

HOSHINOYA Guguan in Taichung Opened on June 30th, 2019

Hoshino Resorts (CEO: Yoshiharu Hoshino) opened HOSHINOYA Guguan in Guguan, a hot spring region located in the suburbs of Taichung, Taiwan, on June 30th, 2019. This is the first luxury hot spring resort established by Hoshino Resorts in Taiwan as well as the second HOSHINOYA resort established overseas. Utilizing the abundance of hot spring water and the topography of a valley surrounded by mountains, we provide a stay where you can feel close to nature, with each guest room equipped with an open-air bath, an open public space to enjoy the wind and water, and suitable cuisine. Furthermore, we have prepared a program based on Taiwanese culture to ensure further enjoyment of nature and hot springs in Taichung.



The First Hot Spring Resort Produced in Taiwan by Hoshino Resorts

HOSHINOYA Guguan is located in the center of Taiwan near the Guguan hot spring district on the outskirts of Taichung, the second most populated city. It is the second HOSHINOYA-branded resort opened overseas and aims to provide Japanese hospitality coupled with our extraordinary worldview. In this deep valley, blessed with natural water and abundant hot springs, we developed our construction and landscape design in a way that seamlessly resonates with nature. What's more, guests can further enjoy our Taiwanese tea tasting program, and we recommend our stretching program based on the "Qigong" system widely practiced in Taiwan for learning stretches helpful to perform before and after hot spring bathing.

On Opening Day

We celebrated opening day by holding a traditional Japanese "Kagami-biraki" ceremony. We served "Xiao Mijiu" to the guests, a kind of rice wine made by the native people of Guguan, and celebrated our opening for business.



Features of HOSHINOYA Guguan

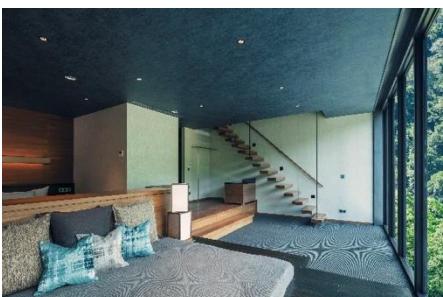
1 Rooms where you can enjoy water flowing directly from the source

Each room has a semi-open-air bath, and guests can enjoy water flowing directly from the natural source of the hot spring at any time and as much as they want. Most rooms are of the maisonette-type and have a hot spring floor. There are windows on either side designed for wind to pass through, so guests can experience a private hot spring with a refreshing breeze even during hot seasons. The windows also overlook the magnificent mountains and the resort water garden. In addition, the hotel has a space where guests can cool down after taking a bath as well.

The bedroom and living room have a large glass window extending from floor to ceiling, enabling guests to enjoy the scenery, changing together with the seasons.

Room types

- Sen (Capacity: 7 people / 216 square meter): One special room with 3 bedrooms and a terrace
- Shan (Capacity: 4 people / 112 square meter): A flat one-floor construction instead of a maisonette. Recommended for older people and children.
- Yue (Capacity: 2 people / 105 square meter): The hot spring floor is twice as large as that of other room types. Recommended for guests who want to center their stay around the hot spring.
- Feng (Capacity: 3 people / 87 square meter): Equipped with a *hori-gotatsu* sunken hearth, this room is perfect for families or groups.
- Shui (Capacity: 2 people / 75 square meter): A room design abounding in the impressive spaciousness of the scenery seen from the windows.



The living room in "Shui"



The semi-open-air bath in "Yue"



The terrace in "Feng"

2 Public spaces designed using the hot spring and mountain water

The abundantly flowing waters of the hot spring and the natural spring water of the Taiwan Central Mountain Range are utilized in the design of the public spaces.

As the Guguan Hot Spring provides water without drying up, HOSHINOYA Guguan can secure a stable amount of hot water throughout the year. The water is colorless, tasteless, weakly alkaline, carbonated, and gentle to the skin, which is why it is also called "water for beautiful skin". There is a large public bath in HOSHINOYA Guguan where guests can enjoy the hot spring to their heart's content. With the indoor baths modeled after Japanese *onsen* hot springs and the open-air baths taking up an innovative design, guests can savor a broad space in which you can feel the nature of Guguan.

In the water garden where water channels are laid, the soothing sounds of water can be heard, and the flowers coloring the channels together with the water flowing between the trees make for a pleasant walk. After bathing in the hot spring, guests can take a walk in the water garden and spend time leisurely in the Gazebo. (Information source for the Guguan Hot Spring: Taichung City Government Tourism Office)



Open-air baths with innovative design



The water garden



The reception

3 Food tailored to your stay

The hotel has a choice of dishes guests will not tire of even during a long stay. They will be fascinated by food anew through the combination of ingredients used in Taiwan and cooking techniques from Japanese cuisine. For example, the *nanbanzuke* sturgeon: by briefly deep-frying it in oil to concentrate the umami flavor, a change is brought about in its delicate taste. The flavor obtained by marinating it in the sour *nanban-dare* sauce goes together exceptionally well with Taiwan's warm and humid climate. Elements of Japanese tradition are incorporated not only in the cooking techniques but in the tableware as well. Japanese cuisine served in porcelain tableware which Japan boasts to the world, such as Kutani, Bizen, and Arita, is a pleasure for the eyes as well.



4 A rich environment where lively nature remains

Guguan is a hot spring located at the foot of the Taiwan Central Mountain Range, which consists of mountains at a height of about 3000 meters. A hot spring flows out in the valley created by the Dajia River, which runs through the central part of Taiwan, and lively nature remains there even now. There is a 1,300 meter-long promenade behind HOSHINOYA Guguan, where guests can enjoy a walk in an environment removed from the bustle of the city. In the middle of the promenade lies an observation deck from which they can overlook Guguan, and see a different landscape depending on the season --- cherry blossoms in spring, and crimson foliage in autumn.



Our Recommendation for Your Stay at HOSHINOYA Guguan.

The “hot spring sojourn” unique to HOSHINOYA Guguan is all about spending your time as you please in the place of your choosing. Besides the rooms with semi-open-air baths where you can experiment with different bathing experiences, as well as a large public bath within the building, the hallways are scattered with benches, greenery is visible through the windows of the after bathing lounge, and the “Space of Wind” public space, which has been designed so that light and wind can pass through, is available. You can relax, find your own special seat, and spend your time gazing at the changing scenery of the mountains, going for a stroll while experiencing the sound of the water, making use of the gentle hot waters, reading, or whatever else you like.



We have also prepared a program to augment your hot spring sojourn. Early in the morning, in a terrace surrounded by the woods, we conduct a stretching program based on Qigong. For our evening program, our hot spring expert will explain and teach about hot springs, as well as stretches that can be performed while entering the water, after which we recommend you try tasting the teas of Taiwan.

HOSHINOYA Guguan

Name: HOSHINOYA Guguan

Location: No.16, Wenquan Ln., Sec. 1, Dongguan Rd., Heping Dist., Taichung City 424, Taiwan (R.O.C.)

Direction: Transfer at the Taipei Main Station from the Taipei Songshan Airport, about 90 minutes by car from the Taichung HSR Station

Number of rooms: 50 (all rooms have a semi-open-air bath)

Hotel amenities: Large public bath, pool, spa, dining lounge, gazebo, library lounge, etc.

Check-in: 3:00pm

Check-out: 12:00pm

Fee: From NT\$ 18,000 per room per night *Tax and service charge separate

URL: <https://hoshinoya.com/guguan/en/>