



Signing Ceremony May, 2026, Tokyo



Rendition of Hotel Okura Thermal Resort & Spa Cappadocia

Japanese Hotel Giant Okura Partners with KK Universal for Its First Project in Türkiye

KK Universal, the international real estate and tourism investment group headquartered in Istanbul, is preparing to carry Mustafapaşa (Sinassos), which harbors the historical heritage of Cappadocia, into the world luxury tourism league through a hotel management agreement signed in Tokyo with Hotel Okura Co., Ltd., one of Japan's most prestigious hotel operators.

Bringing together Türkiye's most qualified, mineral-rich, licensed thermal waters, the world-renowned representative of teppanyaki restaurants Sazanka, and a holistic wellness area spanning over 3,500 square meters under a single roof, Hotel Okura Thermal Resort & Spa Cappadocia will redefine luxury accommodation standards with refined events integrated into the region's cultural heritage and personalized concierge services.

As a symbol of Okura's trust in Türkiye and KK Universal, the group's Istanbul project has been placed on the agenda following Cappadocia. This new move, planned to be announced in the near future, will further strengthen the economic and cultural ties between the two nations.

Hotel Okura Co., Ltd., one of the leading representatives of the Japanese business world and the global luxury hospitality sector, chose KK Universal which stands out with its strong financial discipline and international operational vision for its first long-term investment in the Turkish market. In this context, the premium thermal hotel project, which holds the distinction of being Hotel Okura Co., Ltd.'s first investment in Türkiye and is located in Mustafapaşa (Sinassos), the hidden gem of Cappadocia, became official with a high-level signing ceremony held in Tokyo.

The ceremony was attended by Chairman of the Board **Kaan Namlıcı** and Board Member **Kübra Akbalık Namlıcı** on behalf of KK Universal. Hotel Okura Co., Ltd. was represented by President **Toshihiro Ogita**, Representative Director **Itaru Ashida**, and Executive Advisor **Masao Taguchi**. On behalf of Okura Nikko Hotel Management Co., Ltd., Vice Chairman **Marcel P. van Aelst**, President and CEO **Hidechika Takasaka**, and Board Member **Yoshinori Yamamoto** were present at the ceremony. The ceremony was also attended by **Saruhan Saraylı**, Chairman of the Board of Saraylı Group and Okura Saraylı Hotel Management A.Ş., alongside **Mieko Wanibuchi**, who plays an active role in the DEIK Türkiye-Japan Business Council, serves as the Chairperson of Ginza Tailor Group Co., Ltd. and is a shareholder of Okura Saraylı Hotel Management A.Ş.

Emphasis on Confidence in Türkiye

"We are proud to partner with Hotel Okura on its first project in Türkiye," said **Kaan Namlıcı**, Chairman of KK Universal. "With its institutional strength, century-long heritage, and global influence in hospitality, Hotel Okura's entry into the Turkish market is a significant endorsement of Türkiye's growing appeal as a luxury and experience-led destination. As KK Universal, while bringing a completely new approach to tourism in Türkiye, we aim to attract the world's highest-segment, high-spending premium tourist profile—particularly from Japan and the Asian region—to Cappadocia through this visionary partnership. By blending Hotel Okura's world-renowned Japanese aesthetics and superior hospitality concept with Cappadocia's local cultural heritage and thermal riches, we are building a destination that will extend durations of stay in the region and create a travel motivation entirely on its own. I believe this partnership will be a new turning point in Türkiye-Japan tourism diplomacy."

Partnership to Support Long-Term Growth

The Okura Group traces its heritage to Kihachiro Okura, entrepreneur and founder of the Okura business group, whose construction business later evolved into today's Taisei Corporation. Taisei is well known in Türkiye for its role in the Marmaray Project, the railway tunnel connecting Europe and Asia beneath the Bosphorus in Istanbul.

As part of its strategy to bring its international operating expertise and service standards to Türkiye, Hotel Okura Co., Ltd. is also working with KK Universal on a new project in Istanbul. The development is currently in the planning phase, with further details expected to be announced in the near future.

