

Hamatonbetsu Dream Resort Development Concept (Draft)

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Main concept image from the original proposal. Embedded Japanese labels are translated in the English legend below.

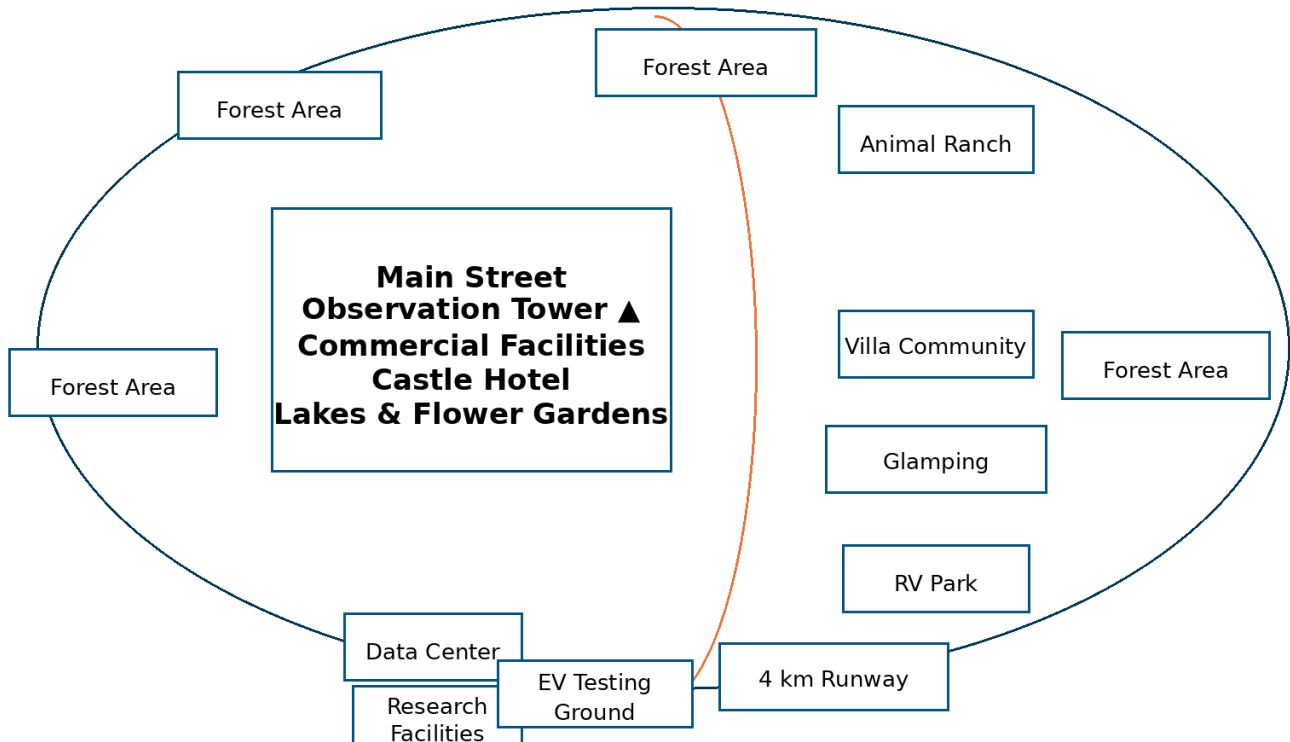
English Legend for the Main Concept Image

Original Label	English Translation / Meaning
Hamatonbetsu Dream Resort & Luxury Villa Community	Approx. 1.1 million tsubo; a world-class private resort city in harmony with northern nature
Dream Resort Area	Theme park, hotel, and commercial facilities
Luxury Villa Area	Private villas and residential community
Four-Season Flower Gardens	Spring: cherry blossoms / Summer: lavender / Autumn: autumn foliage / Winter: snow festival
Northern Snow Castle	Snow castle hotel; bushido experience; tea room; observation terrace
Hot Spring Resort District	Open-air hot baths, spa, and ryokan-style lodging
Main Street	Commercial area, restaurants, and shopping
Safari Park	Ezo deer, horses, alpacas, bison, and eagle observation
Glamping & RV Park	Camping, barbecue, and outdoor facilities
Private Airport / 4 km Runway	Business jet access to be studied
AI Data Center & Research Facilities	Utilization of cool climate and abundant water resources
Ultra-Luxury Private Villa Community	Lots of 100,000 to 500,000 tsubo; 360-degree privacy

Overall Layout Concept

A symbolic landmark facility will be placed in the central area of the site. The following English diagram follows the spatial arrangement of the original layout sketch as closely as possible.

A symbolic landmark facility will be placed in the central area.



English reproduction of the original oval layout diagram.

Major Site Functions

- Main Street
- Observation Tower
- Commercial Facilities
- Castle Hotel
- Lake and Flower Garden Areas
- Luxury Villa Community
- Animal Ranch / Safari Area
- Glamping Area
- RV Park
- Forest Areas
- Research Facilities
- 4 km runway/test road
- AI Data Center
- EV Testing Ground

1. Northern Snow Castle Resort



Northern Snow Castle Resort concept image.

The concept places Mr. Nonomiya's envisioned "Northern Snow Castle" at the heart of the resort.

