

For Immediate Release

A Legendary Cultural Partnership of Two Legends: Hotel Okura & Plataran Indonesia - A Hospitality Friendship Diplomacy

TOKYO, JAPAN and JAKARTA, INDONESIA, February 6, 2025 - Hotel Okura Co., Ltd., the leading global Japanese hotel operator that embodies Japan's *Omotenashi* spirit of hospitality and Plataran Indonesia, known as the Home of Next Level Indonesian Hospitality, are pleased to announce that they have signed a strategic alliance agreement on February 6, 2025. The two icons of hospitality proudly unveil a landmark cultural exchange partnership that bridges the rich heritage of Indonesia with the refined traditions of Japan. This visionary alliance is rooted in a shared passion for excellence, authenticity, and impact-driven hospitality, based on their respective rich cultures, setting new standards in luxury, engaged, and integrated hospitality.



Plataran Indonesia CEO & Founder Mr. Yozua Makes (left)
and Hotel Okura President Toshihiro Ogita (right)

Hotel Okura, celebrated globally for its impeccable Japanese-style hospitality, shares a profound synergy with Plataran in their dedication to excellence and cultural authenticity. Both stand as iconic national brands with a strong international presence, recognized for their commitment to exceptional hospitality that resonates with cultural authenticity. Plataran Indonesia, one of Indonesia's most prominent hospitality platform industry leaders, renowned as the home of the next level of Indonesian hospitality and a self-destination group of hotels and resorts, is deeply rooted in its three foundational pillars: Nature, Culture, and Community.

With a focus on raising the benchmarks of endless excellence and with the true experience of their respective cultures and hospitality, this cultural partnership not only redefines luxury for today but also lays a foundation for future generations. Through shared expertise and a commitment to community and purpose, Okura and Plataran are crafting a new narrative in global hospitality—one that is as impactful as it is unforgettable.

Toshihiro Ogita, President of Hotel Okura, said, “We are truly honored to form a partnership with Plataran, a leading hospitality group that aspires to be a ‘True Indonesian Icon.’ Since its foundation, Plataran has committed itself to the conservation of nature, the celebration of Indonesia’s cultural heritage, and giving back to the community, values that Hotel Okura shares. We see a common thread in our commitment to providing authentic experiences rooted in tradition and in our dedication to personalized and exceptional hospitality. Through this partnership, we aim to serve as a bridge between Indonesia and Japan, helping to promote cultural exchange.”

Yozua Makes, Plataran Indonesia CEO & Founder, said, “This partnership represents a shared vision of how the hospitality sector can play a pivotal role in preserving culture and showcasing a nation’s heritage, as well as preserving cultural diplomacy between Indonesia and Japan. Through Plataran’s philosophy of ‘Hospitality with Impact’, we strive to celebrate Indonesia’s natural and cultural treasures while fostering deeper connections between Indonesia and Japan. Hotel Okura, a legendary name in hospitality with an esteemed international presence, has consistently provided the highest quality experiences enhanced by Japan’s unique sensibilities, traditions, and culture and is the home of many world leaders when visiting Japan. Their commitment has earned the loyalty of elite travelers from across the world and inspires us to achieve even greater heights in delivering meaningful and memorable guest experiences. Together with Hotel Okura, we aim to deliver world-class experiences that honor tradition and promote cultural exchange.”

By combining their legacies, Okura and Plataran aim to create an inspiring platform for cultural exchange, innovation, and collaboration. This partnership harmonizes the art of hospitality, dining, and guest experiences, celebrating the unique significance of their respective cultures while shaping a sustainable, inclusive, and empowering future.

The Strategic Alliance Agreement was signed on 6th February 2025 by the CEOs of Okura and Plataran Indonesia, Mr. Toshihiro Ogita and Mr. Yozua Makes in front of the Minister of Tourism and the Minister of Foreign Affairs of Indonesia.

Partnership Concept: Fostering friendship between Indonesia and Japan. This collaboration between the two hotel groups, rooted in the unique cultures and traditions of both countries, aims to promote mutual understanding, boost cultural exchange and diplomacy, and provide real value.

