HOSHINOYA Fuji (Yamanashi Prefecture)

Immerse and Contemplate Yourself in Outdoor Winter Activities at New Digital Detox Stay

Dates: December 1st, 2019 - March 31st, 2020

HOSHINOYA Fuji, Japan's first glamping resort, will run the two nights and three days Digital Detox Stay program from December 1st, 2019 to March 31st, 2020. Guests will be able to distance themselves from their digital devices, and enjoy activities like stargazing and fire handling workshops in the forest around HOSHINOYA Fuji, and at a private spot on Saiko Lake. By immersing themselves in wild activities outside in the winter environment, they will be able to contemplate themselves, and awaken the senses often dulled by modern life.

The Goal of Digital Detox Stay

Digital devices are continue evolving. While they provide us with great convenience, the sheer volume of information and the constant network connection can also cause stress. Therefore, HOSHINOYA brand has decided to offer the Digital Detox Stay, a program utilizing the natural elements of each region, where people can get away from their mobile phones, computers, and other devices, and contemplate themselves. HOSHINOYA Fuji has developed a program that fully utilizes the geographic and natural elements of the northern foothills of the Mount Fuji. There contents of the program are different between the green season from the winter season. In the winter season program, people can enjoy wild activities in a chilly natural environment, which is designed to awaken the five senses that are often dulled by modern life. It is in the forest at HOSHINOYA Fuji, and at Saiko Lake, one of the Fuji Five Lakes. With few streetlights and a quiet environment, Saiko Lake was chosen for the perfect location to reflect and contemplate oneself.
1. Detach yourself from digital technologies
HOSHINOYA Fuji is in a hilly area overlooking the beautiful scenery of Kawaguchiko. In order to let guests be able to experience nature even inside their room, the cabins are built on open terraced ground, where people can forget about their busy daily life and relax. To create an environment free of digital technologies, guests will hand in their digital devices when check-in. The boxes containing the devices handed in are made of the skin of a deer from the foothills of Fuji. By making them of the materials from the forest, guests can forget about their digital devices, and enjoy a higher quality stay.

2. Learn how to handle fire from a glamping master
During the day, guests will go out into the forest around HOSHINOYA Fuji. A glamping master proficient at outdoor activities will then teach them the way to handle a bonfire, start a fire, the different types of firewood, and how to grow a fire. When they have learned how to handle fire, they will make bacon using the smoke from the bonfire. They will hang pieces of meat prepared over the fire, choose the wood with their favourite fragrance, and then slowly smoke the meat. By immersing themselves in starting and growing a fire in the forest, they can forget about their busy daily life, and enjoy a relaxing time.

3. Sit around the bonfire and watch the stars at a secluded spot by Saiko Lake
During night-time, guests will light up fire and watch the stars. At a quiet, private spot near the lakefront, no-one will disturb them, and they can take the time to reflect and face themselves. They will start a fire, cook the bacon which they have made, and enjoy them with warm soup and hot whiskey. While practicing the knowledge they have gained at HOSHINOYA Fuji during the daytime, their focus will be concentrated on the flickering flame and crackling firewood. After enjoying the bonfire, they will start to learn more about the stars and planets in the night sky from an accredited astronomy guide. Gazing up at the night sky from their outdoor bed, they will be surrounded by the silence, and their senses will be heightened. When they return to HOSHINOYA Fuji from Saiko Lake, they can rest their bodies after the outdoor activities with the warm meal and drinks that will be provided at their cabin.
Example Schedule

Day 1
15:00 Check in, hand in digital devices
15:30 Chop wood
16:30 Smoked Food Workshop *Separate fee
21:00 TAKIBI Bar and the forest concert

Day 2
9:00 Fire handling workshops, and cooking bacon
16:00 Depart for Saiko Lake
16:30 Arrive at Saiko Lake
16:45 Start a fire
17:15 Enjoy cooking food over a bonfire
18:00 Observe the night sky
19:00 Depart for HOSHINOYA Fuji
19:30 Arrive at HOSHINOYA Fuji
20:30 Enjoy a nighttime meal and hot drink

Day 3
12:00 Check out, pick up digital devices

“Digital Detox Stay: Awaken Your Senses” at a glance

Dates: December 1st, 2019 - March 31st, 2020  *Some days excluded
Fee: 38,000 yen per person (excl. tax, service fee, and accommodation fee)
Capacity: 1 group per day (1 - 2 people)
Includes: Fire handling workshops, bacon cooking activities, food cooked over a bonfire, hot drinks, loan of binoculars/telescope, learning about the stars in the night sky from an expert guide, warm clothing
Booking: Book through the official site no later than 14 days before the date of the retreat
Notes: The program may be changed or canceled in case of bad weather.