



International
Hospitality
Investment Forum

The Nippon Track – Opportunities in Japan

16–18 September 2026 | Regent Hong Kong

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AN EXPERIENCE FROM
Questex



The Nippon Track at IHIF Asia

A high-impact platform connecting global capital, brands, and innovation with Japan's most compelling hospitality opportunities.

The Nippon Track is a dedicated **3-hour investment and opportunity forum** on the **opening day of IHIF Asia 2026**, designed to convene **130+ senior decision-makers** shaping the future of Japan's hospitality market, including both inbound investment into Japan and Japan's outbound investment into the Rest of Asia and Rest of World.

At a moment when **capital flows, tourism demand, and asset performance in Japan are all at historic highs**, the Nippon Track offers sponsors privileged access to the executives and enabling deal-making conversations.

The Nippon Track is a curated commercial environment where **investors, owners, developers, operators, and solution providers** actively explore transactions, partnerships, and market entry strategies.

Why Sponsor the Nippon Track

- Japan is Asia's most resilient and transparent hospitality investment market
- Inbound tourism, RevPAR, and transaction volumes are breaking records
- Japanese groups are deploying capital globally, while international players scale rapidly in Japan
- Owners and investors are actively seeking brands, technology, efficiency, and redevelopment solutions



Japan: A Compelling Hospitality Growth Story

High performance. Strong demand. Clear rules.

Japan's hospitality market combines stable fundamentals with exceptional growth visibility, making it a priority destination for both global and regional capital.

42.7 million
inbound visitors in
2025, a new record;
forecast to reach
60 million by 2030

Tourist spending
reached **~JPY 9.5
trillion** in 2025,
supporting ADR and
profitability across
segments

Hotel transaction
volumes reached
JPY 820 billion
in 2025

Hospitality market
value estimated at
~USD 47.4bn in
2025, projected to
reach **~USD 58.6bn**
by 2030

Japan delivers something rare: **Strong upside with controlled risk.**

Prominent Japanese Firms Attend IHIF Asia

Atsumi & Sakai

Fortress Investment Group

HERM Inc.

Hotel Management Japan Co. Ltd.

IHG ANA Hotels Group Japan

Japan Hana Real Estate Co.,Ltd

Japan Hotel REIT Advisors

Kessaku Inc.

Mitsubishi HC Capital Realty Inc.

Mitsui Fudosan Co., Ltd.

ORIX Real Estate Investment Advisors Corp

Seibu Prince Hotels Worldwide Inc

TAKENAKA Corporation

TRUNK Co. Ltd.

and more



The Sponsorship Advantage



Unmatched Access to Decision-Makers

- Direct access to C-suite investors, owners, developers, and operators
- Live discussions on M&A, co-investment, management contracts, and redevelopment



Showcase Your Expertise & Solutions

- Brand expansion, conversions, and operating models
- Technology, automation, AI, and labour efficiency solutions



Premium Brand Visibility in a High-Growth Market

- Presence on mainstage panels and curated track sessions
- Exposure through event storytelling, digital promotion, and on-site branding



Early Access to Opportunities

- Visibility into redevelopment districts and regional growth markets
- Engagement with owners exploring brands, franchises, and JVs



Sponsorship Packages 2026

Benefits	Lunch sponsor (EXCLUSIVE)	Track Sponsor	Jade	Pearl
Nippon Track conference pass with full access to IHIF Asia and the Branded Residences (BxR) Track	6	5	4	3
Exhibition space	HK\$ 20,000	✓	✓	HK\$ 20,000
Sponsor's name and/or logo featured pre-event and across on-site signage	✓	✓	✓	✓
Branding of the conference lunch	✓			
Branding on the plenary stage backdrop	✓	✓	✓	✓
Discounted passes for employees of sponsoring companies	✓	✓	✓	✓
Access to the attendee list in PDF format - Nippon Track only	✓	✓	✓	
Access to the IHIF Asia networking and event platform	✓	✓	✓	✓
Investment	HK\$ 160,000	HK\$ 140,000	HK\$ 120,000	HK\$ 110,000

Book Now To Secure Your Space

Limited Number Available

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