Mitsui Fudosan's Value Creation

### **Market Environment**

#### **Risks**

- Delayed recovery in inbound customers due to the COVID-19 pandemic
- Decrease in business travel demand due to restricted activity and changes in working styles

#### **Opportunities**

- Diversification of purposes of stay within domestic demand (Working, living, etc.)
- Expansion of domestic travel needs due to overseas travel restrictions

# **Competitive Advantages**

- