



# 大相撲ホテル SUMO HOTEL PROJECT

A themed entertainment hotel  
project based on Japanese traditional culture



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# 1. Tourism nation and Japanese culture

Developing it into a key industry as a national policy: "Tourism market = from 29 trillion yen to 37 trillion yen  
 The national policy of becoming a "tourism-oriented nation" is serious !  
 Its size can be seen when compared to the food and beverage market size of 5 trillion yen,  
 the supermarket market size of 18 trillion yen,  
 and the construction market size of 17 trillion yen (according to industry trends.com).

Hotel market only = approximately 2.1 trillion yen Approximately 3 trillion yen in 2030



**Tourism**, as a key domestic industry, is a touchstone for determining Japan's future.

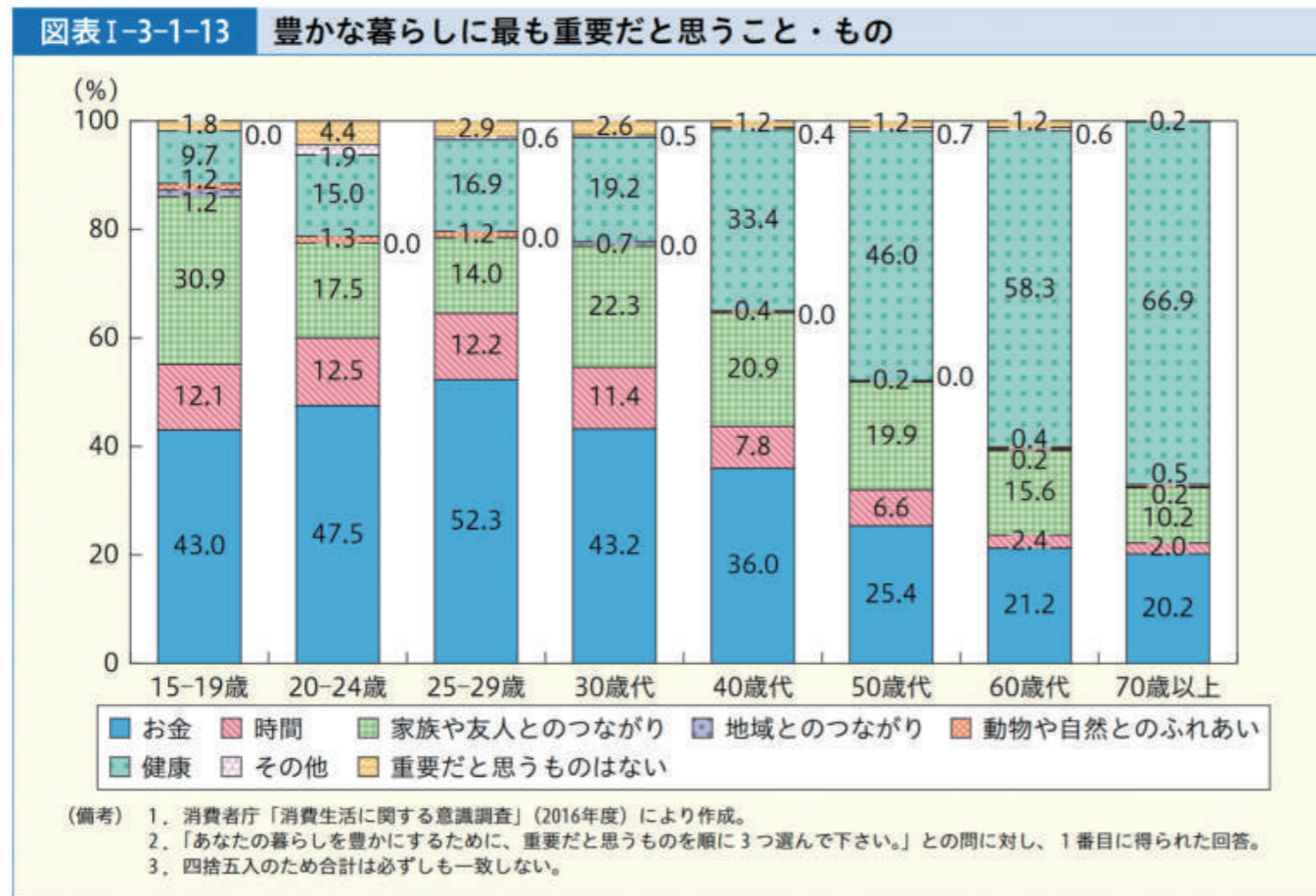
Japan has a declining birthrate and aging population



