

Hoshino Resorts KAI

Enjoy Snowy Winter Scenery at Kamakura Experience

Dates: February 1st – 29th, 2020 | Participating Facilities: KAI Tsugaru, KAI Alps

Hoshino Resorts' hot spring ryokan brand KAI will host the Kamakura Experience at two locations: KAI Tsugaru and KAI Alps, from February 1st to February 29th, 2020, with the goal of providing an extraordinary experience that guests can only enjoy in the snowy weather. In addition to witnessing the kamakuras (Japanese igloos), guests can also step inside to enjoy local food and drinks, and appreciate the magical scenery created by the contrast between the light of the lanterns and the snow.



Introducing the Kamakura Experience at KAI Tsugaru and KAI Alps

■ KAI Tsugaru | Enjoy the “Kogin Kamakuras” at “Kogin-Packed Experience”

KAI Tsugaru, a hot spring ryokan located in Owani, in the Minamitsugaru District of Aomori Prefecture, will host “Kogin-Packed Experience”, which can be enjoyed at “kogin kamakuras.” The kamakuras built in the Tsugaru Seasonal Water Garden, where visitors can enjoy the changing scenery of each season in Tsugaru, will be lit up by lanterns made with the Tsugaru region’s traditional “Tsugaru koginzashi” design, creating a magical sight. In the private, cosy kamakura, visitors can relax and enjoy apple cocktails, sweets made with koginzashi patterns, and more.

Features

1. Enjoy “the sights”

When people walk down the path lined with “kogin lanterns” designed by kogin designer Iemasa Yamahata, they arrive at the kamakuras. There are about 50 lanterns, ranging from small to large, and featuring a variety of Tsugaru koginzashi patterns such as flowers or snow. Guests can enjoy the combination of beautiful snowy scenery and geometric kogin patterns.

2. Enjoy “the food and drink”

Chocolate with cute kogin patterns made by a local candy store will be on offer to enjoy in the kamakura. There will also be hot cocktails made with apples from Aomori Prefecture, which produces the most apples of any prefecture in Japan. For guests who don't like to drink, non-alcoholic cocktails are also available.

3. Enjoy “the sensations”

Inside the kamakura, guests can enjoy Kogin Awase, which will exercise players mind with Tsugaru koginzashi patterns. It is an original card game designed by KAI Tsugaru staff members. Koginzashi is a traditional quilting method from the Tsugaru region. Historically, peasants were only able to make clothing using hemp fibers, so the women would weave threads into the cloth to cover the rough texture, protecting against wear and tear and improving heat retention. Through this game, players can learn about how the people of Tsugaru made themselves comfortable during the cold winters.



Kogin Kamakura

“Kogin-Packed Experience” at a glance

Dates: February 1st – 29th, 2020 *May change in case of excessive snow

Time: 6:20 – 6:45 pm / 6:50 – 7:15 pm / 7:50 – 8:15 pm / 8:20 – 8:45 pm

*There are two kamakuras. One kamakura may be used per group.

*Limited to two groups per session. Up to three people per group.

Fee: ¥1,500/person (includes kamakura entry fee, food, and one drink)

*Guests can choose between alcoholic and non-alcoholic cocktails.

Booking: Booking required via the reception office on the day



Kogin Awase

■ KAI Alps | Regain a childlike sense of wonder and enjoy snowy weather with “Shinshu Kamakura Yukinko Experience”

KAI Alps, a hot spring ryokan at the Omachi Hot Spring in Nagano Prefecture, is hosting “Shinshu Kamakura Yukinko Experience”, where visitors can regain a childlike sense of wonder, and enjoy the unique lifestyle of Shinshu, the snow country. Omachi, located at the base of the Northern Alps, gets a lot of snow even by the standards of the Shinshu region, and the locals have developed a lot of knowledge about endurance during the harsh winters. At KAI Alps, guests can have fun in the central garden’s kamakura, while dressed as a “yukinko” (snow child). In a warm atmosphere surrounded by bamboo lanterns, visitors can experience the Shinshu winter.



Features

1. Return to one’s childhood in unique snow country clothing at the Yukinko Outfit Experience

In Shinshu, with its deep snow and harsh cold, the locals learned to wear mino (straw raincoats) and hanten (short winter coats) to protect against the snow and the cold. To help visitors return to their childhood, have fun, and experience Shinshu culture, KAI Alps will lend yukinko outfits to guests. They will be able to play in the snow and have so much fun that they forget about the cold weather.

2. Gather around the irori for Winter Outing Preparation

Traditionally, in Japanese homes, the irori hearth was a place for family, relatives, and friends to gather. The irori in the public doma (room with a dirt floor) in KAI Alps is a calm, peaceful place, with the sound of crackling firewood, the warmth of the fire, and the aroma of the steam rising from the stove.

In winter, traditional warming foods like shiruko (sweet red bean porridge) and kairo (pocket warmers) will be prepared. The sight of guests gathered around in their yukinko outfits and laughing together is the essence of daily life in the snow country.



Yukinko Outfit Experience



Mochi cooked over an irori before being put into the shiruko

“Shinshu Kamakura Yukinko Experience” at a glance

Dates: February 1st – 29th, 2020 *May be canceled in case of excessive snow

Time: Kamakura Light-Up 5:00 - 9:00 pm, Yukinko Outfit Experience 3:00 - 9:00 pm, Winter Outing Preparation 8:00 – 9:00 pm

Capacity: 4 people for Yukinko Outfit Experience; no limit for other events.

Fee: Free

Booking: Not needed