

HOSHINOYA's YOJO Stay Programs

SPA & WELLNESS

KEIKO WATANABE

Agenda

1. About Hoshino Resorts

- ▶ Where We Stand
- ▶ Our Properties by Region
- ▶ Our Properties by Brand
- ▶ HOSHINOYA
- ▶ KAI
- ▶ RISONARE
- ▶ HR Vision and Mission
- ▶ SPA Vision and Mission
- ▶ C.E.O. Hoshino's Trouble
- ▶ My Mission

2. HOSHINOYA's YOJO Stay Programs

- ▶ What's the SPA in Hoshino Resorts?
- ▶ YOJO Stay programs in HOSHINOYA

our origins

Hoshino Resorts' origins stem from 1914, when Kuniji Hoshino, the great-grandfather of the current CEO, Yoshiharu Hoshino, opened the Hoshino Onsen Ryokan, the facility now known as HOSHINOYA Karuizawa.

KUNIJI HOSHINO
(1ST GENERATION)



YOSHIMASA HOSHINO (2ND GENERATION)



YOSHIHARU HOSHINO
(4TH GENERATION)



Our Properties by Region

Since then, our group has grown to include more than 30 facilities. Last year, we opened our first urban property in the heart of Tokyo under our flagship luxury brand, HOSHINOYA. This year, we welcomed our second overseas property, in Taiwan, also under our HOSHINOYA brand.

Taiwan

- **HOSHINOYA** Guguan 

Okinawa

- **HOSHINOYA** Taketomi
- **RISONARE** Kohamajima(2020)
- Iriomotejima Hotel


Okinawa

- **HOSHINOYA** Okinawa (2020)

Shimane

- **KAI** Izumo 

Osaka

- **OMO** 7
- Shin-Imamiya(2021) 

Kyoto

- **HOSHINOYA** Kyoto

Shiga

- L'hotel de Hiei

Yamaguchi

- **KAI** Nagato(2020) 

Oita

- **KAI** Aso
- **KAI** Beppu(2021)



Nagano

- **HOSHINOYA** Karuizawa
- Hotel Bleston Court
- BEB Karuizawa
- **KAI** Matsumoto
- **KAI** Alps


Yamanashi

- **RISONARE** Yatsugatake 
- **HOSHINOYA** Fuji 
- **RISONARE** Nasu 
- BEB Utsunomiya(2020) 

Aomori

- **KAI** Tsugaru 
- Oirase Keiryu Hotel 
- Aomoriya

Tochigi

- **KAI** Kawaji 
- **KAI** Nikko
- **KAI** Kinugawa

Fukushima

- Bandaisan Onsen Hotel





Tokyo

- **HOSHINOYA** Tokyo 
- **OMO** 5 Tokyo Otsuka 

Kanagawa

- **KAI** Hakone
- **KAI** Sengokuhara

Shizuoka

- **KAI** Atami 
- **KAI** Ito 
- **KAI** Enshu 
- **RISONARE** Atami 

Indonesia

- **HOSHINOYA** Bali

INDONESIA
BALI

our Brands

We currently operate properties under five brands: HOSHINOYA, Kai, Risonare, OMO, Hoshino Resorts.

HOSHINOYA (Flagship luxury brand)	KAI (Exclusive Traditional Japanese Onsen Ryokan)	RISONARE (Stylish active resort)	OMO (City Tourism Hotel)	Hoshino Resorts	BEB (Free Spirited Hotel)
HOSHINOYA Karuizawa	KAI Alps KAI Anjin KAI Aso				
HOSHINOYA Kyoto	KAI Atami KAI Beppu (2021) KAI Enshu		OMO7 Asahikawa	Hotel Bleston Court Aomoriya Oirase Keiryu	
HOSHINOYA Taketomi Island	KAI Hakone KAI Ito KAI Izumo	RISONARE Yatsugatake RISONARE Atami RISONARE	OMO5 Tokyo Otsuka	Hotel Tomamu Bandaisan Onsen Hotel	BEB Karuizawa BEB Tsuchiura (2021)
HOSHINOYA Fuji	KAI Kaga KAI kawaji	Tomamu RISONARE		L'Hotel de Hiei Iriomote Island Hotel	
HOSHINOYA Tokyo	KAI kinugawa KAI Matsumoto KAI Nagato(2020)	Kohamajima(2020)	OMO7 Osaka Shin-Imamiya (April 2022 (tentative))		
HOSHINOYA Bali	KAI Nikko KAI Sengokuhara				
HOSHINOYA Guguan	KAI Tsugaru				

