















EXPERIENCE MOTHER NATURE AT WEST IBURI



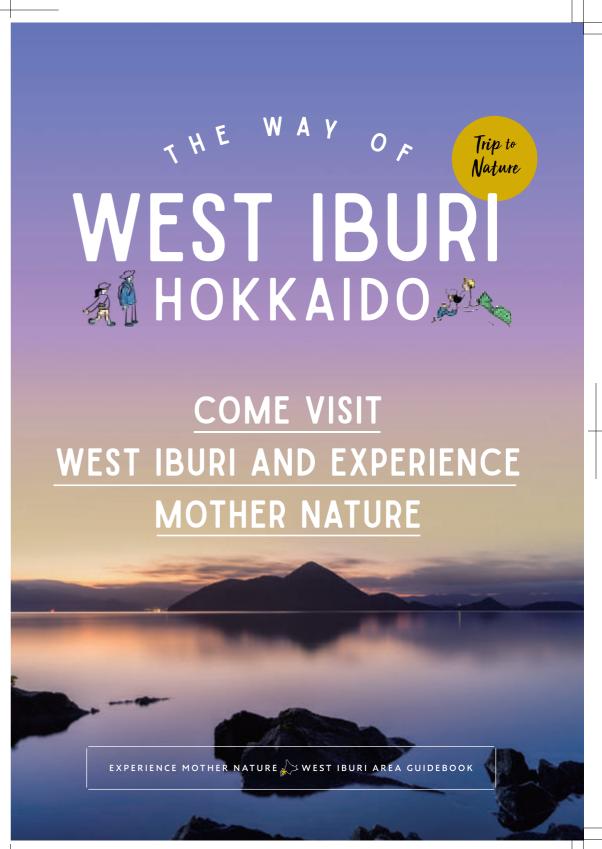


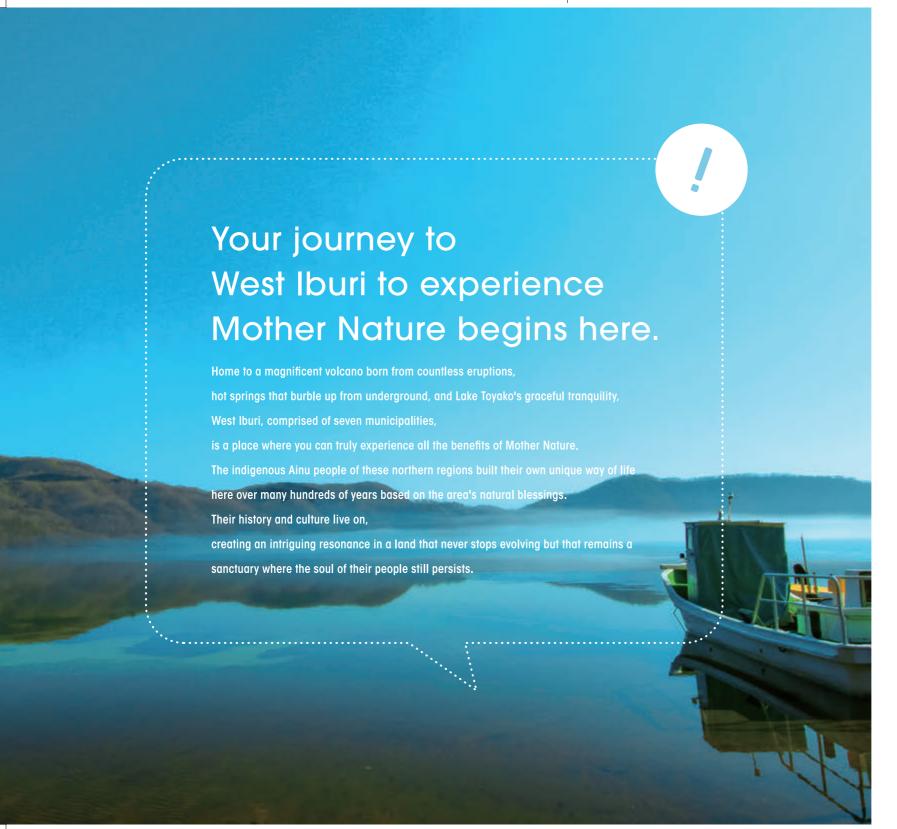




Issuer:
Hokkaido Noboribetsu-Toya Tourism Area Council
https://westiburi.jp/











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Experience Mother Earth in Muroran



Muroran is without question a unique location where nature meets industry. Here are some of the visitor activities on offer in Muroran.

