



2026
VOLUME 01

Summer
IN HAKUBA



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About Us

The Bears Japan offers over 40 vacation rental properties in Hakuba, catering to a wide range of tastes and budgets. From cozy log cabins to modern holiday homes, our collection is designed to suit every preference.

For guests seeking a more casual, social stay, The Bears Lodge, our bed and breakfast stay can accommodate even just two people. Our newly launched luxury stay concept, Yume, offers an elevated villa experience designed for comfort, privacy, and a curated Japanese experience.

In addition, for those dreaming of a place of their own in Hakuba, The Bears Property Development supports new projects from concept to completion, with as much or as little involvement as you need.

Alongside our vacation homes, discover the charm of our The Bears Cafés on the slopes.

Off the slopes, our izakaya-style restaurant Kumaza in Echoland serves iconic dishes like the Bear Burger, Bear Nabe hotpot, and seasonal wild game dishes.





*The Bears Japan curates
every detail of your
Hakuba experience.*



In winter, we arrange backcountry and snowshoeing tours, ski and snowboard lessons, and full equipment support. In summer, enjoy BBQ at our properties, canyoning, rafting, SUP, kayaking, firefly canoe tours, and mountain biking.

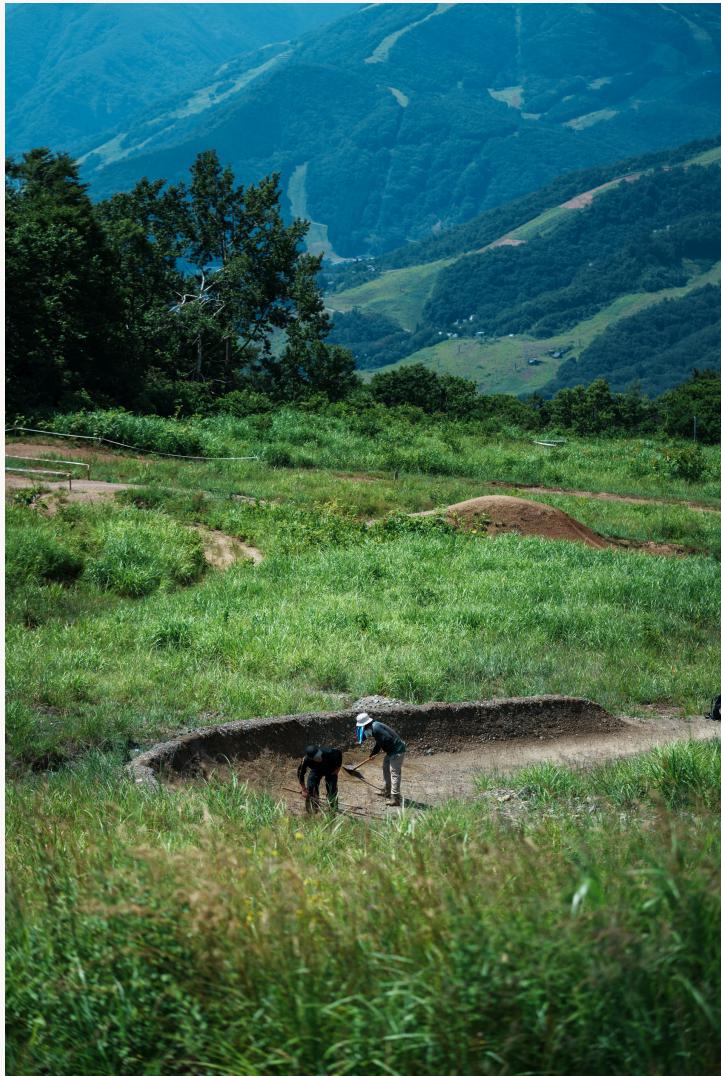
Our local team is always ready with insider tips to help you discover the best of Hakuba, every season with ease and confidence.

The Bears Japan brings together luxury, comfort, adventure, and local hospitality.



Your perfect Hakuba escape awaits.

AN INTRODUCTION



Mountain bike trails at **Iwatake** being prepped and maintained.

to *Hakuba*



“Hakuba is Japan’s best-kept summer secret.”

In the warmer months, Hakuba transforms into an outdoor paradise. Surrounded by the majestic Northern Alps, it offers a wide array of adventures, from scenic hiking trails to thrilling mountain biking. With crystal-clear lakes, lush greenery, and a genuine Japanese cultural heritage, Hakuba is the perfect destination to connect with nature and experience Japan's summer at its finest.



Hakuba Mountains Guide

Summer Edition

Hikes, mountain activities, and the best of all 10 Hakuba ski resorts in the green season.

Ten Resorts. One Unforgettable Summer.

Hakuba Valley brings together 10 unique ski resorts, each transforming in summer into a vibrant mix of alpine trails, flower fields, cafés, bike parks, and mountaintop viewpoints. From the high ridges of Happo One to the family-friendly wetlands of Tsugaike and the adventure parks of Iwatake, the entire valley becomes one world of nature and adventure.



