



SEKISUI HOUSE AND MARRIOTT INTERNATIONAL TO OPEN FAIRFIELD HOTELS IN JAPAN WITH THE EXPECTED ADDITION OF 15 HOTELS THAT WILL GIVE ACCESS TO HIDDEN GEMS ACROSS THE ISLAND NATION WITH FAIRFIELD BY MARRIOTT

The first crop of the anticipated 15 invitingly comfortable Fairfield by Marriott hotels are expected to open beginning in 2020

JAPAN – 28 November 2018 –Sekisui House Ltd. and Marriott International, Inc., announced the signing of 15 Fairfield by Marriott hotels across five prefectures in Japan - Kyoto, Wakayama, Mie, Gifu and Tochigi on 28 November, 2018. The 15 properties are expected to open by 2021, with the first dozen scheduled to open in late 2020. With more visitors exploring Japan's lesser known destinations, these upcoming Fairfield by Marriott Hotels will give travelers access to remote destinations whilst ensuring that guests can count on the international brand's standards of warm hospitality and inviting spaces with each and every stay.

“Japan has been experiencing robust growth in inbound tourist arrivals in recent years,” said Craig Smith, President & Managing Director, Asia Pacific, Marriott International. “This year alone, Japan has welcomed more than 20 million international travelers and is on track to reaching its goal of 40 million visitors by 2020. We see that, while there is increasing demand to explore destinations outside of the popular gateway cities, there is currently a limited amount of accommodations in these more remote areas. Together with Sekisui House, we believe in the potential of capturing this growing trend with the simplicity and reliability of Fairfield by Marriott hotels to showcase our commitment to providing warm hospitality in emerging destinations across Japan.”

The upcoming Fairfield by Marriott hotels will be situated in convenient locations near popular roadside rest stations called “Michi-no-Eki” in Japan. The Michi-no-Eki system was launched 20 years ago by the Japanese government to create a safe and comfortable roadside stop-over for road trip travellers, which also feature unique attributes of each region. There are currently more than 1,000 stations along popular motorways that provide convenient services for travellers, including locally-inspired dining venues, farm-fresh produce and traditional handicrafts. Many rest stops also have a tourist information center that guide visitors to nearby attractions, since many Michi-no-Eki stations are located near national parks and historic UNESCO World Heritage Sites.

“We are thrilled to launch this hotel development project with Marriott International, which will introduce a whole new way of experiencing Michi-no-Eki and its surrounding areas in undiscovered destinations across Japan,” said Yoshihiro Nakai, President & Representative Director, Sekisui House. “We hope to empower local communities through this project, by showcasing local cuisine, handicrafts and culture. We will work with local tourism operators and government partners to show the uniqueness of each destination and bring more domestic and international travellers to these remote areas.”

The swift speed and efficiency in which the 15 hotels are expected to open is largely due to the innovative construction process. These new Fairfield by Marriott hotels in Japan will be the first of their kind to be constructed in a factory, before being shipped to each site for assembly. This innovative modular construction model allows the hotels to maintain high-quality standards as well as reduce the construction assembly time on site. The hotels feature between 50 to 96 rooms and will offer guests comfortable yet simple hotel experiences in beautiful destinations.

Features of The Trip Base Michi-no-Eki Stations Project

- Working with various regional communities throughout Japan, Sekisui House and Marriott International propose and provide a journey through attractions of each region, empowering the Michi-no-Eki stations as travel hubs.
- This project will utilize Michi-no-Eki stations, which have been so far a place to rest and passed by for tourists, as hubs to create a network out of dispersed regional tourist attractions, maximizing their potential and empowering the regional revitalization.
- Fairfield by Marriott is a global brand with over 950 locations worldwide. Sekisui House will expand further into the non-residential sector by introducing this brand to Japan, combined with the superior quality and short construction periods possible with pre-engineered technologies developed through Sekisui House's residential business.
- Sekisui House will be responsible for the project management. SPCs dedicated to this project funded by Sekisui House, Mizuho Financial Group and other tourism specialized funds will own the properties which will be operated by Marriott International.
- A Sekisui House subsidiary will be responsible for the hotel business management and will attract the growing numbers of inbound tourists by catering to overseas tourist needs and leveraging the strengths of the Marriott International's brand.
- The Trip Base project aims to become a platform to revitalize secondary cities by working together with local governments and proactively developing alliances with partners.

