



HIRAMATSU
HOTELS

BRAND CONCEPT

Hiramatsu Hotels is the hotel brand of Hiramatsu Inc., Japan's leading luxury restaurant group.

The Hiramatsu story begins in 1982, with a restaurant serving traditional French cuisine in the Nishi-Azabu district of Tokyo that seated just 24 diners. For more than 40 years we have brought the world's finest cuisine to Japan, taking pride in our insistence on authenticity and quality. With outstanding cuisine and hospitality, we continue to offer unparalleled hotel and dining experiences for every occasion in life.

The longstanding friendships that we have formed with a host of great chefs, including the late Paul Bocuse, have led to flourishing partnerships in Japan, and today Hiramatsu operates French, Italian and Japanese restaurants, cafés and a *ryotei* across the country.

Hiramatsu

ASO

PAUL BOCUSE

POURCEL

HAEBERLIN

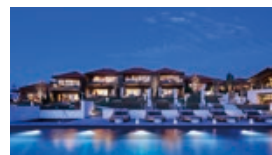
PHILIPPE MILLE

高台寺 十牛庵



Hiramatsu entered the hotel business in 2015 with L'Auberge de Plaisance Sakurai in Nara. We opened small luxury hotels in Kashikojima, Atami and Hakone's Sengokuhara district in 2016, and at Ginoza, Okinawa, in 2018, under the brand name The Hiramatsu Hotels & Resorts, which have captured public attention as hotels originating with restaurants. In 2020 our first city hotel, The Hiramatsu Kyoto, opened in the centre of Japan's ancient capital. And in 2021 our flagship hotel, The Hiramatsu Karuizawa Miyota, opened at a scenic location in Nagano Prefecture.

Hiramatsu's hotels all centre on a restaurant, yet each one is based on a different concept, and you will never find another quite like it anywhere in the world. Our goal is to make all our hotels destinations in themselves, places that our guests will want to visit for their own sake. We take full advantage of the appeal of their locations, and spare no effort to make your stay a memorable one, with the hospitality offered by the very best restaurants.



Okinawa





THE HIRAMATSU
HOTELS & RESORTS
KASHIKOJIMA

ISE SHIMA / MIE

Kashikojima Island is surrounded by the natural abundance and scenic beauty of Ago Bay, one of the finest sights in Japan. Close to the great Shinto shrine of Ise Jingu, the spiritual home of the Japanese people, this is a special place, where time seems to stand still. Our little hotel is not just a place to savor fine food, but a place to stay and relax — a destination.

Open: July, 2016

Cuisine Genre: French

Number of rooms: 8

<Annex>

2 Executive Twin | 68m² (73m² incl. terrace)

2 Executive Double | 68m² (73m² incl. terrace)

<Main Building>

4 Twin | 50-55m²

Feature:

Semi open-air hot spring bath in all Annex rooms

A private open-air hot spring bath

Dining rooms with scenic view of Ago-Bay

SPA with private Thalasso Pool and treatment

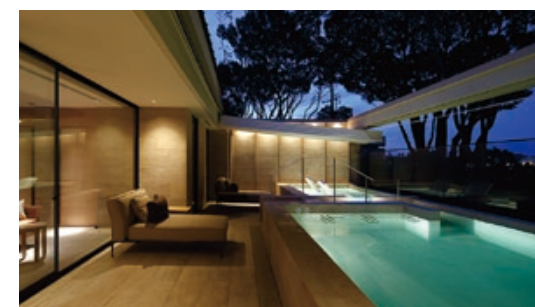
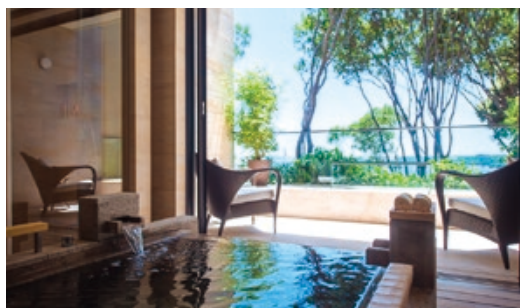
Access:

By train | 130 minutes from Nagoya or

160 minutes from Osaka to Kashikojima station, then 5 minutes by taxi

THE HIRAMATSU HOTELS & RESORTS KASHIKOJIMA

3618-52 Ugata, Ago-cho, Shima City, Mie 517-0501





THE HIRAMATSU
HOTELS & RESORTS
ATAMI

ATAMI / SHIZUOKA

Atami is abundant with natural blessings given from the Sagami Bay. With the boundless ocean, the calm weather, and the good spring quality, it has been one of the most popular hot spring resorts, loved by many literary figures of the times. The hotel is built in the sukiya-zukuri style of architecture, which epitomizes the beauty of the traditional Japanese house, simple yet elegant.

