

HELLO JAPAN - Japanese Amusement & Entertainment Park in Hungary

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INTRODUCTION & VISION



Our Mission

- To create a unique Japanese-Hungarian cultural center in Hungary, where Japanese tradition, sport, and community meet modern European perspectives. This is not just a cultural project, but a sustainable, year-round tourist and business opportunity.
- The Concept: A multifunctional, modular space hosting exhibitions, sports events, workshops, and thematic gatherings.
- Our Vision: To become the definitive meeting point for Japanese-Hungarian cultural relations, where authentic Japanese associations, businesses, and investors can build connections, opening new market opportunities in tourism, education, sports, and gastronomy.

Project

Park - Hotel - Onsen bath all in one hands, which results a much more cost-effective monthly expense.

About Us

- The Hello Japan team approaches Japanese culture with passion and deep respect.
- We closely follow traditions, holidays, and contemporary trends to transform this knowledge into a unique experience.
- Our Goal: For guests to not just see, but truly experience the magic of Japan in a beautiful, sophisticated environment. Harmony, aesthetics, and authentic Japanese spirit lie in every detail.

Partners

Embassy of Japan

Hungarian-Japanese Friendship Society

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Where Tradition Meets the Future

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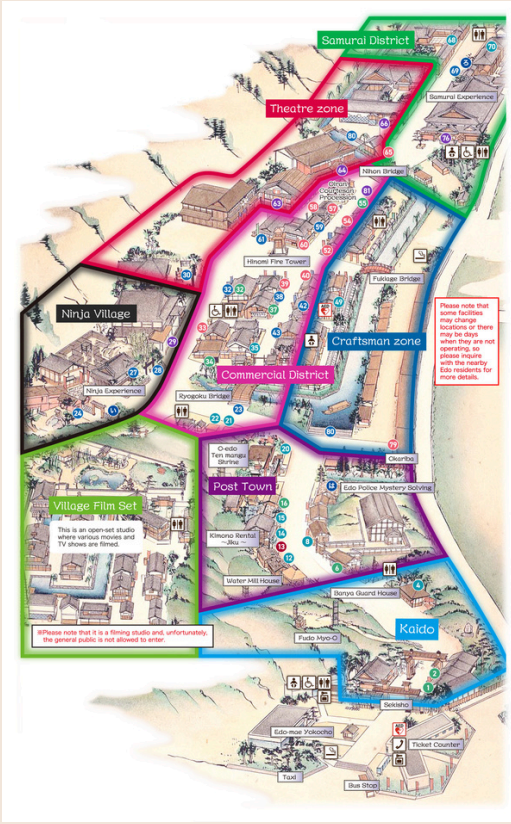


JAPAN AMUSEMENT PARK

Project Overview

- The Japan Experience Park is more than just a family leisure venue—it is a **gateway** between two cultures. **The aim** of the experience park is to **build a bridge** between Japan and Hungary, creating an opportunity for visitors to **experience the traditions, philosophy,** and flavors of the Land of the Rising Sun up close, yet in a domestic environment.
- **The park is simultaneously a spiritual sanctuary and a cultural center:** Japanese garden art, tea ceremonies, Zen meditation spaces, and traditional architectural elements all serve inner harmony and tranquility, while also offering experiences tailored to the needs of the modern visitor.
- Through gastronomic experiences, guests can taste the **flavors of Japan**—from **sushi bars to ramen houses**, while interactive exhibitions, craft workshops, and educational programs provide deeper insight into the world of Japanese culture, art, and philosophy of life.
- The uniqueness of the project lies in the fact that it not only entertains, but also **educates** and **inspires**. The experience park is a **unique initiative** in Europe and, as a first in Hungary, creates a complex cultural and spiritual space that is simultaneously educational, relaxing, and entertaining.