「Tourism industry」 is trending

# 1. Tourism nation and Japanese culture

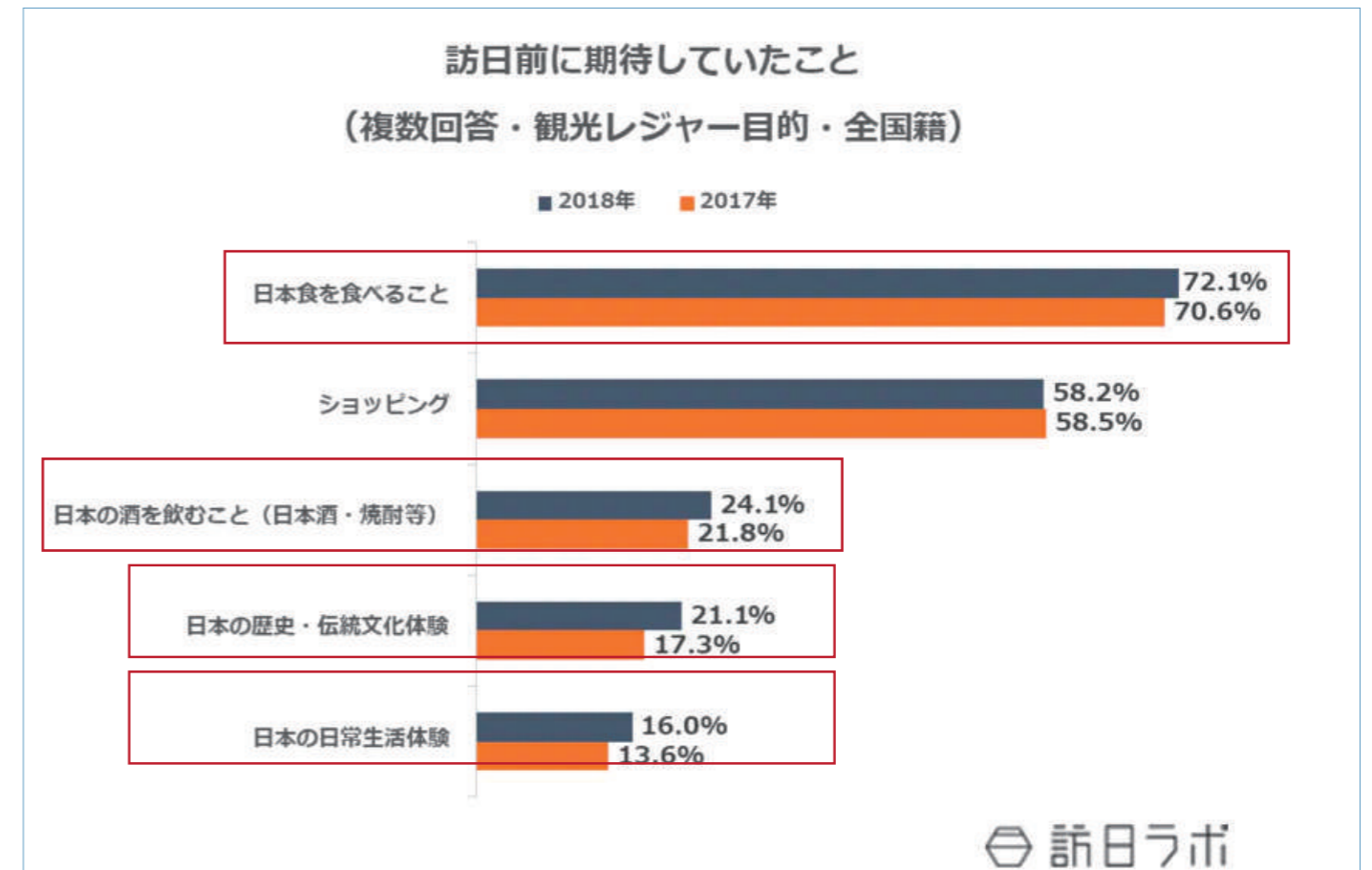
From Consumer Affairs Agency  
「Awareness Survey on Consumer Life」



