

# LOCAL JAPAN: STAY & EXPLORE

JAPAN’S RICH CULTURAL FABRIC AND DIVERSE LANDSCAPES OFFER TRAVELERS MORE THAN THE WELL-TRODDEN GOLDEN ROUTE. ACROSS THE COUNTRY, HOTELS AND RESORTS ARE CREATING MORE PROFOUND, PLACE-ROOTED EXPERIENCES THAT CONNECT VISITORS WITH AUTHENTIC REGIONAL LIFE. *By Daniel de Bomford and Bernard Thompson*

**T**ravelers in Japan discover comfort shaped by culture and natural beauty.

## WHERE CULTURE BLOOMS: THE BLOSSOM BY JR KYUSHU HOTELS & RESORTS

THE BLOSSOM hotels bring the spirit of each city into every stay. Located just steps from major train stations, these stylish properties are ideal for travelers who want convenience without sacrificing character. “Each hotel in the series reflects the unique culture and atmosphere of its location through thoughtful design and immersive experiences that engage all five senses,” says President Hidehiko Kadoya.

## HAKONE IN HARMONY WITH CENTURION HAKONE BETTEI

Perched in the misty hills of Hakone, Centurion Hakone Bettei is a refined retreat where hot springs soothe and design delights. With private saunas, seasonal cuisine and forested views, it offers a seamless blend of comfort and culture. “Our goal is to allow every guest to fully immerse themselves in the joy and cultural richness of Japan,” says President Toshio Yanagawa. Here, each stay is a serene, smile-filled escape into the Japanese soul.

## SLEEP SMARTER, STAY GREENER WITH SUPER HOTEL

Super Hotel combines comfort and sustainability with organic breakfasts, natural hot springs and science-backed sleep fea-

tures, including a “good sleep guarantee.” “If a guest doesn’t sleep well even after a room change, we will refund their accommodation,” says President Kensaku Yamamoto. Guided by a philosophy of “Natural, Organic and Smart,” the hotel’s eco-conscious approach proves a good night’s rest and responsible travel can coexist.

“**Japan has always had its own distinctive appeal—its deep-rooted culture, cleanliness, safety and historical charm.**”

**Takamasa Sugimoto**  
founder, Positive Dream Persons

## WHERE KOBE’S FUTURE CHECKS IN: PORTOPIA HOTEL

Kobe’s Portopia Hotel, opened during the 1981 Expo, symbolizes progress. Located on man-made Port Island, it offers sweeping city and sea views. “It allows us to focus all our efforts on delivering an exceptional experience,” says President Hitoshi Nakauchi. With a legacy of hosting emperors and world leaders, Portopia remains a pillar in Kobe’s cultural, business and international exchange landscape.

## A QUIET ESCAPE, A VIEW TO REMEMBER AT SCAPES THE SUITE

Tucked along Hayama’s tranquil coast,

SCAPES THE SUITE offers an emotional retreat where Mount Fuji hovers above the sea, and time slows. With only four rooms, this boutique hotel invites reflection through seasonal menus, ocean breezes and personal rituals of rest. “We wanted to go beyond functionality and focus on providing emotional value,” says Founder Takamasa Sugimoto. SCAPES is where travelers searching for a rest of body, mind and spirit can find serenity.

## A CASTLE TOWN RETREAT WITH ROYAL PINES HOTEL YONEZAWA

In the heart of Yamagata’s historic castle town, ROYAL PINES HOTEL YONEZAWA, operated by Solare Hotels and Resorts, provides a peaceful base for exploring northern Japan’s rich heritage and cuisine. The hotel blends simplicity with warmth, with local culture at its heart. “By offering a variety of choices, we want to provide our guests a pleasant and enjoyable stay that suits their individual needs,” says President Tadashi Inoue. It’s where tradition greets comfort—with every stay, a story unfolds.