- Short-term return on investment
- Profit-oriented and cost-effective investment
- Experiences for the whole family
- Culturally significant investment
- Unique in the country and across Europe



Technical Details

- **Segmentable** development with different construction timelines
- Fast and high-quality execution using lightweight construction solutions – potentially in collaboration with Japanese designers
- **Eco Park**, Environmental Awareness: Our goal is to create a unique entertainment center in Hungary and Europe that prioritizes sustainability. The park will focus on environmental responsibility by utilizing rainwater (greywater systems, water storage, etc.) and implementing predominantly renewable energy sources (solar panels, heat pumps, ventilation systems).
- Location, park size: Hungary, approximately 15+ hectares
- **Multiple themed districts** with modular, scalable development phases
- Number of buildings: approximately 40–100 units (ranging from 10 m² up to 500+ m²)
- Hotel: 80–120 rooms with an Onsen bath
- Japanese garden and lake, gastronomic facilities. event halls
- **Planned budget** for project launch: HUF **10 billion**
- (optionally in two phases: HUF 6 billion + HUF 4 billion) – **excluding hotel**
- Expected return on total investment: within 7–9 years

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JAPAN HOTEL

Brief Presentation of the Project

The project aims to create a Japanese-style **Ryokan hotel** with an **Onsen** (thermal) bath, combining the **tranquility of Japanese traditions** with Hungary's exceptional **thermal water** resources. Hungary is uniquely rich in **medicinal waters**; however, the domestic wellness market currently lacks a premium hotel experience based on Eastern philosophy.

- Number of rooms: 80-120 rooms.
- When is this good: e.g., if we utilize the proximity of Hévíz/Zalakaros; the goal is stable, year-round traffic (wellness guests, couples, older medical tourists).
- Advantage: sufficient capacity for a restaurant, wellness area, conferences/private events; economically scalable.

Business Potential

- The ryokan hotel with an Onsen bath can create a **new premium segment** in the Hungarian wellness market, with long-term international branding potential. The project is a particularly attractive investment because it offers **outstanding return** opportunities through its cultural uniqueness, high service standards, and **sustainable** operating model.



Market Opportunity

- Hungarian wellness and health tourism **attracts millions of guests annually**, who are increasingly seeking authentic, experience-based services.
- Japanese culture and lifestyle enjoy growing interest worldwide, especially among the younger, discerning traveling public.
- The ryokan model offers a **differentiated position** in the market, combining **luxury**, **quiet retreat,** and Eastern spirituality.

Competitive Advantages

- Hungary is a thermal water superpower, so the onsen concept can be naturally integrated with local features.
- It offers a **unique experience** through Japanese hospitality (**omotenashi**), kaiseki gastronomy, and Zen-based architectural design.
- A high average length of stay and a solvent target audience are expected (luxury tourism, wellness demand, Asian and Western European guests).

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DOJO, EVENT HALL

Brief Presentation of the Project

- Establishing a **traditional Japanese dojo** in Hungary would not only provide an authentic, inspiring venue for practicing martial arts but would also create **cultural and spiritual value**. A Japanese dojo is not just a gym, but a sacred place of — an environment where the harmony of body and soul comes to the fore.
- There is a growing interest in Hungary in **Eastern philosophies, meditation practices, and traditional martial arts** (e.g., aikido, kendo, karatedo). An authentic dojo would not only raise training to a higher level but could also be a **cultural bridge** between Japan and Hungary, providing a venue for education, demonstrations, and international training camps.
- The project would thus **contribute** to the development of the **Hungarian martial arts community,** the **strengthening** of tourism and **cultural relations**, and the creation of a value center where tradition and modernity meet harmoniously.

Long-term Goal

Creating a **self-sustaining, premium-quality**, culturally defining **facility that** is not only economically viable but also **creates social and cultural value.**



Business Opportunity

The project's target group includes committed martial arts practitioners, those seeking a health-conscious lifestyle, and participants in international sports tourism.

The dojo can provide **stable revenue** sources:
- membership and tuition fees,
- training camps and seminars,
- cultural and corporate programs,
- Japanese-themed events and workshops.

