

HOKKAIDO TRAVEL DESIGN & LOCAL EXECUTION

SEA & SUMMIT COLLECTIVE

TRAVEL ADVISOR PARTNER KIT

Designed by locals. Delivered seamlessly.

Your Destination Management Partner in Hokkaido

A Local Team With Global Standards



Sea & Summit Collective designs and operates access-driven and service-led journeys across Hokkaido. Built around seasonal intelligence, not fixed itineraries.

Access delivered through our in-house team and deeply embedded local network. Service provided by our concierge team and exceptional accommodation partners. Executed on the ground by a year-round Niseko-based team, not remotely planned or seasonally staffed.

We act as a trusted local partner, enabling you to confidently offer highly curated, experience-led travel in one of Japan's most sought-after regions.

Built on real access. Delivered by people who live and guide here year-round.



Who We Are & What We Offer

THREE DIVISIONS · ONE EXPERIENCE

SEA & SUMMIT
ADVENTURES

SEA & SUMMIT
JOURNEYS

SEA & SUMMIT
MEDIA

WHAT WE BRING TO EVERY PARTNERSHIP

- Hokkaido-based, year-round operator. Three separate but integrated divisions working in harmony
- In-house experience / guiding team and concierge
- Privileged access to off-market experiences and local networks
- Real-time seasonal intelligence
- Partnerships with Hokkaido's most sought after accommodation
- Commercial work for Hokkaido Tourism, Niseko Tourism, leading hospitality providers and international outdoor brands
- Ability to operate across refined luxury travel and technical adventure environments
- White-label delivery for global travel brands
- Over 400 private groups operated over the past 6 years

We move beyond static itineraries and deliver journeys dynamically, based on real-time conditions and local access.





WE WORK WITH

- Luxury and boutique travel advisors
- Adventure-focused travelers seeking real access
- Affluent couples, families, multi-generational and private groups
- Gastronomy-focused travelers
- Culture, and experience-driven clients
- Select corporate, MICE, and
- Brand-led travel

Trip values from USD \$15k to \$400k — we match the experience to your client, not the other way around.



End-to-End Itinerary Design & Delivery

We Design

- Bespoke itineraries tailored to your clients and brand positioning
- Accommodation strategy across hotels, chalets, ryokan and unique stays
- Activity curation. Skiing, snowboarding, snowmobiling, snowshoeing, golf, hiking, paddling, fly fishing, nature and wellness
- Local / seasonal culture and events
- Access-driven experiences, guided by experts and leveraging our local network
- Authentic, local gastronomy, Michelin-level dining and private chefs

We Deliver

- Accommodation access and bookings
- Ground transport, private transfers, drivers
- Curated experiences. In-house or trusted local providers
- On-site concierge and guest support
- Real-time local insight and itinerary adjustments
- In-house photography and video production. We capture your clients' journey for their memories and your marketing
- Consistent, high-quality guest outcomes

We act as your trusted Hokkaido-based partner, ensuring your clients receive exceptional experiences while you maintain full control of the relationship.



Pricing & Commercial Structure

We design and deliver journeys end-to-end — our pricing reflects both the planning required to build them, and the execution required to deliver them seamlessly.

ITINERARY DESIGN & PLANNING

Required prior to detailed itinerary development

- One-time fee per journey
- Based on the number of locations
- Structured around your client brief

RESPONSE & COMMUNICATION

Our commitment to every advisor partner

- 48-hour response on all advisor inquiries
- Dedicated point of contact for each partnership
- Available across multiple time zones — North America, EU/UK, Asia and Oceania

EXPERIENCES & GUIDING

All services delivered and operated locally

- All services priced at retail. The client price is set by you
- Your margin is uncapped. No commission splits or referral fees
- Typical trip values - ¥2.5M to ¥50M depending on scope, group size, and accommodation

ON-THE-GROUND EXECUTION

Ensuring the journey runs as intended

- Daily coordination and confirmations
- Real-time adjustments based on conditions
- Local concierge and operational support
- Dining / F&B recommendations and reservations (bookings subject to booking availability)

OUR FOUNDER



Chad Clark (USA)

Director

A professional travel guide & photographer with 19 years of business leadership, tourism and marketing experience.

Extensive travel in over 35 countries across North America, Europe, UK, Central America, Asia and Oceania. Outdoor / Adventure, experiential, gastronomy, luxury, wildlife, photography, events, and immersive cultural travel experiences.

