

*October 19, 2019*

*- G3T-Japan -*

# Onsen Innovation in The Japanese Hot Spring Market



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# Onsen Ryokan (Japanese inn with Mineral Hot Springs)





# Western-style Hotel with **ONSEN**



Source: <http://hotel-chinzanso-tokyo.jp>



# SUPER SENTO / Higaeri-Onsen

(Day-visit Public Bath without Accommodation)





# Innovation in the RYOKAN market



# Destination Spa Programs (regimens) at Hoshinoya

Ryokan in **Karuizawa**  
- Regimen for **Diet Cure**



Ryokan in **Kyoto**  
- Regimen for **Mental Cure**



Indigenous resort in **Okinawa**  
- Regimen for **Stress Management**



Healing, Learning  
and Experience

**Additional  
Value!**

# Regimen for **Diet Cure** (at Hoshinoya Karuizawa)

- **Cure by Hot-springs**

- **To match living style and natural life cycle**

- > **Tired of city life**  
**Resetting mind & body**
- > **winning back the “essential” self again**

- **Consulted by Oriental med.**

-> **personal program customized for each guests**

-> **Seasonal follow-up**

**Twice per month**  
**Limited to 5 couples**  
**\*staying at least 3 days**

## **My Case Example : 3 days**

Check in -> medical check

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- 7:00- a walk in the forest
  - 8:00- deep breathing exercise  
(in the tea ceremony room)
  - 10:00- breakfast (vegetarian dish)
  - 12:30- various spa treatments
  - 15:30- **hot springs bathing**
  - 17:30- organic French dinner
  - 20:00- workshop
    - breathing
    - dialogical self
    - meditation etc.





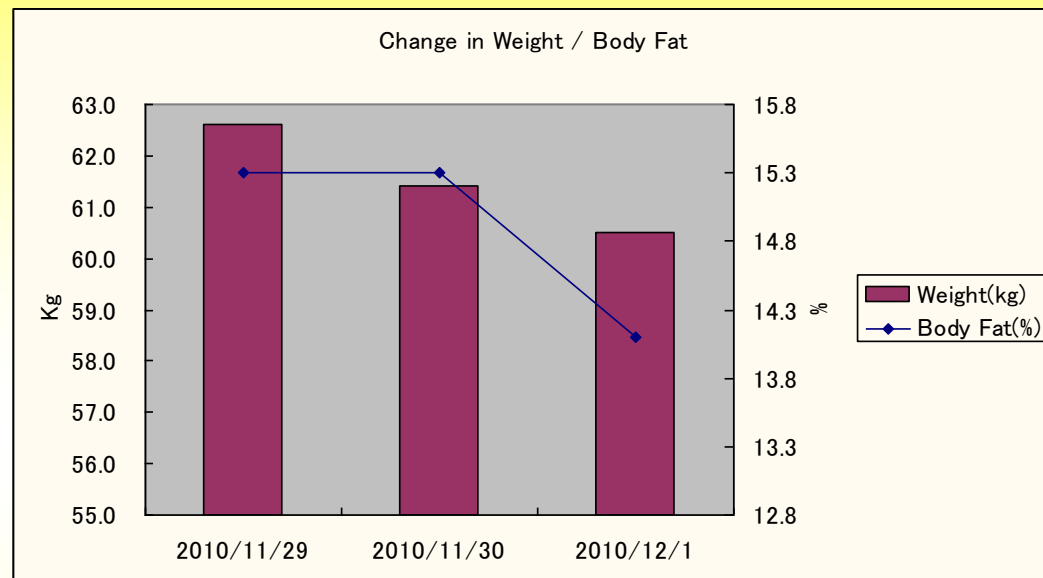
# Regimen for **Diet Cure** (at Hoshinoya Karuizawa)

## Change in Body Weight & Fat while Staying

## My Case Results

Date	Weight(kg)	Body Fat(%)
2010/11/29	62.6	15.3
2010/11/30	61.4	15.3
2010/12/1	60.5	14.1

