



Welcome to the
Ibusuki Royal Hotel

IBUSUKI ROYAL HOTEL Fact Book

2019.8

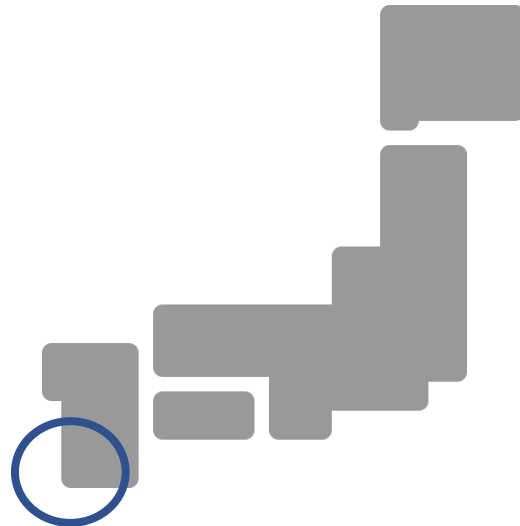
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Where is Ibusuki (指宿) ?

- Ibusuki is a seaside resort and hot spring paradise that is especially famous for its natural sand baths—unique in the world.
- It is located on the southern tip of Kyushu, the most southwestern of Japan's four main islands.
- The number of foreign tourists increased dramatically—by 24.3%—in 2017 compared to the previous year, mainly thanks to the launch of LCCs from Hong Kong and Korea to Kagoshima Airport.
- The top 5 countries by foreign tourists are: 1. Hong Kong, 2. Taiwan, 3. Korea, 4. China, 5. Singapore.
90% of foreign tourists are from Asia, followed by North America and Europe.



Access



Air

Kagoshima Airport (鹿児島空港)

1 hr. 40 mins. from Tokyo



Bus

1 hr. 40 mins. from Kagoshima Airport

1 hr. 40 mins. from Kagoshima Chuo Station



Car

1 hr. 20 mins. from Kagoshima Chuo Station



Train

To Kagoshima Chuo Station (鹿児島中央駅)

1 hr. 20 mins. from Hakata Station (博多駅)

To JR Ibusuki Station (指宿駅)

55-75 mins. from Kagoshima Chuo Station

What is a Sand Bath?

- Sand baths have at least a 300-year history, thanks to the ease in which they are created—one can just make a hole in the beach sand at Surigahama (摺ヶ浜) beach, without any special drilling equipment or capital investment.
- The sand is heated by hot spring water that flows naturally under the beach.
- The baths have been shown to have positive effects on the human body—based on research in July, 1985 by Nobuyuki Tanaka of Kagoshima University, the baths have been shown to have 3-4 times more benefits than regular hot spring baths.

They have also been shown to alleviate symptoms from conditions such as rheumatism, back pain, post-stroke paralysis, hemorrhoids, asthma, diabetes, menstrual disorder, infertility, anemia, constipation, obesity, and more!



About Ibusuki Royal Hotel

Address	Junicho 4232-1, Ibusuki, Kagoshima Prefecture, Japan
Tel	+81 993-23-2211
Fax	+81 993-23-2214
Website	https://ibusukiroyalhotel.co.jp/
Rooms	68
Facility	Hot springs, swimming pool (summer only), 5 event rooms, yoga studio, esthetic salon
Languages	Japanese, English
Credit Cards	Visa, JCB, Master, Amex, UnionPay (銀聯)
Check In/Out	15:00/10:00
Parking	50 (free of charge)
Shop Times	7:00-21:30



