



MEDIA RELEASE

SETSU NISEKO OFFICIALLY OPENS ITS DOORS

A Grand Christmas Tree Light Up Ceremony kicks off the celebrations in the presence of the Ambassador of the Republic of Singapore Peter Tan and the Mayor of Kutchan Kazushi Monji

(NISEKO, 9 DECEMBER 2022): Leading luxury developer SC Global Developments celebrated the official opening of its maiden hotel *Setsu Niseko* last night, the largest hotel condominium residences built in Niseko to date and one of the most significant single investments by a Singaporean company in the Hokkaido region. Attending the official opening event was his excellency Ambassador to the Republic of Singapore Mr. Peter Tan, Kutchan Mayor Kazushi Monji and Director General of Shiribeshi Government Takao Amanuma, who were joined by SC Global's Founder and Chairman Mr. Simon Cheong along with other government officials from Shiribeshi, Kutchan and the Embassy of the Republic of Singapore in Japan.

The opening of Setsu Niseko comes at a significant time of tremendous optimism for the region. The ski slopes are open and Niseko is witnessing the welcome return of foreign travelers. Nestled in the base of one of the world's greatest powder snow playgrounds with spectacular views of the majestic Mount Yotei (affectionately referred to as "Little Fuji" by locals) and the ski slopes of Annupuri, *Setsu Niseko* offers guests a hospitality experience with a deep-rooted sense of place. Guided by the concept 'Setsu Getsu Ka', the hotel's architecture and design capture the understated beauty of Japanese design with floor to ceiling windows let in the beauty of the incredible mountain landscapes. An extensive collection of art exhibited throughout the hotel and guest rooms embrace the culture and beauty of the region. The collection includes works by Kohei Nawa, master artisans of Ainu art and culture Toru Kaizawa and Mamoro Kaizawa, and local Hokkaido artists Yoko Arano and Natsuki Kobo.

In his opening address, Mr Simon Cheong, Founder and Chairman of SC Global Developments, said: "I have been visiting Niseko since 2008, the creation of Setsu Niseko is a very personal and passionate project for me. When the pandemic first struck, we had a choice whether to proceed or postpone the project. We chose to proceed because we believe in the long-term future of Niseko as one of Asia's leading luxury hospitality destinations. We wanted to make a difference, not just in terms of architecture and design, but in terms of scale. Niseko deserves larger developments like Setsu Niseko that can enhance the offering of services and facilities to all our overseas visitors - recreating the romance and luxury of the classic apres-ski experience."



The Ambassador Mr. Peter Tan remarked in his address "The investment in Setsu Niseko plays an important role in accelerating the Niseko and Hokkaido economy. As the Singaporean Ambassador, it brings me great joy to see a Singaporean brand name here in Japan. I believe this will bond the two nations even more."

Setsu Niseko is set to usher in a new era of contemporary luxury and elegance that embraces Japan's vibrant culture, community and sense of celebration. A destination unto itself, the hotel is poised to become Niseko's most exclusive venue, whilst the hotels facilities offer one of the largest wellness centres and range of dining venues in the area with chefs of Michelin star acclaim. Dramatically flanked by the two mountains, the hotel offers an exemplary luxury collection of 190-hotel residences with beautifully appointed apartment style accommodation ranging from 40sqm studios through to opulent 5-bedroom penthouses. Managed as condominium hotel residences, apartments within *Setsu Niseko* are also available for investment and come with full professional management and leasing services.

To celebrate the opening, the hotel has created a special Winter Opening Package to entice guests to be amongst the first to experience the spectacular winter wonderland of Niseko.

Special Winter Opening Package – Available for stay dates from now until March 23

- Save up to 25% off room rate inclusive of complimentary breakfast and welcome drinks.
- Offers can be booked now and are subject to availability.

For more information on hotel reservations, please visit www.setsuniseko.com or email stay@setsuniseko.com

-The End-

Photo Captions:

Christmas Tree Light Up Ceremony photo caption: The grand opening of Setsu Niseko was commemorated with an official Christmas Tree Light Up ceremony and fireworks display outside the hotel. Participating in the light up (from left to right): Mr. Peter Tan, Ambassador of the Republic of Singapore to Japan; Mr Simon Cheong, Founder and Chairman of SC Global Developments Pte Ltd and Mr. Kazushi Monji, Mayor of Kutchan. The celebration honoured the idyllical alpine town with local Christmas carollers singing by the fireplace, a light up of a grand 7-metre Christmas Tree, fireworks and a party showcasing the gastronomic offerings of the hotels five food and beverage outlets.

For images, please click [here](#) to download.



For further information please contact:

About Setsu Niseko

For those seeking an authentic Japanese experience, *Setsu Niseko's* deep-rooted sense of place provides all the answers. The hotel offers an exemplary luxury collection of 190-hotel residences flanked between the majestic mountain ranges of Mount Yotei and the slopes of Mount Annupuri. The beautifully appointed apartment style accommodation ranging from 40sqm studios through to opulent 5-bedroom penthouses captures the understated beauty of Japanese design with the welcoming comfort of life's contemporary luxuries, whilst the hotels facilities offer one of the largest wellness centres and range of dining venues in the area.

