

Why is Japan One of the Snowiest Countries on Earth? — Unveiling the Magic of this Snowy Country

With feather-light powder and centuries-old traditions, discover why Japan is the world's ultimate snow destination.

Japan: A Land of 450 Ski Resorts and Timeless Snow Culture

With over 450 ski resorts packed into a relatively small country, Japan is a global skiing powerhouse.

The sport first took hold in the early 1910s, when Austrian Major Theodor von Lerch introduced skiing to the Japanese Alps.

By the 1970s and '80s, skiing had exploded into a nationwide phenomenon, with the rise of purpose-built resorts. Japan developed a unique winter culture typified by powder snow, hot springs, and traditional hospitality.

Today, Japan's ski fields continue to enchant visitors with their rich history and charm.

Snowfall Like No Other: Japan's Natural Snow Machine

Japan's extraordinary snowfall is due to an unusual combination of geographic and climatic features. In winter, cold air driven by the Siberian High-pressure system flows across the relatively warm Sea of Japan. The air picks up moisture, then slams into the rugged mountains of Japan's spine, which soar to heights of 2,000–3,000 meters. The result? Heavy snowfall as the air rapidly cools, releasing moisture as snow. Few places on Earth have warm coastal seas and towering mountain ranges packed so closely together. Japan's unique natural environment creates a true snow wonder.





FROM HOKKAIDO TO WESTERN JAPAN: EXPLORE JAPAN'S SNOW DIVERSITY

NAGANO & NIIGATA

Diverse Resorts, Deep Snow

Japan's most accessible ski playgrounds, offering heavy snowfall, varied terrain, and vibrant alpine villages.

HOKKAIDO

World-Class Dry Powder

Low temperatures inland produce feather-light, champagne powder ideal for both skiers and snowboarders.

TOHOKU

Tradition in the Snow

Centuries-old winter festivals and snow hut (kamakura) traditions come alive under heavy snowfall.

WESTERN JAPAN

Hidden Snow Gems

Despite being farther south, these regions boast surprising snow depth, charming local resorts, and a slower, more relaxed vibe.

More Than Just Snow — A Journey into Japan's Winter Magic

Skiing is just the beginning.

In Japan, pristine powder meets centuries-old onsen (hot springs), gourmet local cuisine, and heartfelt hospitality.

Whether you're chasing deep powder, dreaming of a relaxing soak in an onsen, or are simply looking to savour some snowy scenery, Japan offers a winter experience like nowhere else on Earth.

This season, discover why the world is falling in love with "Japan Snow." ■