The Resorts

Jiigatake

Kashimayari

Sanosaka

Goryu

Hakuba 47

Happo One

Iwatake

Tsugaike Kogen

Norikura

Cortina

Hikes & Trails

Easy, Family-Friendly Trails

1-3 Hours

Iwatake Mountain Trails

Gentle summit loops, cafés, and panoramic views. Includes the Nezuko Forest Walk.



Goryu Alpine Botanical Garden

Boardwalk flowers at 1,500 m. Easy, colorful, beautifully maintained.

Tsugaike Nature Park

Wetland boardwalks with educational exhibits. Great for kids and first-time hikers.

Moderate Trails

3-6 Hours

Happo Pond

Hakuba's iconic reflective pond. 90-minute ridge trail with lifts to the trailhead.



Tengu no Hara

Steep ascent, then open meadows and wildflower plateaus.

Mt. Norikura (Hakuba)

Panoramic ridges with few crowds. Sea of Japan visible on clear days.

Advanced Hikes

Full Day(s)

Mt. Karamatsu

Beyond Happo Pond — 90–120 minutes of rugged ascent to world-class views.

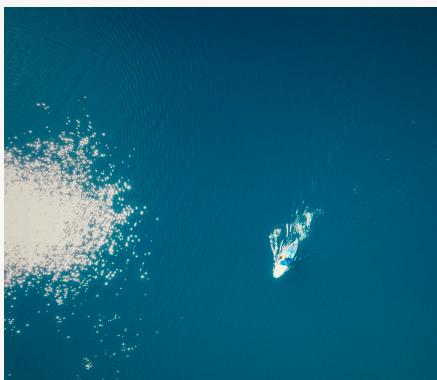
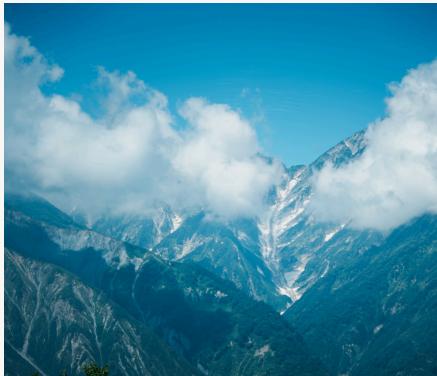


Yari Onsen

Challenging climb ending in a secluded wild hot spring.

Tsugaike → Hakuba Ridge Traverse

Alpine ridge walk to Shirouma. Big views, long days, mountain hut stays.



As the snow melts away, Hakuba reveals a summer palette of **lush green valleys** and **clear mountain blues**.

Resort Highlight:

Iwatake

Beyond the hiking trails, Hakuba offers a wide range of fun summer activities, with Iwatake standing out as the valley's most vibrant all-round resort.

Iwatake is one of Hakuba's most dynamic summer resorts, with engaging activities that appeal to everyone from families to thrill-seekers. A single gondola ride brings you to a relaxed alpine escape where a collection of signature experiences awaits at the summit. Here are our handpicked highlights.

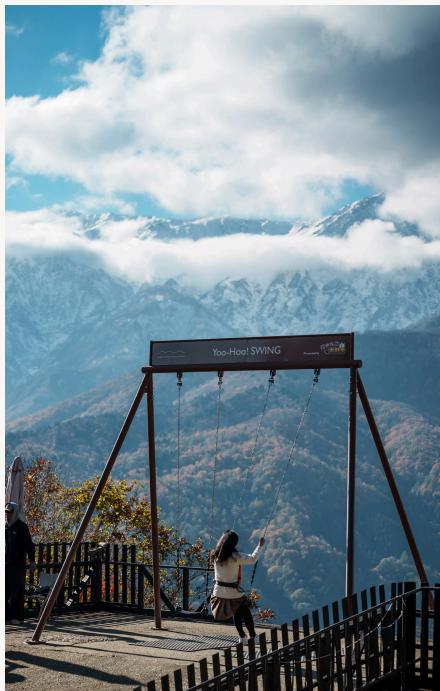


Iwatake's **teepee-style summit tents** provide a relaxed summer mountain lounge for enjoying scenic views.

Yoo-Hoo Swing

Soar Above The Hakuba Mountains





Located at the summit of Hakuba Iwatake Mountain Resort, 1,289 meters above sea level, the Yoo-Hoo! SWING is one of the area's most popular attractions in both the green and winter seasons.

Visitors can enjoy the unique feeling of swinging out toward the Japanese Alps with a full panoramic view of the Hakuba Valley, accompanied by the iconic song from Heidi, Girl of the Alps as you ride.