Competitiveness and Value Proposition

- The uniqueness of the project lies in the **authentic Japanese architectural style** and cultural **authenticity**, which distinguishes it from traditional sports centers.
- The realization of the dojo can contribute to the development of Hungary's **sports and cultural tourism** and **strengthen Hungarian-Japanese relations.**

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GASTRONOMIC EXPERIENCE

Brief Presentation of the Project

- Hungary, especially Budapest, is a **dynamically developing gastronomic** center where demand for international cuisine is constantly growing. Local and foreign guests are increasingly open to **authentic, experience-based dining** forms that convey not just food, but culture as well.
- A **traditional Japanese restaurant** — built on quality, detail, and Japanese hospitality (omotenashi) — fits well into the premium segment of the Hungarian gastro market.
- The Hungarian capital's strong **tourism appeal**, the **presence of an international audience,** and the **growing interest in Japanese** and Asian **culture** create an ideal environment for the successful operation of an authentic Japanese restaurant.
- The project would offer not only a gastronomic specialty but also a **cultural experience,** while representing a stable, long-term sustainable business opportunity.

Long-term Goal

- The project aims to open an authentic Japanese restaurant that presents the best of Japanese gastronomy, hospitality, and culture.
- The restaurant combines the fine dining experience with cultural authenticity, creating a unique market position.



Target Group

- Domestic guests open to high quality (ages 20-60),
- Foreign tourists and expats,
- Venues for business dinners and diplomatic events, and
- Audiences interested in Japanese culture. (Gastro and lifestyle enthusiasms)

Special Services

- Tasting menus and seasonal Kaiseki dinners,
- Tea ceremony and Sake tasting programs,
- Japanese gastro evenings, cultural workshops (e.g., sushi making, calligraphy, ikebana).

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ONSEN - BATH

Brief Presentation of the Project

- The aim of the facility is to create an **authentic Japanese Onsen** experience using Hungarian thermal water. The uniqueness of the project lies in **combining the quiet, ritualistic, and spiritual world** of Japanese bath culture with Hungarian thermal traditions and the extraordinary quality of local medicinal waters.

What makes an Onsen more than just a bath:

- It differs from the usual bath culture,
- It is more intimate, quieter,
- It offers a higher quality, meditative state of mind,
- Special, authentic experiences.

Positioning of the Bath

- Premium, authentic, **quiet wellness** and medicinal bath offering a unique East-West fusion.

Image and Design

- Minimalist Japanese architecture,
- Natural materials: wood (cedar, bamboo), stone, ceramics,
- Open and semi-open spaces,
- Zen garden with stones, bamboo, waterfall,
- Shōji-style sliding walls,
- Soft, warm lights.

The essence of the Onsen is to create a quiet, meditative atmosphere.



Health Preservation and Mental Wellness Center

- In today's world, there is a growing demand for **stress management**, mindfulness, and a slow lifestyle.
- The onsen philosophy — **silence, purity, naturalness** — perfectly fits these trends.

Strong Tourism Appeal

- It would attract Asian tourists seeking a familiar experience , **draw attention from European** and American visitors with its uniqueness , and create a **new market niche** in wellness and medical tourism.
- Why the **Onsen** is **more than a simple bath:** it differs from the usual bath culture , it is more intimate and quieter , and it provides a **higher quality, meditative experience.**

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PROGRAMS - FESTIVALS

Various Programs and Festivals throughout the year

🌸 Spring

- Sakura Matsuri (Cherry Blossom Festival) - March-April,
- Hina Matsuri (Girls' Day) - March 3,
- Hanami (Flower Viewing) - March-April,
- Koinobori (Children's Day) - May 5

☀️ Summer

- Tanabata Matsuri (Star Festival) - July 7,
- Obon (Ancestors' Festival) - mid-August,
- Gion Matsuri (Kyoto) - July,
- Nebuta Matsuri (Aomori) - August.

🍁 Autumn

- Tsukimi (Moon Viewing) - September-October,
- Kiku Matsuri (Chrysanthemum Festival) - October-November,
- Shichi-Go-San (Blessing for 3, 5, 7-year-olds) - November 15.

❄️ Winter

- Oshōgatsu (Japanese New Year) - January 1-3 ,
- Setsubun (Farewell to winter) - around February 3,
- Sapporo Snow Festival - February.

🎎 Year-round events:

- Japan Day – gastronomy, martial arts, art and music
- Anime & Cosplay Festival – popculture, fan communities, workshops,
- Tea & Zen Festival – meditation, tea ceremony, Japanese cuisine,
- Japanese Film Week / Art Week – cinema, literature, music, performances.



