

## Sekisui House, Ltd.

### Navigating regional attractions and proposing a new style of travel Investment Contract Signed under Trip Base Michi-no-eki Stations Project for Regional Revitalization with SPC Developing Hotels

Sekisui House, Ltd. and New Tourism Trip Base 1 LCC, a special purpose company (SPC) that develops 15 hotels in six different prefectures under the Trip Base Michi-no-eki Station Project for regional revitalization, announced the signing of an anonymous association contract on June 17, 2019.

- Eleven organizations agree with the aim of the project and invest in the special purpose company (SPC).
- In the first stage, New Tourism Trip Base 1 LLC develops 15 hotels in six prefectures, which are scheduled to open from the fall of 2020.



New Tourism Trip Base 1 LLC is an SPC founded with investments from 11 organizations and the limited liability company which works as a business operator of Trip Base Michi-no-eki Station Project and develops hotels. The operation concludes building lease contracts with hotel operators, land lease contracts with municipal governments that run Michi-no-eki stations, as well as project management, design and construction contracts with Sekisui House.

In the Trip Base Michi-no-eki Station Project, Sekisui House and Marriott International will cooperate with municipal governments in Japan to facilitate regional revitalization by proposing a travel style of navigating regional attractions for which Michi-no-eki stations serve as hubs. In the first stage of the project, 15 roadside hotels with about 1,000 rooms will be opened in six prefectures in the fall of 2020 and later. The brand of hotels will expand around the country.

#### Information about the project

- Brand: "Fairfield by Marriott" of Marriott International
- Design and construction: Sekisui House (taking advantage of the strengths of its proprietary housing construction method with high-quality, quick construction)
- Accommodation plan: Specialized accommodation (collaboratively maximizing rapport with local communities while recommending Michi-no-eki Station and other local shops for meals and souvenirs)
- Future prospects: Aim to become a platform for regional revitalization by stimulating alliances with SPC investors and partners that agree with the aim of the project.

## Comment from Yoshihiro Nakai, President and Representative Director, Sekisui House, Ltd.

“After gaining the cooperation and understanding of local residents, we are pleased to have started a regional revitalization project for proposing a new style of travel in partnership with Marriott International, using Michi-no-eki stations that are expected to draw more visitors in the future as hubs. The project could not continue without the cooperation of local tourism businesses, municipal governments and many alliance partners that generate regional revitalization and relationships. We will continue with the project in cooperation with the people and organizations that agree with its aims in an effort to facilitate regional revitalization. ”

### Hotels will in the first stage that open in the following places from the fall of 2020

No.	Prefecture	Municipality	Nearest Michi-no-eki station	Number of rooms	Information
1	Tochigi	Utsunomiya-shi	Utsunomiya Romantic Village	87	Total floor area: 3,100 m <sup>2</sup> ; number of floors: 3
2		Motegi-machi	Motegi	52	Total floor area: 2,100 m <sup>2</sup> ; number of floors: 3
3		Nikko-shi	— (* No nearby Michi-no-eki station)	91	Total floor area: 3,400 m <sup>2</sup> ; number of floors: 3
4	Gifu	Mino-shi	Mino Niwakachaya	54	Total floor area: 2,300 m <sup>2</sup> ; number of floors: 4
5		Gujo-shi	Road Station Kokindenjunosato Yamato	87	Total floor area: 3,000 m <sup>2</sup> ; number of floors: 3
6		Minokamo-shi	Minokamo	85	Total floor area: 3,100 m <sup>2</sup> ; number of floors: 3
7		Takayama-shi	Sakura no Sato Shokawa	64	Total floor area: 2,800 m <sup>2</sup> ; number of floors: 4
8	Mie	Mihama-cho	Michi-no-eki Park Shichirimihama	63	Total floor area: 2,400 m <sup>2</sup> ; number of floors: 3
9		Odai-cho	Okuise O-dai	72	Total floor area: 2,700 m <sup>2</sup> ; number of floors: 3
10	Kyoto	Miyazu-shi	Umi no Kyoto Miyazu	93	Total floor area: 3,400 m <sup>2</sup> ; number of floors: 5
11		Kyotamba-cho	Kyotamba Ajimu no Sato	75	Total floor area: 2,700 m <sup>2</sup> ; number of floors: 3
12		Minamiyamashiro-mura	Ocha no Kyoto Minamiyamashiro-mura	50	Total floor area: 2,000 m <sup>2</sup> ; number of floors: 3
13	Wakayama	Susami-cho	Susami	88	Total floor area: 4,300 m <sup>2</sup> ; number of floors: 7
14		Kushimoto-cho	Kushimoto Hashigui-iwa	90	Total floor area: 3,700 m <sup>2</sup> ; number of floors: 7
15	Nara	Tenri-shi	Nara History, Art and Culture Village (* Scheduled to apply for registration as a Michi-no-eki station)	101	Total floor area: 4,000 m <sup>2</sup> ; number of floors: 5
Total number of rooms				1,152	

\* The above list shows scheduled hotel locations as of today, which may be subject to change.

### Concept movie for the Trip Base Michi-no-eki Station Project

A concept movie proposing a new style of travel for navigating regions can be viewed on our official YouTube channel.

<https://www.youtube.com/watch?v=Es-Ffl883A4&t=1s>