Domestic consumer awareness survey

Younger generations in particular place more importance on  
「connections with family and friends」 and 「time」  
→Tendency to create values in experiences rather than things

Materials from the Japan Tourism Agency  
consumption trend survey of foreigners residing in Japan



Foreign visitors to Japan tend to focus on 「experiential consumption」  
such as experiencing Japanese food,  
experiencing Japanese traditional culture,  
and participating in Japan's unique communities.

**From now on, more realistic cultural experiences and excitement will be required.**



## 1. Tourism nation and Japanese culture

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**The theme is 「Japanese culture」  
a historical symbol  
of Japan.**

**STAY X EXPERIENCE**

**intellectual experience ▶ learning**

**Such theme park hotels will be needed in the future.**

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**2. A new concept called a theme park hotel**

**A sumo-themed hotel**  
**SUMO HOTEL**

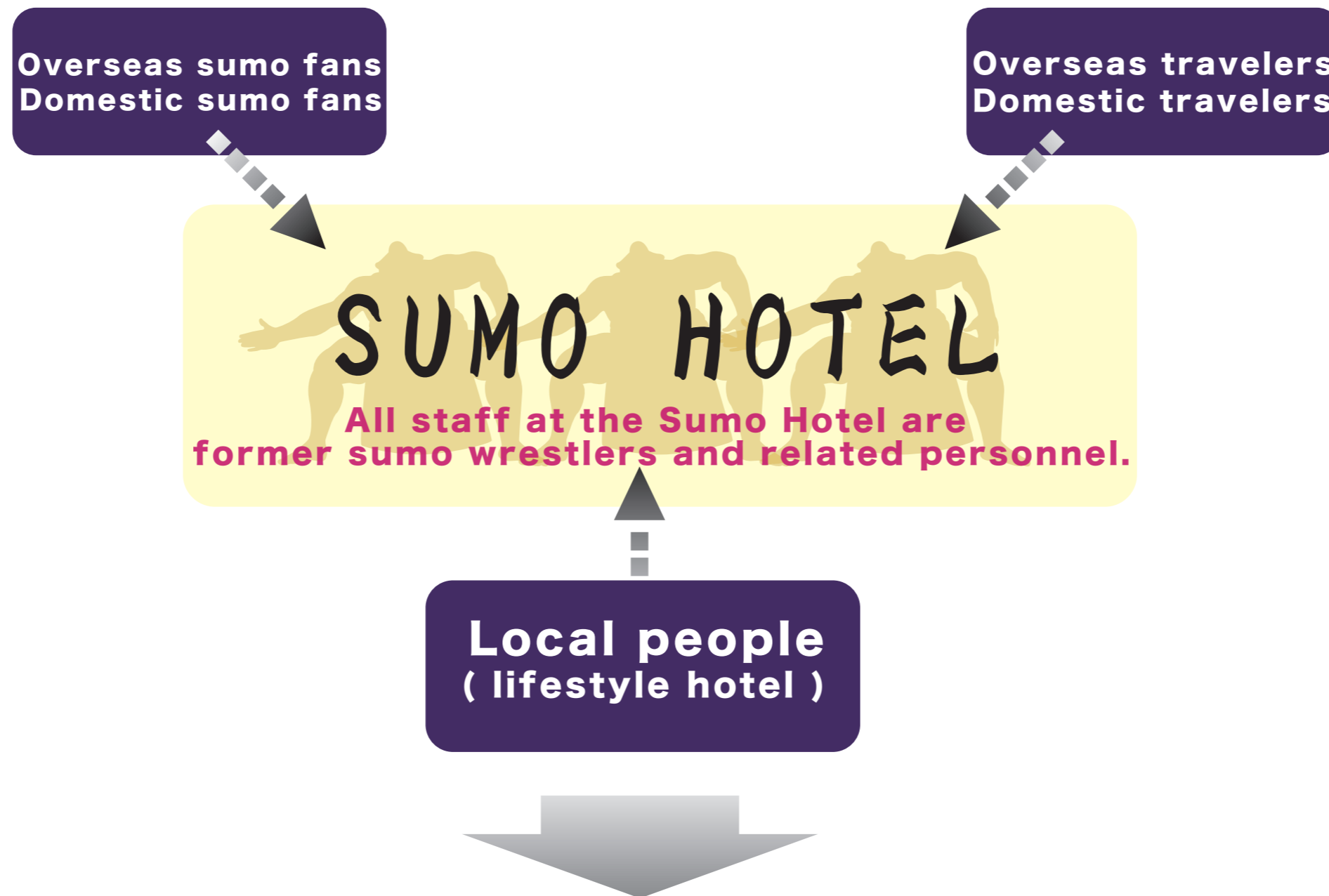
**The Sumo Hotel is a**  
**「living museum」**

