

Future of Japanese Hospitality in Hotel Business

November 29, 2023

Room 640, Geffen Hall, Columbia Business School



Featuring:

Yoshiharu Hoshino, CEO, Hoshino Resorts Inc.

Cosponsors:

Japan Business Association; Hospitality and Travel Association; Center on Japanese Economy and Business, Columbia Business School

Hoshino Resorts, a leading Japanese operator of resorts and *ryokans*, which manages over 60 properties, celebrated its 109th anniversary. During the event, Mr. Hoshino discussed the company's history, strategies for differentiating its properties from other resorts, survival tactics during the pandemic, financing strategies, and promotional efforts to revive the tourism industry. The discussion highlighted the enduring values of Japanese hospitality. CBS student Yoshinori Nagase moderated the event.