

To the tourism-related business owners in Omachi, Hakuba, and Otari,

HAKUBA VALLEY TOURISM SDGs SURVEY

HAKUBA VALLEY TOURISM ("HVT") is a Destination Management Organization ("DMO") established by ski resort operators and tourism commissions in Omachi, Hakuba and Otari area. Nagano Prefecture has designated HVT as one of the most strategically important DMOs in the region and Japan Tourism Agency chose HVT as the official Japanese DMO. HVT is taking initiatives in many areas with a vision to make Hakuba Valley the world-class mountain resort cherished by everyone around the globe.

We aim to incorporate SDGs perspectives in realizing the HVT vision. We believe that building a desirable resort while promoting sustainability is not just possible but essential.

We would like to conduct a survey related to SDGs so we understand the current level of understanding and effort being made in the area.

We would greatly appreciate your cooperation and participation in the survey. Please access the survey using the URL or QR code below and fill in the form by Thursday, August 6th, 2020.

HAKUBA VALLEY SDGs SURVEY : <https://forms.gle/4g5fw8gWjeFr5UBB6>

Your responses are only used for the purpose stated above.



For inquiries please contact:
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■ SDGs

The Sustainable Development Goals (SDGs) were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The 17 SDGs pledge to Leave No One Behind and aim to balance social, economic, and environmental sustainability.

SUSTAINABLE DEVELOPMENT GOALS



■ SDGs related initiatives in Nagano Prefecture and Hakuba Valley

Nagano Prefecture : SDGs Future City (June 2018),

Declared Climate Emergency and Zero Carbon initiative (December 2019)

Omachi : SDGs Future City (July 2020)

Hakuba : Declared Climate Emergency (December 2019) and Zero Carbon initiative (February 2020)

Otari : Declared Climate Emergency (March 2020)