**where people can encounter,**  
**interact with, and experience sumo culture.**



**Think of it as a base to disseminate**  
**sumo culture to the world**

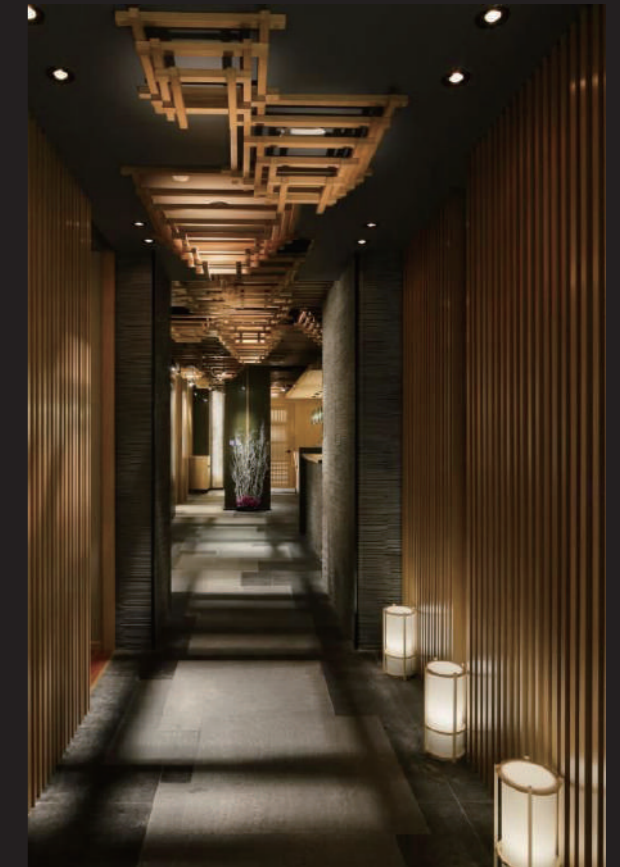
## 2.A new concept called a theme park hotel



