



nikko Style

Okura Nikko Hotel Management

For Immediate Release

Nikko Style Niseko HANAZONO Hotel to Open in 2024

A “Nikko Style” Lifestyle-branded property, the new hotel will be located in the world-famous mountain resort of Niseko

TOKYO, JAPAN, August 25, 2021— Okura Nikko Hotel Management Co., Ltd., a subsidiary of Hotel Okura Co., Ltd., is pleased to announce that it will open the Nikko Style Niseko HANAZONO hotel in 2024. The hotel will be located in Niseko, Hokkaido, a world-famous ski resort in Japan’s northernmost main island of Hokkaido. The company has contracted with Fujita Corporation to manage the new property.



Rendition of Nikko Style Niseko HANAZONO

The Nikko Style Niseko HANAZONO will offer 234 guest rooms, each with a standard area of about 34 square meters, including 16 suite rooms, on 8 floors above ground. All guest rooms on the top two floors will be equipped with bathrooms featuring a private natural hot spring bath. The hotel will also contain a restaurant with an open kitchen offering cuisine featuring rich local ingredients from Hokkaido. With views of the surrounding nature from every seat, an impressive circular bar counter and multiple private rooms, the restaurant will offer a variety of options for guests to enjoy their dining experience.

In addition, there will be a full range of facilities allowing guests to relax, including hot spring facilities with open-air baths overlooking Mt. Yotei, a club lounge, a fitness center, and banqueting facilities.

Toshihiro Ogita, President, Okura Nikko Hotel Management Co., Ltd., commented, “We are delighted that the Okura Group will be opening its first ski resort hotel in Niseko, one of the world’s best-known resort areas. We are looking forward to offering our hospitality to guests from all over the world in a setting where they will feel close to the majestic natural surroundings.”

Niseko is located southwest of the city of Sapporo in Hokkaido, about two and a half hours drive from New Chitose Airport. Since 2000, Niseko has developed into a mountain resort attracting tourists from around the world, especially from Australia, thanks to its world-class powder snow. Mt. Yotei, located to the east of Niseko, is a national park, and the Niseko mountain range to the north is a quasi-national park and includes Niseko Annupuri International ski area. Blessed with magnificent nature, the area also offers a variety of outdoor sports during the summer months, such as mountain climbing, trekking, canoeing, rafting, and golf.

The new property will be situated in the Niseko Hanazono resort, located to the northern part of Niseko United, a ski area that spreads out at the base of Niseko Annupuri. Being adjacent to the ski area, the hotel will offer guests easy access to winter sport opportunities as well as magnificent views of Mt. Yotei.

This hotel will be a lifestyle-branded “Nikko Style” hotel; a hotel that fascinates its guests by offering them new travel opportunities and experiences. After skiing or snowboarding, guests can relax in the hotel’s communal lobby area, one of its many appealing facilities, which is designed to facilitate interaction among hotel guests, local people and other visitors. The hotel will offer activities that make guests’ stay a purpose in itself, allowing them to fully enjoy each season.

Overview of Nikko Style Niseko HANAZONO

Address:	328-36 Aza-Iwaobetsu, Kutchan-cho, Abuta-gun Hokkaido
Total floor space:	around 14,070 square meters
Layout:	8 floors and one underground floor
No. of guest rooms:	234
Restaurants:	One all-day dining facility
Banqueting:	One banquet hall
Facilities:	Fitness center, hot spring facility, executive lounge, communal lobby, and others
Access:	About 150 minutes by car from New Chitose Airport / about 120 minutes by car from Sapporo / about 10 minutes by car from JR Hokkaido Hakodate main line Kutchan station

About Fujita Corporation

Founded in 1910, Fujita Corporation is major Japanese general contractors that has a successful construction track record not only in Japan, but also in Central and South America and Asia. Fujita is committed to continually making efforts to create new businesses through city planning, real estate investment business and technical innovations. Moreover, one of the major focuses of the Company has been its dedicated effort to the continued contribution to our society by combining the comprehensive strength of the Daiwa House Group with its construction technology and the know-how accumulated in Japan and overseas.

About Hotel Okura Co., Ltd. and Okura Nikko Hotel Management 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 78 properties (53 in Japan and 25 overseas) encompassing some 24,167 guest rooms (as of August 1, 2021) under three hotel groups: [Okura Hotels & Resorts](#), [Nikko Hotels International](#) and [Hotel JAL City](#). Please visit www.okura-nikko.com.

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