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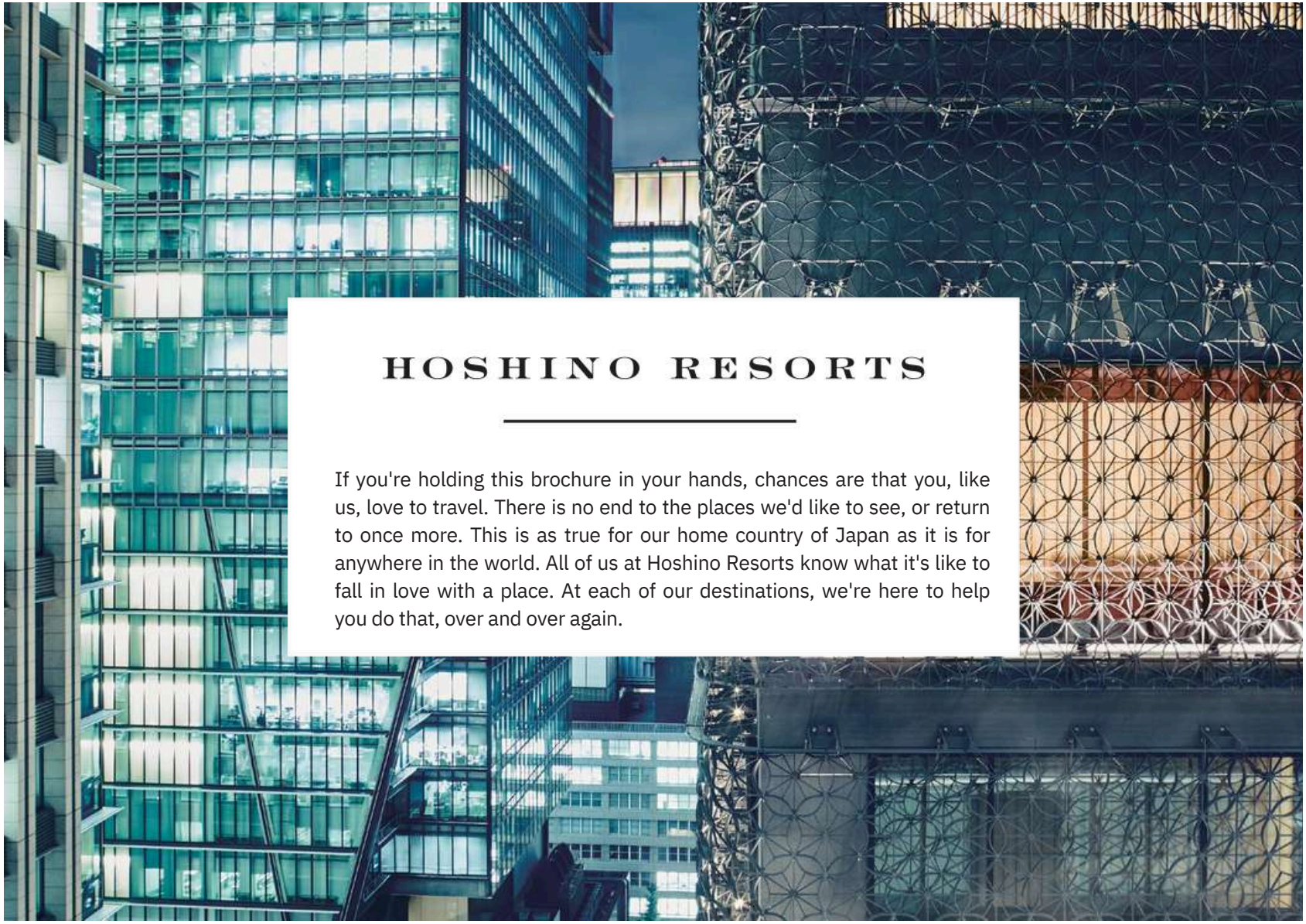

HOSHINO RESORTS

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.

hosh i nor esorts.c om

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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 opera- tion 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 80 facilities both in and outside Japan (as of 2026) 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 112th 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.



SINCE 1914

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

No
01

星のや

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.



No
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02

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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.



No.03

リゾナーレ

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.