**Play, taste, learn, sleep, meet, celebrate,  
interact, relax, enjoy...**

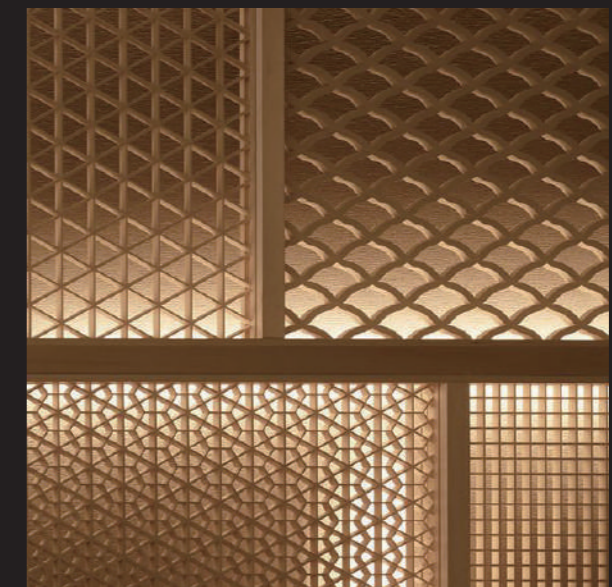


### 3. Facility image of the theme park hotel 「Sumo Hotel」





### 3. Facility image of the theme park hotel 「Sumo Hotel」





### 3. Facility image of the theme park hotel 「Sumo Hotel」





### 3. Facility composition image of theme park hotel 「Sumo Hotel」



**Sumo Chanko Live Restaurant (live performance in an authentic dohyo ring)**

※Shokkiri, Summon, Sumo Jinku, etc.

**Sumo Museum Cafe → (Sumo-themed gallery museum)**

**Sumoexperienceworkshop  
(Sumowrestling,Gyoji,Rankingtable,Chankocookingclass,etc.)**

**Sumo Shrine & Teahouse**

**Guest rooms are divided into room types: maegashira, makuuchi, komusubi, sekiwake, ozeki, and yokozuna.**

※Create a guest room space full of entertainment.

**Sumo hot spring bath facility**





### 3. Facility composition image of theme park hotel 「Sumo Hotel」



From the highly recognizable flag flags to the dohyo festival to the ritual to send off the gods, we will carefully present the worldview of sumo through a mix of recordings and videos, allowing you to enjoy and deepen your knowledge.



