

SINCE 1914

HOSHINO RESORTS

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.

hoshinoresorts.com

Hoshino Resorts

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About us

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 70 facilities both in and outside Japan (as of 2025) under six distinct brands: HOSHINOYA, KAI, RISONARE, OMO, BEB, and LUCY.

Message from CEO



The magic of travel.

Yoshiharu Hoshino
CEO, Hoshino Resorts

This year, Hoshino Resorts celebrates the 111th 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.

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Our Brands



HOSHINOYA

Luxury hotels



KAI

Onsen ryokans



RISONARE

Countryside resort hotels



OMO

City tourism hotels



BEB

Free-spirited hotels



LUCY

Mountain hotels

Other Unique Lodgings

SNOW PARKS



HOSHINOYA
Luxury hotels

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

HOSHINOYA is a brand 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

Onsen ryokans



Onsen Ryokans loved by local and overseas travelers

KAI is a leading brand of onsen ryokan where every establishment offers a contemporary take on traditional Japanese inn whilst keeping western comforts. KAI invites you to discover the authentic and multifaceted aspects of Japan. Each stay is a journey into a hidden-gem destination, where you can unwind in natural hot springs, explore the local culture through traditional arts and crafts, and savor classic Kaiseki cuisine crafted with local flavors.



RISONARE

Countryside resort hotels

Countryside resort hotel with food culture unique to the landscape

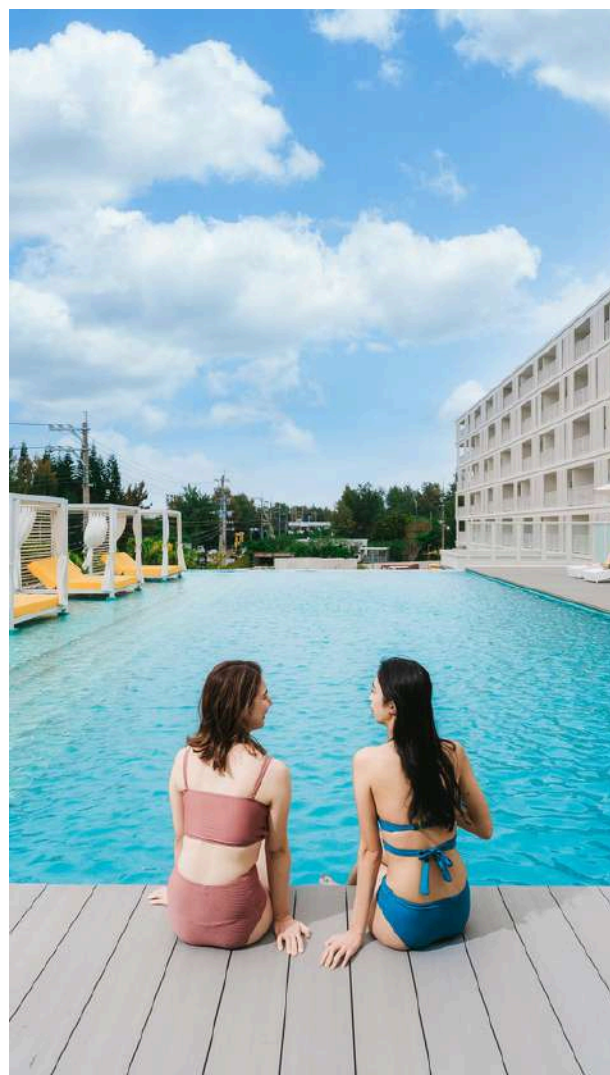
RISONARE is a countryside resort hotel with a focus on food culture that uses locally sourced ingredients unique to each landscape. Each resort takes on its own form, such as a wine resort, agriturismo resort, etc., and offers an array of activities to work both the mind and the body. Embark on a journey 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 urban location, perfect for exploring the deep culture of the local neighborhood. We consider the area 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!



BEB

No
05

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ン

BEB
Free-spirited hotels



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 late check-out are A-OK.



LUCY
Mountain Hotels

ルーシー

Peak comfort for peak adventures

LUCY is your trusted mountain base, where we make the magic of the mountains — from stunning scenery and unimagined starry nights to incredible wildlife — more accessible to everyone, offering a new way to experience travel.



Other Unique Lodgings

In addition to the six 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
Karuzawa Hotel Bleston Court
1955 Tokyo Bay
Iriomote Hotel
The Surfjack Hotel & Swim Club
KASUKE Tiantai



SNOW PARKS

Tomamu Snow Park & Resort
NEKOMA Mountain
Mt. T

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Number of Properties
(July 2025)

71



Number of Rooms
(July 2025)

7,975



Annual Transaction
Volume (2025)

97.6

Billion JPY



Number of Employees
(July 2025)

4,922

Hoshino Resorts



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Awards

HOSHINOYA Tokyo

- 2017 Conde Nast Traveler Hot List "Best New Hotels Opening"
- 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
- 2024 and 2025 Food & Wine Global Tastemakers List

HOSHINOYA Kyoto

- 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"
- 2025 Hôtel & Lodge Awards' Wellness Category 1st Place

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



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 Beppu
KAI Tsugaru	KAI Atami	KAI Okuhida	KAI Yufuin
KAI Akiu	KAI Anjin	KAI Kaga	KAI Aso
KAI Kinugawa	KAI Ito	KAI Tamatsukuri	KAI Unzen
KAI Nikko	KAI Enshu	KAI Izumo	KAI Kirishima
KAI Hakone	KAI Alps	KAI Nagato	



RISONARE

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



OMO

OM07 Asahikawa	OM03 Asakusa	OM03 Kyoto Toji
OM05 Otaru	OM05 Kanazawa Katamachi	OM07 Kochi
OM03 Sapporo Susukino	OM07 Osaka	OM05 Kumamoto
OM05 Tokyo Otsuka	OMO Kansai Airport	OM05 Okinawa Naha
OM03 Tokyo Akasaka	OM05 Kyoto Gion	
OM05 Tokyo Gotanda	OM05 Kyoto Sanjo	



BEB

BEB5 Karuizawa
BEB5 Tsuchiura
BEB5 Okinawa Seragaki



LUCY

LUCY Ozehatomachi

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CONTACT

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