

Welcome to Hakuba, the land of 'San-shi-sui-mei' , meaning that the mountains are purple reflecting the sun and the rivers are clear with pure water.

The townsmen in Hakuba living on the foot of Northern Alps enjoy daily lives surrounded by the power furnishing mountains and the nature which gives off different phases in four seasons; the sound of snow melting water in spring, the blue clear sky in mid-summer, the red or yellow leaves coloring the countryside in fall, and the snow covering the whole ground in winter.

The severe winter sometimes gives the people a hard time. All of these rich environments in nature including the severe time in winter, however, are a blessing from the earth.

Keeping this fact in mind that Hakuba used to be a poor farming town and the progress the current people enjoy is the tribute of ancestors' constant efforts, our mission is to take this unique environment as our treasure and to pass it down to future generations.

I as the mayor of Hakuba appreciate it a lot that you have chosen this town to settle in while most small towns struggle with a declining population due to a low birth rate.

I hope you can live and work as a Hakubanian with us for many years to come.

Thank you very much again for your decision to live in Hakuba

下川正剛

Mayer of Hakuba village

Shimokawa Masatake