Date	Body Heat(°C)	Anteflexio(cm)
2010/11/29	35.3	-9
2010/11/30	36.5	0
2010/12/1	36.0	-2



Date	Blood Pressure		Pulse
	High	Low	
2010/11/29	131	90	75
2010/11/30	103	69	90
2010/12/1	109	71	86

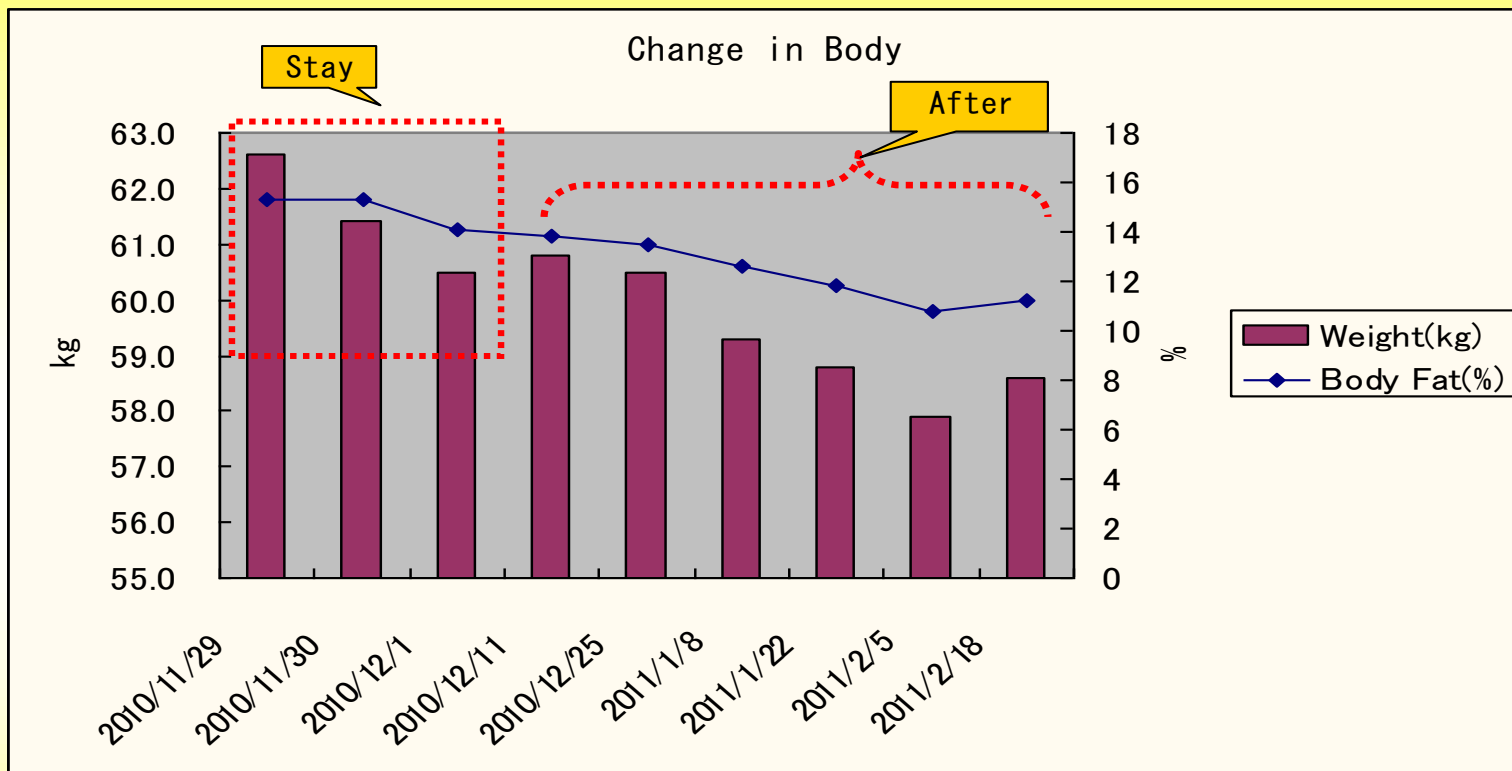




# Regimen for Diet Cure (at Hoshinoya Karuizawa)

Change in Body Weight & Fat after Staying

My Case Results



## - Key Learnings

1. Chewing foods (more than 50 chews)
2. Meditation before breakfast
3. Each meal should contain 50% rice



Supported by **Hoshino Resort (Hoshinoya Karuizawa)**

# Regimen for **Mental Cure** (at Hoshinoya **Kyoto**)

**My Case Example : 3 days**

**Control your mind & body**  
by ;

- (1) Medicinal Tea & Bath
- (2) Medicinal Cuisines
- (3) Touching the cultures  