OUR GUIDE TEAM

Our guides are handpicked and personally vetted. Many have been skiing, hiking, and exploring Hokkaido alongside the founders for years. Every guide we work with is someone we've shared a mountain, a trail, or a dining table with.

- Ski & snowboard guiding. Resort, backcountry, mechanised tours
- Alpine hiking, trail running & MTB
- Fly fishing, SUP & paddling
- Golf, wellness, scenic tours and cultural events and experiences
- Gastronomy, local producers and distilleries
- Photography & media production

English

Spanish

French

Japanese

Every guide we work with is someone we've toured with ourselves. Our founder and guides operate in the field, vetting every experience, every partner — which means our standards are personal, not procedural

Two Ways We Design Travel



Refined, Service-Led Journeys

Seamless, high-touch travel with exceptional accommodation, dining, and top-tier services. For clients who want the very best of Hokkaido, flawlessly delivered.



Access-Driven Adventure Journeys

Expert-guided, condition-driven, and built around real access — not what's bookable online. For clients who measure a trip by the runs they'll talk about for years.

How We Work With Travel Advisors

HOW WE WORK WITH YOU

1 Submit a client brief

One page, no template required. Tell us who your client is and what they're looking for

2 Receive a tailored proposal within 48 hours

Itinerary, accommodation options, experiences and indicative pricing, built around your brief

3 Refine together until it's exactly right

We adjust, swap, and rebuild until the itinerary matches your client perfectly

4 We execute, you remain the client's hero

Full white-label delivery. Your brand, your relationship, your client

WHAT YOU CAN EXPECT FROM US

- Collaborative itinerary design based on your client brief
- Flexible partnership model. You lead and we support directly, or we lead
- We manage bookings through our trusted local network
- Full concierge support and local operation, from arrival to departure
- White-label delivery aligned to your brand
- Full on-the-ground operational support
- Your client relationship respected and protected at all times
- 48-hour response on all advisor inquiries

THE RESULT

Seamless, high-touch journeys combining local access with the level of service your clients expect and want to come back for.



What Our Clients Say

TRUSTED BY DISCERNING TRAVELERS

"Thank you so much for this incredible experience. From our first contact, Sea And Summit Collective helped us select the perfect accommodation for our priorities - Mt. Yotei view with an onsen, and close to shopping, dining and nightlife.

After several days touring Niseko and Rusutsu - we decided to extend our trip and they sorted everything from private transfers, hotels and guiding in Central Hokkaido, as well as secret spots and local experiences along the way. Best winter trip ever!"

PRIVATE COUPLE · SWITZERLAND · WINTER 2024

"The Sea And Summit Collective team went above and beyond to help us plan our trip around prime conditions and executed every aspect flawlessly. From accommodation recommendations and bookings, guiding us to the best resorts and snow each day, to the most authentic dining and mom and pop food stops that we never would have found on our own.

The parents were spoiled and they kept the kids entertained, which is not an easy task!

We already booked our trip back for next season. HIGHLY recommend."

MULTI-GENERATIONAL FAMILY - USA · WINTER 2025

"Our group of experienced riders booked with Sea And Summit Collective for our trip to Hokkaido. This was our 8th trip, but by far, the best yet.

This team knows their stuff! From transportation, accommodation, dining, nightlife, scenic and culture stops, and of course, the epic powder.

No thinking, no googling - just show up and have a damn good time in the best snow on earth. Everything was taken care of from the moment we touched down, to the time we left. 10 out of 10.

PRIVATE GROUP · CANADA · WINTER 2024

"As a small, boutique travel advisor I need partners on the ground who I can trust with my clients. Sea And Summit Collective helped me to design the perfect itinerary for my mixed group seeking a bit of adventure and a bit of luxury.

Response times were quick and their recommendations were based on local experience. They selected the best accommodation based on the client brief and secured the booking immediately. But their services go well beyond planning and they put together the perfect blend of guided adventures and high-end touches"

TRAVEL ADVISOR · ASIA-PACIFIC · WINTER 2025

200+

PRIVATE GROUPS PER SEASON

9

WINTER SEASONS

\$15k-\$400k

TRIP VALUE RANGE

ACCOMMODATION PARTNERS

Park Hyatt

The Luxe Nomad · Nisade

Ritz Carlton Reserve

Holiday Niseko

H2 Life | Haku Life

The Niseko Company

BRAND & INDUSTRY CREDENTIALS

Hokkaido Tourism Organization

Ritz-Carlton Reserve

Niseko Tourism

Specialized MTB

Burton Snowboards · Rome · Von Zipper

ANTA MEMBER

Why Hokkaido? Why Now?



