

A ski lift chair is shown in the foreground, heavily laden with snow. The chair is black with a white seat and backrest. The number '46' is visible on the chair's frame. In the background, a dense forest of trees is covered in snow, creating a serene winter scene. The sky is a pale, overcast blue.

# **NEW - NISEKO** **JAPAN RIDING HOLIDAY** **2027**

**EVERYTHING YOU  
NEED TO KNOW  
ABOUT OUR NEW  
RIDING WEEKS IN  
NISEKO, JAPAN**



**snowboard™  
coach.co.uk**

# WELCOME TO JAPAN !!

For 2027 - come and join us in Niseko for an unforgettable Japan experience. We ran our first Riding Week last season and our crew loved it!

We will be offering just 2 dates for this coming winter.

The idea will be familiar to most of you reading this if you have been with us before.....Offering a cost effective riding trip with everything you need, with a group of like minded people...but this winter we are doing this in the land of Ramen!

## WHERE ARE WE GOING?

Our riding week will be based in and around Niseko. Located under 2 hours from Sapporo airport in the Hokkaido province of Japan.

This place needs no introduction as the record snowfalls of the in 2025 winter were all over the news. This place coined the term Japow.

But its not about just one resort, this week is about visiting as many places as possible. From Niseko to Moiwa to Rusutsu and even days in the smaller out of town resorts for a truly crowd free local experience. All on ground transport is obviously included for this.....more itinerary information later in this pack.

## WHO CAN ATTEND?

ANY level of recreational rider is welcome on our courses.

This is not some hardcore powder hiking and riding week, plenty of other providers do this.....our trips are about enjoying going riding, getting our SBC top tips to ride better and have a laugh and a few beers with other like minded people.

Of course we will ride Japow, but we ain't spending 4 hours hiking to get it! We'll be riding all the terrain Japan is famous for from the trees to pizza box chair lifts.

The way we run our riding progressions means that any recreational rider is welcome.

## WHAT'S IT GOING TO COST?

As ever we try and keep our prices as low as possible without compromising the quality of your time with us.

**FROM: £2,500**

We say "from" because single room supplements will be in place for single travellers who don't want to share and we also have a sliding scale based on the amount of people on the week. For more info on this keep reading.

# WHAT'S IN IT

## WHAT DOES THIS INCLUDE?

All our options for the 2027 season will include the following:

- All accommodation for the duration.
- Return transfers from Sapporo (Chitose) Airport
- All lift pass for ALL the different resorts during the trip.
- All transport included for the duration inc "tourist day"
- All coaching/guiding during the trip.
- SBCoach wristband giving you "locals" discount in selected bars in resort.
- **Special discount** voucher for The Snowboard Asylum.
- **SBC discount** on Salomon Snowboards prior to the trip.
- Island Snowboard demo and factory tour.

Also don't forget the Snowboard Coach crew will be on hand prior to your holiday to ask any questions so you'll get a more personal service than from a tour operator.

## WHAT'S NOT INCLUDED:

The riding course DOES NOT include the following:

- International flights to Sapporo
- Food
- Drinks
- The onsen evening out.
- Travel Insurance
- Spending money (obviously)!



# WHERE DO I STAY ?

## WHAT'S THE ACCOMMODATION LIKE?

Our SBC riding week Chalet is located a mere 2 mins walk to the Hirafu chair lifts. Its a luxury chalet that has amazing views of Yoit and an ideal location for your stay.

The chalet does have full kitchen cooking facilities as you would expect. But our itinerary will see us being out most evenings for food. But if you prefer to stay in and relax then you have the option to make your own food and chill.

Unlike other companies, we do not cram people into our accommodation. You WON'T be sharing 4 to a room with us.

Accommodation will be 2 per bedroom. Couples are obviously allocated a room together. Bedrooms have under bed storage or wardrobes and living rooms, baths, showers and obviously the all encompassing Japanese toilet that needs no introduction....if it does need an introduction, then you're in for a treat with the warm wind option!

## SINGLE OCCUPANCY

We will have limited amount of single rooms for this trip, which will be on a first come first served basis. Obviously it will cost more. If this is something you want to add please let us know for a specific price.





# THE DATES

## DATES FOR WINTER 2027

We have the following riding week dates for this coming winter:

**JANUARY 10<sup>TH</sup> - 17<sup>TH</sup>**  
**FEB 28<sup>TH</sup> - MARCH 7<sup>TH</sup>**

Please note the above dates are the arrival and departure dates ie the days that you will be arriving and departing Sapporo.

We have a limit of only 8 people per course so please get in touch to secure you place.

If you are a group of 4 or more looking for a week away and these dates don't work for you, let us know and we can tailor a bespoke package for your group.

### **SLIDING SCALE PRICING:**

So we can run our course we need a minimum of 3 people and we also have a sliding scale pricing system for this trip. For example if we get 8 people then the price will be the cheapest. Less people then the price increases incrementally. But then you get more private service during your time with us.