Horse Riding

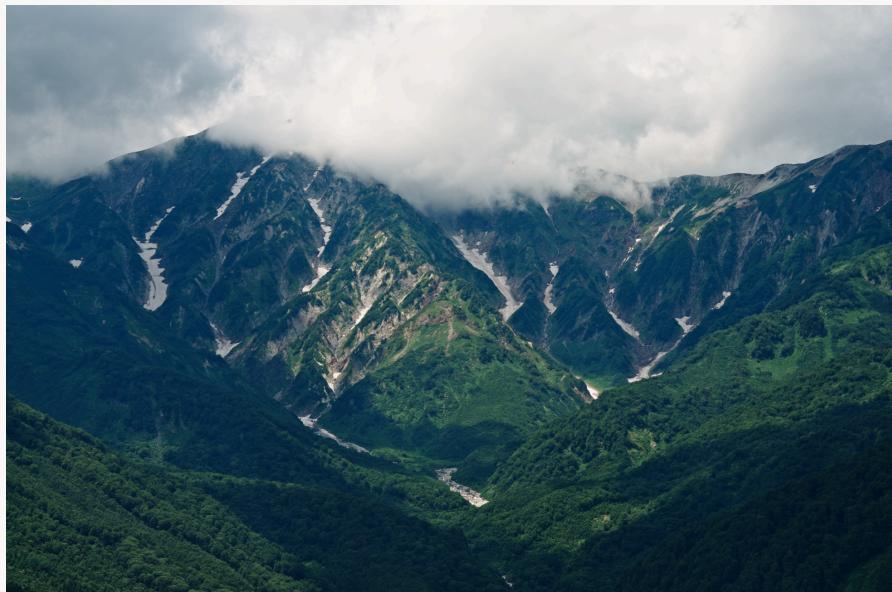
Amid Hakuba's Mountain Scenery

Iwatake offers gentle, guided horse-riding experiences that lead guests along soft forest paths and open meadow areas. Ideal for beginners and families, these sessions provide a calm, nature-immersive way to explore the mountain while taking in views of the surrounding Hakuba range. Even if you don't plan to ride, the stables are still worth a visit to meet the horses.

Mountain Carting

Mountain carting is one of Iwatake's most exciting downhill attractions. These three-wheeled, gravity-powered carts let you cruise down designated tracks with full control and no previous experience needed. It's fast, safe, and great fun for both adults and older kids looking for something a little more adventurous.





The Northern Japanese Alps
pictured in early summer.



A farmer walking through his
blueberry farm, **Farm Hakuba**.



Mountain Biking

Iwatake is home to one of Hakuba's top summer bike parks, offering downhill trails for every level.

The Bears Lodge provides mountain bike tours in the summer.



Mountain bikes can be rented from
Rhythm MTB or **Spicy Rental**.

From smooth beginner-friendly forest routes at the bottom of resort to more technical downhill runs set against dramatic alpine scenery, Iwatake has it all.



In the summer, Hakuba becomes a hotspot for pro riders. **Iwatake MTB Park** is one of Japan's largest mountain bike parks.

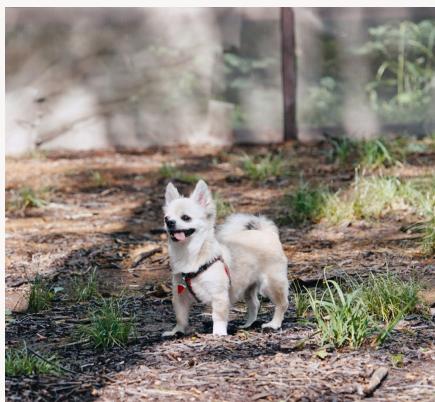


The bike park, established in 2015, makes full use of Iwatake's wide terrain and natural contours. Trail builders have shaped five courses, most of which are accessible to beginners, creating a park that both newcomers and seasoned riders can enjoy.

For those new to mountain biking, guided lessons in both English and Japanese are available. What better way to get your adrenaline pumping while enjoying stunning views of the Northern Alps?

Pet-Friendly Gondola & Dog Run

Pets are welcome aboard the Iwatake gondola, allowing families to bring their dogs all the way to the summit.



At the top, a **dedicated dog run** offers a safe, fenced wooded area for pets of all sizes to play freely amongst panoramic mountain views.

Hakuba Mountain Harbor looks beautiful in every season, but **in summer** the lush green valleys and sweeping alpine views are especially breathtaking.





Hakuba Mountain Harbor

The HAKUBA MOUNTAIN HARBOR deck is Iwatake's signature viewpoint, a broad, modern terrace overlooking the valley with a perfectly framed panorama of Hakuba's three famed peaks. City Bakery runs the mountaintop café here, serving its signature pastries and drinks.

It's the spot visitors seek out for the photo, and there's often a small queue; make sure you don't leave Iwatake without experiencing this view for yourself.

Kids Activities



Families will find kid-friendly play areas at the summit of Iwatake, with dedicated children play areas like a forest adventure zone where little ones can burn off energy in the fresh mountain air.

Children can enjoy **trampolining**, **trapeze**, and **tree-climbing** adventures.



Beyond the Mountains



*Summer
experiences
off the slopes*



After a day on the mountain, Hakuba's lakes and rivers offer a refreshing change of pace. One of the best places to unwind is the crystal blue **Lake Aoki**.

