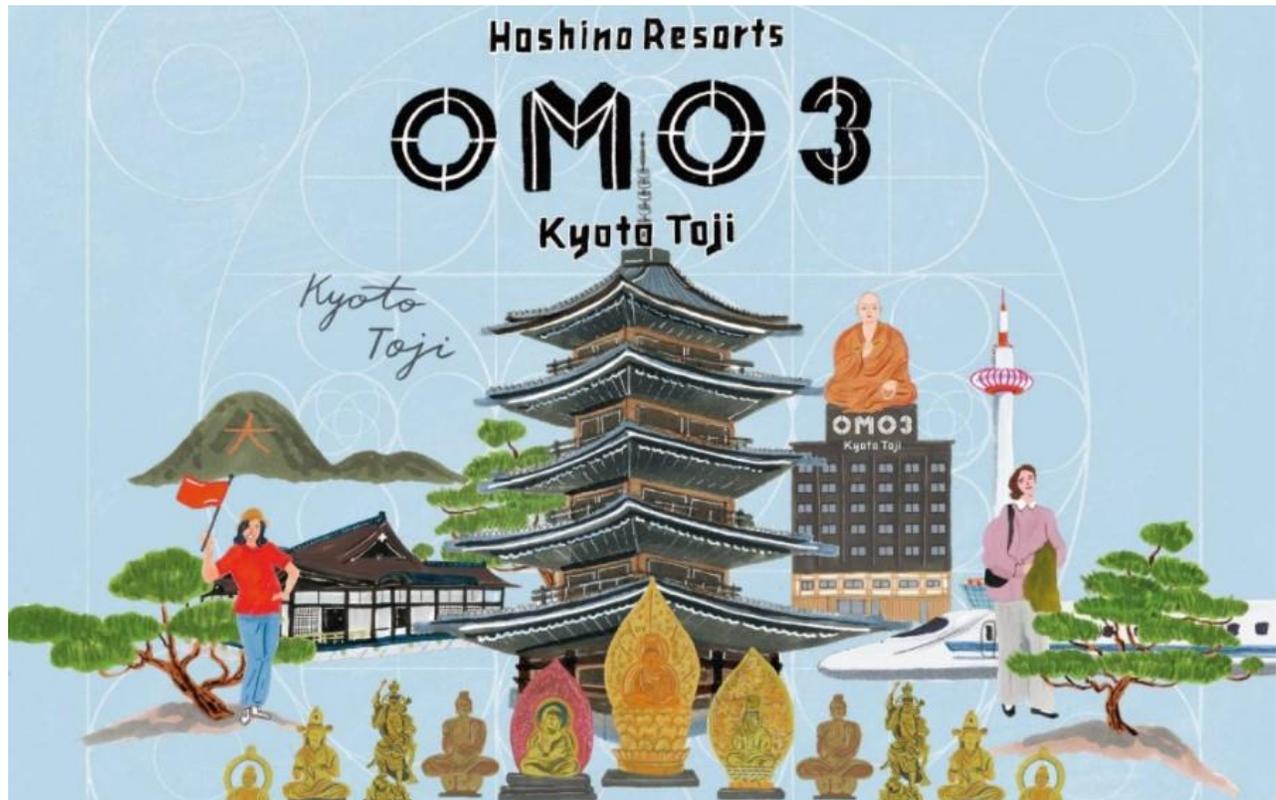


## Grand Opening of “Hoshino Resorts OMO3 Kyoto Toji” On April 15<sup>th</sup>, 2021

Hoshino Resorts, a hotel management company that operates over 40 properties within and outside of Japan, has opened “Hoshino Resorts OMO3 Kyoto Toji” on April 15<sup>th</sup>, 2021. We aim to provide a city tourism hotel where guests can become more familiar with temples and to enjoy Kyoto from a new and calming perspective.



### **Concept**

Kyoto City has a history of 1,200 years, since the founding of Heiankyo, and it is Japan’s most popular tourist destination in Japan, visited by more than 50 million tourists every year. The Toji area is a quiet area of Kyoto, where the symbol of Kyoto and one of the World Heritage sites, the Five Storied Pagoda resides with elegance and beauty just 5 minutes away from the hotel. Toji is the only surviving remains of Heiankyo and this temple was entrusted to Kukai, a Japanese Buddhist monk, who returned to Japan after studying Buddhism during the Tang dynasty. Find peace and calm within this ancient city as you take a break in Kyoto or spend a relaxing time at a temple with a Buddha statue.

## Features that will fill your travel with excitement!

### “OMO Base” – Community Lounge

OMO base is a public space where the front desk and library resides and it is best described as a community space, almost an extension of the guest rooms. OMO3 Kyoto Toji was designed in a way so that the Toji area is most memorable out of all the cities of Kyoto.



### **Art works - “Mandala art” and “Wall of the gentle smile”**

The entrance of the hotel is decorated with the “Mandala art” with 21 Buddhas illustrated on a three-dimensional Mandala and the “Wall of the gentle smile” displaying the gentle smile and expression of the Buddha using light and shadows.



### **Balancing the mind through writings on sand - “Tracing sutra table”**

In the middle of the OMO base, the “tracing sutra table” will be set up, where guests can balance their minds through copying sutras and writing characters on sand. This activity was inspired by the fact that Kukai was known for his calligraphy. Different from calligraphy using ink, guests can freely write characters and letters on sand, where you can try as many times as you want.



### **Bookshelf of wisdom – “Core pillar book table”**

The core pillar, shinbashira, is what supports the structure of the Five Storied Pagoda and the bookshelf we have incorporated was inspired by this structure. Books on Toji and Kukai, a Japanese Buddhist monk, are available.



### **“Go-KINJO” – tour guide service supporting neighborhood excursions**

At OMO, we consider the entire city centered around the hotel to be a resort of its own and we want our guests to go out into the city instead of spending time inside the hotel. Go-KINJO is a service comprised of the Go-KINJO Map and Go-KINJO activity, and its aim is for guests to learn about the deep culture of nearby neighborhoods.



### **“Go-KINJO Map” – the old and new of the Toji area**

The old and new of the Toji area can be seen from the maps, where guests can compare the street names, destinations that have not changed, look at where the recommended stores and restaurants are located, etc. Learning about the change of time through these maps will surely make your trip to Toji that much more fun and exciting.

### **Details of OMO3 Kyoto Toji**

Name: Hoshino Resorts OMO3 Kyoto Toji

Location: 11-6,

Price: Starting from 4,500 JPY (per person in a 2 person room, includes tax and excludes accommodation tax and meals)

Floors: Basement 1 to 8<sup>th</sup> floor

Number of rooms: 120

### **About the OMO Brand**

OMO is a city tourism hotel that 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.

### **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.