A Global Travel Priority

Strong international demand driven by travelers seeking nature, culture, and highly curated, experience-led journeys, supported by favorable exchange rates and strong value perception.

A Rare Balance of Access and Refinement

World-class accommodation and dining sit alongside epic landscapes, volcanic lakes, mountains, coastlines and culturally rich experiences, allowing for journeys that combine comfort, authenticity, and real access.



Strong Appeal Across Client Types

Hokkaido resonates with a wide range of high-value clients, from ski-focused clients and outdoor enthusiasts to luxury and gastronomy-driven itineraries. Highly adaptable for diverse client profiles.

A True Year-Round Destination

Iconic winters are complemented by a rapidly emerging green season, including golf, hiking, cycling, wellness, Japan's best cuisine and local cultural events, creating strong opportunities for multi-season and repeat travel.





SAMPLE ITINERARIES

Luxury Niseko Escape

SAMPLE WINTER ITINERARY — LUXURY

- Private chalet, villa or 5-star hotel (Park Hyatt, Ritz-Carlton Reserve, and more)
- Private airport transfers
- Expert ski guiding + photography
- World-class gastronomy
- Scenic and cultural day tours
- Onsen and wellness experiences
- Professional photography & video capture of the journey



Powder Chaser Experience

SAMPLE WINTER ITINERARY — ADVENTURE

- Slope-side accommodation or chalet
- Daily guiding in multiple resorts and lift-accessed backcountry. Each day we choose the best location based on snow, weather and crowd conditions
- Mechanized ski/snowboard guiding (cat skiing, snowmobile-accessed backcountry, heli-skiing)
- Authentic dining, whiskey bars, and nightlife
- Distillery tours, whiskey bars, and nightlife
- Photography & content capture





- Expansive landscapes, volcanic lakes, fresh alpine air, coastlines and charming villages
- Golf, wellness, and nature experiences
- Cycling, MTB, fly fishing, paddling and more
- Gastronomy, local artisan food producers, whiskey / sake distilleries
- Epic wildlife encounters and photography
- Cultural events and seasonal festivals

7-Day Summer Luxury Escape

SAMPLE SUMMER ITINERARY (LUXURY)