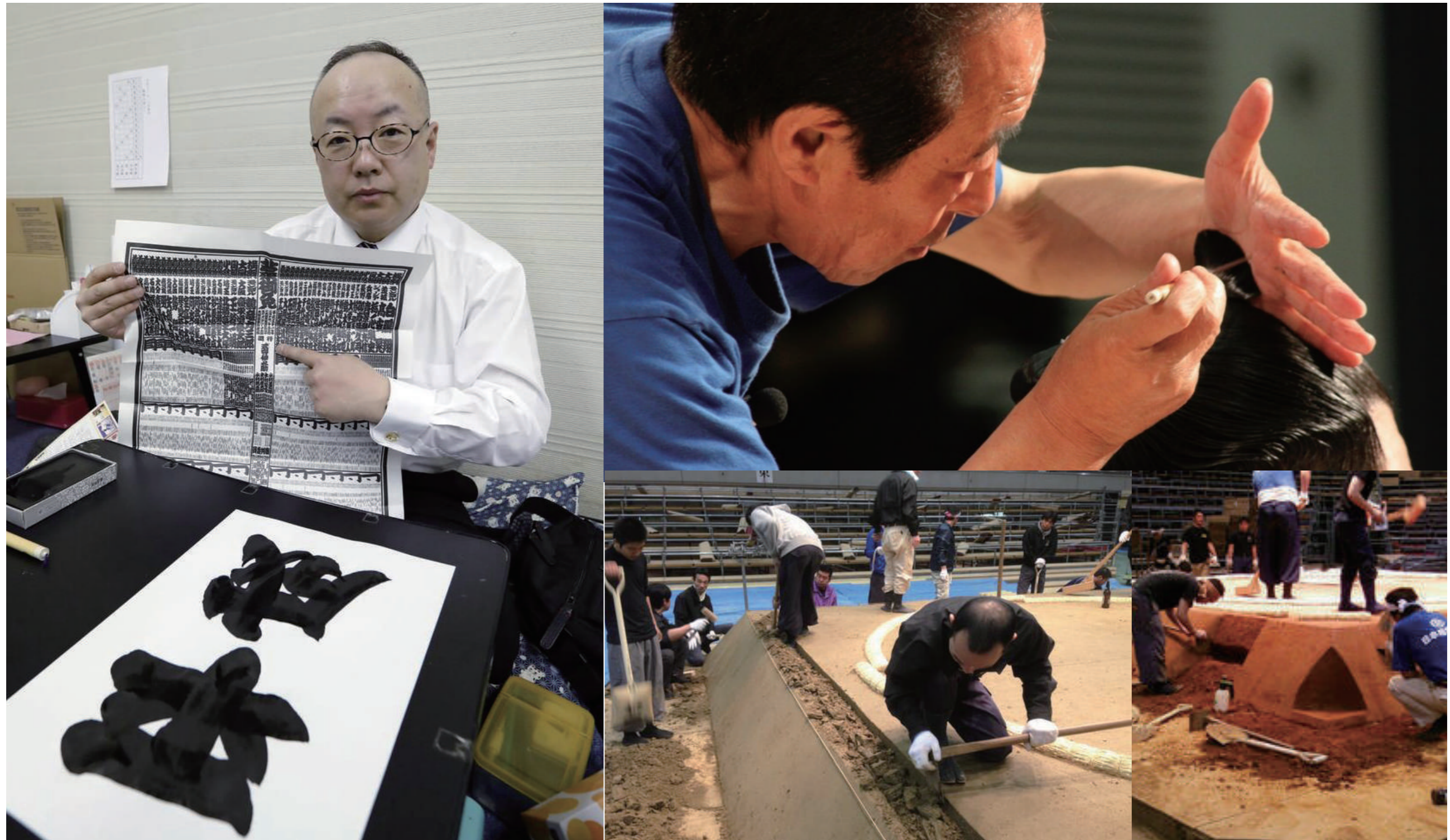
### 3. Facility composition image of theme park hotel 「Sumo Hotel」



※Live performances such as shokkiri, summoning, and sumo jinku are also available.



### 3. Facility composition image of theme park hotel 「Sumo Hotel」



Providing various opportunities for learning through sumo culture



### 3. Facility composition image of theme park hotel 「Sumo Hotel」

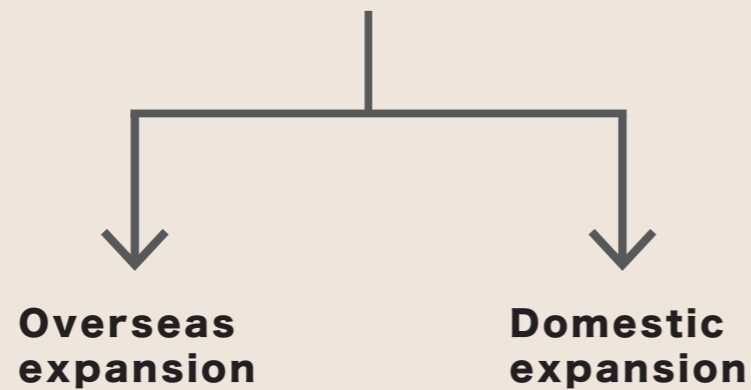


### Chanko Restaurant & Sumo wrestler cooking class

## 4. Theme park hotel 「Sumo Hotel」 project

**Sumo hotel production/business management  
Tokyo Odyssey Co., Ltd.**

### Management of the business



### Operation manual

Event implementation

architectural design design

Advertising public relations

**We look forward to the support of supporting companies.**