

Press Release

July 29, 2024

HOTEL THE MITSUI KYOTO, a Luxury Collection Hotel & Spa, Ignites Gozan Okuribi Cultural Experience with Kyoto City Tourism Board

Kyoto, Japan – [HOTEL THE MITSUI KYOTO, a Luxury Collection Hotel & Spa](#), in partnership with the Kyoto City Tourism Board, presents an immersive Gozan Okuribi – or “Bonfire of the Five Mountains” – cultural experience exclusively for 10 hotel guests to witness one of Kyoto’s most revered summer traditions this August.

For one day only on August 16, five sacred mountains near Kyoto will open exclusively to guests for private guided hikes. Mostly privately-owned and off-limits, the mountains’ summits play classroom for a lesson on the history and spiritual significance of the Gozan Okuribi tradition, including the symbolism behind the bonfire locations.



Gozan Okuribi Experience – August 16, 2024

¥230,000 per person (approx. \$1,500 USD); maximum 10 participants, minimum booking requirement of two people

- Half-Day Mountain Summit Hike
- Michelin 1 Star KINOBU Dinner at Shimogamo Villa
- Private Gozan Okuribi Viewing
- Interpreter Guide (English-speaking)

As the sun sets on the day, guests travel to the historic Shimogamo villa, once owned by the Mitsui family and designated an Important Cultural Property in 2011. Showcasing classical Japanese architecture, the retreat features a serene garden and watchtower with panoramic views of the Higashiyama ridges. A curated dinner of refined Japanese dishes will be expertly prepared by Michelin 1 Star KINOBU restaurant before guests ascend to the watchtower to take in the premier bonfire views.

The Gozan Okuribi consists of five symbolic bonfires, each representing a written character or image: Daimonji (greater); Myo Ho (Buddha’s remarkable teaching); Funagata (ship); Hidari Daimonji (left greater); and Torii-gata (shrine gate). The bonfires are ignited one-by-one in five-minute intervals beginning at 8:00p.m., creating a mesmerizing spectacle that illuminates the Kyoto skyline.



The ceremony marks the culmination of the Obon Festival (August 13-16) and honors ancestors believed to return home to visit their living relatives. This final ancient ceremony is thought to guide souls back to the spiritual world, evolving from an earlier custom of sending them off with burning torches.

The Gozan Okuribi experience is subject to availability. Appropriate clothing is required for the hike; no sandals or shorts permitted. Photography is not permitted at the summit due to the religious nature of this event.

To book the experience or make a reservation at the hotel, visit www.hotelthemitsui.com or call +75 468 3100.

###

HOTEL THE MITSUI

K Y O T O

ABOUT HOTEL THE MITSUI KYOTO, a Luxury Collection Hotel & Spa:

HOTEL THE MITSUI KYOTO is the first of the HOTEL THE MITSUI brand of iconic, ultra-luxury properties, designed to reflect the harmony between the four seasons and five senses. Located in the heart of Kyoto adjacent to the legendary Nijo Castle, a UNESCO World Heritage Site, the 160-room hotel features three restaurants, including the innovative TOKI; THERMAL SPRING SPA and private onsens sourced from an on-site natural spring; a modern tea ceremony alcove and private function space; and a seasonally inspired courtyard garden. Built on a 250-year-old historic site that was once the home of the executive branch of the Mitsui Family, HOTEL THE MITSUI KYOTO presents an ambiance of refined sophistication and serves as a cultural gateway to discover Kyoto. The first Japanese hotel to receive a Five Star rating in the first year of operation (2021) and maintain it for three consecutive years, HOTEL THE MITSUI KYOTO is also recognized on Condé Nast Traveler's 2024 Gold List and recently earned the Three Key hotel distinction by Michelin.