Fairfield by Marriott hotels brings travellers closer to key attractions in five distinct prefectures across Japan

Kanto region's **Tochigi** prefecture features numerous historical sites including Shinto shrines and Buddhist temples recognised as UNESCO World Heritage Sites. Three hotels are expected to open in the area by late 2020:

- Fairfield by Marriott Tochigi Utsunomiya with 87 rooms
- Fairfield by Marriott Tochigi Motegi with 50 rooms
- Fairfield by Marriott Tochigi Nikko with 90 rooms

In the wild and largely unexplored wilderness of the **Gifu** prefecture in the Chubu region, travellers will find traditional mountain villages including UNESCO World Heritage Site, Shirakawa-go. Four Fairfield by Marriott Hotels are expected to open in the region by 2020:

- Fairfield by Marriott Gifu Mino with 53 rooms
- Fairfield by Marriott Gifu Gujo with 85 rooms

- Fairfield by Marriott Gifu Minokamo with 85 rooms
- Fairfield by Marriott Gifu Takayama with 60 rooms

Known for its beautiful beaches and mountainous landscape, including the UNESCO designated Biosphere Reserve, there are two hotels planned to open in the **Mie** prefecture by 2020:

- Fairfield by Marriott Mie Mihama with 57 rooms
- Fairfield by Marriott Mie Odai with 72 rooms

As part of the Kansai region, the **Kyoto** Prefecture is prized for its historic heritage and stunning nature, which attracts visitors year-round to experience the four seasons. There are three hotels planned to open in Kyoto and its surrounding area by late 2020:

- Fairfield by Marriott Kyoto Miyazu with 90 rooms
- Fairfield by Marriott Kyoto Kyotanba with 71 rooms
- Fairfield by Marriott Kyoto Minamiyamashiro with 50 rooms

The **Wakayama** prefecture is reputed for its national parks that showcase stunning seaside scenery. Three hotels are expected to open by 2020:

- Fairfield by Marriott Wakayama Susami with 80 rooms
- Fairfield by Marriott Wakayama Kushimoto with 96 rooms
- Fairfield by Marriott Wakayama Tanabe with 66 rooms

Each of the 15 hotels will be newly-built standalone properties with its own warm atmosphere, located either at or within short walking distance of the roadside service areas of Michi-no-Eki along the national or prefectural routes or highways and will provide a convenient access to notable leisure attractions in the region. Some of the Michi-no-Eki locations are accessible via scheduled bus services to major cities and towns with shuttle bus services between major transportation hubs and leisure attractions. All Michi-no-Ekis offer basic facilities including tourist information centers, restrooms, and 24-hour parking and the majority of them also provide dining venues, retail, and recreational facilities.

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About Sekisui House

Sekisui House is a leading housing company that has supplied over 2.4 million homes since its establishment in 1960. As a residential environment development company, we build houses and develop communities from a long-term perspective, based on the idea of sustainability that protects the global environment and ensures a better housing life. In addition, we are focused on development projects in urban areas such as Tokyo and Osaka, aiming to develop more value-added real estate.

www.sekisuihouse-global.com/

About Marriott International, Inc.

Marriott International, Inc. (NASDAQ: MAR) is based in Bethesda, Maryland, USA, and encompasses a portfolio of more than 6,700 properties in 30 leading hotel brands spanning 129 countries and territories. Marriott operates and franchises hotels and licenses vacation ownership resorts all around the world. The company also operates award-winning loyalty programs: Marriott Rewards®, which includes The Ritz-Carlton Rewards®, and Starwood Preferred Guest®. For more information, please visit our website at www.marriott.com, and for the latest company news, visit www.marriottnewscenter.com. In addition, connect with us on [Facebook](#) and [@MarriottIntl](#) on [Twitter](#) and [Instagram](#).

About Fairfield by Marriott

Fairfield by Marriott is designed for today's traveler who is looking to be productive on the road, whether for business or leisure. In addition to complimentary Wi-Fi and hot breakfast, Fairfield offers thoughtfully designed rooms and suites that provide separate living, working and sleeping areas. With over 900 properties around the globe, Fairfield is proud to participate in industry's award-winning loyalty programs – Marriott Rewards®, The Ritz-Carlton Rewards®, and Starwood Preferred Guest® (SPG). The programs, operating under one set of unparalleled benefits, enable members to earn points toward free hotel stays, achieve Elite status faster than ever, and seamlessly book or redeem points for stays throughout our loyalty portfolio of 29 brands and more than 6,700 participating hotels in 130 countries & territories. To enroll for free or for more information about the programs, visit members.marriott.com. For more information or reservations, visit fairfield.marriott.com, become a fan on [Facebook](#) or follow [@FairfieldHotels](#) on [Twitter](#).

Note on Forward-Looking Statements

This news release contains “forward-looking statements” within the meaning of federal securities laws, including the number of properties the company may add in this and future years and similar statements concerning possible future events or expectations that are not historical facts. We caution you that these statements are not guarantees of future performance and are subject to a number of risks and uncertainties, including changes in market conditions; changes in global and regional economies; supply and demand changes for hotel rooms and residential products; competitive conditions in the lodging and real estate industries; relationships with clients, property owners and community associations; the availability of capital to finance growth and refurbishment; and other risk factors that the company identifies in its most recent annual report on Form 10-K or quarterly report on Form 10-Q; any of which could cause actual results to differ materially from the expectations we express or imply here. We make these statements as of the date of this press release, and we assume no obligation to publicly update or revise any forward-looking statement, whether as a result of new information, future events or otherwise.