Open: October, 2016

Cuisine Genre: French

Number of rooms and suites: 13

2 Japanese Suites | 112-141 m² + private garden

2 Corner Suites | 1st floor 72 m² | 2nd floor 63 m² (98m² incl. terrace)

3 Twin (2nd floor) | 59 m² (77m² incl. terrace)

3 Twin (1st floor) | 57 m²

3 Double (1st floor) | 53 m²

Feature:

Spectacular view of Sagami Bay from the dining and all guest rooms and suites

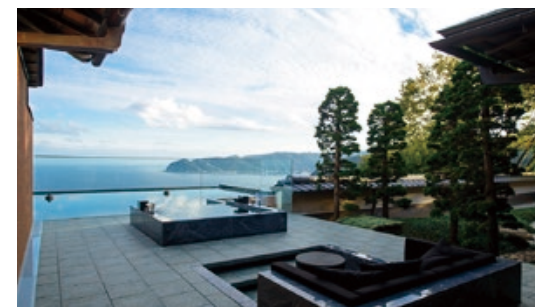
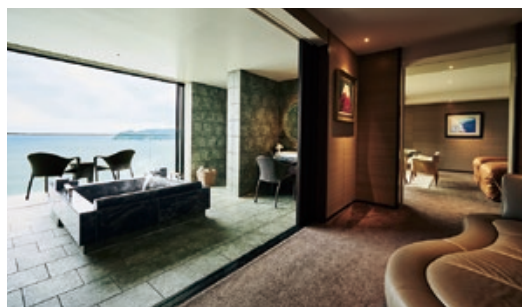
Semi open-air hot spring bath in all western style guest rooms and suites

Private open-air hot spring bath in both Japanese Suites

Access: From Tokyo by bullet train | 45 minutes to Atami, then 15 minutes by taxi

THE HIRAMATSU HOTELS & RESORTS ATAMI

1993-237 Atami, Atami City, Shizuoka 413-0033





THE HIRAMATSU
HOTELS & RESORTS
SENGOKUHARA

HAKONE / KANAGAWA

Surrounded by the mountains of the Hakone caldera, the Sengokuhara plateau is an impressive example of the power of nature. Its beautiful sights, from the great plain of pampas grass that wave like the sea, to Mt Kintoki with its fine view of Mt Fuji have captivated visitors through the ages.



Opened: December, 2016

Cuisine Genre: Italian

Number of rooms and suites: 20

<Main Building>

1 Executive Suite | 82 m² (91 m² incl. terrace)

8 Deluxe Twin | 3rd, 2nd and 1st floor 69 m² (79 m² incl. terrace)

2 Superior Twin | 3rd floor 49 m² (56 m² incl. terrace)

<Annex>

4 Junior Suites | 2nd, 3rd floor 81-98 m² (100-109 m² incl. terrace)

1 Comfort Twin | 64 m² (73 m² incl. terrace)

1 Moderate Twin | 61 m² (63 m² incl. terrace)

3 Studio | 1st floor 33 m² | 4th floor 43 m² (51 m² incl. terrace)

Feature:

Semi open-air hot spring bath in all guest rooms in the Main Building

Annex rooms have a separate bathroom with hot spring

2 private open-air hot spring baths, Training Room for work out, and Salon (spa)

Access: From Tokyo by bullet train | 40 minutes to Odawara, then 40 minutes by taxi

THE HIRAMATSU HOTELS & RESORTS SENOKUHARA

1245-337 Sengokuhara, Hakone, Ashigarashimo-gun, Kanagawa 250-0631





THE HIRAMATSU
HOTELS & RESORTS
GINOZA

GINOZA / OKINAWA

The village of Ginoza, halfway down east coast of Okinawa Island, is set between the beautiful cobalt blue sea and the subtropical greenery of the land. Hiramatsu chose this enchanting location, with its beautiful views of the rising sun, to establish its first gourmet resort hotel. This private resort offers the finest cuisine, accommodation, and hospitality, inviting you to enjoy the luxury of doing nothing.



Opened: July, 2018

Cuisine Genre: French

Number of rooms and villas: 19

- 4 Executive Twin, 2 Executive Double | 55-61m² (82-100 m² incl. terrace)
- 2 Premium Twin, 4 Premium Double | 53-62 m² (74-88 m² incl. terrace)
- 2 Standard Twin | 60 m² (85-86 m² incl. terrace)
- 2 Villa Suites | 1st floor 70 m² (104 m² incl. terrace) | 2nd floor 70 m² (108 m² incl. terrace)
- 1 Villa Executive Suite Double | 75 m² (127 m² incl. terrace)
- 2 Villa Executive Suites with pool | Twin 93 m² (162 m² incl. terrace) | Double 84 m² (145 m² incl. terrace)

Feature:

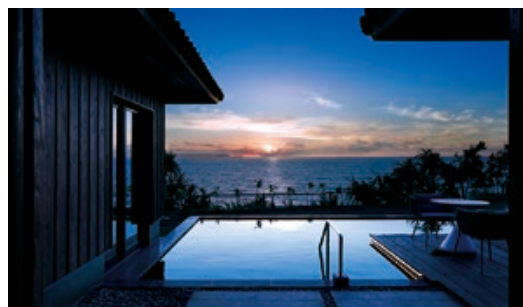
- All rooms and villas have their own jet bath
- Infinity pool, 3 floors dining rooms, Cafe, Bar Lounge

Access:

- From Naha Airport |
- 70 minutes by car or taxi, or 85 minutes by express bus, then 5 minutes by free shuttle

THE HIRAMATSU HOTELS & RESORTS GINOZA

1425 Matsuda, Ginoza-son, Kunigami-gun, Okinawa 904-1301





THE HIRAMATSU
KYOTO

MUROMACHI / KYOTO

Located in the very heart of Kyoto, The Hiramatsu Kyoto boasts great accessibility for travelers while retaining the charms of one of the most historic districts in the old capital. The 120 years old machiya building was successfully renovated offering Kyoto's traditional atmosphere with modern comfort at the same time.