With an elevated wellness and culinary experience that includes six dining venues and chefs of Michelin star acclaim, *Setsu Niseko* is a destination unto itself, offering a personable and authentic experience that embraces Japan's vibrant culture, community and celebration. Guests can enjoy customised experiences with holiday itineraries curated by a dedicated concierge team to meet their individual needs.

Guests can feast on a plethora of world class cuisine with six different venues spread over 900sqm each dedicated to championing the wholesome flavours of Hokkaido produce. Restaurants include *méli mélo -Yuki No Koe-* led by Hokkaido native Michelin acclaimed Chef Hironori Sato in a collaboration with Hokkaido based coffee roasterie '*Baristart Coffee*', *Sushi Kato* promises the ultimate ocean-to-table Japanese kaiseki experience, *Tempura Araki* the new sister restaurant to its Michelin star counterpart in Sapporo, *AFURI* who have been making waves across the globe for their delicious ramen, along with bespoke wine sommeliers *Park90 Niseko*. From winter 2023/24, Luke's Oyster Bar & Chop House, a classic and stylish chop house inspired by the eateries of yesteryear, will welcome its guests.

All the fundamentals of a classic après-ski experience are present in *Setsu Niseko*. Beyond the culinary delicacies, its 750sqm wellness centre is the perfect spot to relax tired muscles after a day on the slopes with its series of indoor and outdoor onsens naturally rich in healing minerals. Fusing nature inspired therapies harmoniously with modern wellness treatments for complete mind and body rejuvenation, the hotel has a range of wellness facilities that include private onsen rooms, spa lounge, sauna, gymnasium, yoga studio by *Studio En* and *Rikka Spa* managed in collaboration with *Lapidem Tokyo*.

The magnificence of Mount Yotei (affectionately referred to as 'little Fuji' by locals) forms a focal point for much of the hotel. Each suite is meticulously designed to enjoy the breath-taking splendour of Mount Yotei and Mount Annupuri ski slopes. Each comes with a fully equipped kitchen and laundry and is carefully crafted to embrace the purity of Japanese design sensibilities; the extensive use of wood throughout each suite, daybeds with built-in window seats overlooking the mountains, tatami rooms seamlessly extending the living space, shoji screens and a curated section of local artworks create a warm and inviting retreat for the perfect family winter holiday getaway.

Other amenities and creature comforts akin to a fine hotel include in-suite dining, children's playroom, business centre, seasonal events, hotel shuttle service, courtyard gardens, and indoor car parking. Additional facilities opening this winter include ski boutique and rental service by *Rhythm Japan*, ski concierge and locker rooms.



About Niseko

Frequently referred to as 'Japan's Powder Paradise', Niseko consistently claims the most snowfall of any major resort worldwide with an average snowfall of between 14-15 metres each season and benefits from an unusually long season running from December through to early May. In 2017, Niseko enjoyed one of its best seasons with close to 18 metres of snow. Whilst Niseko has always been known as a popular winter destination, visitor arrivals have shown that Niseko has become increasingly popular in summer months. With the onset of international luxury developments like Setsu Niseko and improved accessibility from the new Shinkansen service between Tokyo and Hokkaido, the destination is quickly transforming into a mainstream year-round holiday destination.

About SC Global Developments Pte Ltd

[SC Global Developments](#) is a leading developer of up-market residences of rare and exquisite design quality, with an emphasis on craftsmanship, refinement and a contemporary definition of the premium lifestyle. The Group embraces a philosophy of delivering the promise of "The Ultimate Living" experience with all its projects introducing original living concepts, service standards and architectural treatment to its various properties. Completed developments include the iconic architectural landmark *Sculptura Ardmore*, Singapore's only beachfront development *Seven Palms*, *Sentosa Cove*, the unparalleled luxury of *The Marq on Paterson Hill*, fittingly described as "Mansions in the Sky", *Hilltops*, the botanical resort-themed residential haven overlooking Orchard Road, and *Martin No.38*, conceptualised on the appeal of trendy warehouse lofts. In 2018, the Group launched their new '*Petit Collectibles*' collection designed for those seeking stylish pied-à-terre apartments within prime city locations. The first '*Petit Collectible*', *Petit Jervois* is located in the distinguished Bishopsgate enclave completed in January 2022, whilst *Cuscaden Reserve* is projected to complete in Q2 2023.

The development of '*Setsu Niseko*' is aligned with the Group's geographical diversification and strategy to participate in the growing tourism market in Japan, through the acquisition of prime real estate in destinations around the region. SC Global also holds a substantial interest of over 53% in ASX-listed AVJennings Limited, which is one of Australia's leading residential property development companies.

About Niseko Management Service

Niseko Management Service ([NMS](#)) was established in 2006 in response to the growing number of property developments in Niseko. NMS has grown its property and rental management offerings to include a full suite of services including building maintenance, reservations management, marketing, account management, owners association, and development consulting. NMS operates a retail brand called Vacation Niseko, managing an extensive and varied portfolio of over 300 units within the Niseko area. Over the years, this brand has become one of Niseko's most experienced and reputable brands and serves as a driver for both direct and agent bookings into NMS's portfolio of properties.