Muroran, Fishing Mecca

http://muro-kanko.com/visit/fishing.html

Fishing in Muroran (No Equipment Required)

While Muroran is known for its industry, its seas are also blessed by nature year round, particularly with rockfish such as aburako (greenling) and soi (fox jacopever) that can be caught by anglers. This is a place where fishing enthusiasts can catch many different fish species such as karei (flatfish) in the spring, or saba (mackerel), mebaru (rockfish) and kajika (sculpin), depending on the season. In order to encourage beginners to come enjoy ""Fishing in Muroran"", we offer a guided fishing tour where participants can catch, bathe, and cook fish on board a fishing boat. With advice on where catch fish and other helpful pointers from guides, you can rent a set of fishing equipment, so showing up empty-handed is no problem. Please come try "Fishing in Muroran" and enjoy wonderful views while eating fresh seafood.



- Price: 34,600 yen/person (morning sailing). 22,100 yen/person (afternoon sailing). *Prices vary depending on number of passengers on board. Groups should board separately, not with other passengers.
- Sailing Times: morning sailing: 9:00~12:00; afternoon sailing: 14:00~17:00.
- Capacity: 2-10 passengers (single passengers, please contact us) ■ Duration: approximately 5 hours (3 hours fishing)

For inquiries, contact

Muroran Tourism Muroran Tourism Promotion Liaison Committee,

"Fishing in Muroran (No Equipment Required)" Office (Muroran City, Economic Affairs Department, Tourism Division)

0143-25-3320 (Reception Hours: 9:00-17:00/Holidays: Saturdays, Sundays, Public Holidays)

kankou@city.muroran.lg.jp

Muroran Uzuraen - the only quail egg production spot in Hokkaido

https://www.uzura.co.jp/

Making Uzuraen Quail Egg Pudding

A rare opportunity to directly experience the magical combination of "uzura no tamago" (quail eggs) produced in Muroran Uzuraen, Hokkaido's only quail park, and Hokkaido milk to make pudding. We cater to our customers needs with direct experiences, tasting, and shopping all available.



■ Business Hours: 9:00-17:00 ■ Direct Sales Office Business Hours: 10:00-16:00 Holidays: open year round

For inquiries, contact Muroran Uzuraen Co., Ltd. TEL 0143-55-6677





Experience Mother Earth in Noboribetsu

As home to the hot springs of Noboribetsu Onsen, Noboribetsu is one of the top destinations for visitors to Hokkaido.

Here are some of the most popular activities on offer in Noboribetsu.

Words cannot describe this

http://gwc.noboribetsu.co.jp/?page_id=6179

Frozen Forest Snowshoe Tour

In winter, the unique natural environment of the forests of Noboribetsu creates a magical landscape of silver and white that unfurls under a clear blue sky. Why not travel to Noboribetsu to escape the chaos of everyday life and experience this pure white wonderland for yourself? The tour offers magnificent panoramic Hokkaido views with Lake Toyako and Mount Yotei nestled off in the distance amongst the mountains. The depth of the snow here in Noboribetsu makes snowshoeing the best way to stroll around in winter, so that you can walk with ease upon newly fallen snow. An exciting adventure that will touch your heart awaits.



- Price: Middle school students and older 8000 yen, 3 years old Elementary school students 5000 yen
- Departure Times: Morning 10:30, Afternoon 14:00
- Capacity: 2-12 guests
- Duration: approximately 150 minutes

For inquiries, contact Noboribetsu Gateway Center

EL 0143-84-2200 (Reception hours: weekdays 8:30~18:00)

Email

contact@noboribetsu.co.jp



https://forestkouzan.org/special/river-trekking/

Mining River Forest Trekking

This clear blue river, known for its mining, is beloved by people of all ages, from small children to adults. We will guide you to interesting spots no more than 10 minutes on foot from the visitor center. Each area has its own particular features and there are some dangerous places, so make sure to check out our river trekking safety checklist before you head out on your trek.



