FUJIYA HOTELS & RESORTS

NEWS RELEASE

October 1, 2026

The Fujiya Hotel Joins Preferred Hotels & Resorts' Prestigious L.V.X. Collection as the First Property in the Hakone Region



HAKONE, JAPAN — The Fujiya Hotel, operated by Fujiya Hotel Co., Ltd. (President: Akira Ando), is pleased to announce its entry into the prestigious L.V.X. Collection of Preferred Hotels & Resorts—the world's largest independent luxury hotel brand, comprising more than 650 distinctive properties across 80 countries. Reservations through the brand's global platform officially commenced on October 1.

Joining the elite L.V.X. Collection marks a milestone for the iconic property, elevating the heritage and timeless hospitality it has cultivated since 1878 onto the global luxury stage. As a flagship destination showcasing the historic allure of Hakone, The Fujiya Hotel looks forward to connecting with discerning international travelers through the Preferred network, delivering an authentic and unforgettable Japanese luxury experience.

About Preferred Hotels & Resorts

Preferred Hotels & Resorts is the world's largest independent hotel brand, representing more than 650 distinctive hotels, resorts, residences, and unique hotel groups across 80 countries. Through its curated global collections, Preferred Hotels & Resorts connects discerning travelers to singular luxury experiences tailored to their lifestyles, values, and travel aspirations. Each member property is required to maintain the highest standards of quality and unparalleled service excellence, measured by the Preferred Hotels & Resorts Integrated Quality Assurance Program. For more information, please visit https://preferredhotels.com/.

About The Fujiya Hotel

- Location: 359 Miyanoshita, Hakone, Kanagawa, Japan
- Established: July 1878
- Heritage Status: Registered Tangible Cultural Properties of Japan (Main Building, Western Building, Flower Palace, Dining Room, and Kikkaso)
- Highlights: One of Japan's quintessential historic hotels, featuring architecture spanning the Meiji, Taisho, and Showa eras. All guest rooms feature natural hot spring baths sourced from Miyanoshita Onsen. Facilities include the historic Main Dining Room "The Fujiya," serving classic French cuisine, an on-site spa, and a Japanese garden.
- Website: https://www.fujiyahotel.jp/en/

*Note: The Fujiya Hotel is also an officially inducted member of Historic Hotels Worldwide®, a prestigious global program celebrating and recognizing historic lodging properties around the world.

Media Contacts:

The Fujiya Hotel, Public Relations
Ayako Iyama, a-iyama@fujiyahotel.co.jp
359 Miyanoshita, Hakone-machi,
Kanagawa 250-0404, Japan