星のや 「現代を休む日」

HOSHINOYA “Search for essence”



HOSHINOYA Karuizawa

A Secluded Mountainside Hot Spring Spa Resort



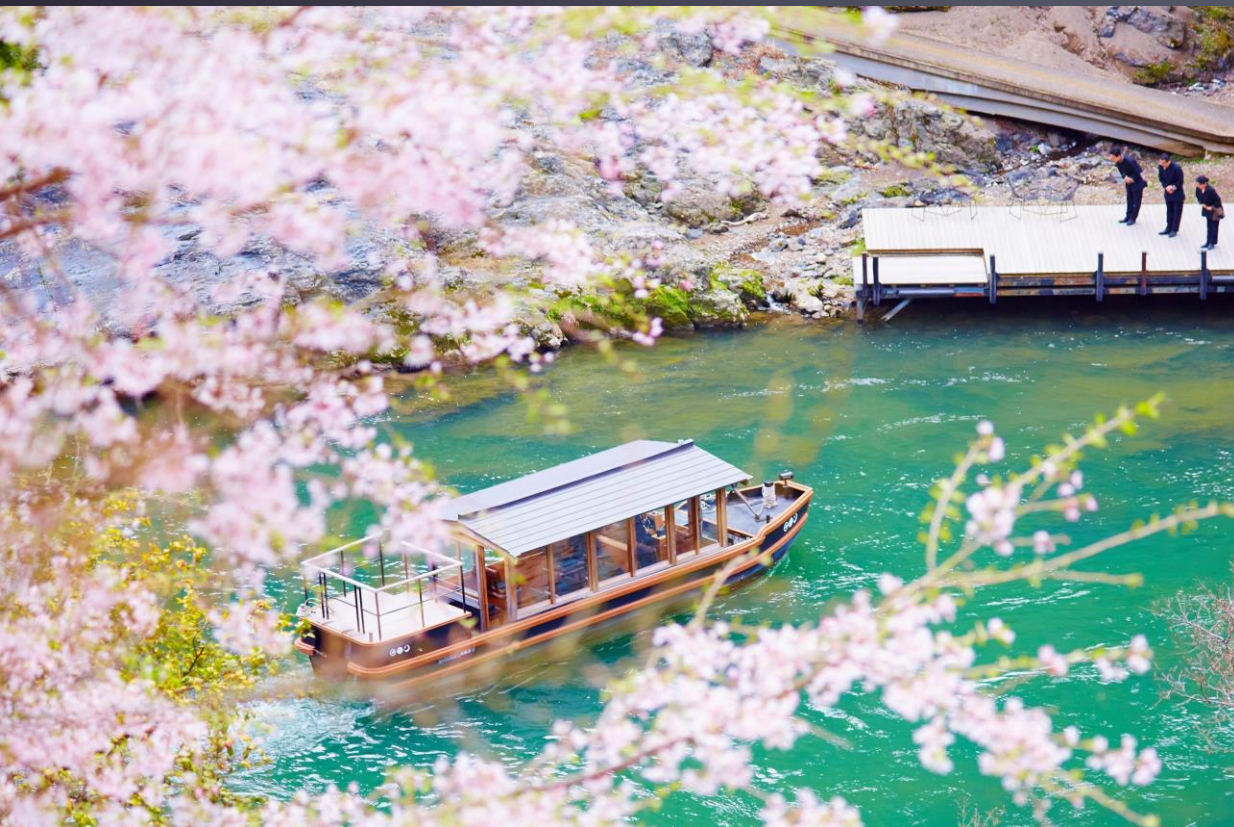
View of guest villas and water landscape design, created with water from the river running through the site. Candles on the water are lit every night by staff, via a small boat.



HOSHINOYA Kyoto

Hashino
Resorts

A Picturesque Riverside Retreat in Historical Kyoto



HOSHINOYA Kyoto

Hashino
Resorts

A Picturesque Riverside Retreat in Historical Kyoto



HOSHINOYA Taketomi Island

Hashino
Resorts

An Island Getaway on Japan's Hidden Gem



HOSHINOYA Taketomi Island

Hashino
Resorts

An Island Getaway on Japan's Hidden Gem



HOSHINOYA Fuji

The magic of highland glamping

Hashino
Resorts



Exterior View of Guest Rooms at HOSHINOYA Fuji.



