

Press Release

For Immediate Release

July 17, 2026



SHIROIYA HOTEL IN MAEBASHI, GUNMA MAKES ITS DEBUT ON 50 BEST DISCOVERY, AN IN-DEPTH COLLECTION OF CITY GUIDES

50 Best spotlights venues from more destinations than ever before, with the additions of new restaurants, bars, hotels and vineyards on the 50 Best Discovery platform



Shiroiya Hotel, a leading art destination in Maebashi, Gunma Prefecture, joins 50 Best Discovery, an in-depth collection of city guides showcasing exceptional restaurants, bars, hotels and vineyards around the world. Following the addition of 650+ new venues to the platform in July 2026, more than 75 cities and towns are represented on 50 Best Discovery for the first time, further spotlighting dining, drinking and travel destinations around the world.

The new additions feature more than 210 restaurants, 110 bars and 130 hotels, as well as the integration of more than 190 vineyards as a new category. With this update, 50 Best Discovery now features 3,500+ hospitality establishments from across more than 800 cities and towns worldwide. Each venue, including Shiroiya Hotel, is selected after receiving a certain number of votes from the expert voting Academies that create 50 Best's leading global and regional lists.

Shiroiya Hotel symbolizes Maebashi City's cultural revival and creative spirit, seamlessly blending contemporary art, innovative architecture, and exceptional hospitality. Its acclaimed main dining restaurant, featuring local ingredients, has been recognized by *Gault & Millau* for five consecutive years. Reimagined by architect Sou Fujimoto from a historic inn, the hotel features guest rooms adorned with works by a diverse range of artists, as well as unique concept rooms created by internationally renowned artists and designers. Guests can enjoy locally inspired cuisine, immersive art installations, relaxing wellness facilities, and vibrant communal spaces enriched with lush greenery.

As a hotel founded with the mission of contributing to the revitalization of Maebashi, we at Shiroiya Hotel are deeply honored and proud to have been selected for inclusion in 50 Best Discovery, a recognition by leading hospitality industry experts. We hope this recognition will inspire travelers from around the world to visit Maebashi and experience not only a stay at Shiroiya Hotel and memorable moments at our restaurants and various facilities, but also to explore the city on foot and discover the unique charm and character of the local community.

<https://www.theworlds50best.com/discovery/Establishments/Japan/Maebashi/Shiroiya-Hotel.html>

A highly curated digital guide, 50 Best Discovery is the ultimate reference tool for discerning travellers, diners and cocktail-lovers. A combination of more than 3,000 Academy members — who are experts in their local restaurant, bar, hotel and vineyard scenes — vote for the venues that are ultimately featured on the platform. This means those following 50 Best Discovery are being guided by the world's foremost travel and hospitality connoisseurs. 50 Best Discovery operates as an extension of the annual 50 Best rankings of restaurants, bars, hotels and vineyards, though is not itself a ranking. 50 Best is ultimately responsible for the curation of the database. Restaurants, bars and hotels cannot apply to be part of 50 Best Discovery.

For more information on 50 Best Discovery, please visit the website here:

www.theworlds50best.com/discovery

Read more about selection criteria here: www.theworlds50best.com/discovery/about.html

About Shiroiya Hotel

ART DESTINATION: A Museum-Like Hotel Filled with Inspiration for the Senses

After 300 years as a long-standing ryokan in Maebashi, Gunma Prefecture, the Shiroiya reopened in December 2020 as the Shiroiya Hotel. Designed by architect Sou Fujimoto, the hotel was created to contribute to the revitalization of central Maebashi. The former building, which had been left vacant, was renovated to create a dramatic atrium of exposed concrete where a dreamlike "light art" installation by Leandro Erlich hangs. Throughout the hotel, guests can enjoy contemporary art and design in a lush, green setting, from guest rooms displaying various artworks to public spaces featuring a diverse art collection. The property also includes a restaurant, café lounge, patisserie, bakery, tea room, and three types of private saunas. The hotel's main dining venue, Shiroiya the Restaurant, has been listed for five consecutive years in the gourmet restaurant guide Gault & Millau. With a wide range of activities available inside and outside the hotel, the Shiroiya Hotel offers a stay filled with inspiration.



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About 50 Best Discovery

50 Best Discovery is an in-depth collection of city guides, which houses 3,500+ venues on the platform. With more than 800 cities and towns around the world included, 50 Best Discovery is designed to showcase more of lesser-known venues and cities in addition to well-known establishments, through travel guides, features and video content, in order to give the talent and the locations the attention and recognition they deserve. The result is a more diverse range of expert-recommended restaurants, bars, hotels and vineyards across the world, offering everything from emerging talent and local favourites, through to fine dining and sophisticated drinking establishments. 50 Best Discovery operates as an extension of the annual 50 Best rankings of restaurants, bars, hotels and vineyards, though is not itself a ranking.

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About William Reed

50 Best Discovery is owned and organised by William Reed, which also publishes The World's 50 Best Restaurants, launched in 2002, Latin America's 50 Best Restaurants and Asia's 50 Best Restaurants (both launched in 2013), Middle East & North Africa's 50 Best Restaurants (2022), North America's 50 Best Restaurants (2025), as well as The World's 50 Best Bars (2009), Asia's 50 Best Bars (2016), North America's 50 Best Bars (2022), Europe's 50 Best Bars (2026) and the latest global rankings, The World's 50 Best Hotels (2023) and The World's 50 Best Vineyards (2025). William Reed is entirely responsible for the organisation of the awards, the voting system and the list.