



June 11, 2025
Central Japan Railway Company
JR Tokai Real Estate Co., Ltd.
JR Tokai Hotels Co., Ltd.
Hilton

JR Central Group and Hilton have partnered to rebrand and reopen Hilton Takayama Resort in the fall of 2026!

Central Japan Railway Company, hereinafter “JR Central,” (President and Representative Director: Shunsuke Niwa), JR Tokai Real Estate Co., Ltd. (President and Representative Director: Takeya Tanitsu), JR Tokai Hotels Co., Ltd. (President and Representative Director: Akihiko Ito), and Hilton (Virginia, United States; President and Chief Executive Officer: Christopher Nassetta) are pleased to announce that Hotel Associa Takayama Resort will be rebranded and reopened as “Hilton Takayama Resort,” hereinafter the “Hotel,” in the fall of 2026.



The JR Central Group operates Hotel Associa Takayama Resort in Takayama, which is one of Japan’s leading tourist destinations and is filled with a variety of attractions including traditional townscapes, crafts, and traditional local cuisine. We have partnered with Hilton to rebrand and reopen it as the first facility of Hilton Hotels & Resorts, Hilton’s flagship brand, to open in Gifu Prefecture. The Hotel will continue to be operated by JR Tokai Hotels, which has many years of experience operating a hotel in Takayama. By partnering with Hilton, which offers world-class hospitality, we ensure it will provide guests with even higher quality accommodation experience than before.

Hashimoto Yukio Design Studio took charge of the interior design of the hotel’s guest rooms and shared areas. We adopted a renovation concept of “art of mountain folk,” inspired by the unique shapes and impressions created by Takayama’s nature and human hands. Based on this concept, we aimed to express the beauty created by the abundant nature of Hida-Takayama and the Japanese Alps and offer a superior-quality and comfortable stay.



The latest renovation will add new 90-sq.-meter suite rooms to the existing 70-sq.-meter suite rooms. In addition, the Hotel will have a new executive lounge that will be available to Diamond members of Hilton Honors, Hilton’s guest loyalty program, and guests staying in specified rooms. Furthermore, a new fitness center will be added. It will provide high-quality services that are sure to satisfy customers from both Japan and abroad.

Through the Hotel, we hope to strengthen ties with the local community and promote the charms of Takayama in Japan as well as internationally. The facility is scheduled to operate as Hotel Associa Takayama Resort until mid-May 2026. We will announce further details about the Hotel as soon as they are worked out.

Comment from Joseph Khairallah, Hilton’s area vice president and head of Japan, Korea, and Micronesia

“For over 100 years, the Hilton Hotels & Resorts brand has been setting the standard for

hospitality, providing innovative products and services to meet the ever-evolving needs of its guests. In Japan, we currently operate 16 hotels under this brand in urban areas and resort destinations from Hokkaido to Okinawa, and I am delighted that a new hotel will be opened in Hida-Takayama, a new destination with a rich blend of nature, tradition and history. I am confident that Hilton Takayama Resort will provide excellent hospitality to guests from both within Japan and overseas.”

Comment from Hirohisa Fujimoto, Hilton’s vice president of development for Japan and Micronesia

“We are extremely honored to open Hilton Takayama Resort through a tie-up with Central Japan Railway Company, JR Tokai Real Estate Co., Ltd. and JR Tokai Hotels Co., Ltd. Gifu Prefecture, including the city of Takayama that retains its old townscape, is attracting increasing attention from foreign tourists. As Takayama provides easy access to popular tourist destinations in urban and suburban areas, the number of tourists is expected to continue to increase. We will continue to prepare for the Hotel’s opening in fall 2026 under the strong partnership with the three companies.”

Comment from Shunsuke Niwa, JR Central’s President and Representative Director

“By partnering with the global hotel chain Hilton in Takayama, an important location for the JR Central Group, we hope to attract a wider range of guests, both from Japan and abroad, to Takayama so that they can experience the charms of the city. Through various group-wide initiatives, such as rail transport and tourism campaigns, as well as Hilton Takayama Resort, we will continue to work with local communities to further enhance the appeal of the areas along our railway lines.”

Japanese name (English name)	ヒルトン高山リゾート (Hilton Takayama Resort)
Hotel brand	Hilton Hotels & Resorts
Address	1134 Echigo-cho, Takayama, Gifu
Access	About 8 minutes by free shuttle bus from JR Takayama Station
Number of guest rooms	283 (tentative)
Total floor area	about 32,560 sq. meters
Structure	17 floors above ground, 12 floors above ground, 1 floor below ground, steel-reinforced concrete structure
Owner	JR Tokai Real Estate Co., Ltd.
Operator	JR Tokai Hotels Co., Ltd.
Interior design	Hashimoto Yukio Design Studio
Facilities	Restaurants, banquet halls, hot spring building (large public baths, open-air baths, etc.), shops, executive lounge, fitness center, etc.
Rebranding/reopening date	Fall 2026 (tentative)
Remarks	Hotel Associa Takayama Resort (total 290 guest rooms), which opened in July 1994. will be rebranded and renovated.

About Hilton

Hilton is a leading global hospitality company operating more than 8,600 hotels and about 1.3 million rooms in 139 countries and territories. Dedicated to fulfilling its founding vision to fill the earth with the light and warmth of hospitality, Hilton has welcomed over 3 billion guests in its more than 100-year history. It was named the No. 1 World's Best Workplace by Great Place to Work and Fortune and has been recognized as a global leader on the Dow Jones Sustainability Indices. Hilton has introduced industry-leading technology enhancements to improve the guest experience, including Digital Key Share, automated complimentary room upgrades and the ability to book confirmed connecting rooms. Of its [portfolio](#) of 24 world-class brands, the company operates 31 hotels under 8 brands in Japan. Through the award-winning guest loyalty program [Hilton Honors](#), the more than 218 million Hilton Honors members who book directly with Hilton can earn Points for hotel stays and experiences. With the free [Hilton Honors app](#), guests can select their room, check in, and unlock their door with a Digital Key (not yet introduced at some of the hotels in Japan).

Visit stories.hilton.com for more information, and connect with Hilton on [Facebook](#), [X](#), [LinkedIn](#), [Instagram](#), and [YouTube](#).

About Hilton Hotels & Resorts

For over a century, [Hilton Hotels & Resorts](#) has set the benchmark for hospitality around the world, providing new product innovations and services to meet guests' evolving needs. Operating more than 600 hotels in sought-after destinations across six continents, Hilton Hotels & Resorts properties provide caring service to guests who know that where they stay matters. Book your stay at Hilton Hotels & Resorts through the [official website](#) or the industry-leading Hilton Honors [mobile app](#). [Hilton Honors](#) members who book directly through Hilton's official channels have access to instant benefits. Get the latest information about Hilton Hotels & Resorts at stories.hilton.com/hhr, and follow the brand on [Facebook](#), [X](#), [Instagram](#).

About Hashimoto Yukio Design Studio

Hashimoto Yukio Design Studio is an interior design firm founded in 1996. Our main concept is: "To design not the material but Ambience: That is our goal." Since our founding, we have been committed to creating designs that make the most of materials and are marked by coexistence of tradition and innovation. We handle design for a wide range of areas, including restaurants, hotels, and offices.

Media contact:

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