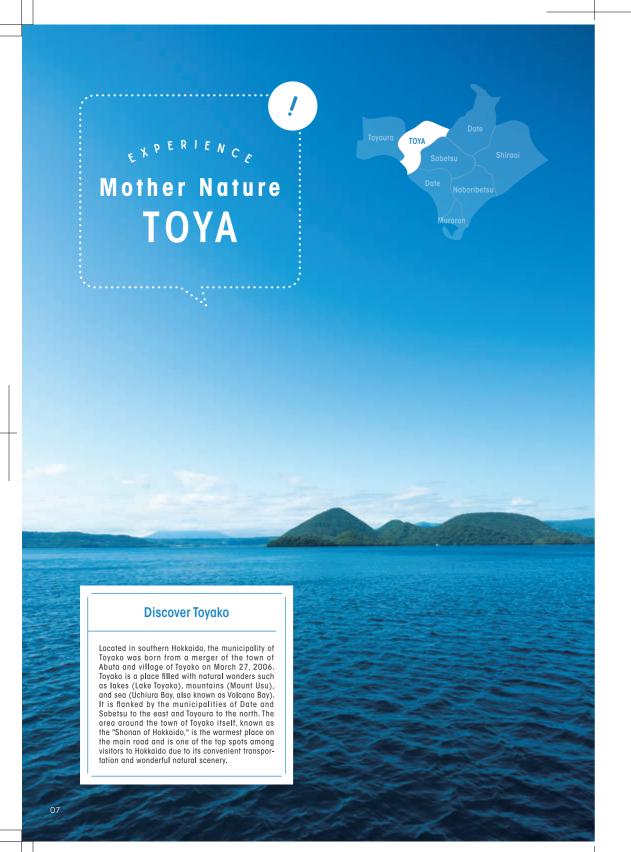


For inquiries, contact

Noboribetsu Nature Center Forest Mine

TEL 0143-85-2569 (Reception hours: 9:00-17:30/Holidays: Mondays, Dec 29 - Jan 3)

E-mail kouzan@npo-momonga.org



Experience Mother Earth in Toyako



Introducing travel opportunities that allow you to really experience the dynamic natural world of Hokkaido's gorgeous lakes and powerful volcanoes.

A time when the earth itself moved!

https://www.toya-usu-geopark.org

2000 Mount Usu Eruption Fault and Crater Tour

Travel along the roads and through the villages surrounding this volcanic crater. Walk a trail lined with roilway ties to see the remnants of the eruption that blocked off National Highway 230 in 2000. This is a place where you can really feel the power of a volcanic eruption through its effects on daily human life with the huge pond cut into the middle of the highway, the asphalf folded into steps, the heavy machinery left behind, and other poignant and humbling reminders.



- Price: Adults 13200 yen, Children 9000 yen
- Months Available: late April mid-November
- Capacity: 2 guides required for groups of 4 or more, 1 guide for 1-3. Rates negotiable for FIT, etc.
 (apart from FAM)
- Duration: approximately 3 hours

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For inquiries, contact Toyako Onsen Tourism Association (142, Toyako Onsen, Toyako Town, Abuta-gun, Hokkaido 049-5721)

TEL 0142-75-2446

Tour the best spots around Lake Toya

http://www.toya-guide.com/winter/3.html

Tour Toya's wonderful winter scenery

"Endless snowfield, highlands overlooking Lake Toya, lakeside groves and the crystal clear lake.... This tour is recommended for those seeking such sceneries.

* Cameras (including cell phone cameras) are recommended. You will also learn how to take great photos."



- $\blacksquare \ \, \text{Price: 9,000 yen for elementary school students and older *Includes equipment rental, insurance, and tax.}$
- Period: (Mid-December to late March) 9:00~/13:00~.
- Capacity: Limited to 1 group, 2-4 people (Please inquire if you wish to participate alone)
- Duration: Approx. 3 hours *Please make a reservation by 5:30 p.m. two days before you wish to participate.

 For inquiries, contact
 Toya Guide Center

 TEL
 0142-82-5002

WEST IBURI RECOMMENDATIONS

A spectacular glimpse into one of Hokkaido's natural miracles:

Lake Toyako ZERO POINT

Toya & SOBETSU ZERO POINT: The Lake's Sunken Volcano

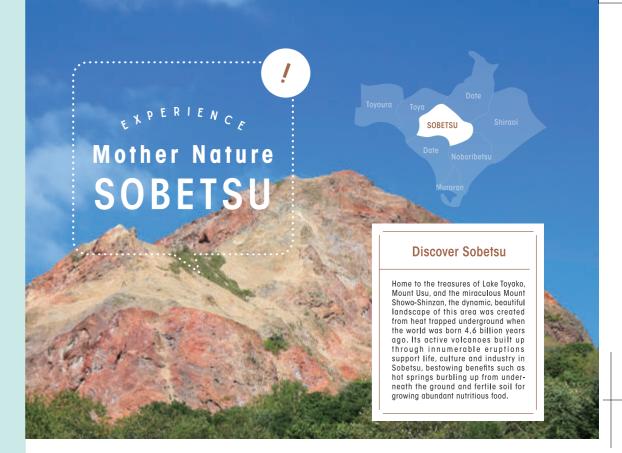
Lake Toyako is a caldera lake, caldera being a term used to refer to a depression caused by volcanic activity where rainwater then eventually collects and gives birth to a lake. While Lake Toyako's maximum depth is nearly 180 meters, there is one spot known as "zero point" where you can stand on the lake floor and it looks like you are standing on the surface of the lake (though water levels do vary depending on the season). The lake's surface is often calm in early morning, increasing the chances of encountering a situation similar to that of Bolivia's famous Uyuni salt lake. On the other hand, canoeing to the spot in midday when the sunlight is at its peak allows you to take a photo that makes it look as if you are floating on air. Both experiences are awesome.



