

For Immediate Release

Hotel Okura to Open The Okura Resort Hakone Gora in 2029

The Okura Resort Brand will make its debut in Japan with a serene hot spring retreat in Hakone Gora

TOKYO, JAPAN, December 8, 2025 – Hotel Okura Co., Ltd., the leading global Japanese hotel operator, is pleased to announce that The Okura Resort Hakone Gora, the first Okura Resort property in Japan, will open in 2029. The result of a collaboration with Nishimatsu Construction Co., Ltd., the new property will be located in the renowned hot spring destination of Hakone. An operational management agreement was signed on July 11, 2025, under the terms of which Nishimatsu Construction will develop and own the property, with Hotel Okura managing the hotel under The Okura Resort brand.



Rendition of The Okura Resort Hakone Gora Lobby

With its rich natural environment and beautiful seasonal landscapes, Hakone, one of Japan's leading hot spring regions, attracts almost 20 million visitors from within Japan and from overseas every year. A significant number of them stay overnight to enjoy the area's hot springs, museums and natural surroundings.

The new hotel will be situated in the resort of Gora, an area blessed with abundant hot springs. It will offer stunning views of the Hakone mountains, including the iconic Myojogatake. Guests can experience unique local attractions, including the area's famous summer festival, while enjoying the majestic natural surroundings throughout the seasons.

Commented Toshihiro Ogita, President, Hotel Okura Co., Ltd., "We are delighted to be bringing our new brand, The Okura Resort, to Hakone, one of Japan's leading hot spring destinations. Known for its rich history, natural beauty, and cultural charm, Hakone has long been a favorite of both Japanese tourists and visitors from overseas. We look forward to offering a unique experience rooted in our philosophy of '*omotenashi*' (hospitality) in this special location."

The Okura Resort: Expanding Tradition into a Serene Landscape

The new Okura Resort brand embodies Hotel Okura's long-standing dedication to Japanese aesthetics and traditional hospitality rooted in the spirit of *wa* (harmony). It offers supreme relaxation in refined spaces, customized high-quality services, and exquisite cuisine featuring regional ingredients, all while co-existing in harmony with the local area and nature.

Design Embraced by Nature

The entire hotel design is being crafted by award-winning designer Gwenael Nicolas of Curiosity, a design studio based in Tokyo. Under the concept of a 'Forest Hideaway,' the property will blend into the lush natural environment of Gora, offering sophisticated spaces featuring warm green and beige colors. Expansive windows throughout the property will bring Hakone's mountains into view, providing a tranquil, immersive stay.

Luxurious Accommodations and Facilities

Comprising a West and East Wing, the hotel will feature 58 rooms, each equipped with a private open-air bath drawing on the renowned Owakudani Hot Spring waters. With a generous average room size of 63 square meters, including balconies, guests will enjoy spacious comfort. The spacious bathing area will offer an indoor hot spring bath along with dry and mist saunas. Dining options will include a fine dining restaurant with a Teppanyaki counter, and a bar lounge in the lobby, all designed to offer a high-quality retreat in harmony with Gora's natural beauty.



Rendition of Standard Room



Rendition of Bar

Overview of The Okura Resort Hakone Gora

- Location: Gora, Hakone-machi, Ashigarashimo-gun, Kanagawa Prefecture
- Total floor area: 9,650.84 square meters
- Floors: West Wing - 3 above ground, 3 basement / East Wing - 4 above ground
- Guest rooms: 58 rooms (West Wing: 12 rooms / East Wing: 46 rooms)
- Dining: Fine dining restaurant, lounge, bar
- Additional facilities: Large bathing area (indoor, dry and mist saunas), 2 treatment rooms
- Access: Approximately 5 minutes by car from Gora Station on the Hakone Tozan Railway; about 3 minutes on foot from Naka-Gora cable car station

About Hotel Okura Co., Ltd.

Hotel Okura Co., Ltd., founded in 1958, opened its flagship Hotel Okura Tokyo in 1962 as a first-class hotel that quickly became renowned worldwide for its blending of traditional Japanese beauty with the very best in accommodation, cuisine and service. It closed its doors in August 2015, and after four years of rebuilding work reopened as The Okura Tokyo in September 2019. Hotel Okura has extensive expertise in the hospitality world, including asset ownership and hotel development, as well as hotel management, the restaurant business and chain operations through its subsidiaries and other group companies. The brand unites member hotels under its “Best Accommodation, Cuisine and Service” philosophy to ensure that all guests enjoy Okura’s signature hospitality, which combines Japanese attention to detail and Western functionality. Please visit www.okura.com.

Okura Nikko Hotel Management Co., Ltd., a subsidiary of Hotel Okura, operates 79 properties (53 in Japan and 26 overseas) encompassing some 23,605 guest rooms (as of December 1, 2025) under three hotel groups: Okura Hotels & Resorts, Nikko Hotels International and Hotel JAL City. Please visit www.okura-nikko.com.

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