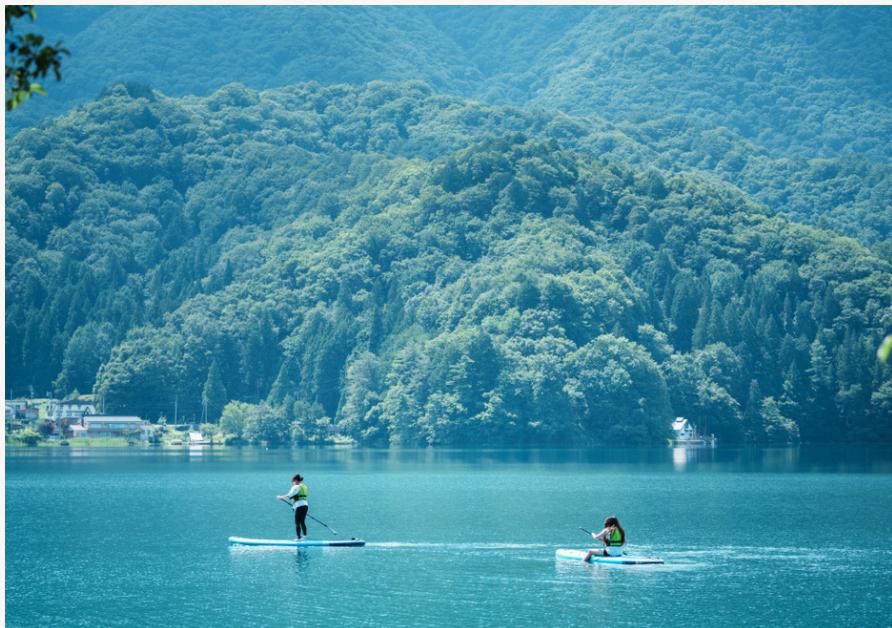
Kayaking & SUP



At Lake Aoki, you can enjoy a range of water activities—from SUP and kayaking to lakeside sauna experiences.

In the summer, the lake is still peaceful and quiet—there aren't a lot of tourists, which is a rare luxury in Japan's busy travel seasons.

Paddleboards can be rented at **APC BASE2** on the shores of Lake Aoki.



Lake Aoki



Stand-up paddleboarding is the highlight here, where gentle, open water and stunning alpine scenery create an easy and enjoyable experience for beginners and families.

Majestic views of Hakuba Valley can be enjoyed from the lake on a paddleboard.



Ao Sauna

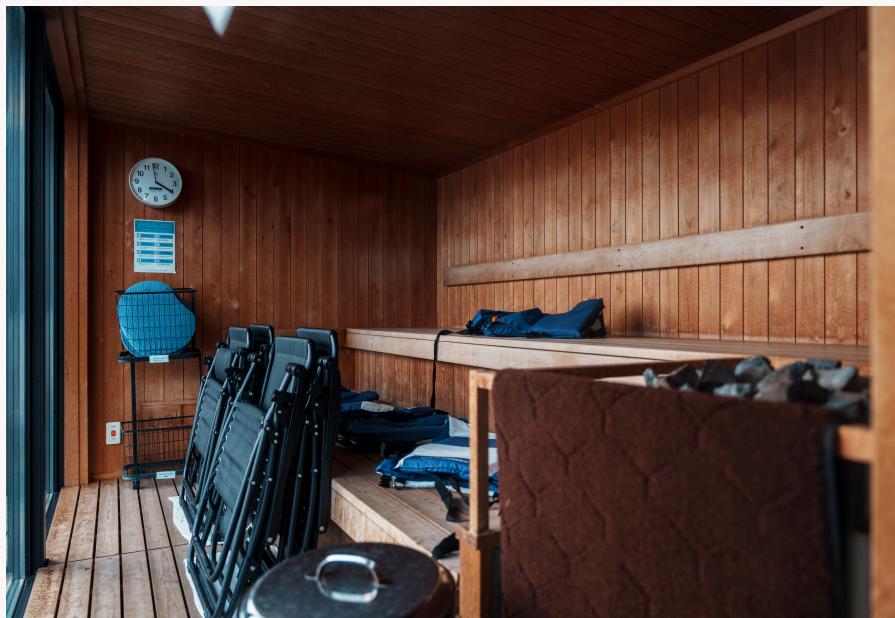


Wellness by the Lake

For a truly rejuvenating experience, check out Ao Sauna, where you can take in breathtaking views of Lake Aoki from the warmth of a 90°C electric sauna.

Rental swimwear (men & women) is ¥1,000, and **sauna ponchos** are available for ¥1,500.





After heating up, you can cool down with a 12–14°C water bath or dive straight into the lake, making it a one-of-a-kind alpine wellness experience.



Ao Sauna has a capacity of up to 12 people.