- Prices: tours to ""zero point"": 10 visitors/day. Early morning (6:30-7:30): adults 8000 yen.
- Capacity: individuals or groups, Groups of 4 per excursion,
- Duration: approximately 1 hour



For inquiries, contact	Aramachi Co., Ltd.	URL	https://sobetsu-kanko.com/
TEL	0142-66-4200	Email	toya.tyuoh@gmail.com



Travel back into history in the footsteps of this great yokozuna and the records he left in the sumo world

https://sobetsu-kanko.com/spot/kitanoumi

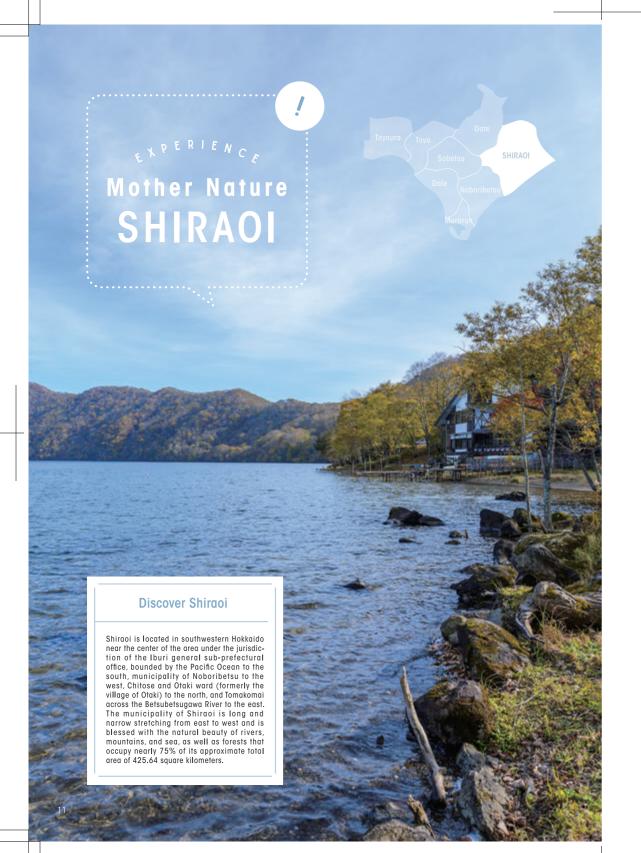
Yokozuna "Kita-no-Umi" Museum and Sobetsu Local History Museum

To honor the Yokosuka Kitanoumi, pride of Sobetsu where he was born and raised, this museum proudly displays exhibits that follow the great achievements of his 18 year sumo career alongside materials that illuminate the fascinating history and evolution of Japan's national sport. The Sobetsu Local History Museum hosts exhibits showcasing history, daily life and natural surroundings in the local area, which was developed in spite of the harsh climate over the more than 120 years since the first citizens Sobetsu began to work the land here in 1879. There are recreations of houses in the style of the tough pioneering times, including a section showcasing Ezo deer, Ezo squirrels, foxes, wild birds, and other beloved animals of the region.



- Price: Adults 250 yen, Elementary/Junior high school 100 yen
- Group rates: 200 yen for 20 or more adults, 80 yen for 20 or more elementary/junior high school students
- Open: 9:00-17:00
- Holidays: December end of March * Please contact in advance to visit on a day when the facility is normally closed

For inquiries, contact	Yokozuna "Kita-no-Umi" Museum and Sobetsu Local History Museum	
TEL	0142-66-2201	



Experience Mother Earth in Shiraoi



Here are some activities on offer to visitors that really allow you to experience the different faces of Shiraoi across its four distinct seasons.

Enjoy Hokkaido's No. 1 highest award winning flavors!
Come pick log-grown shiitake mushrooms and eat them!

https://shiraoi.net/activities/lists/006/

Harvesting Shiraoi's Specialty Log-Grown Shiitake Mushrooms with a Local Farmer

Kikyohara Farm's log-grown shiitake mushrooms, winners of the highest award at the Hokkaido Mushroom Show, possess exceptional texture and rich flavors. Get some advice from a real farmer before heading out to pick your own mushrooms. A search for large and well-shaped shiitake mushrooms is a lot like a treasure hunt!



■ Price: Adults 4200 yen, Children (6-12) 1200 yen/person, Young Children (pre-primary school) 1000 yen
■ Capacity: 1-10 visitors

For inquiries, contact	Shiraoi Tourism Association (Shiraoi Ekimae Tourist Information Center)
TEL	0144-82-2216

Peel the four seasons in Poroto Forest

https://shiraoi.net/activity/

Poroto Forest Guided Tour

Learn about the animals and plants native Poroto Forest while experiencing its distinct four seasons. Travel through the forest with a professional guide and imbibe the wisdom handed down by the Ainu people about living in harmony with nature on this fun tour that explores the beautiful shores of Lake Porotoko.



