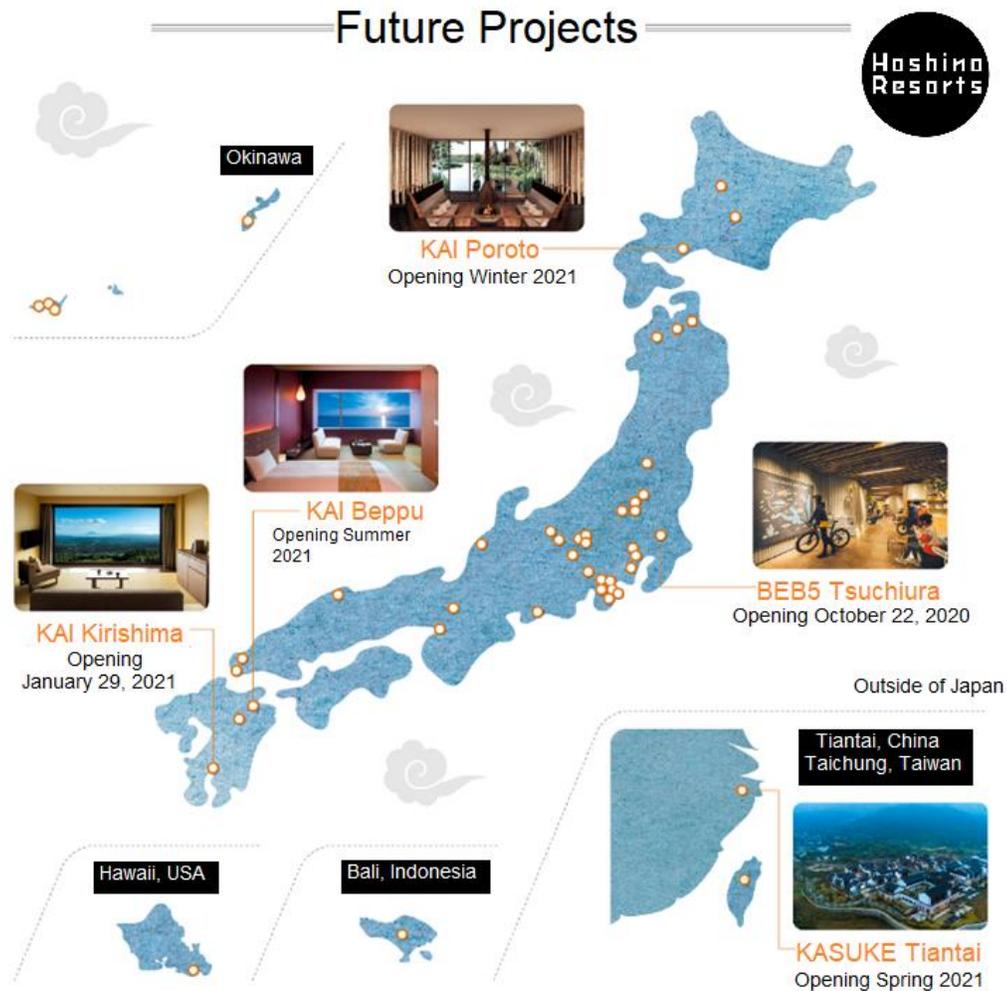


New Openings through 2020 - 2021 for Hoshino Resorts

Hoshino Resorts (Headquarters: Nagano, Japan) will open BEB5 Tsuchiura in Ibaraki Prefecture as a hotel to enjoy cycling on October 22 2020, and KAI Kirishima on January 29 2021 in Kagoshima Prefecture as the 17th property of the KAI brand, a brand of upscale boutique hot spring ryokans (Japanese Inn). Through 2020 to 2021, there will be a total of five new openings, where others include KAI Beppu in Oita Prefecture, KAI Poroto in Hokkaido and a property in Tiantai, China. By 2021, Hoshino Resorts will be operating 50 properties in total. To meet the different needs and purposes of travel at Hoshino Resorts, there are five distinct brands: HOSHINOYA (a luxury flagship brand), KAI (upscale boutique hot spring ryokan), RISONARE (premier resort for every member in the family), OMO (hotel for city-tourism) and BEB (carefree hotel). Together with these brands, we are planning to accelerate the opening of properties within and outside of Japan. The properties of Hoshino Resorts provide unique experiences focused on the local charms of each destination and a high level of omotenashi, Japanese-style hospitality, and we aim to become a globally competitive hotel management company.