of Kyoto

**Consulted by Oriental med.**

-> **personal program**  
**prepared for each customer**

Check-in -> Health Check

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7:00 **Ascetic Practices** at Zen temple  
Ritual of Breakfast

9:30 **Medicinal Tea & Bath**

13:30 Traditional **Incense-Smelling**

16:00 **Acupuncture & Moxibustion**

-> Medicinal Tea

18:30 Tailor-made **Medicinal Cuisine**

-> Sleep

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7:00 Morning Meditation ...

⋮



# Regimen for Mental Cure : **Ascetic Practice** at Zen temple



Supported by **Hoshino Resort (Hoshinoya Kyoto)**



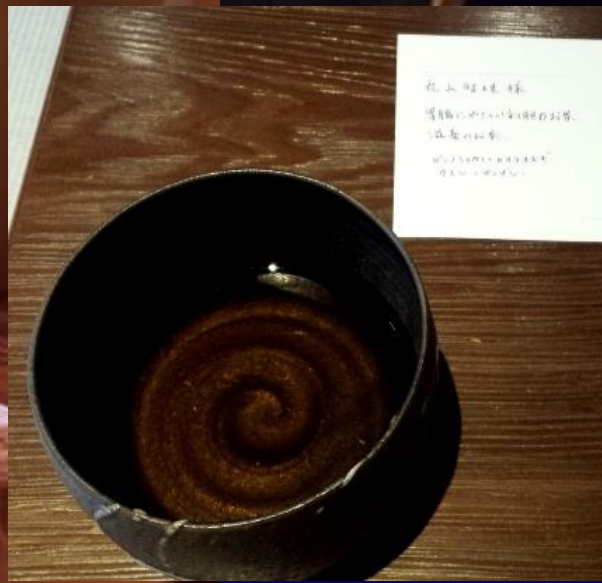
# Regimen for Mental Cure: Ritual of **Incense-Smelling**