- Price: Adults (3-6 visitors) 5,300 yen/person, (2 people) 7,900 yen/person
- Capacity 1-10 visitors *Please make reservations at least 3 days in advance

For inquiries, contact	Shiraoi Tourism Association (Shiraoi Ekimae Tourist Information Center)	
TEL	0144-82-2216	



Experience Mother Earth in Date

Here are some activities on offer to visitors to enjoy eating, playing, and learning in Date beside the calm waters of Uchiura Bay in the southern part of Hokkaido.

Experience the splendor of traditional Japanese culture through learning with your own two hands

https://www.date-kanko.jp/?page_id=1100

Experience Indigo Dyeing

The Date City Museum of History and Culture hosts "Ai Kobo," an indigo dyeing experiential learning center that is the largest of its kind in Hokkaido where up to 70 people can try their hand at indigo dyeing at one time. Indigo dyeing techniques handed down since ancient times will be explained by an instructor in simple terms so that beginners can feel at ease whether alone or participating with friends. Why not create a truly unique indigo dyed item prepared by your own two hands? After dyeing your item, you can put it in a plastic bag wet to take with you and then use it following color fixing at home.

For inquiries, contact

The Date City Museum of History and Culture Experiential Learning Center (former Reimeikan)

0142-25-1056



Hand towel (20×20cm) · · · · · · · · · · · · · · · · · · ·	·Individual 500 yen/Group	(15 people or more) 450 yen
Handkerchief (45×45cm) ·····	Individual 550 yen/Group	(15 people or more) 500 yen
Bandana (60×60cm)	Individual 900 yen/Group	(15 people or more) 800 yen
T-shirt · · · · · · · · · · · · · · · · · · ·	Individual 2600 yen/Group	(15 people or more) 2600 yen

Open: 9:00-17:00 *Reception open 9:00-16:00

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- Holidays: Mondays (or the day after the holiday if Monday falls on a national holiday)
- Duration: Individual: 20-30 minutes, Group: approximately 1 hour

Come harvest some colorful seasonal vegetables to eat https://activity.date-kanko1.jp/program/data/p01/

Kiriyama Farm Vegetable Harvest & BBQ

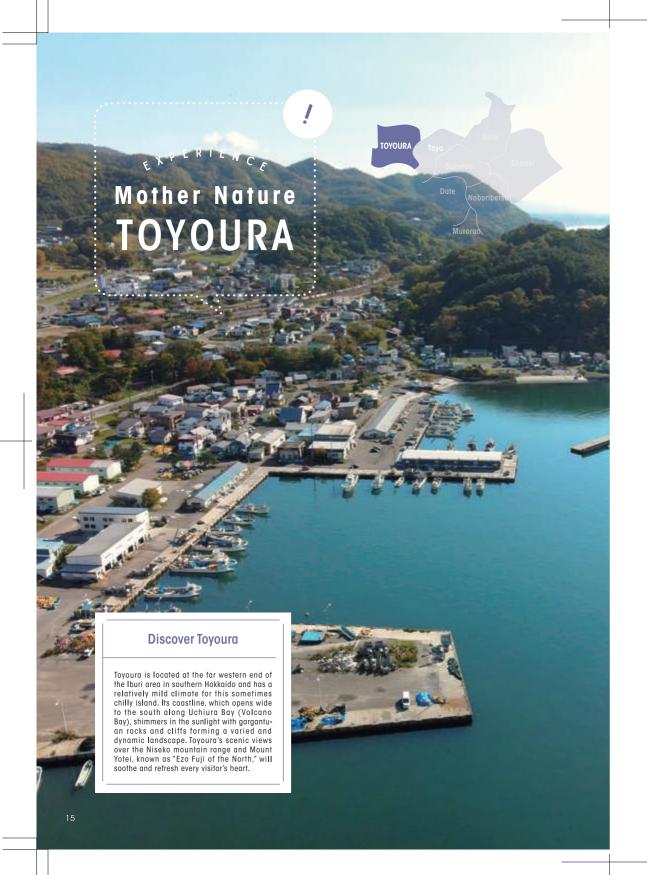
The municipality of Date is one of the leading vegetable producers in all of Hokkaido with an excellent reputation in markets. At Kiriyama Farm, which produces a many different varieties of colorful and rare vegetables in small quantities, you can come try harvesting vegetables in season and enjoy a BBQ using these vegetables and locally reared golden pork. Listen to the owner Mr. Kiriyama's entertaining stories while digging up sweet potatoes right out of the soil or plucking tomatoes right off the vines when these vegetables are in season. Enjoy outdoor grilling with the vegetables you have harvested along with Date specialty golden pork. The edamame beans boiled on the branch in a large pot are also superb!