## THE RHYTHM OF NATURE: KYUKAMURA IWATE-AMIHARIONSEN

Surrounded by Mount Iwate’s highlands in Towada-Hachimantai National Park, KYUKAMURA IWATE-AMIHARIONSEN offers an immersive escape into Japan’s seasonal beauty. Guests relax in natural hot springs and wake to panoramic views. “One of our greatest strengths lies in offering comfortable accommodations amidst Ja-



KYUKAMURA IWATE-AMIHARIONSEN

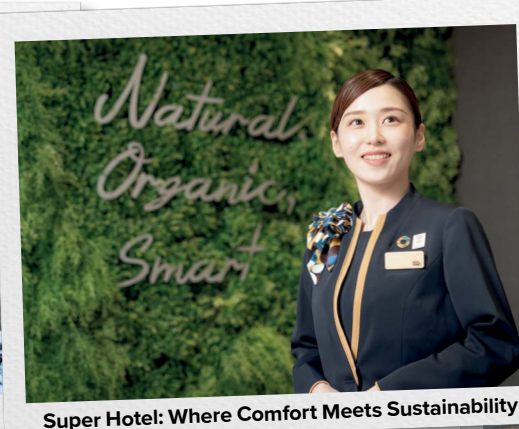
pan’s beautiful natural environments,” says President Akira Onodera. Here, travelers don’t just see nature—they live inside it.

## WHERE PAST AND PRESENT MEET IN UTSUNOMIYA AT THE TOBU HOTEL GRANDE

In Utsunomiya, the rhythm of city life is echoed by the sounds of ancient shrines and samurai heritage. Tobu Hotel Utsunomiya places guests at this intersection mere steps from vibrant markets and quiet temple paths. “Our goal is to create win-win relationships with local communities,” says President Hiroaki Miwa. Here, guests become part of the city’s living story. Utsunomiya is ideal for guests seeking to experience authentic Japanese culture and escape the crowds and the Tobu Hotel Grande is the perfect base.

## WHERE THE MOUNTAINS TOUCH THE SEA: KARAKU ATAMI-IZUSAN BY ORIX

High above the Pacific, where steam rises from sacred springs, and whispers of his-



Super Hotel: Where Comfort Meets Sustainability

tory linger in coastal winds, Karaku Atami offers a stillness that feels elemental. Rooted in centuries of ryokan tradition yet refined for modern comfort, this retreat invites quiet reflection in a land shaped by nature and myth. “What we value most is providing genuine consideration to our guests,” President Takaaki Nitanaï says. With this philosophy of thoughtful care, every serene stay at ORIX brings Japan’s cultural heart to life.

## AN ISLAND’S SOUL REIMAGINED: MARISSA RESORT BY TODA, SUO-OSHIMA

Out where the Seto Inland Sea caresses forested hills and tangerine groves, Toda’s Marissa Resort unfolds like a poem in steel and wood. The resort embraces the island’s spirit and is known as the “Hawaii of Setouchi,” with rooms opening to sea breezes and sunsets draped in citrus scent. “Every detail of the resort has been carefully designed to make the most of one of our greatest natural

CONTENT BY THE WORLDFOlio



Kobe Portopia Hotel

assets—the sea,” says Executive Vice President Hiroshi Uekusa.

## TOHOKU: JAPAN’S HIDDEN TAPESTRY

Far from the crowded corridors of the Golden Route, Tohoku stretches like a painted scroll—where steaming mountain onsens, ancient temples and fiery autumn hills whisper stories yet untold. Here, you’ll find beauty that reveals itself slowly, deeply. “Tohoku truly shines. It offers a side of Japan that is rich in natural beauty and authentic cultural experiences,” says Shigeru Matsuki, Chairman of the Tohoku Tourism Promotion Organization. President Junichi Konno echoes this sentiment, emphasizing Tohoku’s power to “captivate the hearts of visitors with its warmth, traditions, and untamed landscapes.” For travelers seeking wonder beyond the obvious, Tohoku offers a journey both intimate and unforgettable.

## AGORA POWERS GLOBAL ENTRY INTO JAPANESE HOSPITALITY

CULTURAL INSIGHT, GLOBAL MINDSET AND FLEXIBILITY FOR INTERNATIONAL PARTNERS. *By Arthur Menkes and Cian O’Neill*



AGORA

HOSPITALITY GROUP

[www.agora.jp/en](http://www.agora.jp/en)



Michael Xian Chuping  
President



Wendy Shi  
Executive Vice President



Dorsett by Agora Osaka Sakai



Agora Tokyo Ginza



Welcome to TOHOKU JAPAN – Four Seasons, One Unforgettable Journey

Treasureland  
**TOHOKU JAPAN** 日本東北  
東北観光推進機構

<http://en.tohokukanko.jp>



*This report has been paid for by a third party. The views and opinions expressed are not those of Newsweek and are not an endorsement of the products, services or persons mentioned.*