



niseko japan

Niseko Promotion Board

Member and affiliate benefits

NPB marketing plan overview

The Niseko Promotion Board (NPB) was established on 7 September 2007 to promote the Niseko area as one. The vision of the NPB is to ensure that year round tourism achieves its full potential as a strategic growth industry and becomes a cornerstone of the Niseko region economy, generating income, employment and investment for the benefit of the entire region.

Niseko promotion Board key Objectives

- Increase member engagement
- Develop sponsorship and funding opportunities
- Increase the Niseko brand profile in new markets
- Maintain support and relationships in established markets
- Increase visitors to Niseko year round

Key Strategy

- Develop print and online marketing material.
- Partner and sponsorship development
- Develop agent and media relationship management and support tools.
- Development of online profile through investment in website optimisation, online advertising and social media campaigns
- Development of the global distribution through direct sales and trade show participation
- Global media relations
- Production and delivery of high profile events

Activity summary

- Marketing and sales
- Market research projects
- Event planning and managing
- Business development
- Relationship management

NBP Membership

As Niseko evolves, the NPB continues to show leadership and direction in relation to marketing and brand positioning. The NPB is focused on growing its global reach and providing an effective platform for its members to engage with new and existing markets.

The NPB is a non profit member based organisation. The members contribute annual fees and support advertising and other marketing initiatives. Over 70 percent of the NPB budget is derived from membership fees.

Key benefits for Members of Niseko Promotion Board:

- Full page Website listing on NPB website directory
- Opportunity to advertise in wine and dine, resort guide, resort map and mobile app
- Preferential rates on advertising in other NPB marketing collateral.
- Access to ‘Members only’ content available on the NPB website; including member only events, reports, weekly electronic news letters, and services such as an image library, media and trade data base.
- Access to an allocated amount of promotional literature and print collateral produced by NPB including Wine and dine, maps etc.
- Access to a selection of statistical research information and analysis produced by NPB and regional / national tourism organisations.
- Opportunity for inclusion on electronic distribution lists for NPB (including newsletters and press releases)
- Opportunity to display brochures in visitors centres.
- Opportunity to participate in NPB marketing programs, co-operative campaigns, events, trade shows and familiarization tours
- Invitation to member only meetings and networking events throughout the year
- Members can vote for representatives on the Board of Directors at the AGM
- Translation support services

Affiliate program

NPB welcomes companies that have an interest in Niseko and can contribute to the growth of the brand through their marketing efforts or deliver a service that adds value to the overall resort experience.

The affiliate program is open to select companies only that are able to show a direct or indirect value to the resort, the members or the overall strategy.

Criteria

Affiliate applications will be considered by any company able to demonstrate that their service or product will add value to the Niseko brand or overall guest experience and does not conflict with any current member offerings.

Any company wishing to become an affiliate must full fill the following;

- Must operate a business or service in Niseko
- Product or service must enhance the Niseko experience
- Must have a valid operating license
- Must encourage new business to Niseko

Key benefits for AFFILIATES of Niseko Promotion Board:

- Website listing on directory page
- Opportunity to advertise in NPB marketing collateral
- Password access to content available on the NPB website; including member only events, reports, weekly electronic news letters, and services such as an image library.
- Opportunity to participate in select NPB marketing programs, co-operative campaigns and events.