*Harvested vegetables differ depending on the season.



- Price: Vegetable harvesting: 1500 yen/person. BBQ: 4000 yen/person
- Months Available: July mid-October
- Capacity: 4 people or more (maximum 10)
- Duration: Vegetable harvesting: approximately 40 minutes. BBQ: approximately 80 minutes.

For inquiries, contact	NPO Date Tourist Association
TEL	0142-25-2722 (9:00-18:00/Closed Mondays)





Experience Mother Earth in Toyoura

Here are a few ways to begin exploring the great food,

beautiful coastline and mountains of this region along with the Geopark and hot springs of Toyako Onsen.

Take the JR train from Koboro Station, the most secluded station in Japan, to Toyoura Station

https://www.date-kanko.jp/

Unexplored region! Trekking along the Oboro Coast

This trek takes us along lush forest roads toward the Koboro Cave where an Enku-style Buddha statue is enshrined and the steep descent along the stream offers superb views. Experience the "Kohoro Station - Toyoura Station" ride and receive a certificate on the way back!



For inquiries, contact

NPO Date Tourist Association

TEL 0142-25-2722 (9:00-18:00/Closed Mondays)

- Prices: Middle school students and older 8000 yen, 3 years old to elementary school students 5000 yen.
- Reception Hours: May November: 9:00-16:00, December-April: 10:00-16:00
- Capacity: 1 visitor or more
- Duration: approximately 60 minutes

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A berry farm using cultivation with no pesticides

https://berryfarm.jp.

BBQ (Everything Provided) & Café & Berry Picking

Berry Farm Toyoura is a café and farm where you can pick your own berries, especially blueberries. The on-site café offers freshly roasted coffee, sweets made with sweets, and barbecue (everything you need is provided). You can relax in the wide open spaces of this large farm and watch the ducks and goats.



Prices:

■ Open/Months Available: BBQ (everything provided): 11:00-16:00 (all year)

Strawberry picking: from late May (reservations scheduled to start some time in early May)

Berry picking: 10:00-16:00 (from late July) / Café: 11:00-16:00 (from Golden Week onward)

■ Duration: Strawberry picking: 60 minutes(Rule of switching out about every 50 minutes.

Priority is given to those customers with a reservation.)

Berry picking: unlimited

For inquiries, contact

Berry Farm Toyoura

TEL 070-2689-7324

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West Iburi Suggested Visitor Itineraries

Itinerary 01 West Iburi Via All 5 Senses



Hear the sand squeak beneath your feet as your walk across this strangely unique



Take in spectacular views from jagged cliffs towering 100 meters above the sea!





Platform [100 Steps] Take in a 360-degree panoramic view of Muroran



Alongside promenading penguins and a sea lion show, check out the aquarium's popular deep sea aburabouzu (skilfish), which can only be seen here.

Mitaran Muroran Road Station Hakucho Bridge Memorial Hall

> Take in views of Hakucho Bridge and the gorgeous evening views out over the sea!

Night Cruising [One of Japan's 10 Largest Factory Night View Areas]

Jump a cruise around Muroran Port for beautiful factory night views and the Hakucho Bridge all lit up!

Muroran Yakitori

Special gourmet vakitori that blend Western mustard with charcoal-arilled pork and onions!



17:00 Accommodation in Muroran city

Itinerary 02

West Iburi Via All 5 Senses



Plenty of special products made using fresh vegetables from Date! Discover exclusive products at this roadside station that can only be tasted here!



Located in the roadside station annex. Experience traditional culture through participating in indigo dyeing and observing sword-making in Hokkaido's only indigo production area!

Reimeikan Ai Kuho / Reimeikan Sword Smith Workshop 0142-25-6161

Noboribetsu enma soba in Noboribetsu's town center/hot spring area

A spicy local dish using ingredients from Noboribetsu and around including flat noodles made using Hokkaido wheat and Enma Daio's special sauce! Try out different varieties at each restaurant!



Noboribetsu Jikokudani

Noboribetsu Onsen

Visit the remnants of an explosive volcanic crater filled with steam and sulfurous odors. Witness the spectacle of hot water blasting out of vent holes and other openings in the ground.



☐ 16:00 Head home...

Itinerary 03

Visit A Land Shaped by Volcanoes



Enjoy this spectacular spot with panoram ic views over Mount Yotei Mount Showa-Shinzan, and Mount Usu, with Lake Toyako framed centrally.



See the only natural waterfall originating from Lake Toyako, located where the Sobetsuggwa River flows out of the lake



Mount Usu Ropeway

Take a 6-minute ride up to enjoy sweeping views over Volcano Bay, Mount Yotei, Lake Toyako, the 4 Nakajima Islands, and a close up alimpse of Mount Showa-Shinzan.



bears! See cute brown bears up close and watch their feeding



ing of 18 orchards where you can harvest fruit such as cherries, grapes, apples and pears yourself depending on the season!

