

Value Creation Case Studies ▶ Case 1 The Facility Operations Business and the Beppu SUGINOI HOTEL

Beppu City in Oita Prefecture is one of Japan's leading hot spring resort areas. The Beppu SUGINOI HOTEL is one of the largest in the Beppu area, and became popular as a large hot spring resort against the backdrop of the group travel boom during Japan's period of rapid economic growth. However, as the boom subsided and Japan's bubble period came to a close, the hotel's business suffered, and it filed for application of the Civil Rehabilitation Act in 2001. ORIX Group then decided to support the hotel in 2002.

Beginning with facility ownership and financial support, ORIX Group took on the challenge of full-scale operations of the hotel by initiating various measures to add value. The hotel is currently undergoing large-scale renovations that began in 2019.

The hotel aims to grow further by responding to travelers' emerging needs as a place to which guests want to return.



Completed portion of the large-scale renovation. Currently, the Hoshi Kan building is under development and is scheduled for completion in 2025.



Ceda Palace is a buffet restaurant, created by renovating the site of a large theater from the Showa period.



Sora Kan was completed in 2023 and features guest suites.