Farm Hakuba is famous for its blueberries, boasting a 40-year history, cultivating nine varieties (approximately 2,500 berries) on a vast 1-hectare site.



Blueberry Picking

Blueberries in Hakuba are in season for only two months, from early July to late August. During this short window, Farm Hakuba opens its fields for pesticide-free picking, offering a safe and wholesome summer activity for kids, couples, and anyone wanting a glimpse of rural Japan.

With several varieties growing side by side, the flavors might surprise you — some berries are tangy and bold, while others are mild, floral, and candy-sweet.

Once you pay for entry, you get unlimited time to wander the rows, snack straight from the bush, and enjoy the peaceful mountain scenery.

Bring a hat, wear comfortable shoes, and keep your camera ready. The mountainous backdrop and the friendly goats that roam the property make this one of Hakuba's most delightfully photogenic summer stops.

Food & Dining

*A curated guide of Hakuba's cafés,
restaurants, and local flavors.*





Every one of our **handpicked food places** offers an incredible view. Enjoy lakeside lunches, mountain-top treats, and cafés that showcase Hakuba's summer beauty.



Ao Lakeside Cafe

Ao Lakeside Café is only a 10 min drive from Hakuba station. The cafe sits at the water's edge, offering one of the most scenic dining spots in Nagano. Guests can enjoy freshly made pasta, light bites, and signature drinks while overlooking the lake and surrounding peaks. It's the perfect place to relax after a day of activities—or to simply enjoy a slow afternoon by the water.



Guests enjoying the view of Lake Aoki from inside **Lakeside Café Ao**.



Inside, the café features warm lighting, natural textures, and large windows that frame uninterrupted lake and mountain views.

Comfortable seating faces directly toward the blue water, making any meal a photogenic and leisurely experience.

Ao Lakeside Café provides free on-site parking, and guests can also enjoy complimentary Wi-Fi during their visit.



The spacious lakeside terrace is the highlight, placing you just steps above the shimmering surface of Lake Aoki. On good days, the lake is like a mirror, reflecting the surrounding forests and mountains in perfect stillness.



With nearly 50 seats, pet-friendly access, and sweeping alpine views, it's a favourite for families, couples, and travelers looking for a peaceful outdoor dining spot.







Trattoria Liberta

Located in the heart of Hakuba Village, Trattoria Liberta brings Mediterranean flavours to the Japanese Alps. The restaurant occupies a renovated traditional Japanese house, blending rustic charm with modern comfort for a warm, welcoming dining experience. The restaurant's large windows offer beautiful views of the lush Hakuba mountains in the summer.

Guided by a *“local production for local consumption”* philosophy, the menu highlights fresh, seasonal ingredients from the Shinshu and Hakuba regions. Each dish is prepared in a way that allows the natural flavours of Nagano's produce shine.

Trattoria Liberta sits at the foot of the
Happo One Snow Resort.



Trattoria Liberta offers two four-seater tables, a counter ideal for couples or solo diners, and a private dining room for up to eight guests.

An outdoor garden terrace provides a relaxed setting for enjoying meals in the fresh mountain air.



The carbonara is the restaurant's standout and guests can also choose their preferred pasta shape, with rigatoni highly recommended by the owner Yukio for its hearty texture and ability to hold sauces beautifully.



Chavaty Hakuba

Perched high above the Hakuba Valley in Iwatake, CHAVATY HAKUBA brings the brand's refined tea culture and minimalist aesthetic to the Japanese Alps.

Originally opened in Tokyo's Omotesando as a specialty tea latte shop, this Hakuba branch offers a serene escape from the city, where sweeping views of the Northern Alps surround you, creating a setting you simply can't experience in an urban landscape.

As a tea latte specialty café, CHAVATY emphasises premium ingredients. The signature Uji milk tea and matcha latte are made from high-quality tea leaves, available either freshly prepared or in neat bottled versions ideal for taking home.



Freshly made matcha latte from **Chavaty Hakuba**.

The café's interior features natural wood, soft light, and clean lines. Floor-to-ceiling windows frame uninterrupted mountain views, while the open-air terrace at 1,100 meters and private booths in the surrounding forests offer quiet spaces to enjoy tea from any angle.

The view from this cafe stretches across the Northern Japanese Alps, including the Karamatsuzawa Glacier, with Hakuba Village unfolding below.





TABITABI Gelato & Dessert

Located in the heart of the valley, TABITABI Gelato & Dessert is known for serving some of the best gelato in the region. With year-round views of Mount Shirouma and a peaceful terrace overlooking the alps, it's a favourite stop for travelers, families, and couples looking to unwind and enjoy a cold treat in the summer heat.

Watermelon Gelato and Classic Milk Gelato
from **TABITABI Gelato & Dessert**.



Opened in March 2025, TABITABI Gelato & Dessert makes small-batch gelato using premium ingredients grown on a local Hakuba farm. Flavors change with the seasons.

The café also offers beautifully layered parfaits topped with fresh fruit and house-made treats, perfect for those wanting something indulgent or Instagram-worthy.