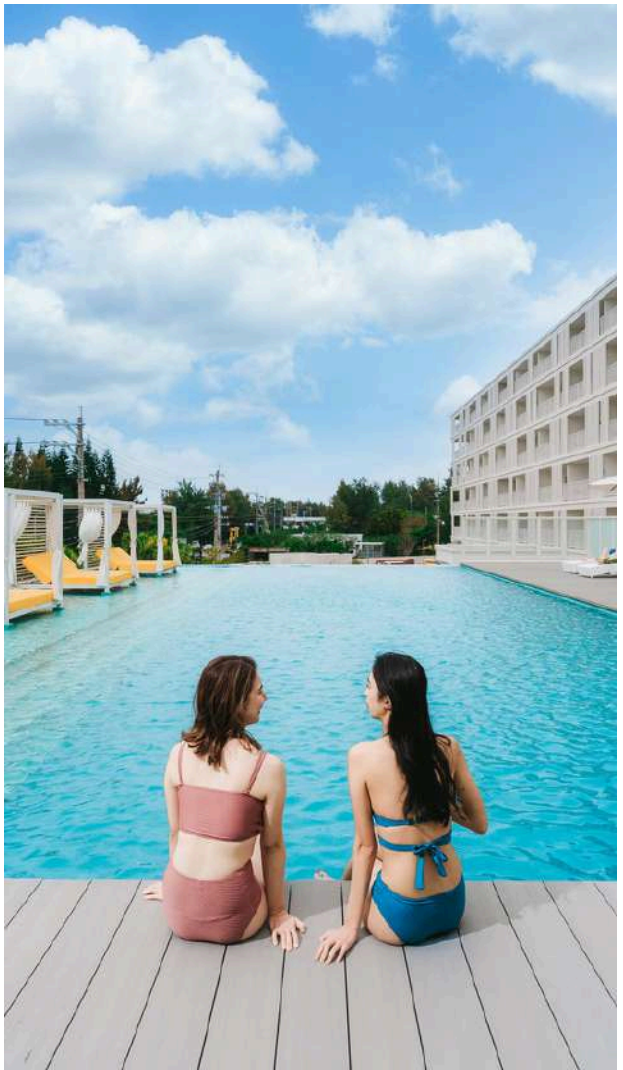
OMO
City tourism hotels

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
Free-spirited hotels

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05

ベブ

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.

