

Hokkaido, Japan's Most Attractive Prefecture

VOCABULARY WORDS

1. Attractive (Adjective) /ə'træktɪv/ having qualities or features that make someone or something interesting, worth having, etc.
Example: We were gobsmacked when we saw the attractive view of the place..
2. Municipality (Noun) /mjuːnɪsɪ'pæləti/ a town or area with its own local government
Example: The municipality's bread and butter is agriculture.
3. Scenic (Adjective) /'siːnɪk/ having beautiful views of nature
Example: The Swiss Alps painting is very scenic.
4. View (Noun) /vjuː/ what can be seen from a particular place or position
Example: I am enjoying my view from here.
5. Historic (Adjective) /hɪ'stɔːrɪk/ considered important or famous in history, or likely to be considered important in the future
Example: Kyoto is a historic place where tourists love to travel.
6. Convenience (Noun) /kən'viːnjəns/ the quality of being useful or easy
Example: I rearranged the house for my own convenience.



Hokkaido is Japan's most attractive prefecture, according to the Regional Brand Survey for 2022. Out of Japan's 47 prefectures, Hokkaido has now had the top position every year for 14 years. In this year's online survey by Tokyo's Brand Research Institute, around 30,000 people gave their opinions about Japan's prefectures and municipalities. After Hokkaido, Kyoto is in second place — as it has been for 14 years — followed by Okinawa in third, Tokyo in fourth and Osaka in fifth.

Hokkaido has also done well in the list of most attractive municipalities, having three cities listed in the top five. Sapporo has topped the list for the eighth time, Hakodate is in third

place and Otaru is in fifth. Outside of Hokkaido, Kyoto is listed as Japan's second most attractive municipality, and Yokohama is in fourth place.

So why is Hokkaido so popular? The most northern of Japan's four main islands, Hokkaido is famous for its fresh seafood, its skiing, and its scenic mountains and lakes. Its cities are also popular with tourists. Sapporo's Snow Festival, the night view from Mount Hakodate, and Otaru's historic buildings are all famous attractions. Local travel writer Delaina Miyazaki says that Hokkaido is attractive because it has both beautiful nature and the convenience of big city life. "In Hokkaido, you're sure to find the freshest food and the warmest hearts," she says.

DISCUSSION

1. Do you find it surprising that Hokkaido has been voted Japan's most attractive prefecture for 14 years in a row?
2. Have you been to Hokkaido? Could you see yourself living there?
3. How many cities in your country have you lived in?
4. What parts of your country would you most like to live in?
5. What would you say makes your town or city an attractive place to live?