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## HOSHINO RESORTS

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If you're holding this brochure in your hands, chances are that you, like us, love to travel. There is no end to the places we'd like to see, or return to once more. This is as true for our home country of Japan as it is for anywhere in the world. All of us at Hoshino Resorts know what it's like to fall in love with a place. At each of our destinations, we're here to help you do that, over and over again.

WWW.HOSHINORESORTS.COM

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## ABOUT US

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Hoshino Resorts was first established as a Japanese inn/ryokan by Kasuke Hoshino in 1914 in Karuizawa in Nagano Prefecture before it began the operation of other resorts in Japan. Today, it has evolved into a highly influential hotel management company and is run by 4th-generation family member Yoshiharu Hoshino. Providing a unique experience focused on the local charms of each destination and a high level of omotenashi Japanese-style hospitality, the company has expanded rapidly out of Karuizawa since 2001 and now operates more than 60 facilities both in and outside Japan (as of 2023) under five distinct brands: HOSHINOYA, KAI, RISONARE, OMO, and BEB.

## MESSAGE FROM CEO

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*The magic of travel.*

Yoshiharu Hoshino  
CEO, Hoshino Resorts

This year, Hoshino Resorts celebrates the 110th year anniversary of the opening of our first ryokan in Karuizawa, Nagano. The Japanese travel and tourism industry has witnessed major changes and we envision change on a revolutionary scale in the next century.

Although broad predictions about the future are difficult to make in this industry, I boldly predict that travel and tourism will be a leading industry in maintaining world peace in the next century. In this age of globalism, the influence of public opinion is inevitable and leads me to believe that travel influences this public opinion to some extent. Traveling around one's own country gives deeper insight and understanding of one's homeland and visiting overseas provides an opportunity to experience the richness of different cultures.

I believe that "Connecting people around the world" is a special kind of magic that only the travel industry can create, as travel opens doors to discover foreign treasures and cultures. Through travel, we connect with people around the world, bonds are formed and friendships are made. Our belief and commitment in encouraging people to travel all over the globe empowers them to build a more peaceful world. To achieve our mission, Hoshino Resorts will be taking serious steps to realize the magic of travel to build friendships among world communities and are strongly dedicated to all our efforts to realize our dream.

## OUR BRANDS

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**HOSHINOYA**

Luxury hotels



**KAI**

Hot spring ryokans



**RISONARE**

Countryside resort hotels



**OMO**

City tourism hotels



**BEB**

Free-spirited hotels

**OTHER UNIQUE LODGINGS**

**SNOW PARKS**



HOSHINOYA  
LUXURY HOTELS



**Luxury hotel embodying the true characteristics of land, history, and culture**

HOSHINOYA is an accommodation with distinct themes, conceptualized from each location's land, history, and culture. Woven into these distinct themes is our attention to detail in every aspect from the design to hospitality; contributing to the creation of a one-of-a-kind world of HOSHINOYA. Enrich the heart with the epiphanies of travel through a unique stay experience.



KAI

Hot Spring Resorts

KAI  
HOT SPRING  
RYOKANS

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### "Japanese Auberge" in classic hot spring regions

KAI is a leading brand of hot spring ryokan where every establishment offers a contemporary take on traditional Japanese inn whilst keeping Western comforts. KAI invites one to discover the multifaceted aspects of Japan through natural hot springs, exploration of local arts and entertainment, and classic Kaiseki-style course meals using local and seasonal flavors. Experience Washoku, Japanese cuisine, presented on carefully selected ceramics for full exposure to culinary sensations.

**RISONARE**  
 COUNTRYSIDE RESORT  
 HOTELS



**Countryside resort hotel  
 with food culture unique to  
 the landscape**

RISONARE is a countryside resort hotel with a focus on food culture that uses locally sourced ingredients unique to each landscape. Each resort takes on its own form, such as a wine resort, agriturismo resort, etc., and offers an array of activities to work both the mind and the body. Embark on a journey with us into a world of culinary experiences.



**City tourism hotel to discover the wonders of the city**

OMO is a city tourism hotel in a convenient city-center location, perfect for exploring the deep, urban culture. We consider the city centered around the hotel to be part of our resort, offering a variety of options to see, eat and shop. With the cooperation of the local community, city-lovers can get an insight into culture through our original tours and maps; sharing locals' all-time favorites to hidden gems only with you!





**Kicked-back stays with the crew**

BEB hotels make even spur-of-the-moment getaways with friends easy. The rooms and lounge are geared for fun, the café is open 24 hours, BYO food and drinks are welcome, and late breakfasts and check-out are A-OK.

