

HOTEL INDIGO®

JAPAN WELCOMES NEIGHBOURHOOD BRAND WITH FIRST HOTEL INDIGO OPENING 24 JANUARY 2020

Guests will experience a new way to experience the Hakone Gora neighbourhood with curiosity and discovery at its heart



[InterContinental Hotels Group](#) (IHG®) will debut Japan's first Hotel Indigo on 24 January 2020, [Hotel Indigo Hakone Gora](#), offering curious travellers a unique way to explore the heart of the neighbourhood.

Hotel Indigo is IHG's boutique hotel brand, currently with 112 hotels located mainly in the US and Europe. Each hotel is designed to unlock its vibrant community, offering a distinct stay with modern design infused with local spirit, inspired service, and authentic local experiences to pique one's curiosity.

As the area's storyteller, each unique hotel brings the outside in; drawing from the local area to inspire every aspect of each hotel, including locally inspired menus, interior design, art, music, menu items, room amenities and hotel events in partnership with local artisans.

Introducing Hotel Indigo Hakone Gora



Deluxe Twin Riverside Room



Indoor Onsen – Hot Spring

Inspired by nature and the soul of the Gora neighbourhood, experience flows seamlessly from one memorable moment to the next at Hotel Indigo Hakone Gora. From the moment you step inside, guests will be greeted with an authentic Japanese experience that blends rich traditional culture with exquisite modern design.

With restaurants and bars designed as social destinations, Hotel Indigo Hakone Gora has based its experience and food philosophy on the elements. The all-day dining restaurant has been influenced by the element of 'fire', while the lounge bar will offer creative cocktails and local beverages inspired by 'water', transporting guests to a world of epicurean delight with locally-grown ingredients.

Guests can also immerse in the onsen tradition with the hotel's revitalising onsen bath (mixed bath), offering guests a traditional ritual that will warm the heart and soul in the mineral-rich onsen water. The hotel also offers state-of-the-art facilities including a spa and fitness centre.

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The one-of-a-kind interior design of Hotel Indigo Hakone Gora is inspired by the nature and culture of Gora, immersing guests in Hakone's unique charm. A characteristic of the hotel is the traditional Japanese bath tub filled with mineral-rich hot spring water that is equipped in all 98 guest rooms and suites. Rooms overlooking the Haya River offer private open-air baths where guests can enjoy a moment of luxury while breathing in clean mountain air.

Hotel Indigo Hakone Gora opens 24 January 2020, with more on the unique neighbourhood experiences and local partnerships to be announced soon.

Discover more about Hotel Indigo Hakone Gora here:

Website: www.hotelindigo.com/hakone

Images available here: [renders available here](#)

Bookings: reservations.hotelindigohakone@ihg.com

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Notes to Editors:

[IHG® \(InterContinental Hotels Group\)](#) [LON:IHG, NYSE:IHG (ADRs)] is a global organisation with a broad portfolio of hotel brands, including [Six Senses Hotels Resorts Spas](#), [Regent Hotels & Resorts](#), [InterContinental® Hotels & Resorts](#), [Kimpton® Hotels & Restaurants](#), [Hotel Indigo®](#), [EVEN® Hotels](#), [HUALUXE® Hotels and Resorts](#), [Crowne Plaza® Hotels & Resorts](#), [voco™](#), [Holiday Inn® Hotels & Resorts](#), [Holiday Inn Express®](#), [Holiday Inn Club Vacations®](#), [avid™ hotels](#), [Staybridge Suites®](#), [Atwell Suites™](#), and [Candlewood Suites®](#).

IHG franchises, leases, manages or owns nearly 5,800 hotels and approximately 865,000 guest rooms in more than 100 countries, with over 1,900 hotels in its development pipeline. IHG also manages [IHG® Rewards Club](#), our global loyalty programme, which has more than 100 million enrolled members.

[InterContinental Hotels Group PLC](#) is the Group's holding company and is incorporated in Great Britain and registered in England and Wales. More than 400,000 people work across IHG's hotels and corporate offices globally.

Visit www.ihg.com for hotel information and reservations and www.ihgrewardsclub.com for more on IHG Rewards Club. For our latest news, visit: www.ihgplc.com/media and follow us on social media at: <https://twitter.com/ihgcorporate>, www.facebook.com/ihgcorporate and www.linkedin.com/company/intercontinental-hotels-group.

About Hotel Indigo®: Just as no places are alike, no two Hotel Indigo properties are alike. Each Hotel Indigo draws inspiration from the local neighbourhood, culture and popular trends in food, drink and design to create a warm and vibrant atmosphere. Our hotels provide a gateway to discover and explore some of the world's most inspiring cities and neighbourhoods. For more information, visit www.hotelindigo.com, and connect with us on Facebook www.facebook.com/Hotel.Indigo, Twitter www.twitter.com/hotelindigo, and Instagram www.instagram.com/hotelindigo.