Built by local craftsmen, the café features natural wood and materials that blend seamlessly with the surrounding alpine scenery.

Inside, cozy seating and large windows frame panoramic mountain views, while the outdoor terrace lets you enjoy your gelato in the fresh mountain air.



Kumaza by The Bears Japan

If you're looking for something truly unique to Hakuba, Kumaza by The Bears Japan offers one of Japan's rarest culinary experiences: a real bear meat burger. Inspired by Nagano's wildlife and the brand's mountain roots, the menu features wild game dishes you won't find anywhere else in the region.

Speciality Bear Meat Burger by **Kumaza**.



Kumaza's wild game selection brings together a bold variety of meats, available as sliders or full burgers. Options include bear, venison, lamb, duck, beef, and Nagano's specialty sanzoku-style chicken. Rich, tender, and full of character, these sliders are a must-try for food lovers seeking something adventurous and distinctly local.

Located in Hakuba's Echoland district, Kumaza by The Bears Japan sits in a charming timber-and-brick chalet with both indoor seating and an outdoor terrace.

Whether you're dropping by after a winter ski day or exploring summer trails, it's a relaxed place to enjoy wild game burgers with fresh air and mountain views.



Restaurant 雪峰 (Seppō)

Open only during the green season, Restaurant 雪峰 offers a dining experience you can enjoy exclusively in Hakuba's warmer months. It is located inside Snow Peak LAND STATION HAKUBA, a striking architectural complex designed by world-renowned architect Kengo Kuma.

Shinshu Pork Ginger Stir-Fry Set at
Restaurant 雪峰 (Seppō).



The menu highlights ingredients grown in Hakuba and the wider Shinshu region, including rice and produce nourished by meltwater from the Northern Alps.

The chefs and staff personally visit local farms to source for authentic local ingredients. The result is a selection of hearty Japanese set meals that showcase the true flavor of the region.

Expansive terraces and outdoor seating maximise the restaurant's connection to nature, offering guests panoramic views of the Northern Alps while they dine. Seppō provides a tranquil, authentic Japanese dining experience unique to Hakuba's summer.