Lake Toyako Pleasure Boatina [landing on the Nakajima Islands]

Enjoy the magnificence of nature from a pleasure boat cruise out to the Nakajima Islands in the center of Lake Toyako



Overnight Stay 17:00 Lake Toyako Onsen or Sobetsu Onsen

Lake Tovako Long Run Fireworks

Experience this fireworks display that lights up the night above Lake Toyako for nearly half the year (thus worthy of the name "long run").

If staying at Lake Toyako, don't miss it!

course 04

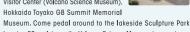
West Iburi Via All 5 Senses

Lake Toya & Toyoura 1 Day Trip



Lake Toyako Shore Bicycle Rentals (Toyako)

Toyako Gurutto Sculpture Park, Toyako Visitor Center (Volcano Science Museum),



housing 58 sculptures, the Volcano Science Museum to experience the history ground the eruption of Mount Usu, and the Hokkaido Toyako G8 Summit Memorial Museum where the G8 countries' leaders actually met in 2008!



Toyoura is the original home of Volcano Bay scallop farming. Come see the famous auctions of scallops, fresh fish and shellfish up close!



Toyourg Tourism Network NPO 0142-83-2222 *Only Japanese spoken



Toyamizu Station

We highly recommend sampling Sanuki udon while agzing out at spectacular Lake Toyako 🕽



Gaze out from this superb viewpoint

overlooking Lake Toyako's shining blue

waters, the Nakajima Islands, Mount Usu, and Mount Showa-Shinzan. The shop sells very popular "super rich yogurt."



Remote Secluded Koboro Station (Toyoura)

Visit this rare station, called "the best secluded railway station in Japan," that can only be accessed by train.

14:52 Depart Toyoura Station ••••

15:13 Arrive at Koboro Station ---- (Stay at Koboro Station) ----15:44 Depart Koboro Station ---- 16:02 Arrive at Toyoura Station



Shopping at Toyoura Roadside Station (Toyako)

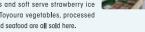
Take a break to enjoy gourmet food like scallops and soft serve strawberry ice cream! Toyoura vegetables, processed items and seafood are all sold here.



☐ 16:00 Head home...











WEST IBURI EXPERIENCE





Come visit Muroran to discover extraordinary experiences such as cruising out into the beautiful local seas or delving deep into traditional Japanese culture.



Muroran

Only Japanese spoken Reservations required

Only Japanese spoken Advance reservation recommended

Making Iron Key Chains @ Wanishi Hachijo Atelier

Come make your very own original key chain by striking heated iron, an experience unique to Muroran, the "iron town"

For inquiries, contac

Noord Design TEL: 0143-84-5510



Japanese / English Yunohana only by reservation

Oyunumagawa River Natural Footbath Walk /Making Yunohana

Relax in a footbath from the natural hot springs flowing out of the Oyunumagawa River and enjoy makina vunohana (onsen mineral powder) in this hot spring town.

For inquiries, contact

Noboribetsu Gateway Center TEL: 0143-84-2200

Sobettsu

Only Japanese spoken Reservations required

Fruit Picking

Enjoy picking fresh seasonal fruit such as apples, grapes, pears and cherries. September and October are recommended.

For inquiries, contact Sobetsu Fruit Village Office (group reservations only) TEL: 0142-66-2333

*no inquiries about strawberry picking accepted

Only Japanese spoken Reservations required

Experience Shiraoi-cho wood carving bear crafting

You can choose from a wide variety of products, including pieces you can take home with you the day of, or have them colored and painted and delivered to you at a later date.

Kobo Koropokkuru TEL: 0144-82-2366



Muroran Cruising

Cruise around Muroran's scenic spots or past its factory views by night and enjoy dolphin and whale watching, *5 or more passengers

For inquiries, contact

Star Marine Co., Ltd. TEL: 0143-27-2870



Japanese / English Reservations required

Fishing Port Guided Walk

Take a stroll around the harbor with a guide to learn about the famous local scallops as well as other fish and shellfish, and witness the exciting auctions up close.

(Single Company) Volcano Bay Toyoura Tourism Association TEL: 0142-83-2222



Only Japanese spoken Reservations required

Daio-ji Temple (Zazen Seated Meditation, Tea Ceremony)

Close your eyes to experience zazen in silence, focusing on your heart and cultivating your concentration!

For inquiries, contact NPO Date Tourism Association



Toyako & Sobetsu

TFI: 0142-25-2722

Only Japanese spoken Reservations required

Experience Lake Toya Canoeing

Paddle out into the wide lake and experience the clarity of the water. the beauty of the lakeside greenery and enjoy steering your own canoe.



