

Establishment of  
Cleanliness Certification System  
HAKUBAVALLEY

HAKUBAVALLEY TOURISM is launching “Cleanliness Certification System” to aim for sustainable development in tourism in the area.

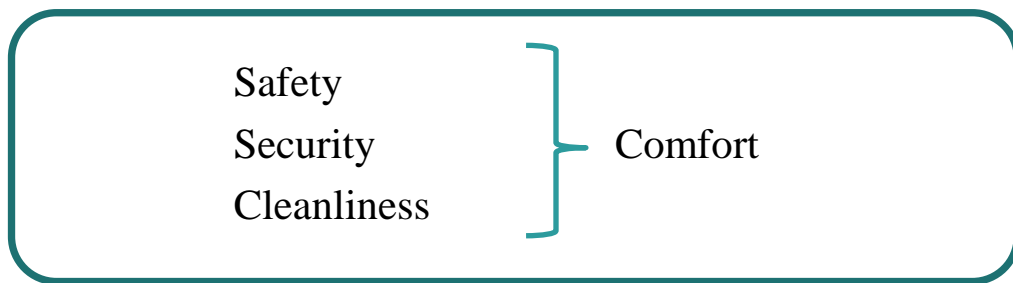
COVID-19 that started to spread at the end of 2019 has casted a dark shadow on the world economy, particularly on tourism. And, there has never been a time where “safety and security” is called for vociferously in tourism that involves movement of people.

HAKUBAVALLEY Cleanliness Certification System is established to create a tourism community where proper considerations are made for visitors, employees as well as local residents under the influence of such a spread of the virus. Furthermore, by promoting a tourism community with not only “safety and security” but also “cleanliness” that is necessary for a comfortable stay, we aim to raise our quality standard as a sustainable resort.

HAKUBAVALLEY TOURISM  
Omachi City  
Hakuba Village  
Otari Village  
Omachi City Tourist Association  
Tourism Commission of Hakuba Village  
Otari Village Tourism Association  
Omachi Health Center (as supervisor)

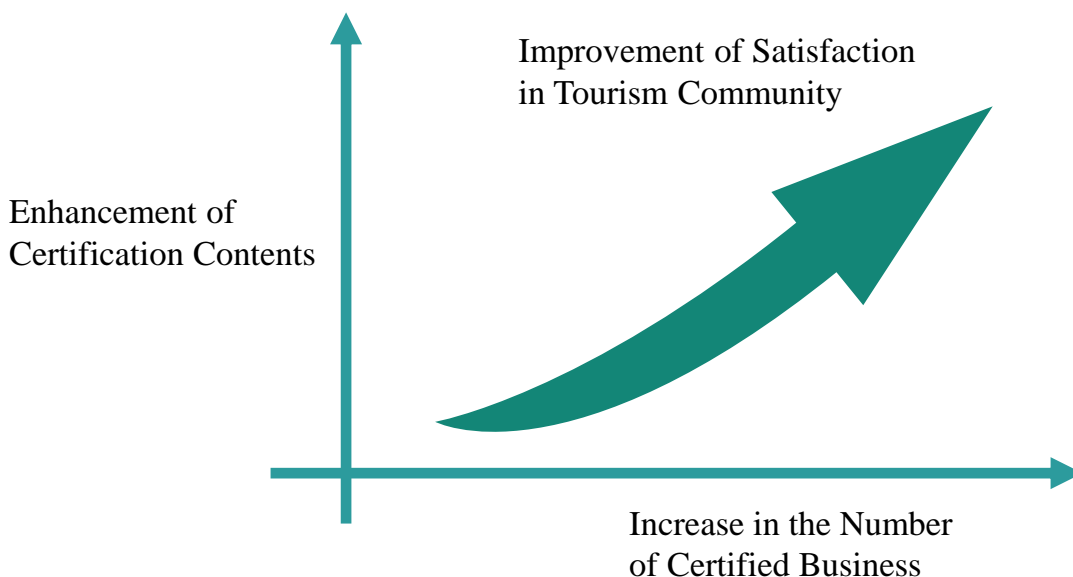
## General Outline

We aim to build a sustainable mountain resort that well considers visitors, employees, and the entire region, and provide not only the most important “safety and security” but also “cleanliness” so as to promise a comfortable stay for our guests.



We will not only enhance the epidemic prevention measures that are called for due to the spread of COVID-19, but also raise the quality standard of the entire region by having all the tourism related business to provide the ultimate level of “comfort” and “amenity” of staying at HAKUBAVALLEY.

We will check the certification on a regular basis in consideration of the social situation, and with the consent of regional community, items on the checklist will be added or deleted as needed to enhance the contents.



## Application Process

Please fill out the application sheet with the check-items about the following, and submit it to Otari Village Tourism Association, Tourism Commission of Hakuba Village, or Omachi City Tourism Association.

You will receive the Certification Sticker, and information about the workshop etc. as organized. Please attach the Certification Sticker to a place in your facility that is easily noticeable by visitors.

In addition, the details of the certification will be posted on the HAKUBAVALLEY official website. Please include the link to its page on your own website.

1. Securing Social Distance
2. Placing disinfectants for hands
3. Use of face masks
4. Air ventilation of facility
5. Disinfection of facility

## HAKUBAVALLEY Cleanliness Certification Sticker

