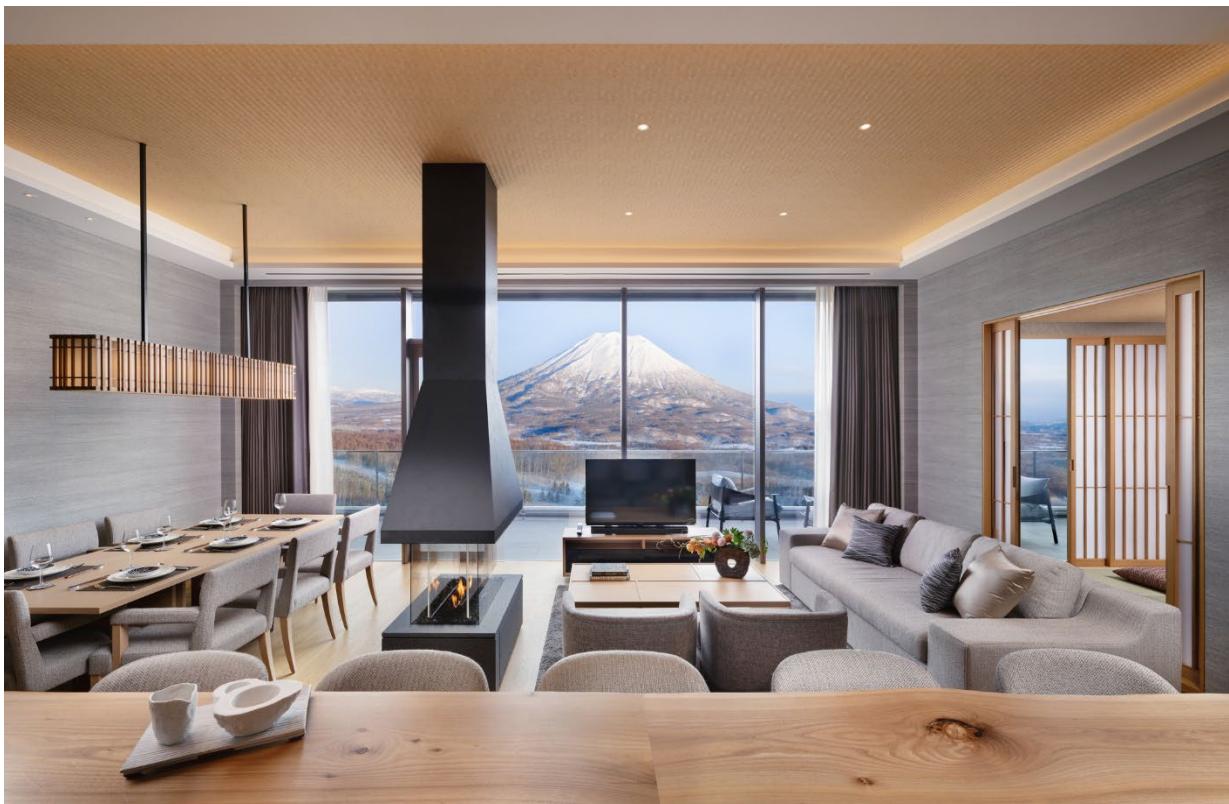


Singapore - Owned Setsu Niseko Crowned ‘Best Ski Hotel in Japan’ at the 2025 World Ski Awards

Following its recent Michelin Key recognition, the accolade further cements Setsu Niseko’s reputation as one of the world’s top ski hotels.



(Niseko, JAPAN) 10 November, 2025 - [SC Global Developments](#)’ inaugural hotel, [Setsu Niseko](#), is the proud winner of the “Japan’s Best Ski Hotel” title at the [13th Annual World Ski Awards](#), the only global awards programme dedicated to celebrating and recognising excellence in ski tourism.

Announced on 10th November 2025, the results of the World Ski Awards saw industry leaders, professionals, and ski enthusiasts from around the world vote for their favourite ski destinations, brands, and hotels, determining the year’s champions. An exquisite haven nestled in Niseko, the heart of Japan’s powder paradise; Setsu Niseko was one of 18 hotels shortlisted for the prestigious title of ‘Japan’s Best Ski Hotel’ from over 400 ski resorts across Japan. This latest accolade, together with Setsu Niseko’s consecutive recognition as a One MICHELIN Key hotel in both 2024 and 2025, further cements its position amongst the world’s top ski hotels.

