +81-167-22-1111

### Shiga Kogen Yakebitaiyama Ski Resort (Nagano Prefecture)

Located in northern Nagano Prefecture, Shiga Kogen Yakebitaiyama Ski Resort lies within the Shiga Kogen UNESCO Eco-Park and offers conifer-lined forest trails stretching along the southeastern slopes of Mt. Yakebitaiyama (summit: 2,009 m). This expansive resort attracts visitors with its grand scale and consistent high-quality snow, thanks to its lofty altitude of 2,000 meters.

The resort is fully equipped with two gondolas and three lifts, serving a wide variety of trails designed to complement the natural terrain. With a maximum run length of 2,430 meters, it offers long cruising slopes alongside more technical options for seasoned skiers and snowboarders. The summit is 2,000 meters above sea level, offering sweeping panoramic views of the peaks of the Japanese Northern Alps and their majestic natural beauty.

#### Remarks from General Manager Seichi Kobayashi:

Boasting a total of 18 ski areas and a total run distance of 80 km, Nagano's Shiga Kogen is one of the largest snow resorts in Japan –nestled deep within the unspoiled nature of Joshin'etsukogen National Park. We are thrilled to welcome Ikon Pass holders around the world to visit Seibu Prince Hotels' ski resort and experience the powder snow sought by foreign visitors here on Mt. Yakebitaiyama's extensive courses of uncompacted snow. Come stay at Shiga Kogen Prince Hotel and discover for yourself the rare snow conditions and breathtaking alpine setting that make this destination truly unforgettable.



Shiga Kogen Yakebitaiyama Ski Resort

Established: December 17, 1983

Location: Shiga Kogen Yakebitaiyama, Yamanouchi-machi, Shimotakai-gun, Nagano Prefecture

#### Size:

- Slope area: 65 ha / Total run length: 17,186 m
- Elevation: 1,995 m / Difference in elevation: 450 m
- Courses: 20
- 2 gondolas, 2 high-speed four-seater lifts, and 1 two-seater lift
- Maximum slope distance: 2,430 m

Contact: Phone: +81-269-34-3117

### Myoko Suginohara Ski Resort (Niigata Prefecture)

Situated along the eastern slope of Mt. Myoko (2,454 m), one of the Japan's celebrated One Hundred Mountains of Japan, Myoko Suginohara Ski Resort boasts an 8.5-km scenic route alongside a gondola lift that runs from the top to the bottom of a Northern Shinano snowfield with an altitude difference of 1,124 m.

The resort features a variety of uniquely challenging terrain, with natural undulations, tree-lined trails, and expansive mid-mountain slopes ideal for high-speed carving and wide slalom runs full of big turns. As guests descend the mountain, they are treated to spectacular panoramic views of the surrounding snow-covered landscape.



Myoko Suginohara Ski Resort

#### Remarks from General Manager Hitoshi Takahashi:

Located in one of Japan's snowiest regions, Myoko in Niigata Prefecture is renowned for its deep, abundant snowfall. Here, every snowflake falls soundlessly, blanketing the landscape in a serene, otherworldly beauty. Seibu Prince Hotels and Patience Capital Group (owner of Myoko Suginohara Ski Resort) are honored to have Myoko Suginohara Ski Resort join the Ikon Pass network. Our resort offers a wide variety of skiing experiences, including an 8.5-km course, one of the longest in Japan. We also have an uncompacted snow zone where advanced skiers can immerse themselves in moguls and powder snow. We look forward to welcoming more international guests to discover the natural beauty and exhilarating terrain that make this destination so special.

Established: January 27, 1968 (Opened under the name Myoko International Ski Resort)

Location: Suginosawa, Myoko City, Niigata Prefecture

#### Size:

- Slope area: 90 ha / Total run length: 18,600 m
- Elevation: 1,855 m / Difference in elevation: 1,124 m
- Courses: 16
- 1 (six-seater) gondola, 2 high-speed four-seater lifts, and 5 two-seater lifts
- Maximum slope distance: 8,500 m

Contact: Phone: +81-255-86-6211

## Company Overview

### ■ Seibu Prince Hotels Worldwide Inc.

Seibu Prince Hotels Worldwide, the core company of the Seibu Group, is the operator of Prince Hotels and other leisure facilities inside and outside Japan, including accommodation facilities, ski resorts, and golf courses. It operates a total of 95 hotels (including member's-only hotels) in Japan's major cities and resort areas including Tokyo, Karuizawa, Hakone, and Kyoto, as well as in major global cities in Asia, the Middle East, Oceania, the Americas, and Europe. It also operates 31 golf courses, 10 ski resorts, and other leisure and sports facilities in Japan and overseas, as well as amusement facilities like aquariums, movie theaters, and bowling alleys.

### About Prince Snow Resorts

Its 10 ski resorts inside and outside Japan offer a variety of courses for everyone of every skill level and age group. Visitors can also stay at the ski resort adjacent hotel operated by Seibu Prince Hotels.

#### Domestic ski resorts:

Area	Name:	Cableways	Area	Name:	Cableways
Hokkaido	Furano Ski Resort	9	Niigata	Mukamachi Hakkaisan Ski Resort	4
Iwate	Shizukuishi Ski Resort	6	Nagano	Karuizawa Prince Hotel Ski Resort	9
Niigata	Mt. Naeba Ski Resort	14	Nagano	Shiga Kogen Yakebitaiyama Ski Resort	5
	Kagura Ski Resort	18		Manza Onsen Ski Resort	5
	Myoko Suginohara Ski Resort	5	9 ski areas (75 cableways) total		

\*Closed cableways not included.

\*Other domestic ski resorts operated by group companies include Sayama Ski Resort.

#### Overseas ski resorts:

Area	Name:	Cableways
China	Lake Songhua Resort	6
1 ski area (6 cableways) total		

\*Through an FC Agreement between a subsidiary company (Jilin Seibu Hotels & Resorts Consulting Co., Ltd.)

#### Major ski resorts that have hosted international competitions

Furano Ski Resort (Ski and Snowboard World Cup)

Shiga Kogen Yakebitaiyama Ski Resort (Ski and Snowboard World Cup, Nagano Olympics)

Mt. Naeba Ski Resort (Ski and Snowboard World Cup)

Shizukuishi Ski Resort (Ski and Snowboard World Cup, Alpine World Ski Championships)



Mt. Naeba Ski Resort