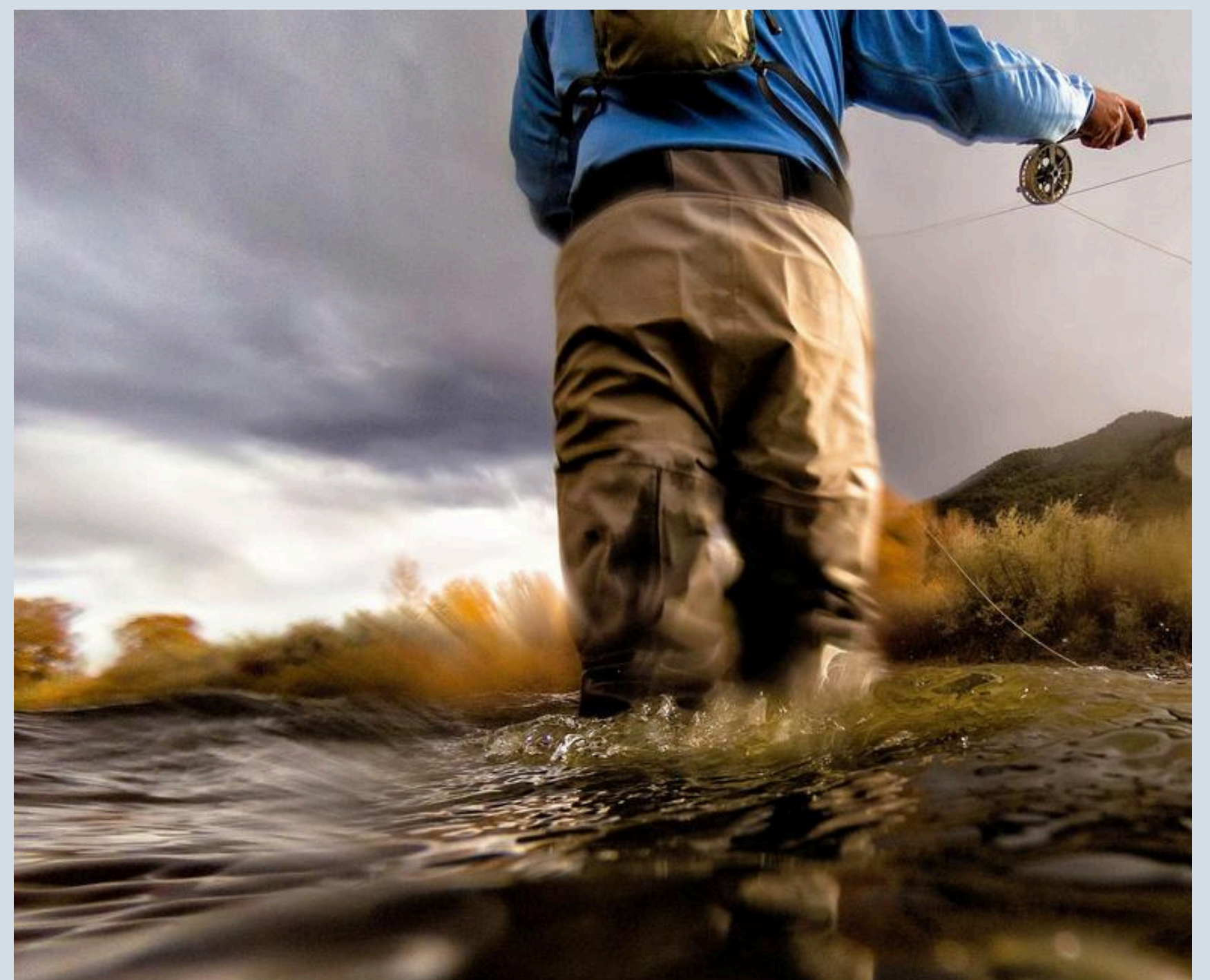
- Best-in-class accommodation
- Private transfers and concierge service
- Championship golf and curated day trips
- Seasonal cuisine, fine dining, Japan's best seafood & farm-fresh produce
- Distillery & winery visits
- Onsen, spa, and wellness experiences



Outdoor Adventure & Exploration

SAMPLE SUMMER ITINERARY (ADVENTURE)

- Top-tier hotels or chalets
- Private transfers and local insight/access
- Guided outdoor activities
- Hiking, fly fishing, SUP, cycling tours & more
- Local gastronomy and distillery tours
- Festivals and cultural events
- Photography and content capture



MICE. Events With Impact



We support select meetings, incentive trips, conferences, corporate events and brand-led travel projects requiring high-touch, organized, local execution.

- Incentive and award travel
- Corporate retreats
- Investor summits
- Conferences and trade events
- Continuing Medical Education (CME)

WHAT WE HANDLE

- Venue selection, bookings and logistics
- Branding, media production, and event management
- Ground transport and group coordination
- On-site concierge and staff
- Photography & video documentation

Our in-house media team can document and produce branded content from every event, providing lasting marketing assets from a single engagement.

A Distinct Advantage

EMBEDDED MEDIA & CONTENT CAPABILITY

We don't just deliver journeys, we document, position, and amplify them.

- We are the only Hokkaido destination partner combining travel design with in-house media production
- Commercial work delivered for Hokkaido Tourism, Niseko Tourism, the Ritz-Carlton, and leading ski and snowboard brands
- Capture your clients' journeys through immersive photography & video production
- Create branded content for our partners' marketing campaigns
- Your advisory business gains marketing-ready imagery from every trip

This is a premium add-on your clients will value, and content your advisory business can use to market Hokkaido to future clients.





Let's Create Exceptional Journeys Together

We partner with travel advisors to design and deliver exceptional journeys in Hokkaido. Send us your next Japan inquiry. We'll create a tailored itinerary for your client that exceeds all expectations

EMAIL info@seaandsummitcollective.com

WHATSAPP [+81 80-3517-1238](https://wa.me/818035171238)

INSTAGRAM [@nisekojapan](https://www.instagram.com/nisekojapan) · [@seaandsummitcollective](https://www.instagram.com/seaandsummitcollective)

Beyond the expected. Built on access. Delivered seamlessly.

REDEFINING HOW HOKKAIDO IS EXPERIENCED

48-HOUR RESPONSE GUARANTEED

ANTA MEMBER