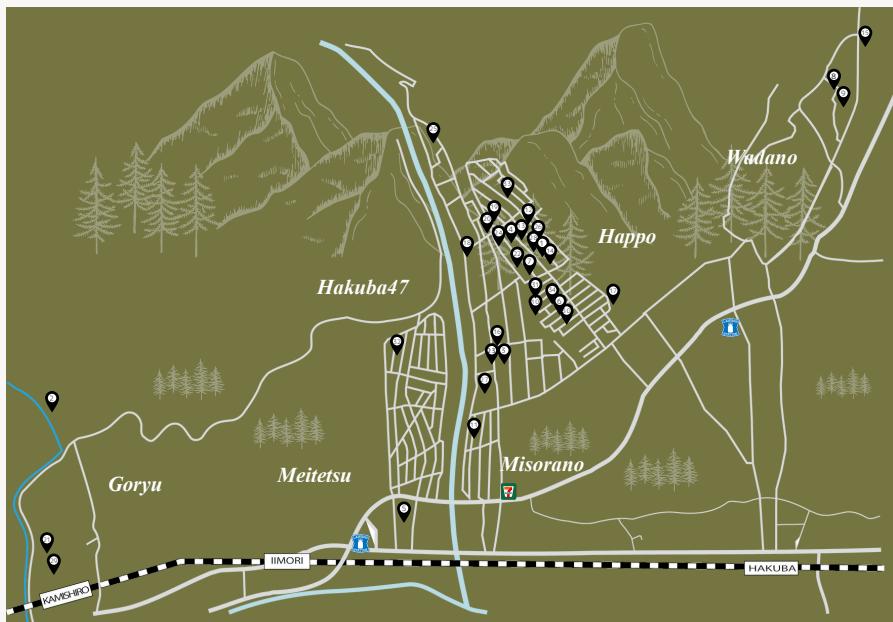


TOP 5

Properties to stay at in
the *Summer* ♪



Map of our Properties



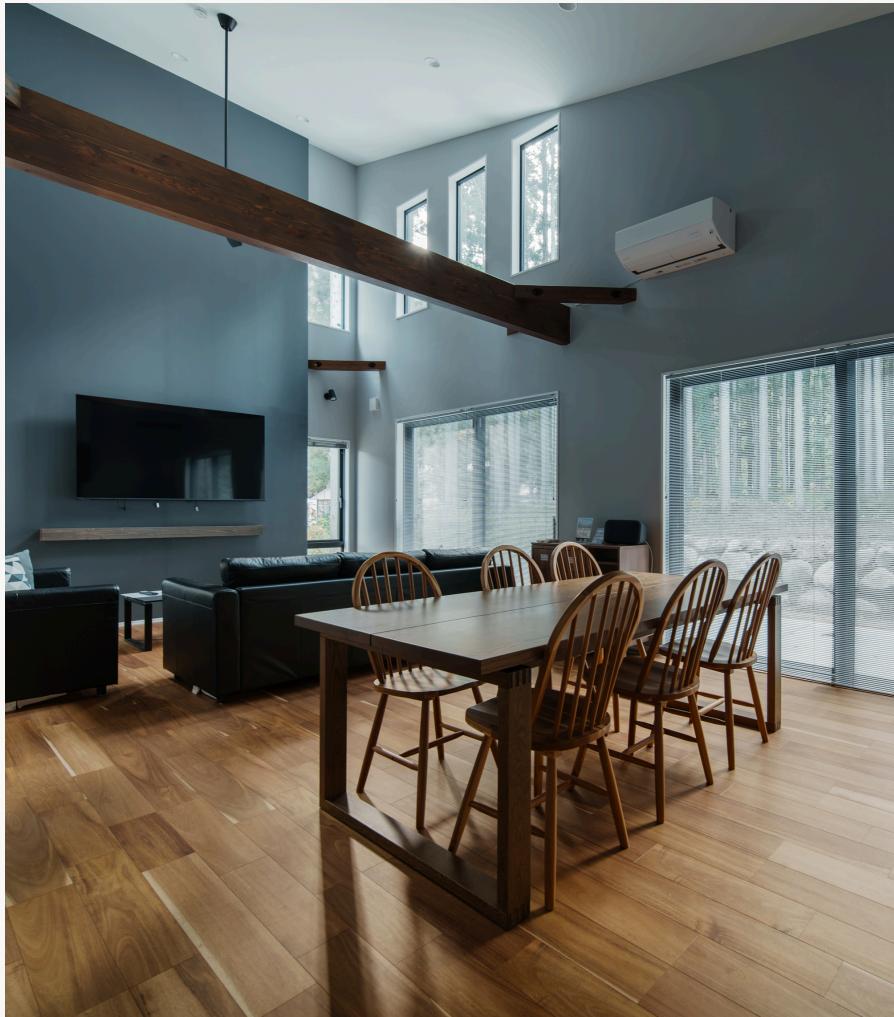
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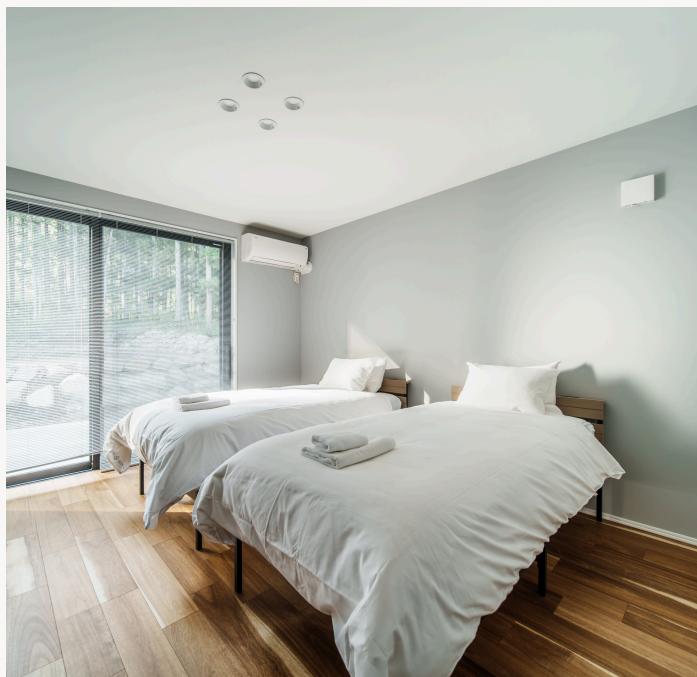
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|-----------------------|---------------------|--------------------|--|
| 1 Alpen House | 11 Cooper's House | 21 Moon Bear House | 31 Villa Shizen |
| 2 Alpine Tensi Villas | 12 Eagle House | 22 Pinnacle | 32 Villa Yeti |
| 3 Alps Aunty Cottage | 13 Hakuba Hutch A&B | 23 Ricky House | 33 White Peak Cabin |
| 4 Big Foot Cabin | 14 Hanna's House | 24 Salji | 34 Yama House |
| 5 Bliss Cottage | 15 Helmet Club | 25 Sennin Cabin |  7-Eleven |
| 6 Bond Chalet | 16 Hinoki Cabin 1&2 | 26 Shiro Usagi |  Lawson |
| 7 Casa Verde | 17 Kenman House | 27 Sonata House |  JR East Train Line |
| 8 Cat's Villa 1&2 | 18 Konayuki Cabin | 28 Sumi Villa |  Himekawa River |
| 9 Cat's Villa 3&4 | 19 Landscape Chalet | 29 Swiss Chalet | |
| 10 Condor House | 20 Landscape Villa | 30 The Bears Lodge | |

Property 1

Moonbear

Up to 6 guests





Moon Bear House is a newly built, modern retreat tucked into the tranquil forests of Goryu, Hakuba.

