



SHIROYAMA HOTEL
kagoshima

Press Release

2025 年 7 月 1 日

世界的なニュース誌『Newsweek 国際版』

特集「The Wonders of Japan Await You」にて代表インタビューが掲載

SHIROYAMA HOTEL kagoshima（城山観光株式会社／所在地：鹿児島市／代表取締役社長：矢野 隆一）は、2025 年 6 月 14 日発行の米国 Newsweek 社の週刊誌「Newsweek 国際版」の特集企画「The Wonders of Japan Await You（まだ知らない日本へ）」にて、当ホテル紹介と代表取締役社長 矢野 隆一のインタビュー記事が掲載されました。

Newsweek は 1933 年に創刊され、グローバルに政治経済・社会情勢・ライフスタイルのあらゆる情報を鋭い視点で発信する米国の世界的な週刊誌です。現在は、世界 59 ヶ国で紙媒体と電子版で発刊され、読者数は約 7500 万人（オンライン読者含む）に上ります。

今回の本特集では、全国各地の絶景、伝統体験、近未来的な都市文化、温泉やグルメなどを通じて、日本の多様で奥深い魅力について取り上げられています。インタビュー内で、鹿児島を代表するホテルとして活火山・桜島を臨む鹿児島の豊かな自然と歴史に焦点が当てられ、当ホテルが持つ地域資源の魅力を活用したホスピタリティやインバウンド戦略について語っています。また、国際的な観光需要の高まりに地域の玄関口として貢献すべく、日本政府が掲げる「2030 年の訪日外国人 6000 万人」という目標に向けて、当ホテルの取り組みとして多言語対応スタッフの採用強化や AI コンシェルジュ導入など、多角的な施策とともに紹介されています。

SHIROYAMA HOTEL kagoshima は、これからも「世界に誇れる鹿児島の魅力発信拠点」として、ホテルコンセプト『美しき森、美しき時。』のもと、国内外から訪れるすべてのお客様に心に残る美しいひとときを提供してまいります。

【掲載概要】

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【報道関係者様からの本リリースに関するお問い合わせ】

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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.



Club Executive Twin



Breakfast Buffet



Original Craft Beer



Open-air Hot spring

