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note inc.
April 21, 2026

note Subsidiary Tales & Co. and Hoshino Resorts Risonare Nasu to Launch "The Disappeared Highland Witch," Japan’s First*1 Overnight Immersive Storytelling Experience

Tales & Co. Inc., a subsidiary of note inc., will collaborate with Hoshino Resorts Risonare Nasu (Nasu, Tochigi Prefecture) to host "The Disappeared Highland Witch," an overnight immersive storytelling experience, from June 7 to June 30, 2026.

This project marks Japan’s first*1 overnight storytelling experience where an author writes an original story specifically for a resort, allowing guests to immerse themselves in that world. For Tales & Co., which expands creators' stories across various media, this is the first joint project with a lodging facility. It extends the reach of storytelling beyond novels and films into the resort stay experience itself.

*1: Based on internal research (March 2026) as an instance where an author wrote an original story specifically for a lodging facility.

Project Background: Adding the Value of "Stories" to Lodging

Lodging facilities are increasingly chosen not just as places to stay, but as places to enjoy experiences. International research shows that hotels offering experiential content see guest in-property spending that is 20% higher on average*2.

In Japan, there is a growing movement to incorporate entertainment into lodging. An increasing number of hotels offer puzzle-solving events in collaboration with popular manga or anime. However, there has never been an experience where an author writes an original story for a specific location and guests immerse themselves in that world.

Hoshino Resorts has created unique experiences through local charm, architecture, and activities. This project adds a new element: an "author’s story." A story written specifically for a location is a unique software asset that cannot be easily replicated.

This collaboration was made possible by Tales & Co., which expands creators' stories across various media, and Risonare Nasu, which has cultivated unique value as an "Agriturismo Resort" combining agricultural experiences with tourism.

*2 Source: "The Experience Index: A data-driven evaluation of the world’s leading hotel brands" (https://www.turneo.com/experience-index)

About "The Disappeared Highland Witch"

This is an overnight storytelling experience where your choices change the ending. Set at Risonare Nasu, a vast agriturismo resort approximately three times the size of Tokyo Dome, guests receive a letter and photographs to begin a journey investigating the truth about a "witch" who once lived there.

The included photographs contain memories of the past extracted by the witch. By solving puzzles to identify the locations in the photos and visiting them, guests can read the story.

As the story progresses, it reveals a tale of two people: the witch and a young man. At the end of these memories lies the "Timeless Mailbox." By choosing to post a letter to a person from the past, the ending of the story delivered the next morning will change. This offers an unprecedented immersive experience.

Features of This Project

1. A story spun specifically for this location by leading creators

The production team consists of creators active at the forefront of the entertainment industry.

- Puzzle Direction: TOKIKIRU
  - A puzzle-specialized apparel brand where only those who solve codes hidden in clothing earn the right to purchase. Based on the philosophy of "unforgettable shopping experiences," they produce numerous experiential contents such as a "shop you must leave immediately if spoken to" and a "bus that won't stop until solved."
- Story Production Support: TSUKURIGOTO
  - A production company on a mission to deliver the power of stories to society. They support and manage authors and scriptwriters, and engage in content production and publishing.
- Production: Tales & Co.
  - Established in May 2024 as a subsidiary of note inc. They expand the potential of stories and creators through various businesses. With over 1,000 registered creators, they collaborate with external companies (publishers, film companies, platforms, etc.) to execute projects that lead to creator success.

Rather than generic puzzle content, they have written an original story incorporating the grounds, natural environment, and culture of Risonare Nasu. The forests, plazas, and buildings all become part of the narrative, creating immersion only possible at this location.

2. The entire stay, from check-in to check-out, becomes a story

The experience is not limited to puzzle-solving. The entire two-day, one-night stay is designed as a story. Between story segments, guests can enjoy Risonare Nasu’s unique agriturismo experiences, such as dining at the buffet restaurant "SHAKI SHAKI," visiting the "Agri-Garden" activity facility, relaxing at "POKO POKO" with its Books & Cafe, or soaking in hot springs

overlooking the forest. It is a journey to walk through nature and quietly face the story, rather than an efficient sightseeing tour.

3. Bringing stories created by creators into a real-life lodging experience

Tales & Co. delivers creators' stories through various formats, including publishing, film, games, and events. This project is a new example of extending that reach to lodging. Stories that previously existed in novels, anime, manga, and film can now be delivered as a resort stay experience, expanding the very places where stories can reach people.

Comments from Stakeholders

Takeshi Hagiwara (President and CEO, Tales & Co. Inc.)