HOSHINOYA Fuji

The magic of highland glamping

Hoshino
Resorts



HOSHINOYA Tokyo

Hoshino
Resorts

Authentic Japanese omotenashi hospitality in the heart of Tokyo



HOSHINOYA Tokyo

Hoshino
Resorts

Authentic Japanese omotenashi hospitality in the heart of Tokyo



HOSHINOYA Bali

Idyllic peace in a mystical holly river valley

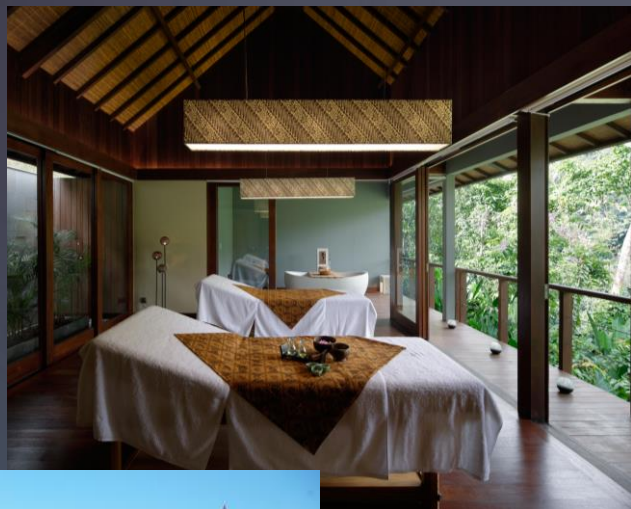
Hoshino
Resorts



HOSHINOYA Bali

Hoshino
Resorts

Idyllic peace in a mystical holly river valley



HOSHINOYA Guguan

Hoshino
Resorts

Hot Spring Resort Overflowing with Sound of Water



HOSHINOYA Guguan

Hoshino
Resorts

First Luxury Onsen Resort in Taiwan



KAI

Destinations for blissful bathing and dining

Hashino
Resorts



KAI

Destinations for blissful bathing and dining

Hashino
Resorts



KAI

Destinations for blissful bathing and dining

Hashino
Resorts



KAI

Destinations for blissful bathing and dining

Hashino
Resorts



KAI

Destinations for blissful bathing and dining

Hoshino
Resorts



RISONARE

Recreation, the art of creating anew

Hashino
Resorts





RISONARE Atami
&
RISONARE Yatsugatake

RISONARE

Recreation, the art of creating anew

Hoshino
Resorts



Hoshino Resorts

- ▶ **VISION:** Hospitality Innovator
- ▶ **MISSION:** Magic of Travel...
Contribution to Peace by
discovering the Countries and to
Regional Development through
Travel

Hoshino Resorts' SPA

- ▶ **VISION:** Safe, Comfortable and Happy Wellness Stay at Hoshino Resorts' Hotels/Ryokan
- ▶ **MISSION:** Contribution to Guests and to Master Brand through Wellness



The Productivity of Spa is not enough high...

The Japanese traditional Onsen Ryokan itself is healthy enough, even without Wellness Programs!

But Spa and Wellness Programs are important for CS and PR...

My Missions:

- ▶ Increase Productivity
 - ⇒ Efficiently Training Therapists
 - ⇒ Simplifying Menu
- ▶ Increase Customer Satisfaction
 - ⇒ Create Original Menu with Local Taste & Color
 - ⇒ Control Therapists' Service & Technic Quality
- ▶ Interest Media
 - ⇒ Create Original Programs with Unusual Experiences
- ▶ Elevate the quality of Hoshino Resorts with SPA!

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2. Hoshinoya YOJO Stay

- ▶ What's the SPA in Hoshino Resorts?
- ▶ YOJO Stay programs in Hoshinoya

What's SPA at Hoshino Resorts?

