



MOXY HOTELS BRINGS ITS PLAYFUL SPIRIT TO JAPAN'S PREMIER ALPINE DESTINATION WITH OPENING OF MOXY NISEKO VILLAGE

The 310-room hotel debuts with direct ski-in/ski-out access to Niseko Village, placing guests steps from some of the world's most celebrated skiing terrain



Moxy Niseko Village – Loft Bunk Beds

Tokyo, Japan – September 3, 2026 – [Moxy Hotels](#), part of Marriott Bonvoy's portfolio of over 30 extraordinary hotel brands, announces its Niseko debut with the opening of [Moxy Niseko Village](#). Situated adjacent to the Niseko Village Gondola in the heart of Japan's leading powder skiing destination, the hotel will bring Moxy Hotels' bold, social spirit to the mountains, offering seamless ski-in/ski-out access and a fresh, energetic base for travelers seeking thrill both on and off the slopes.

"Moxy Niseko Village reflects the evolution of travel today, where guests are seeking authentic destinations, flexible experiences and meaningful opportunities to connect," said **Cristiano Rinaldi, Chief Lodging Product & Services Officer, Asia Pacific excluding China, Marriott International**. "Niseko's year-round appeal, global reputation and adventurous spirit make it a natural fit for Moxy. This opening brings the brand's playful social energy to one of Japan's most celebrated mountain destinations, creating a stay experience that is approachable, design-forward and deeply connected to the destination."

Key Facts	Details
Brand	First Moxy Hotel in Niseko; fifth in Japan
Rooms	310 guestrooms
Location	Ski-in/ski-out hotel adjacent to Niseko Village Gondola
Dining	Three distinct dining and social venues
Facilities	Social hub, 24/7 fitness center
Activities	Skiing, snowboarding, hiking, cycling and golf
Nearby Attractions	Niseko Village, golf courses, dining and shopping

Inspired by Hokkaido's natural landscapes, the hotel's interiors bring together Moxy's bold, contemporary aesthetic with Japanese craft and pop culture influences, creating spaces that balance playful energy with a strong sense of place. Drawing on the design narrative of "the craft of play," traditional Japanese elements are reimagined through colourful Kawaii-inspired styling, nostalgic objects and artwork that references both Japan's cultural heritage and Niseko's mountain landscape. Moxy Niseko Village features 310 guestrooms smartly designed for modern travelers, maximizing functionality and comfort while providing everything guests need to recharge after a day on the slopes or exploring Hokkaido.

Dynamic Social Spaces for Connection and Play

Designed with Moxy's signature playful spirit, the spaces around the hotel offer a glimpse into the eclectic spirit of Japan's vibrant street culture, where tradition is unboxed in a modern social setting. Bold visual moments, nostalgic references and playful styling bring unexpected character to the guest experience, creating spaces made for exploration, interaction and spontaneous connection. At the heart of the hotel, **Moxy Bar** is a vibrant social hub where guests can check in, connect over drinks and unwind after a day of exploring Niseko.

Food and beverage options reflect the dynamic pace of Niseko. **Moxy Bar & Cafe** offers bites, sips and cheeky vibes throughout the day; guests can start their morning with an energizing breakfast, while **Moxy Grab & Go** offers an all-day selection of fast snacks, and drinks for those always on the go.

Additionally, **Moxy Gym**, the hotel's 24/7 fitness center, allows guests to maintain their fitness regimen while traveling or build up stamina for a day on the ski slopes. Guests can unwind at the hotel's outdoor foot onsen, designed to soothe tired muscles and provide a moment of relaxation after a day of outdoor exploration or skiing in Niseko's renowned powder snow.

Gateway to Niseko's Four-Season Playground

Moxy Niseko Village is a year-round base for adventure, offering direct access to Niseko's renowned winter sports alongside hiking, cycling and golf during the green season. Located within the Niseko Village ski resort at the base of Mount Niseko Annupuri, the hotel sits near dining, shopping and

onsen experiences and is conveniently connected to Hokkaido's key destinations, just two hours from New Chitose International Airport, with JR Niseko Station only 10 minutes away and JR Kutchan Station 20 minutes away.

The opening marks Moxy Hotels' debut in Japan's alpine resort market and coincides with the launch of a new eight-person gondola from December 2026, doubling uplift capacity and enhancing access to more than 30 kilometers of ski terrain. Just steps away, Niseko-yo's dining and lifestyle offerings further reinforce the hotel's position at the center of one of Asia's most exciting mountain destinations.

“We are thrilled to welcome guests to Moxy Niseko Village and introduce the brand’s playful, social spirit to one of the world’s most celebrated alpine destinations,” **said Panch Ratnavale, Captain, Moxy Niseko Village.** “Whether visiting for Niseko’s legendary powder snow, outdoor adventures during the green season, or the beauty of Hokkaido, guests will find an energetic and approachable base that combines modern comfort, seamless connectivity, and opportunities to connect with fellow travelers. We look forward to creating memorable stays and becoming part of the Niseko community.”

Moxy Niseko Village will be the brand’s fifth location in Japan, joining Tokyo, Osaka and Kyoto, and its debut in the country’s alpine resort market.

For reservations and more information, visit <https://www.marriott.com/en-us/hotels/ctsox-moxy-niseko-village/overview/>

###

About Moxy Hotels®

Moxy offers a playful hotel experience for the young at heart. With over 175 properties open in more than 30 countries and territories, Moxy boldly breaks the rules of a conventional hotel stay across the globe. The non-traditional experience starts with check-in at Bar Moxy and comes to life throughout its social public spaces, like the Lounge and Library, and the small but smart bedrooms. Moxy provides stylish, industrial design and sociable service at an attractive price point, so that guests can splurge on the experiences that matter most to them during their travels. Moxy celebrates nonconformity, open-mindedness, and originality above all – forever giving its guests permission to *Play On* #atthemoxy. For more information, visit www.moxyhotels.com and join the fun #atthemoxy on [TikTok](#) and [Instagram](#). Moxy is proud to participate in Marriott Bonvoy®, the global travel program from Marriott International. The program offers members an extraordinary portfolio of global brands, exclusive experiences on [Marriott Bonvoy Moments](#), and unparalleled benefits including free nights and Elite status recognition. To enroll for free or for more information about the program, visit marriottbonvoy.com.

About Marriott Bonvoy®

Marriott Bonvoy, Marriott International’s portfolio of more than 30 hotel brands and 10,000 global destinations, offers renowned hospitality in the most memorable locations around the world. The award-winning travel program and marketplace gives members access to transformative, eye-opening experiences around the corner and across the globe. To enroll for free or for more information about Marriott Bonvoy, visit marriottbonvoy.com. To download the Marriott app, go [here](#). Travelers can also connect with Marriott Bonvoy on [Facebook](#), [X](#), [Instagram](#), and [TikTok](#).

Media Contact

Saadhvi Mehra

Director Brand PR

Marriott International, Asia Pacific excluding China

saadhvi.mehra@marriott.com