"Travel inherently holds stories. Unfamiliar landscapes, unexpected encounters, and time away from daily life—memories of travel remain vivid because a 'personal story' is born. Tales & Co. wanted to enrich this power of travel. By combining the 'power of place' refined by Hoshino Resorts with the 'power of story' we have focused on, we offer a new experience that is different from just visiting or just reading. You are the protagonist of this story."

Tokiharu (Puzzle Direction / TOKIKIRU)

Selected for Forbes Japan "NEXT100." Producer of various puzzle and immersive content, including work for TBS and Immersive Fort Tokyo.

"In the fields you walk, someone you don't know may have shared a secret conversation. On the bench you sit on, someone may have made an unrequited confession. At the lakeside, someone may have shed tears. In this experience, I wanted the nature and grounds of Risonare Nasu to host 'proof of life.' The core of this story is not just solving prepared puzzles, but reading the traces and presence left on the land. I wanted to create a 'reading' experience that traces the proof of something that lived. Please read, interpret, and choose as you like. The disappeared highland witch has not been found yet."

Hiro Sakuragawa (Story Production / TSUKURIGOTO Support)

Grand Prize winner of the Net Novel Awards. Representative works include "The Probability of Killing My Wife Without Being Caught."

"I have always wanted to write a story where 'You are the protagonist!' I am truly happy to have this opportunity. Before I started writing, I visited Risonare Nasu. The air made me want to take deep breaths, the presence of living creatures, the fresh vegetables, and the sound of the bonfire—it was a wonderful place that felt both fresh and nostalgic. I wrote this story so you can savor that atmosphere even more deeply. If you feel like holding the hand of the person next to you after reading this, nothing would make me happier."

Takayuki Morita (General Manager, Risonare Nasu)

"As an 'Agriturismo Resort' where guests touch the life of farming in nature, Risonare Nasu has proposed stays that foster sensibilities. We introduced 'Story' as a new angle because we wanted to further expand how guests spend time at the resort. The experience of walking the grounds with a letter and photos to discover an ending through your own choices offers a deep immersion not found in traditional lodging. This time to sharpen the five senses will be a luxurious refreshment for adults. I hope guests enjoy this new form of travel, like experiencing a whole novel."

Summary of "The Disappeared Highland Witch"

Period: June 7 – June 30, 2026

Location: Hoshino Resorts Risonare Nasu

Target: Exclusive to overnight guests

Capacity: Limited to 3 groups per day (up to 4 people per group)

Price: From 28,900 JPY (per person for 2 people sharing 1 room, including tax and service charge)

Booking: https://hoshinoresorts.com/plans/JA/0000000017/0000000263 (up to 2 days in advance)

Duration: 2 days and 1 night (Check-in 15:00, Check-out 12:00)

Contents: Walking-style puzzle solving + branching story experience, accommodation + dinner/breakfast (at "SHAKI SHAKI") + special benefits

Notes: Experience content may be partially modified in case of rough weather.

Special Site: https://hoshinoresorts.com/jp/sp/nazotoki/

Planning/Production: Tales & Co. Inc. / TOKIKIRU / TSUKURIGOTO

About Risonare Nasu

Japan's first[*3] "Agriturismo Resort[*4]" where guests can touch the life of farming in the rich nature of Nasu. Away from the hustle and bustle of the city, guests can enjoy a resort stay that restores their senses through seasonal changes, local food, and activities.

Location: 2301 Takakuoto Michishita, Nasu-machi, Nasu-gun, Tochigi 325-0303
Rooms: 43
Price: From 24,000 JPY per night (per person for 2 sharing 1 room, including tax and breakfast)
URL: https://hoshinoresorts.com/ja/hotels/risonarenasu/

*3: Internal research on "Agriturismo Resorts" in Japan (April 2019).
*4: "Agriturismo" is a term combining "Agricoltura" (agriculture) and "Turismo" (tourism). It refers to a travel style where guests enjoy local farming, nature, and cultural exchange.

About Risonare

Risonare is a resort hotel brand operated by Hoshino Resorts. The concept is "PLAY HARD"—to be fully absorbed in enjoyment. Through spatial design leveraging local characteristics and various activities, it provides guests with stays that exceed expectations.
There are currently 8 facilities, with Risonare Shimonoseki opening in December 2025 and Risonare Fukui planned for 2027.
URL：https://hoshinoresorts.com/ja/brands/risonare/

About Tales & Co. Inc.

Established in May 2024 as a subsidiary of note inc. to expand the potential of stories and creators. The company acts as an agent for creators, produces original content, and undertakes planning for external companies, collaborating with publishers, film companies, and game developers. It has over 1,000 registered creators and co-operates the story posting site "TALES" with note inc.

Location: 6-6-2 Kojimachi, Chiyoda-ku, Tokyo 102-0083
Established: May 24, 2024
President and CEO: Takeshi Hagiwara
URL: https://talesandco.com/

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