No
06

ルーシー

LUCY
Mountain Hotels



Peak comfort for peak adventures

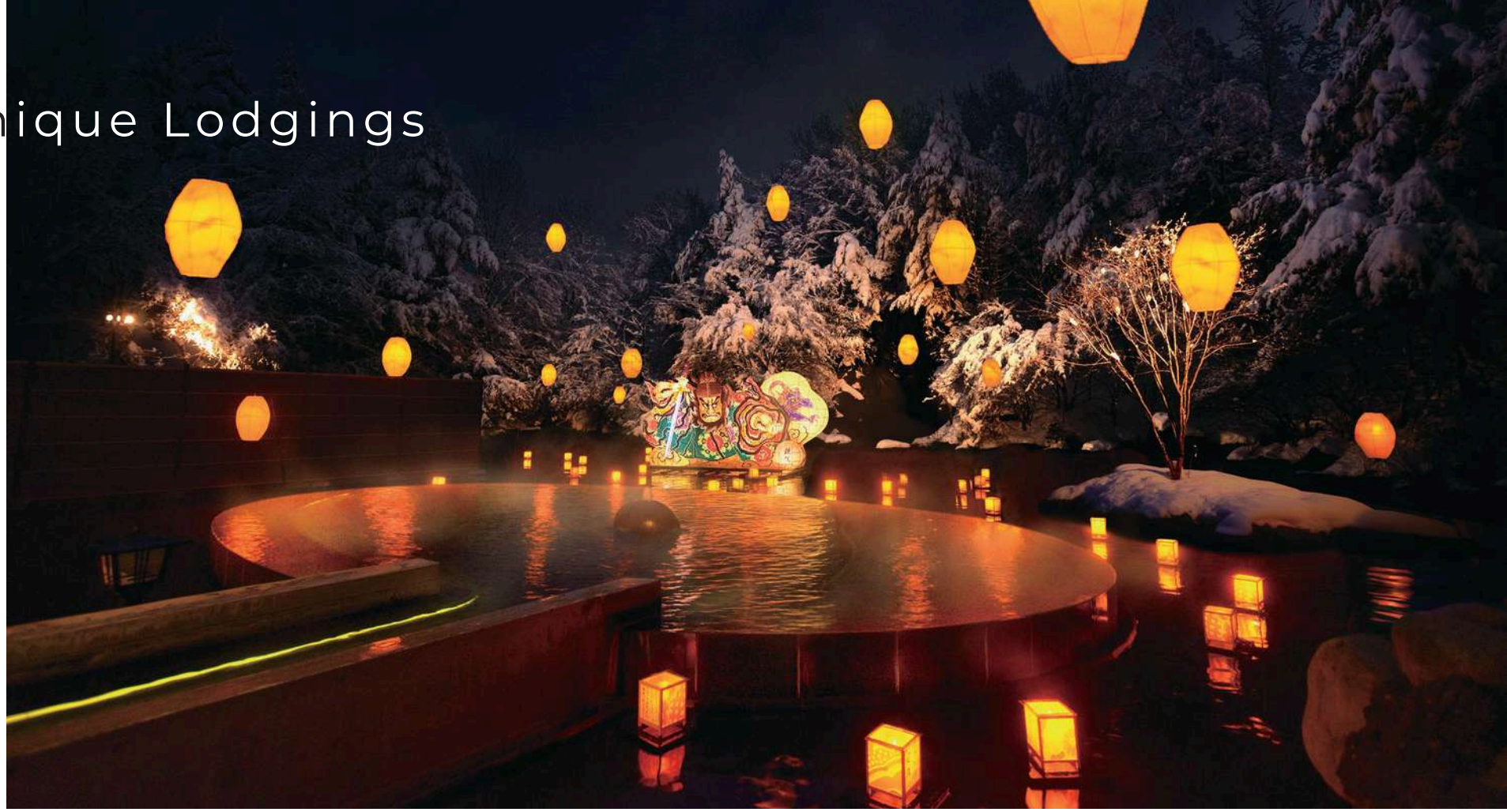
LUCY is your trusted mountain base, where we make the magic of the mountains — from stunning scenery and unimagined starry nights to incredible wildlife — more accessible to everyone, offering a new way to experience travel.

No
07

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
Karuizawa Hotel Bleston Court
1955 Tokyo Bay
Iriomote Hotel
The Surfjack Hotel & Swim Club
KASUKE Tiantai







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SNOW PARKS

Tomamu Snow Park & Resort
NEKOMA Mountain
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Number of Properties
(August 2026)

81

Number of Rooms
(August 2026)

8,953

Annual Transaction Volume
(2025)

110.1

Billion JPY



Number of Employees
April 2026)

5,313



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
2026	Conde Nast Traveler Triple Crown Awards

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
2026	Conde Nast Traveler Triple Crown Awards

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"

Hoshino Resorts RISONARE Shimonoseki

2026	TIME The World's Greatest Places



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Property List

HOSHINOYA

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

KAI

KAI Zao
KAI Poroto
KAI Tsugaru
KAI Akiu
KAI Kinugawa
KAI Kusatsu
KAI Nikko
KAI Sengokuhara
KAI Atami
KAI Anjin
KAI Ito
KAI Enshu
KAI Alps
KAI Matsumoto
KAI Hakone
KAI Okuhida
KAI Kaga
KAI Tamatsukuri
KAI Izumo
KAI Miyajima
KAI Nagato
KAI Beppu
KAI Yufuin
KAI Aso
KAI Unzen
KAI Kirishima