Elated by this welcome news, **Simon Cheong, Founder and Chairman of SC Global Developments**, and visionary behind the development of Setsu Niseko, remarked, “*This*

continued recognition by the World Ski Awards and Michelin Group is a testament to SC Global Developments' commitment to creating experiences that combine thoughtful design, Japanese craftsmanship, and genuine service. Being recognised among the world's finest ski hotels reaffirms our belief in delivering timeless luxury to our owners and guests, and is a credit to the hard work and dedication of the Setsu Niseko team."

Setsu Niseko's Hotel Manager, Michiko Tamoto, also expressed her delight at this recent achievement. *"We are deeply honoured to be recognised as Japan's Best Ski Hotel at this year's World Ski Awards. This award is a reflection of our commitment to provide the best possible experience for our guests and we could not have done it without the support of our guests, the local community, and everyone involved with Setsu Niseko. We look forward to creating memorable stay experiences for our guests, not only winter but all year round."*

Since opening its doors in 2022, Setsu Niseko has garnered numerous accolades, including the coveted title of "World's Best New Ski Hotel" at the 2023 World Ski Awards. Today, Setsu Niseko stands out for its exceptional guest experiences, warm Japanese hospitality, and refined service.

#####

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
Mobile: +65 9782 3042

Marina Mathews
sc.global@marina-mathews.com
Mobile: +65 9631 1670

About Setsu Niseko

Setsu Niseko offers an exemplary collection of 190 luxury hotel suites encompassing a beautiful synthesis of Japanese design with contemporary luxuries, within easy access to Grand Hirafu Ski Resort. Setsu is home to one of Niseko's largest wellness centres, complete with indoor and outdoor onsen, private onsen, sauna, gymnasium, *Studio En* yoga and pilates, and *Rikka Spa*, in collaboration with *Lapidem Tokyo*. Setsu offers five distinctive restaurants celebrating the flavours of Hokkaido. Highlights include *méli mélo* – *Yuki No Koe* conceived by Michelin-acclaimed Chef Hironori Sato, *Sushi Kato Inori*, *Tempura Araki*, *AFURI Ramen*, *Luke's Alpine Club*, and *Park90 Niseko* wine bar.

At Setsu Niseko, we believe that your holiday goes beyond the beauty of Niseko, to encompass the unique and special experiences and warm hospitality you enjoy along the way. With an elevated culinary and wellness experience, Setsu is a destination unto itself for every season.

About Niseko

Often referred to as *Japan's Powder Paradise*, Niseko boasts some of the world's finest snow conditions, with an average snowfall of 14–15 metres each season and one of the longest ski seasons in Asia, running from December to early May. While long celebrated as a premier winter destination, visitor data shows Niseko's growing appeal as a year-round retreat. The resumption of air routes, increasing summer arrivals, and the development of accommodation infrastructure have all contributed to this trend, further strengthening the region's position as the "Aspen of the East."

According to the Shiribeshi Subprefectural Bureau, international guests accounted for 67% of total arrivals in the 2024–25 winter season, led by Australia (14%), North America and Hong Kong (9% each), Singapore (7%), China (5%), and Taiwan (4%). The total number of winter visitors reached 2.18 million in FY2024–25, including 21,387 guests from Singapore. These figures surpassed pre-pandemic records and reinforced Niseko's position as a leading global mountain resort. The annual total number of visitors in FY2024–25 reached 3.889 million, approaching the pre-COVID high of 4.65 million recorded in FY2016–17.*

The 2024–25 winter season also marks several exciting developments in Niseko. Grand Hirafu unveils the newly renewed King Quad Lift, offering faster and smoother access to the upper slopes, while also hosting the Swatch Nines, an international freestyle snow sports event that brings together some of the world's top athletes.

Easily accessible via a 2.5-hour flight from Singapore to Sapporo (New Chitose Airport), followed by a two-hour scenic drive, Niseko continues to attract discerning travellers seeking Japanese culture, refined hospitality, and year-round mountain experiences.

*[Niseko Promotion Board Annual Report](#)

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