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LOOKBOOK





HELLO JAPAN -
PARK PROJECT

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HELLO JAPAN PARK





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HELLO JAPAN HOTELS

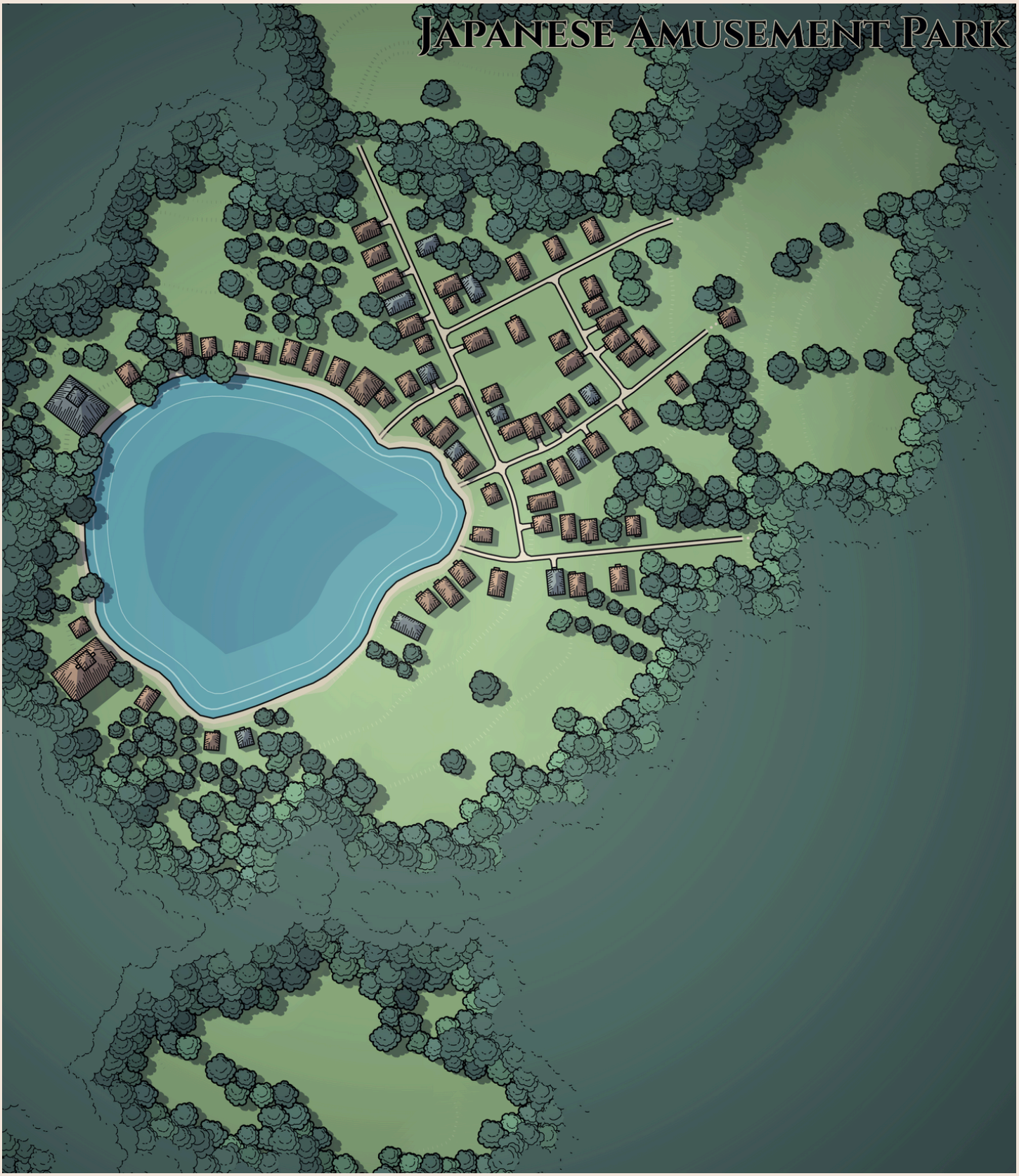




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