



RHYTHM TO OPEN NEW STORE IN FURANO, THE SNOW CAPITAL OF CENTRAL HOKKAIDO.

FOR IMMEDIATE RELEASE: Japan's most comprehensive snowsports rental and retail store, Rhythm, will open in Furano in time for the 2020/21 Japanese ski season.

Rhythm will be located in custom built space inside the Fenix, Furano's newest luxury accommodation featuring contemporary design and ski-in, ski out-convenience. Rhythm's customers can enjoy direct access from the store to Furano Ski Resort's Kitanomine Gondola. It is also in close proximity to restaurants, bars and majority of the area's hotels, lodges and pensions.

Rhythm offers a huge range of quality services so its customers can live their ultimate mountain experiences. Now, these services will be available to skiers and snowboarders visiting Furano. This includes free pick up and drop off, free gear swap, multi-resort rental and a huge range of skis, snowboards and winter essentials.

According to Rhythm C.E.O, Matt Hampton... "We are extremely excited to be opening our doors in Furano. The resort is the perfect fit for us due to its reputation for having some of the best quality snow in Hokkaido. We always like to think of our stores as central meeting places where customers can get local intel on where to ride and the best places to eat, drink and more. We're looking forward to bringing this kind of vibe to Furano, plus the same level of service we've provided in Niseko and Hakuba over the last 15 years."

Furano's popularity has grown over the last few years however the resort is still relatively 'unknown' as a destination for skiing and snowboarding. Due to its central Hokkaido location, the resort receives very cold temperatures, resulting in super dry, quality powder snow. Furano is two-hour's drive northeast of Chitose Airport (Sapporo) or one-hour's drive south from Asahikawa Airport. Shuttles to Furano are available from both airports, then Rhythm will pick customers up from their accommodation to complete their rental. Furano receives around nine meters of snow annually and is home to nine lifts, 24 courses, plus access to off-piste and backcountry riding.

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