- Approx. 1,000 m² building scale
- Castle tower surrounded by a snow landscape
- Bushido Experience Hall
- Tea ceremony room
- Japanese garden
- Heliport

2. One of the World's Largest Private Villa Communities

The defining condition is: "When stepping out of the entrance, no other person's building can be seen in a 360-degree view."

- 100,000-tsubo lots
- 200,000-tsubo lots
- 500,000-tsubo lots

3. Hokkaido Safari Park

Safari park concept:

- Ezo deer
- Horses
- Alpacas
- Bison
- Steller's sea eagle observation

4. Four-Season Flower Gardens



Four-season flower garden concept image.

Spring	Cherry blossoms
Summer	Lavender
Autumn	Autumn foliage
Winter	Snow festival

5. International Airport Connectivity

- Approximately one hour from Wakkanai Airport
- Utilization of a 4 km straight road
- Potential support for small private jets to be studied

6. AI & Data Center Complex

The greatest strengths of the Hamatonbetsu land are its “cool climate” and “abundant water resources.” From a global perspective, a composite development with the following facilities is highly promising:

- Data centers
- AI research facilities
- Semiconductor demonstration facilities

Investment Scale Image



Winter resort / snow festival concept image.

Phase	Main Components	Estimated Investment
Phase 1	Castle Hotel / Hot Spring Facilities / Glamping	Approx. JPY 10–20 billion
Phase 2	Theme Park / Commercial Facilities	Approx. JPY 30–50 billion
Phase 3	AI Data Center / International Villa Community	Approx. JPY 50–100 billion

The total project cost may come into view at approximately JPY 100–200 billion.

The 1.1 million tsubo in Hamatonbetsu is not merely land. It has the scale to depict a composite resort combining “a Hokkaido version of Disneyland + Niseko + data centers + an ultra-high-net-worth private villa community.”

Tomamu Reference Image

If the 1.1 million tsubo in Hamatonbetsu is considered as a “Tomamu of Northern Hokkaido,” and the present concept diagram is used as the basis - snow castle, luxury villas, heliport, hot springs, safari, glamping, runway, and AI data centers - the business scale becomes quite significant.

For reference, Tomamu, operated by Hoshino Resorts, is approximately 1,000 hectares (about 3 million tsubo) in scale and is one of Hokkaido’s leading resorts, equipped with hotels, ski slopes, restaurants, pools, and other facilities.

Phase 1: Realistic Initial Development



Hot spring spa resort concept image.

Components

- Snow Castle Hotel
- Hot Spring Spa
- Glamping
- Heliport
- 20–30 luxury villa lots

Construction Cost

Item	Approximate Cost
Snow Castle Hotel	JPY 5–8 billion
Hot Spring Facilities	JPY 2–3 billion
Villa Infrastructure	JPY 2–4 billion
Heliport	JPY 300–500 million
Roads / Water Supply and Sewerage	JPY 2–5 billion

Total: approximately JPY 12–20 billion

Employment

- Construction period: 300–500 people
- After opening: 80–150 people

Phase 2: Development into a Tomamu-Style Resort

- 100 luxury villa lots
 - Safari park
 - Four-season flower gardens
 - Restaurant district
 - Event venue
- Construction cost: approximately JPY 30–60 billion

Employment

- Construction period: 500–1,000 people
- Operations: 300–500 people

Phase 3: International Resort Destination

- AI Data Center
 - Medical wellness facilities
 - Small jet-compatible airfield
 - International convention center
 - Ultra-high-net-worth villas
- Construction cost: approximately JPY 50–150 billion

Employment

- Operations: 500–1,000 people



Overall utilization concept image for the Hamatonbetsu 1.1 million tsubo site.

Effects on the Local Hamatonbetsu Economy

Hamatonbetsu has a population of approximately 3,000 residents. If the resort can attract 300,000 tourists per year, the economic benefits would spread across the following sectors:

- Hotels
- Restaurants
- Construction industry
- Cleaning services
- Security services
- Transportation
- Agriculture
- Fisheries

Tourism is generally known to create not only direct employment but also broad economic ripple effects throughout the local region.



Winter version of the overall dream resort concept and area images.

Realistic Starting Point

It is not necessary to develop the entire 1.1 million tsubo site into a Disneyland-scale project from the beginning. The following four elements are sufficient as the initial core:

1. Snow Castle Hotel
2. Hot Spring Spa
3. 20 ultra-luxury villa lots
4. Heliport

The investment amount would be around JPY 15 billion. If successful, Phase 2 can expand to 100 villas, Phase 3 to data centers, and Phase 4 to theme park development.

Unique Brand Potential

In particular, for the Hamatonbetsu property, the concept of a villa community where “no other person’s building can be seen in a 360-degree view after stepping out of the entrance” is rarely found in Niseko or Tomamu.

Additional Strengths

- Summer temperatures generally below 25°C
- Abundant water resources
- The Sea of Okhotsk
- Views toward Mount Rishiri
- Heliport access
- Private jet compatibility

By combining these elements, there is potential to create a unique brand: a Japanese version of Yellowstone + Tomamu + ultra-high-net-worth villas.

Final Note

The above is a planning proposal and simulation generated with the assistance of AI. However, if presented to the world’s ultra-wealthy individuals and investors, it has considerable potential for further concretization and realization.

Even ten years from now, Japan’s position as a tourism-oriented nation - “Zipangu” - is expected to become increasingly prominent. For this reason, it is important to move quickly to secure the 1.1 million tsubo land first.