RISONARE

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

OMO

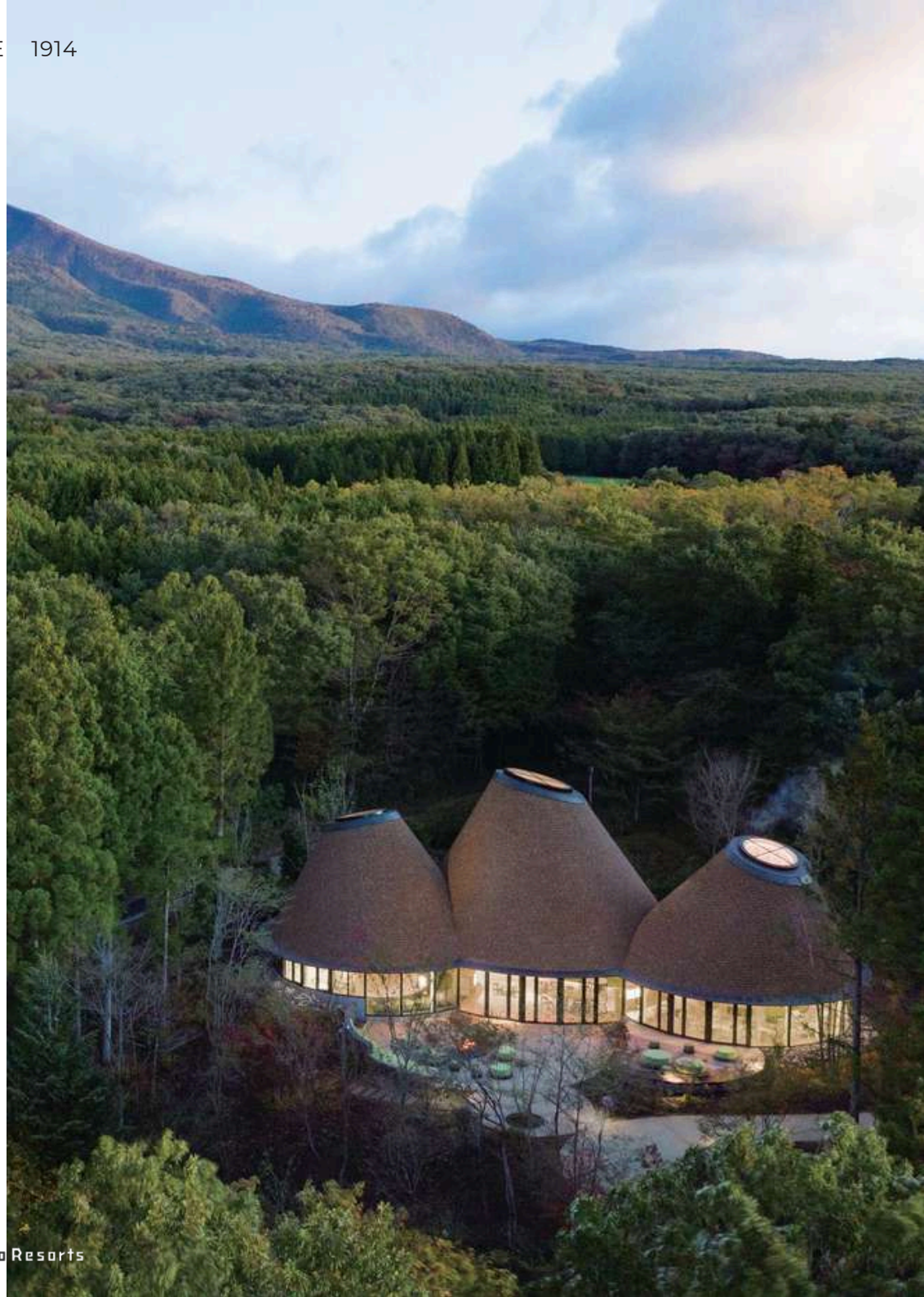
OMO7 Asahikawa
OMO5 Otaru
OMO3 Sapporo Susukino
OMO5 Tokyo Otsuka
OMO3 Tokyo Akasaka
OMO5 Tokyo Gotanda
OMO3 Asakusa
OMO5 Yokohama Bashamichi
OMO7 Yokohama
OMO5 Kanazawa Katamachi
OMO7 Osaka
OMO Kansai Airport
OMO5 Kyoto Gion
OMO5 Kyoto Sanjo
OMO3 Kyoto Toji
OMO7 Kochi
OMO5 Kumamoto
OMO5 Okinawa Naha

BEB

BEB5 Karuizawa
BEB5 Tsuchiura
BEB5 Mojiko
BEB5 Okinawa Seragaki

LUCY

LUCY Ozehatomachi



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