Toya Guide Center TFI: 0142-82-5002





WEST IBURI FOOD

Iburi Area Gourmet Map - Highly Recommended!

From Shirgoi heef and Muroran vakitori to hokki and shishamo fish from the sea you can sample many gourmet offerings unique to Iburi! Come savor the charming flavors of the region!

Muroran

Muroran Yakitori & Muroran Curry Ramen

While in Muroran, definitely don't miss the local culinary gems of Muroran yakitori, made from delicately grilled pork and onions and flavored with a special sauce unique to each restaurant, and Muroran curry ramen, one of the four famous Hokkaido ramen flavors along with miso, shio and shoyu.





Noboribetsu Enma Yakisoba

Local vakisoba made with Hokkaido wheat flat noodles, spicy sauce, and local ingredients. Try some in the onsen hot spring area or a restaurant in the city!



Lake Toyako Akage Wagyu Beef

Akage wagyu beef raised free range near Lake Toyako! Low in excess fat and richly nutritious.

inquiry

Toya Marche TEL: 0142-75-3833



Sobetsu Fruit and Tomatoes

As well as picking fruit at Sobetsu Fruit Village, you can come enjoy apple pie and gelato. Information available at Sobetsu Information Center Roadside Station



Shiraoi Beef

Shiraoi beef is a brand of black beef that Hokkaido is known for, perfect for steak but also hamburgers or shabu-shabu.



Vegetables from Date

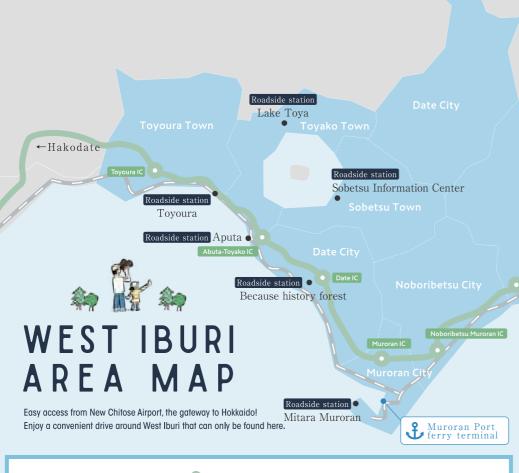
Fresh vegetables grown in a warm climate and rich soil can be found in restaurants around the city and roadside stations.

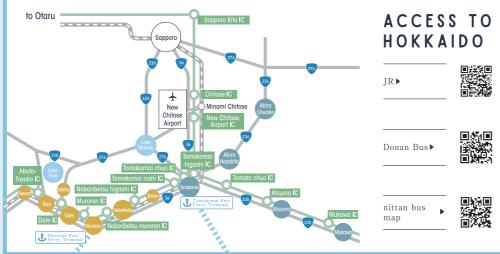


Scallops

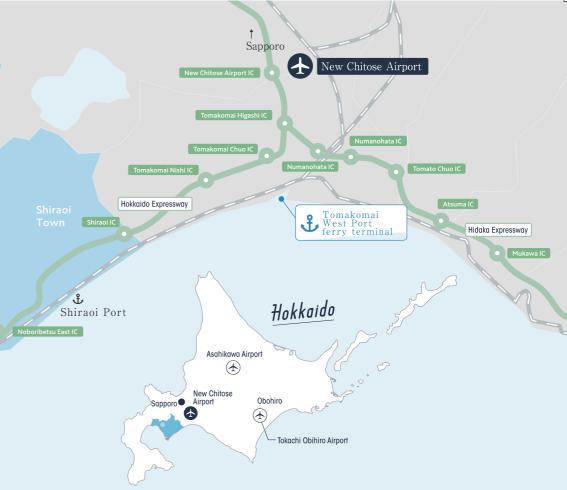
The fresh scallops reared in Volcano Bay are large and perfectly sweet. You can enjoy them in restaurants in town including Tenzen Toyoura Onsen Shiosai.





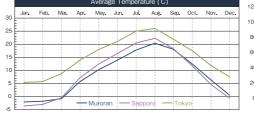


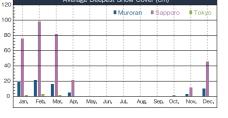
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WHAT IS

The Iburi region of Hokkaido is comprised of 4 cities and 7 towns, each with its own characteristics and balance of industries such as agriculture, fishing, manufacturing and tourism. Summers are not too hot and winters do not experience too much snow, giving the region a comfortable climate. Its relative WEST IBURI? proximity to Sapporo and New Chitose Airport makes it an easy place to visit with convenient access and transportation available.





Click here for information on food and sightseeing in Iburi! Hokkaido Noboribetsu-Toya Tourism Area Council WEB Site