## OTHER UNIQUE LODGINGS

In addition to the five brands, Hoshino Resorts operates unique and distinctive properties ranging from hot spring inns, ski resorts, and so on. Superb local cuisine, exciting activities and encounters with fascinating communities can be expected with each visit.

- Tomamu The Tower
- Aomoriya
- Oirase Keiryu Hotel
- Bandaisan Onsen Hotel
- Karuizawa Hotel Bleston Court
- Iriomote Hotel
- The Surfjack Hotel & Swim Club
- KASUKE Tiantai



## SNOW PARKS

- Tomamu Snow Park & Resort
- NEKOMA Mountain
- Tanigawadake Tenjindaira Ski Resort

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Number of Properties  
(January 2024)

**67**



Number of Rooms  
(January 2024)

**7,083**



Annual Transaction Volume  
(2022)

**69.8**

BILLION JPY



Number of Employees  
(April 2023)

**4,022**

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## AWARDS

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### HOSHINOYA Tokyo

- 2017 Conde Nast Traveler Hot List "Best New Hotels Opening"  
Hotel Investment Conference Asia Pacific "Reggie Shiu Development of the Year" Grand Prize
- 2017-2023 Conde Nast Traveler Readers' Choice Awards "Top Hotels in Japan"
- 2018 and 2020 Conde Nast Traveler Gold List "Our Favorite Hotels in the World"
- 2021 Travel + Leisure World's Best Awards "Top Hotels in Tokyo"  
Travel + Leisure T+L500 "Best Hotels in the World"
- 2023 The World's 50 Best Hotels Awards

### HOSHINOYA Kyoto

- 2014-2019 Michelin Guide 5 Pavilion Red (distinguished) in Ryokan section
- 2023 Conde Nast Traveler Gold List "Our Favorite Hotels in the World"

### HOSHINOYA Okinawa

- 2023 Travel + Leisure Southeast Asia Luxury Awards Asia Pacific

### HOSHINOYA Guguan

- 2020 Conde Nast Traveler Hot List "Best New Hotels Opening"  
Michelin Guide 4 Pavilion Red in Hotel section  
Travel + Leisure It list "Best New Hotels in the World"

### HOSHINOYA Bali

- 2018 Conde Nast Traveler Hot List "Best New Hotels"  
Travel + Leisure It list "Best New Hotels in the World"
- 2021 Conde Nast Traveler Gold List "Best Hotels & Resorts in the World"  
Conde Nast Traveler Readers' Choice Awards "Top Resorts in Indonesia"

### Hoshino Resorts KAI Poroto

- 2022 National Geographic UK Hotel Awards "Winner in Best Design Hotel"

### Hoshino Resorts KAI Yufuin

- 2023 Travel + Leisure It List "Best New Hotels in the World"  
Architectural Digest Hotel Awards

### Hoshino Resorts RISONARE Nasu

- 2021 Dezeen Hospitality Building of the Year "1st Place"



## PROPERTY LIST

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### HOSHINOYA

HOSHINOYA Karuizawa	HOSHINOYA Okinawa
HOSHINOYA Fuji	HOSHINOYA Taketomi Island
HOSHINOYA Tokyo	HOSHINOYA Bali
HOSHINOYA Kyoto	HOSHINOYA Guguan



### KAI

KAI Poroto	KAI Sengokuhara	KAI Matsumoto	KAI Yufuin
KAI Tsugaru	KAI Atami	KAI Kaga	KAI Aso
KAI Kawaji	KAI Anjin	KAI Tamatsukuri	KAI Unzen
KAI Kinugawa	KAI Ito	KAI Izumo	KAI Kirishima
KAI Nikko	KAI Enshu	KAI Nagato	
KAI Hakone	KAI Alps	KAI Beppu	



### RISONARE

RISONARE Tomamu	RISONARE Osaka
RISONARE Yatsugatake	RISONARE Kohamajima
RISONARE Nasu	RISONARE Guam
RISONARE Atami	



### OMO

OMO7 Asahikawa	OMO3 Asakusa	OMO3 Kyoto Toji
OMO5 Otaru	OMO5 Kanazawa Katamachi	OMO7 Kochi
OMO3 Sapporo Susukino	OMO7 Osaka	OMO5 Kumamoto
OMO5 Tokyo Otsuka	OMO Kansai Airport	OMO5 Okinawa Naha
OMO3 Tokyo Akasaka	OMO5 Kyoto Gion	
	OMO5 Kyoto Sanjo	



### BEB

BEB5 Karuizawa
BEB5 Tsuchiura
BEB5 Okinawa Seragaki



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## CONTACT

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[global@hoshinoresorts.com](mailto:global@hoshinoresorts.com)

## WEBSITE

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<https://www.hoshinoresorts.com/en/>

