

KAGOSHIMA HOSPITALITY BY SHIROYAMA HOTEL kagoshima

WITH PICTURESQUE NATURAL BEAUTY AND A CITY STEEPED IN HISTORY, SHIROYAMA HOTEL KAGOSHIMA SEEKS TO ELEVATE KAGOSHIMA AS A PREMIER DESTINATION. *By Daniel de Bomford, Bernard Thompson and Arthur Menkes*



“Our hotel’s key strength lies in the stunning natural scenery surrounding us.”

Ryuichi Yano

President,
SHIROYAMA HOTEL kagoshima



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SHIROYAMA HOTEL
kagoshima

The most unforgettable discoveries often lie off the beaten path. Once overlooked by international travelers, Kagoshima, nestled at the foot of the active Sakurajima volcano, is a city where natural spectacle meets rich history. It’s a place where the spirit of Saigo Takamori, the legendary ‘last samurai,’ still lingers; where imo shochu, a distilled sweet potato spirit, is cherished and served in the warm, lively atmosphere of izakayas that dot this vibrant Kyushu city.

It is because of this backdrop SHIROYAMA HOTEL kagoshima President Ryuichi Yano says he has “high expectations” for inbound tourism. The company owns and operates SHIROYAMA HOTEL kagoshima, situated atop Shiroyama Hill, which offers breathtaking panoramic views overlooking the city, the picturesque Sakurajima Island and the stunning Kinko Bay. The hotel boasts over a dozen restaurants and an array of facilities such as gift shops, banquet halls and meeting rooms.

Natural attractions are a significant draw. SHIROYAMA HOTEL kagoshima has natural hot springs, with waters drawn from over 1000 meters beneath the earth. Yano describes Sakurajima Island and Ibusuki City, famous for its sunamushi warm sand baths,

as must-see easily accessible destinations. Furthermore, the hotel’s team of 150 chefs carefully sources local ingredients, allowing guests to enjoy a truly authentic experience.

As demographic challenges escalate, Yano is looking to grow the number of stays from inbound tourists. “Raising international awareness of our hotel is quite a challenge, so forming partnerships is essential,” he explains. While the current goal is for foreign guests to be 30 percent of the hotel’s visitors, Yano seeks to maximize the hotel’s utilization and increase the proportion to 40 percent. To achieve this, the company employs increasingly diverse staff to assist foreign customers in their native languages, including English and Chinese. It also looks to integrate and revamp AI Concierge on its website to improve usability for foreigners.

With government ambitions to increase inbound tourism numbers to 60 million by 2030, hotels like SHIROYAMA HOTEL kagoshima will play a vital role in attracting tourists into the regions and supporting their stays. “We hope that foreign tourists will come to experience the exceptional beauty and offerings that Kagoshima and our hotel have to offer,” the President says.



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