3-4 people booked = £2,995

5-6 people booked = £2,895

7 people booked = £2,695

8 people booked = £2,495

## **BOOKING A COURSE**

Booking is really simple, you tell us the week you intend to come and if we have space then we pencil you in.

Then a non-refundable deposit of £350pp is required to secure your place on the week. We then have a super flexible payment plan where you can pay chunks off through the rest of the year.

Any outstanding monies must be paid at latest 6 weeks prior to the start date

You then book your flights on the specified dates and let us know both the arrival and departure times. We can then arrange the transfers.

Then during the week prior to your arrival we will email you our arrival PDF detailing all the information you need to know about meeting at Chitose airport.

We will obviously help you in regards to flights and anything else you need to know along the way.



# MORE INFORMATION

## FLIGHTS:

These are **NOT INCLUDED** in the riding week fee. You will need to book your international flights to Sapporo (Chitose) airport. This is a popular airport for both major and local airlines and is a direct hub from Europe as well as a transfer airport from both Tokyo Haneda and Tokyo Narita.

Again more information regarding matching flight times and transfers will be sent to you upon booking.

### 90 DAY TOURIST VISA

Arriving as a "tourist" means you can spend up to 90 days in Japan. For our UK/EU clients you currently have free visa on arrival. For clients from other countries please check the current requirements for your country.

We will keep everyone booked on the week with us updated on any rule changes regarding visas.

## AIRPORT TRANSFERS:

These are included in the price. Your transfer will be from and back to Sapporo (Chitose) airport on the dates above.

More information regarding the transfers will be supplied when booking onto the program.

## LIFT PASSES:

All lift passes are included for every resort we visit including the night skiing session. Should you wish to ride on your

Once you have your lift pass it is your responsibility and Snowboard Coach cannot be held responsible for any costs incurred due to loss or theft of lift passes.

## MONEY IN RESORT:

There are plenty of cash points in and around town. However, Japan still prefer the use of cash. So please have the ability to withdraw cash whilst you are with us.

**\* PLEASE NOTE:** The currency is Japanese YEN \*



# THE ITINERARY

## THE ROUGH COURSE ITINERARY:

Our planned trip will be 8 days with us in Japan which include the arrival and departure days. Below is an idea/overview of the schedule.

This is obviously subject to a bit of tweaking depending on the weather and snow conditions.

**DAY 1:** Arrival at Chitose Airport in Sapporo. We will have a group transfer picking everyone up and taking the 1.5 hour transfer to our Niseko/Kutchan base.

**DAY 2 TO 6:** We will spend these 5 days riding around all the different resorts the area has to offer. This will include riding all of Niseko ski village, Hirafu, Hanazono, Annupuri. One of the days will have a full day trip to Rusutsu and take a ride through a theme park!

We will also have at least one day further afield (maybe 2) exploring some of the lesser known resorts such as Furano and Kiroro - just to get away from the main crowds.

**DAY 7:** We will take this as a day off after 5 days of riding. Group choice will be to do something touristy and visit some local sights and then in the evening we will have a night skiing session in and around Hirafu. Of course you can choose to ride today as well if you are not feeling to tired.

**DAY 8:** Today see you venturing back to Chitose Airport ready to fly back to home or to carry on your stay with some extra time exploring the sights and wonders of Japan.

## NIGHT SKIING SESSIONS:

On one of the evenings and potentially we can save this to the last evening - we can end our trip with a night session. Night sessions are so different here in Japan. The snow can actually be better than the day especially if it stops snowing in the evening. Surprisingly the snow is fresh and soft and not icy and hard like European night skiing. If you have one, pack a clear lens.

## EVENINGS OUT:

Evenings will consist of food and beers in our favourite local bars and restaurants. We will also have an onsen evening so pack your swim stuff. These are totally optional so if you prefer to go back to the accommodation and crash then you can.



# A BIT MORE ABOUT US

Snowboard Coach hold the highest qualifications attainable in teaching snowboarding.

We hold the highest accreditation from the ISIA which is the worldwide governing body for snow sport instructors as well as the "ISTD" accreditation - which is only given to the highest level snow sports coach's.

We also have full trainer status from the Snowsports Governing body Great Britain - This means they use Ash and Snowboard Coach not only to deliver training and assess teaching and riding standards but also to qualify instructors.

This isn't to show off or trying to prove how good we are, it's to assure you that you are in good hands and are getting what you pay for. Teaching snowboarding is our full time profession.

This is also what makes us the first choice for TV production companies from the BBC to ITV to programs like Channel 4's "The Jump".

## **SNOWBOARD COACH : APPROVED BASI PARTNER**

Snowboard Coach is also a FULLY APPROVED BASI PARTNER. We were one of the first companies to be awarded this.

This means that we have been through a rigorous quality control process assessing everything from our training and delivery methods to our course structure and organisation. We have surpassed all stringent criteria with flying colours. We have worked hard to achieve this accreditation.