Sales and Marketing Cooperation: The partnership aims to amplify brand recognition in both markets through effective joint promotions and mutual utilization of the two companies’ sales networks and membership programs, namely Okura’s “One Harmony” and Plataran’s “Circle of Friends.”

Product and Service Collaboration: Leveraging their strengths in culinary offerings, the partner companies aim to highlight gastronomy diplomacy and provide unique dining experiences featuring authentic Japanese and traditional Indonesian cuisine. Their goal is to enhance service quality by integrating Plataran's customer-centric philosophy with Okura's meticulous approach to Japanese-style hospitality as both leaders in their hospitality industry at a premium level.

Joint Brand Development in Indonesia: A hotel will be developed in Indonesia, a joint effort that will leverage Plataran's local know-how and Okura's meticulous service offerings inspired by the tradition of Japanese hospitality. It will offer a blend of cultures and provide innovative services tailored to an international audience.

Personnel Exchange and Development: The two companies will implement employee exchange programs to deepen mutual understanding of each other's operations and to develop personnel with multicultural skills who can serve as a bridge between Indonesia and Japan.

About Hotel Okura Co., Ltd.

Hotel Okura Co., Ltd., founded in 1958, opened its flagship Hotel Okura Tokyo in 1962 as a first-class hotel that quickly became renowned worldwide for its blending of traditional Japanese beauty with the very best in accommodation, cuisine, and service. It closed its doors in August 2015, and after four years of rebuilding work, reopened as The Okura Tokyo in September 2019. Hotel Okura has extensive expertise in the hospitality world, including asset ownership and hotel development, as well as hotel management, the restaurant business, and chain operations through its subsidiaries and other group companies. The brand unites member hotels under its "Best Accommodation, Cuisine, and Service" philosophy to ensure that all guests enjoy Okura's signature hospitality, which combines Japanese attention to detail and Western functionality. Please visit www.okura.com.

Okura Nikko Hotel Management Co., Ltd., a subsidiary of Hotel Okura, operates 80 properties (53 in Japan and 27 overseas), encompassing approximately 23,990 guest rooms (as of February 1, 2025) under three hotel groups: [Okura Hotels & Resorts](#), [Nikko Hotels International](#) and [Hotel JAL City](#). Please visit www.okura-nikko.com.

About Plataran Indonesia

Founded in 2009 as a family-owned company, Plataran Indonesia is a proudly national company engaged in the hospitality platform, having garnered both global and national accolades. These include the Sustainable City and Human Settlement Awards from the Global Forum on Human Settlements, Runner-Up for Best Asian Sustainable Destination, and Top Sustainable Destinations 100 from Green Destinations, Indonesian Leading Hotel Chain from the Indonesian Leading Hotel Chain awards, as well as the recent winner of the Condé Nast Johansens award. Plataran is also widely recognized as The True Indonesian Icon, The True Indonesian Ecotourism Icon, and Home of Next Level Indonesian Hospitality, emphasizing three core pillars—Nature, Culture, and Community of Indonesia—on both the national and global stage.

Driven by a strong passion of Impactful Hospitality, Plataran Indonesia actively contributes to building a better Indonesia through its three key pillars:

- Nature: Plataran Indonesia champions environmental responsibility through its “Plataran for the Earth” program. The company’s dedication to sustainability is exemplified by its tree-planting initiatives in Bali Barat National Park, a key factor in Plataran Menjangan Resort & Spa receiving the ASEAN Green Hotel Award 2023.
- Culture: Through “Plataran for the Heritage,” Plataran Indonesia celebrates the nation’s rich cultural heritage. Its commitment to culture is reflected in thoughtfully curated cultural experiences offered across its properties. These experiences connect guests to the essence of Indonesian culture, including the featured route in the “True Indonesian Ecotourism Experience” program.
- Community: Plataran Indonesia fosters strong connections with local communities and actively collaborates with diverse groups, including sports enthusiasts. Its “Plataran for the People” initiative demonstrates this commitment by promoting inclusivity and a positive social impact.

By uniting these elements, Plataran Indonesia forms a harmonious whole, aiming to positively impact the environment, preserve cultural heritage, and uplift communities across Indonesia. For more information, visit www.plataran.com or follow [@plataranindonesia](https://www.instagram.com/plataranindonesia) on Instagram.

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