History

- The Ibusuki Royal Hotel was established by Yoshiro Arimura, the uncle of the current President & Chief Executive Officer), in 1973.
- Previously, he had been in the ryokan (Japanese-style inn) business. He was very open-minded and passionate about establishing a western style hotel in order to attract more visitors to Ibusuki from all over Japan.
- He closed his ryokan and bought the land where the current Ibusuki Royal Hotel is located—a southern-facing plot with great ocean views and lots of sunshine.
- At that time, the hotel was known for its unique Polynesian tropical design, and it welcomed many honeymoon couples.
- After Yoshiro's passing, his vision was taken over by his family—his wife, his brother-in-law and his wife, and his niece, the current president Yuri Hosokawa, who is energetically taking actions to attract an even wider variety of guests from all over the world.
- In 2016, a big earthquake hit Kumamoto Prefecture—severely damaging the transportation network. It also had the effect of lowering the number of visitors to Ibusuki as well. The hotel struggled during this hard time.
- However, after three years, and thanks to proactive effort to improve the hotel—such as by introducing a multilingual website, Wi-Fi access across all of the facilities, and renovations—the hotel is recovering in its number of visitors, especially the number of foreign visitors.

Our Team

Yuri Hosokawa, President & Chief Executive Officer

- Born into the family that manages this hotel
- Grew up in Kagoshima City, surrounded by family talking about the hotel at all times
- Enjoyed helping to serve in the hotel's restaurant when she was in junior high school
- Enacted the policy of "Considering the benefits to others, wishing them happiness"
- Has been quoted as saying, "we always welcome guests, thinking about what they need one-by-one"—a motto that resulted in the 2018 JAL Pack Silver Award in March, 2019 under the guest questionnaire section.
- With regards to staff training, she doesn't think of it as "education" or "training" fit to their style. She regards it more as "sharing" or "studying together" —learning what lessons individual staff members received from the guests or from individual findings from their daily work.



Ocean View

- Everywhere you turn, there's sea and sky. With rustling palm trees and bright blue water, you'll have no trouble understanding why this is called the Hawaii of Japan. The hotel is right on the beach, ensuring that you can enjoy an ocean view from your room, from the lobby, or from your poolside lounge chair.



A Wide Variety of Rooms

Top floor (7F)



Western Style 24.6㎡
2 pax, 12 Rooms



Western-Japanese Style 32.9㎡
2-4 pax, 4 Rooms

Standard Floor (4F-6F)



Western Style 24.6㎡
2-3 pax, 24 Rooms



Japanese style 24.2㎡
2-3 pax, 12 Rooms



Japanese-Western style 34.2㎡, 3-4 pax, 12 Rooms

Deluxe floor (3F)



Japanese-Western style 48.3㎡
2-5 pax, 3 Rooms

Restaurant



Course Dinner
18:30-20:00



Breakfast Buffet 7:00-9:00



Kagoshima Wagyu

At the 11th National Japanese Beef Ability Expo, commonly known as the Wagyu Olympics in September 2017, Kagoshima Wagyu ranked in top in the overall competition, winning the award for best beef quality.



Ochazuke

The restaurant offers a course dinner with locally produced food, as well as a buffet breakfast (Western and Japanese), all with sea views, flowers, trees and sunshine.

Try the popular *Ochazuke*—rice in a soup stock made from local top-quality bonito (dried and fermented skip jack), which creates a rich umami flavor.

Hot Springs

- Our hot springs are called “Kosomoyu” (古毛曾湯), and it is said that Zen monks used to come here for medical cures in old times. The water, tapped directly from the source, is good on the skin.
- As they are *gensen kakenagashi*, or natural hot spring water, tapped at the original source, and continuously overflowing, they are popular amongst Onsen (hot springs) lovers.
- The open air bath boasts a stunning ocean view in daytime and shining stars at night.
- They’re open for large parts of the day, from 5:00-9:00 and from 15:00-24:00



Attractions near the hotel



Mt. Kaimondake



Chiringajima Island

© K. P. V. B



Yamakawa Salt
Production Factory Ruins

© P. K. N

Contact Details for the Media

Please contact us via email at (ibusuki@bluemoonmarketing.jp) (English or Japanese)

We also accept requests to help coordinate your visit throughout the year

Ibusuki Royal Hotel: Overseas PR Agency

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