



## Singapore-owned Setsu Niseko Awarded One MICHELIN Key for the Second Consecutive Year



(Niseko, JAPAN) 9 October, 2025 – [SC Global Developments](#)' inaugural hotel, [Setsu Niseko](#) is one of a select group of hotels in the world to be awarded the prestigious distinction of One MICHELIN Key for the second consecutive year, following the MICHELIN Guide's announcement on 8 October 2025.

In 2024, the MICHELIN Key debuted as the hotel counterpart to its iconic MICHELIN Star for restaurants. It has since been introduced in 15 countries across North America, Europe and just two countries in Asia: Japan and Thailand.

As explained by the [MICHELIN Guide](#), “Every hotel in The MICHELIN Guide hotel selection represents excellence in design, architecture, service and personality — but, like the Star for restaurants, the MICHELIN Key recognises the best of the best.” These are places that significantly add to your experience as a traveller, each vetted and judged excellent in five categories: “architecture and interior design, quality and consistency of service, overall personality and character, value for the price, and a significant contribution to the guest experience within a particular setting.”

Receiving this accolade for the second consecutive year underscores *Setsu Niseko*'s dedication to elevating the guest experience, creating memorable stays that are both refined and deeply connected to Hokkaido's natural beauty and culture.

As SC Global Developments' first hotel in the region, the hotel reflects the brand's exacting standards in architecture and design and guiding philosophy of '*The Ultimate Living*'.

Since opening in 2022, Setsu Niseko has welcomed guests with the warmth and comfort of a home-away-from-home, complemented by thoughtful service and experiences that cultivate a deep-rooted sense of place in the culture, landscape and traditions of the region.

Expressing his delight over the award, **Simon Cheong, Founder and Chairman of SC Global Developments** and the visionary behind the property, remarked, "Being recognised by the MICHELIN Guide with One Key for the second consecutive year running is a great honour. This esteemed accolade reflects not just the dedication of the team, but also our Group's core philosophy: that exceptional service and thoughtful design are at the heart of everything we do. It is a privilege to see these values continually acknowledged on a global stage."

**Hotel Manager Michiko Tamoto added**, "This award celebrates the dedication of our entire team, whose care and attention shape the unique experiences we offer our guests. We are deeply grateful to our guests for their continued support and inspiration, and to the MICHELIN Guide for this remarkable recognition."

Setsu Niseko has previously been recognised in international awards for both design and hospitality, including *The World's Best New Ski Hotel* at the 2023 World Ski Awards.

#####

*Note to Editor:* For more information about Setsu Niseko, please visit [here](#)  
[Development Images](#)  
[Fact Sheet](#)

**For press enquiries, please contact:**

Sarah-Jane Smith  
**SC Global Developments**  
[sarah.smith@scglobal.com.sg](mailto:sarah.smith@scglobal.com.sg)  
Mobile: +65 9782 3042

Marina Mathews  
[sc.global@marina-mathews.com](mailto:sc.global@marina-mathews.com)  
Mobile: +65 9631 1670

#### **About Setsu Niseko**

Setsu Niseko combines the hallmarks of a classic alpine destination with an authentic Japanese experience. Offering a deep-rooted sense of place and connection to nature, the hotel presents 190 luxury residences framed by the majestic Mount Yotei and the slopes of Mount Annupuri. The beautifully appointed apartment-style accommodation, ranging from 40sqm studios to expansive five-bedroom penthouses, each residence reflects the understated elegance of Japanese design while embracing the warmth and comfort of alpine living.

Setsu Niseko is home to one of the region's largest wellness centres and most diverse dining destinations. Five distinct restaurants dedicated to championing the wholesome flavours of Hokkaido produce include *méli mélo* – *Yuki No Koe* an all-day dining concept by Michelin-

acclaimed Chef Hironori Sato and Baristart Coffee; *Sushi Kato* for ocean-to-table kaiseki; *Tempura Araki*, sister to its Michelin-starred counterpart in Sapporo; *AFURI*, renowned for its signature ramen; and *Luke's Alpine Club*, a stylish chophouse by the Travis Masiero Group. Park90 Niseko further enhances the experience with its bespoke wine collection.

The 750sqm wellness centre offers indoor and outdoor mineral-rich onsens, private onsen rooms, spa lounge, sauna, gymnasium, and yoga studio by Studio En. At its heart, Rikka Spa — managed in collaboration with Lapidem Tokyo — blends nature-inspired therapies with modern treatments for complete rejuvenation.

The magnificence of Mount Yotei—affectionately known as “Little Fuji”—forms a focal point for much of the hotel. Each residence is designed to showcase mountain views, with window-side daybeds overlooking the mountains or courtyard gardens. Tatami rooms seamlessly extend the living space, whilst shoji screens, a curated collection of local artworks and extensive use of wood throughout the apartment create a warm and inviting retreat. With each residence including a fully equipped kitchen and laundry facilities, Setsu’s home-away-from-home experience is ideal for extended stays or family holidays.

All the fundamentals of a classic après-ski experience are present in *Setsu Niseko*. 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. Winter facilities include a ski boutique and rental service by *Rhythm Japan*, ski concierge and locker rooms.

### **About SC Global Developments**

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 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 Developments Pte Ltd**

200 Newton Road, #09-01, Singapore 307983

Tel: +65 6734 9119 Fax: +65 6235 5115

Website: [www.scglobal.com.sg](http://www.scglobal.com.sg)

Facebook: [www.facebook.com/scglobaldevt/](http://www.facebook.com/scglobaldevt/)