Symbol of Cultural Synergy: An Anatolian Gate in Tokyo

In memory of the agreement signed in Tokyo, a special artwork designed and produced with advanced ceramic techniques by KK Universal Board Member Kübra Akbalık Namlıcı herself, inspired by the architectural texture of the region was presented to Toshihiro Ogita, President of Hotel Okura Co., Ltd. Inspired by the traditional Anatolian-Greek architectural gates and symbolic motifs of Cappadocia, this unique piece brings together advanced ceramic techniques and traditional craftsmanship.

Asian Tourist Wave Targeted for Cappadocia

While the implemented collaboration brings a completely new approach to tourism in Türkiye, **Hotel Okura Thermal Resort & Spa Cappadocia**, which will bring Okura's signature hospitality to Cappadocia, will elevate the interest of premium Asian tourists in Türkiye to its peak.

The hotel will rise at the very heart of Mustafapaşa's (Sinassos) untouched historical Greek-Turkish cohabitation heritage, which was selected as the "Best Tourism Village" by the UN Tourism. In the project, where ancient structures reflecting the soul of the region, such as an old mansion and the historical Priest's House, will be transformed while remaining faithful to their originals, a unique design language synthesizing old and new architecture will be adopted. In this regard, the historic Greek mansion integrated into the project is considered an important architectural and experiential element that enhances the cultural depth of the destination, and the restoration process is being carried out by KK Universal with great sensitivity and care.

Targeted to welcome its guests starting from May 2028, the 102-room hotel stands out with its spa, wellness, and thermal area designed over 3,500 square meters. This centre, which will offer visitors not only a luxury accommodation but a holistic healing and rejuvenation experience, will utilize one of Türkiye's most qualified, mineral-rich, licensed thermal waters. Standing out with its healing and restorative properties, this licensed source will be positioned as one of the most key values strengthening the project's wellness focus.

Demonstrating an ambitious stance in the field of gastronomy as well, the facility will offer three different restaurant options, consisting of two "à la carte" and one "all-day dining" venue. The most remarkable of these options will be Sazanka Restaurant, belonging to the Okura brand, which is among the world-renowned teppanyaki restaurants. Sazanka will provide its guests with a very exclusive gastronomic experience within the atmosphere of the historical mansion. The lower level of the historic mansion will house a special à la carte restaurant alongside a signature bar offering a premium experience with its unique identity. While the All-Day Dining Restaurant brings together local Anatolian flavors, Italian cuisine, and select touches from world cuisine on its menu, the Lobby Patisserie located in the lobby will present local Cappadocian tastes and regional products to guests.

The facility, which will incorporate Cappadocia's most exclusive concierge services, will offer its guests the opportunity to discover the natural, cultural, and historical wealth of the region through fully personalized experiences. Thanks to meticulously curated special events integrated with the region's cultural heritage, Cappadocia's unique story will be conveyed not just through places to visit, but through multi-dimensional experiences intertwined with art, gastronomy, craftsmanship, music, and local life.

About KK Universal

Creating end-to-end value across the real estate, tourism, and hospitality sectors, KK Universal is an Istanbul-based international investment group that consolidates project development, brand positioning, asset management, and operational processes under a single corporate umbrella. Focused on creating long-term assets in prime locations, KK Universal has spearheaded pioneering investments containing industry firsts, such as Vakko Hotel & Residences, Türkiye's first fashion-brand hotel, and Moxy Istanbul Beyoğlu, the first Moxy Hotel project in collaboration with Marriott. Redesigning real estate and hospitality projects as "lifestyle categories" rather than repeating traditional formulas, the group merges architectural discipline, strong brand architecture, and operational excellence onto a single corporate platform. Possessing a deep corporate heritage rooted in the acquisition of Vastned Retail N.V.'s Turkish portfolio in 2017, KK Universal invests not only in the physical value of assets, but also in the cultural and emotional bonds they carry. Backed by its solid financial structure and global partnerships, KK Universal continues its growth moves across Türkiye and Europe by creating long-term value in prime destinations.

www.kkuniversalinc.com

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/corporate/

Okura Nikko Hotel Management Co., Ltd., a subsidiary of Hotel Okura, operates 80 properties (53 in Japan and 27 overseas) encompassing some 24,036 guest rooms (as of July 1, 2026) under three hotel groups: Okura Hotels & Resorts, Nikko Hotels International and Hotel JAL City.

Please visit www.okura.com