



Rhythm Japan and Tokyu Resorts Announce Niseko Summer Opening Party



Niseko, Japan - June 28th, 2024 -

We know there's no better way to kick off summer than with a big blowout party. That's why Rhythm Japan, in collaboration with Niseko Tokyu Grand Hirafu, is set to throw the biggest summer opening party Hirafu has ever seen.

Taking place over the Marine Day long-weekend, the "Niseko Summer Opening Party," plans to bring the entire town together by spanning four different venues in Upper Hirafu.

Across the four venues, Niseko Tokyu Grand Hirafu Area, Rhythm's Activity Hub, Twin Peaks Niseko Area, and Niseko Hirafu Green Park, guests will be able to indulge in a range of activities, both relaxing and action-packed.

Visitors can enjoy sunbathing in lush parks, cruising around NAMBA's Twin Peaks, and exploring Niseko Tokyu Grand Hirafu's new Float Trail downhill mountain biking course, before checking out live music, food trucks, and an open-air pop-up cinema at Niseko Hirafu Green Park. On top of that, the Rhythm Activity Hub will also be providing the latest Specialized mountain bikes at our pop-up demo tents and hosting DJs, a skate competition, trampolining, and rock climbing at our summer Activity Hub.

If you're planning on visiting Niseko this summer, be sure to book your trip around the Niseko Summer Opening Party, it's guaranteed to be the standout event of the summer.

Event Overview

- Date: July 13th (Sat) - July 15th (Mon), 2024
- Time: 9:00 AM - 4:00 PM
- Location: Upper Hirafu Area, Niseko, Hokkaido

Venue Activities:

Niseko Tokyu Grand Hirafu Area

- Mountain biking
- Summer gondola
- Food
- Special STRIDER park

Rhythm Hirafu Store

- Skate competition
- Activity Hub
- Bouldering
- Rhythm & Beans Café
- Specialized bike rentals

Twin Peaks Niseko

- Mountain bike course
- Mountain bike tours

Niseko Hirafu Green Park

- Food trucks
- Outdoor cinema
- Café
- Market

For more details, visit: <https://www.rhythmjapan.com/niseko-summer-opening-party/>

Established in 2005, [Rhythm Japan](#) offers everything customers need to embrace the ultimate mountain experience. Year-round services, lessons, guiding, retail, and rental offerings are paired with knowledgeable local staff who share their expertise and passion for unforgettable experiences. In Summer, the Niseko flagship store also serves as a community activity hub, featuring skate and climbing facilities, workspaces, and more.

Rhythm Japan is proud to be part of the [evo](#) family of brands. evo is a global outdoor retailer and experiences company with 11 evo stores in the U.S. and Canada, and global retail via [evo.com](#). The evo family also includes travel and recreation businesses; [evoTrip](#), [evo Hotel](#), [All Together Skatepark](#) (Seattle and Salt Lake City), and [Callaghan Country](#) in BC Canada. Together, Rhythm and evo provide global access to experiences focused on sport, culture, the outdoors, and human connection.

To learn more about Rhythm Japan and their latest offerings for all seasons, visit [www.rhythmjapan.com](#). Sign up for the newsletter and follow them on [Facebook](#) and [Instagram](#) to stay up-to-date.

Press Contact

Alex Callan

alex.c@rhythmjapan.com

General Inquiries

info@rhythmjapan.com

+070 4193 3164 (JP)

+61 0 8002 0164 (AU)