## **A MESSAGE FROM ASH - OWNER OF SNOWBOARD COACH**

At the end of the day it's all about enjoying what we do and I wouldn't be here today if I didn't. I've spent over 35 years of my life snowboarding and 30 years teaching a sport that I love.

Thanks for enquiring about our new riding weeks in Japan, I hope you can join the SBC crew out here.....it's been a long time in planning.....





Snowboard Coach has earned the highest levels attainable from the following Worldwide Snowboarding Governing Bodies:



And is supported by:



Please read our terms and conditions on the following page...

# TERMS AND CONDITIONS

Snowboard/Snowsports Coach are trading names under All Mountain Training SLU - an Andorran registered company - from herein referred to as "Us" and "We". You will be referred to as the "client". All applicable under Andorran Law.

Terms and conditions for our Mountain Riding Week Course.

1. You the client must be safe and medically sound to travel and to be in a winter resort and have appropriate insurance cover for Andorra. We will not accept any clients travelling against medical advice and you must state this in the booking form you receive from Us. We can not be held responsible for any costs/loss/damages incurred for failure to declare this.

1a. If applicant is not of this standard then they can be removed from the course at any time without refund. This will be solely at the discretion of Snowboard Coach if we feel that the candidate is restricting the learning of other students who have met this standard.

2. The application will only be accepted and secured provided:

- a) The application is accompanied by a £500 non-refundable / transferable initial deposit.
- b) The booking confirmation is signed and returned.
- c) The client unconditionally accepts these terms and conditions of booking when confirming via email that a place on the course is required.

3. The remaining balance of your course fee must be received in full by Us at least 6 weeks prior to the course start date.

4. If payments are not made within 7 days of these deadlines then We reserve the right to re-allocate you're place without refund.

5. All changes to bookings must be received in writing by email. Any changes will incur administration costs to cover our costs.

6. All courses require a minimum number of clients to run a full program. If numbers aren't met a reduced schedule of hours, as detailed in the info pack, will be in place.

7. All clients must be insured for our courses. We advise every client to buy insurance **AS SOON AS YOU CONFIRM YOUR BOOKING WITH Us**. Please do not wait until the week before you travel.

8. Cancellation: in the event of cancellation by the client the deposit paid **WILL NOT BE REFUNDABLE/TRANSFERABLE**. If paid in full then the balance minus deposit will be refunded except when:

a) Client cancels within 6 weeks of the course start date – **NO REFUND WILL BE GIVEN**.

9. We strongly recommend that all clients embarking upon ANY of our courses take appropriate insurance which covers both cancellation and curtailment and course reimbursement/cover.

10. Proof of insurance or similar will be required prior to attending the course.

11. We will refund appropriate monies (pro rata) if the decision is made by Us to cancel all or part of the training program.

12. No monies will be refunded by Us in the event of an injury sustained whilst participating in ANY of our courses, where injury leads to missed sessions, curtailment of the course; then in this instance it is necessary to make an insurance claim. We will provide the necessary receipts.

13. If the venue of the course is adversely affected by snow, weather, force majeure or **any other circumstances beyond our control** that cause cancellation of any/all parts of our course and package offered - NO REFUND WILL BE GIVEN. Again We insist on a suitable insurance policy as detailed in point 7.

14. In the event of the above in paragraph 13: You, the client, agree that We cannot be held responsible for refunds.

15. Any client found under the influence of alcohol or drugs during course contact time (ie a training session) will be removed from the course immediately with no refund given.

16. In the event that an applicant is refused/unable to train on the basis of paragraph 1a, 12, 13 or 15 you, the client, agree that no monies will be refunded.

17. You, the client, agree that except for death or personal injury arising through the negligence of Us, We shall not be liable for any loss or damage arising whether in respect of death, bodily injury, illness suffered or contracted, loss, costs, damages or expenses incurred.

18. It is the clients responsibility to ensure that all accommodation, transport and any other facilities provided or organised by Us, are treated with respect and appropriate consideration as if their own.

19. We will not be responsible for any damage caused by you, the client. You, the client, will be held liable for any costs incurred in such a way and will agree to settle any costs immediately to 'make good' any and all damage caused.

20. In the event of any arrest or infraction between the client with the local Police in relation to drink, drugs or ANY circumstance that see's YOU the client arrested/detained or removed from the country. We will not be held responsible. We will stand by the decision of the enforcing agency. Again **no monies will be refunded**.

21. In the event of point 20; Our limited responsibility is to ensure that the client is given contact with the British Embassy.

22. As an applicant to be a client on a course or package organised by Us, whether applying by telephone, email or letter you agree to abide by these conditions when confirming your booking with us, irrespective of whether you have signed and returned the requested booking form.



**FOR MORE INFO &  
MORE COURSES VISIT**

**WWW.SNOWBOARDCOACH.CO.UK**

**INFO@SNOWBOARDCOACH.CO.UK**



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