SPA ≠ Place for Massage/Treatment

SPA = Stay in HOSHINOYA/KAI with
Unusual Experiences(Cultural, Spiritual and
Physical) for Ultimate Relaxation and Awareness

YOJO Stay Programs at HOSHINOYA

Hoshino
Resorts

調身、調息、調心

Calm, Harmonize and Balance
the Body, Breath and Mind
for recovering the 5 Senses and
becoming at Peace



Physical Training for Purifying the Mind

Case 1 : HOSHINOYA Fuji



六根清浄



北辰一刀流



修行



Hoshino
Resorts

Case 2 : HOSHINOYA Tokyo





Spiritual Practice ... Zen



Hoshino
Resorts

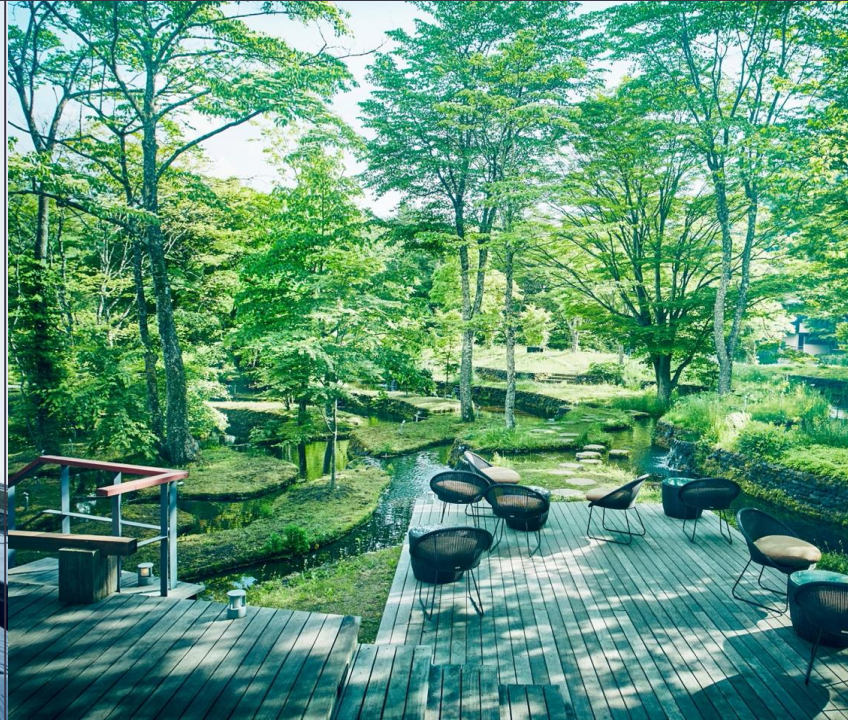
Case 3 : HOSHINOYA Kyoto





Listen to the Inner Voices in the Great Nature to Recover the 5 Senses

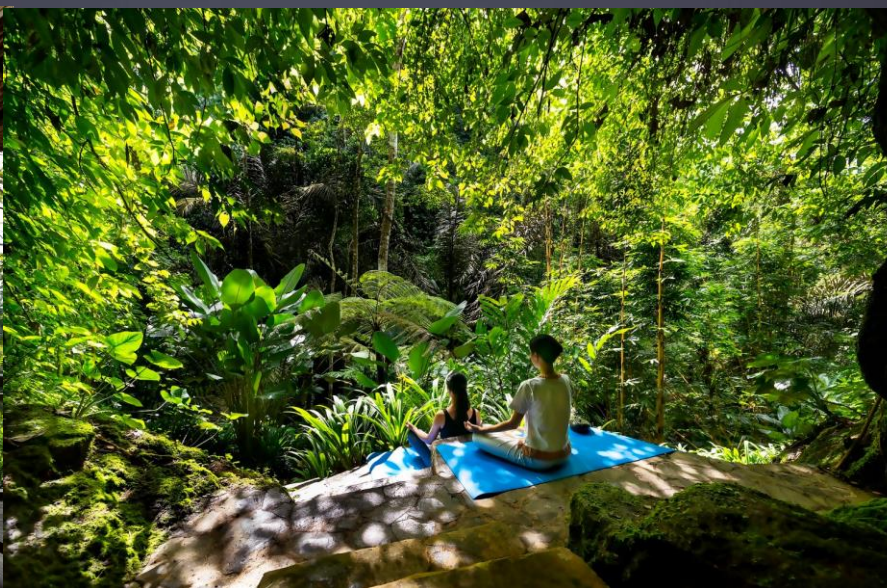
Case 4 : HOSHINOYA Karuizawa



Case 5 : HOSHINOYA Taketomi



Case 6 : HOSHINOYA Bali





THANK YOU.

Hoshino Resorts' YOJO Programs:

- ▶ On the concept of the Brand/Hotel
- ▶ Different Tools with Originality
- ▶ Originality of the program
- ▶ Originality of the foods
- ▶ Originality of the activities
- ▶ To get the RESULT !