Open: March, 2020

Cuisine Genre: Italian and Japanese

Number of rooms and suites: 29

1 The Hiramatsu Suite | 104 m²

3 Junior Suites | 87 m²

16 Deluxe Premier | 72-77 m²

6 Deluxe | 60 m²

3 Superior | 54 m²

Feature:

The hotel has a Japanese kappo-style restaurant and an Italian restaurant. During Kyoto's renowned Gion Festival in July, the parade floats gather and dominate the streets in front of the hotel

Access:

From Tokyo by bullet train |

135 minutes to Kyoto, then 15 minutes by taxi

From Kansai Int'l Airport |

85 minutes by limousine bus or 50 minutes by Haruka Airport Limited Express Train to Kyoto,

then 15 minutes by taxi

From Itami Airport |

50 minutes by limousine bus to Kyoto, then 15 minutes by taxi

THE HIRAMATSU KYOTO

361 Ennogyo-cho, Muromachi-dori Sanjo Agaru, Nakagyo-ku, Kyoto 604-8174





THE HIRAMATSU KARUIZAWA MIYOTA

MIYOTA / NAGANO

Set in a forest with spectacular views of Mt. Asama and the Yatsugatake Mountains, the hotel offers a complete experience based on the motto “One Stay, One Full Course”. Our chefs use the finest local ingredients to create authentic yet modern French and Italian cuisine.



Opened: March, 2021

Cuisine Genre: French and Italian

Number of rooms, suites and villas: 37

- 1 The Hiramatsu Suite | 132.1 m² (195.1 m² incl. terrace)
- 4 Miyota Suites | 117.8-118.7 m² (145.3-146.2 m² incl. terrace)
- 7 Junior Suites | 98.7-106.5 m² (153.5-166.1 m² incl. terrace)
- 16 Deluxe Twin | 79.7-85.9 m² (101.6-108.5 m² incl. terrace)
- 2 Terrace Villa Suites | 122.8 m² (213.9-233 m² incl. terrace)
- 5 Villa Suites | 122.8 m² (181.7 m² incl. terrace)
- 2 Dog Villa Suites | 122.8 m² (181.7 m² incl. terrace)

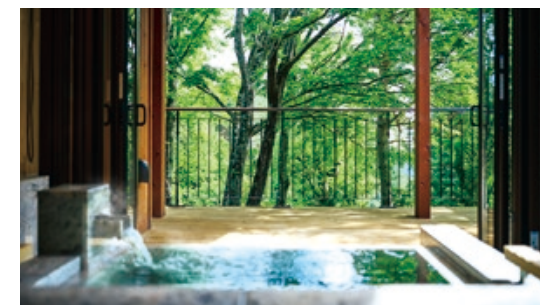
Feature:

- Semi open-air hot spring bath in all rooms, suites and villas
- TAKIBI (wood-fire) Lounge, Wellness Salon, Library Café, Sound Room

Access: From Tokyo by bullet train | 80 minutes to Sakudaira, then 20 minutes by taxi

THE HIRAMATSU KARUIZAWA MIYOTA

375-723 Shiono, Miyota-machi, Kitasaku-gun, Nagano 389-0201





L'AUBERGE DE PLAISANCE SAKURAI

SAKURAI / NARA

L'Auberge de Plaisance Sakurai is set in beautiful landscape steeped in history and culture. Our chef offers a new French cuisine unique to Japan, with the finest ingredients from the fertile Nara area. Guest rooms views showcase the changing seasons, and the décor, based on the natural beauty of wood, invites you to slow down, relax and enjoy life.



Open: September, 2015

Cuisine Genre: French

Number of rooms and suites: 9

2 Executive Suites | 87 m² (111-116 m² incl. terrace)

7 Twin Rooms | 30 m² (34 m² incl. terrace)

Feature:

All guest rooms have their own terrace.

The décor uses the natural beauty of wood from cedar grown in the Nara area which has been used for castles, shrines, and palace as a pinnacle of Japanese wood.

Access:

From Kintetsu/JR Sakurai Station | 4km (Approx.10 minutes by taxi)

From Kintetsu Kashihara-Jingumae Station | 5km (Approx.15 minutes by taxi)

L'AUBERGE DE PLAISANCE SAKURAI

2217 Taie, Sakurai-shi, Nara 633-0044





<https://global.hiramatsuhotels.com/>

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