Supported by **Hoshino Resort (Hoshinoya Kyoto)**



# Acupuncture & Moxibustion, Medicinal Tea & Bath



Supported by **Hoshino Resort (Hoshinoya Kyoto)**



# Regimen for Mental Cure : Morning Meditation



Supported by **Hoshino Resort (Hoshinoya Kyoto)**

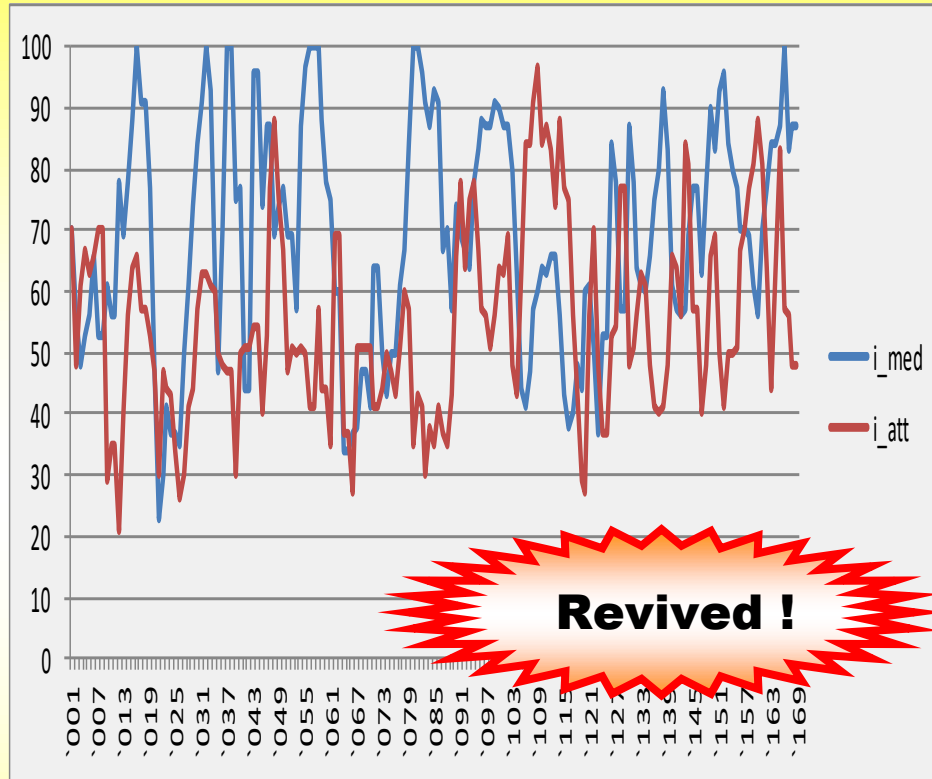
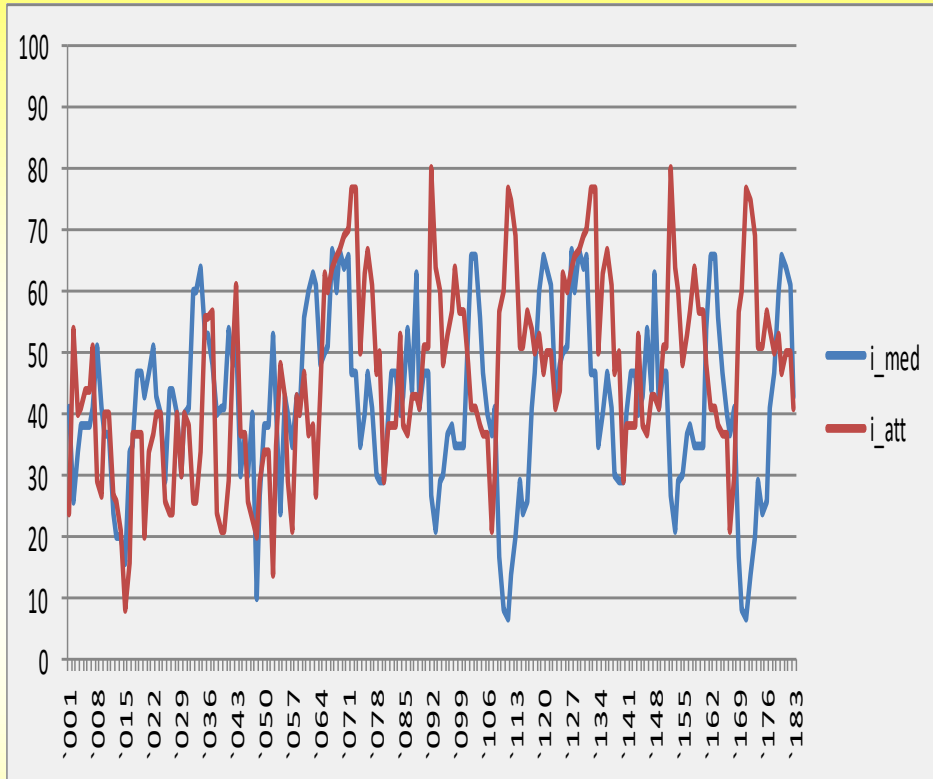


# Changes in Brain Waves

My Case Results

>> **Before Stay** (just after rising)

>> **DAY-3** (just after rising)



Average:

Meditation

• 69

+27

Attention

• 55

+9

# “Co-Innovation”

## R&D Society for Destination Spa