Moon Bear has its own private forest behind the house. Large double glazed sliding doors in the living room give great views of the forest from inside. With spacious interiors and its own expansive backyard for barbecues in the summer, it's the perfect escape for families or friends seeking the perfect summer getaway in Hakuba.



This brand new, stylish three-bedroom home blends contemporary design with the serenity of nature. Enjoy modern amenities, beautiful forest views and easy access to Goryu's lifts and restaurants at Moon Bear.

Property 2

Yeti

Up to 4 guests



2



Hakuba Villa Yeti is a newly built, contemporary hideaway nestled in the quiet Meitetsu Forest of Hakuba.



Designed for comfort in every season, this stylish two-bedroom retreat comes with a spacious movie loft as well as an outdoor deck equipped with a large electric grill for summer living.



With a garden, smart home amenities, a fully equipped kitchen, and peaceful forest views, it's an ideal escape for families or friends seeking a refined Hakuba stay.

Just minutes away from Hakuba 47, it offers the perfect balance of privacy, nature, and convenience.

Property 3

The Bears Lodge





The Bears Lodge is a friendly bed & breakfast in the heart of Echoland, offering a relaxed stay with easy access to Hakuba's cafés, shuttles, and outdoor activities.

Suitable for couples or smaller groups, it provides a warm, simple base for guests who want comfort and convenience.

Guests can also join the lodge's curated tours to local onsen, lakes, and hidden trails, or take advantage of mountain bike tours and e-bike rentals. Leti and Pedro, the lodge managers, are both mountain bike pro riders.

Enjoy cozy rooms, welcoming shared spaces, and a daily continental breakfast. For smooth travel, The Bears Lodge offers free shuttles to Hakuba Station and the Happo Bus Terminal. Unwind at the in-house café, Kumaza after a day out.



In summer, The Bears Lodge becomes pet-friendly. Their resident dog, Ghana, loves greeting guests, and the on-site dog run makes it easy for pets to enjoy Hakuba too.

Property 4

Alpine Tenshi Villas

Up to 8 guests





Part of our newly launched Yume Series, Alpine Tenshi Villas offer a serene and luxurious summer escape in the forests of Hakuba.

These slopeside private designer villas blend modern elegance with tranquil mountain surroundings, featuring spacious living areas, premium amenities, and stunning floor to ceiling panoramic views.

Perfect for families, couples, or small groups, each villa provides a cool, private retreat with easy access to Hakuba's summer adventures.

With all inclusive services, seamless access to Hakuba's ski resorts, and Yume's signature elevated hospitality, discover one of Japan's most exceptional summer retreats at Alpine Tenshi Villas.



Property 5

Kenman House

Up to 8 guests



5



Kenman House is a charming, fully self-contained log cabin just off Echoland's main street, offering privacy, comfort, and a warm welcome to both guests and their pets.

This rustic-modern retreat features three cozy bedrooms, spacious living areas, and newly installed air-conditioning for year-round comfort. The wooden interior makes for a warm, inviting atmosphere perfect for family and friends.



With a large garden perfect for pets to roam, plus easy access to cafés, restaurants, and ski shuttles, it's an ideal stay for families, friends, and furry companions alike. Enjoy the perfect blend of convenience, nature, and true Hakuba charm.

Join the Hakubear's Club

Member-only discounts, curated travel guides, and priority booking access—all delivered to your inbox.



Become a member (it's free!) and receive exclusive coupons, seasonal promotions, early booking deals, and insider news from The Bears Japan Properties.

Scan to join — It only takes 30 seconds.



*Stay connected
with our newsletter.*

Why Join?

- Exclusive discounts
- Seasonal Hakuba guides
- Villa & property news
- Priority bookings
- Member-only perks & early access

Other Services



Transport

If you are in Hakuba and looking for transport options, The Bears Transport has reliable rental cars for every season. One day car rentals are also available.



Property Development

If you are looking to develop property in Hakuba, The Bears Property Development can support your project from start to finish, with flexible involvement tailored to your needs. Our projects include Alpine Tensi Villas, Pinnacle and more.

Our Subsidiaries

Property Related

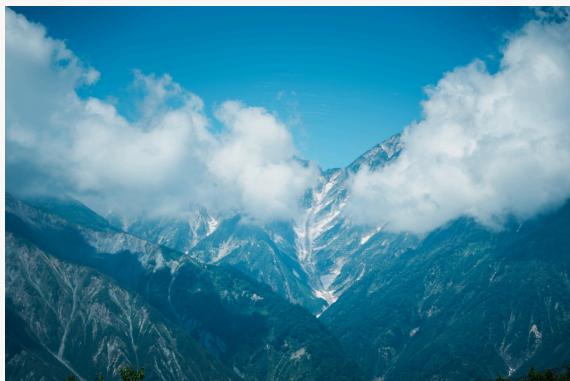


Food & Beverage



Other





“In summer, the song sings itself.”

— William Carlos Williams

American poet & physician

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