Details of Future Projects

[Properties in Japan]

Hoshino Resorts BEB5 Tsuchiura

Grand Opening on October 22, 2020

Location: Tsuchiura, Ibaraki Prefecture

Number of Rooms: 90

This is the second property under the BEB brand, following the opening of BEB5 Karuizawa, Nagano Prefecture. This property is the first hotel that specializes in cycling for Hoshino Resorts and is located within the largest cycling resort in Japan named “PLAYatre TSUCHIURA”. BEB5 Tsuchiura is perfect for the city of Tsuchiura, a bicycle-friendly town, and will be the source of new value for travel by matching bicycles with accommodation.



Hoshino Resorts KAI Kirishima

Opens January 29, 2021

Location: Kirishima, Kagoshima Prefecture

Number of Rooms: 49

KAI Kirishima will be the 17th property for the KAI brand and will be the second property in the Kyushu area following, KAI Aso in Oita Prefecture. The property is located on the hillside of Mount Takachihonomine and is inside the Kirishima-Kinkowan National Park, where the natural environment is preserved. On a sunny day with clear skies, a panoramic view of the Kinko bay in Sakurajima can be seen from the guest rooms. KAI Kirishima will work to protect the natural environment as well as provide a place of accommodation that will make the most of nature.



Hoshino Resorts KAI Beppu

Opens Summer of 2021

Location: Beppu, Oita Prefecture

Number of Rooms: 70

Beppu is an area famous for its hot springs, where it is a place that has the most number and amount of hot springs in Japan. Since the opening of the old Beppu port back in the Meiji period, many hot spring lovers from all over Japan were able to visit this historical area. KAI Beppu will be located in a place with a scenic view of the Beppu bay and will be designed by Kengo Kuma, who focused on reenacting the liveliness of a hot spring town whilst keeping a serene atmosphere for a unique experience and relaxation.



Hoshino Resorts KAI Poroto

Opens Winter of 2021

Location: Shiraoi, Hokkaido

Number of Rooms: 42

KAI Poroto will be the 19th property for the KAI brand and the third property in Hokkaido. At KAI Poroto, the rare water of Shiraoi onsen can be enjoyed, where the water contains organic materials derived from plants and has many positive properties including retaining moisture for supple skin. All guest rooms will have a view of Poroto lake, which is surrounded by a forest, home to many wild birds.



[Properties Outside of Japan]

Hoshino Resorts KASUKE Tiantai

Opens Spring of 2021

Location: Tiantai, China

Number of Rooms: 103

KASUKE Tiantai will be the first property in Tiantai Mountains, China to be operated by Hoshino Resorts. Other properties outside of Japan include HOSHINOYA Bali in Ubud, Bali, and HOSHINOYA Guguan in Taichung, Taiwan. Tiantai Mountain is a scenic area with abundant nature and the mountains in the range has an altitude of about 1,200 meters. In an area surrounded by beautiful nature, we aim to be a resort that offers extraordinary stays by utilizing our original management system.



Five Brands of Hoshino Resorts

HOSHINOYA

HOSHINOYA is the luxury flagship brand of Hoshino Resorts. Every establishment is situated in a location that offers a rich environment of sophisticated cultures and traditions and stunning seasonal sights, sounds, and flavors - the essence that inspires its every luxury and pleasure and enriches its contemporary comforts.

KAI

KAI is a leading brand of upscale boutique hot spring ryokans. Every establishment offers a contemporary take on the traditional Japanese inn, providing unique, location-specific experiences. From exclusive activities to specialty suites, KAI is an invitation to immerse yourself in the rich diversity of Japanese culture.

RISONARE

RISONARE is a premier resort offering an array of attractive features and activities to entertain each and every member of the family. Properties are designed by eminent architects and designers, and guests can enjoy a delicious buffet or fine dining. Relax at our fabulous spa while children are engaged in supervised activities and games.

OMO

OMO not only provides a place to sleep, but also aims to satisfy leisure travelers who are seeking a more personal experience in a convenient city-center location close to shops, restaurants, museums and other points of interest.

BEB

BEB is a carefree hotel with the heart-warming Tamariba lounge where guests enjoy the timeless moments with beloved ones. A cost-friendly hotel that supports the young generation to travel.

About Hoshino Resorts

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 40 facilities both in and outside Japan under five distinct brands: HOSHINOYA, KAI, RISONARE, OMO, and BEB.

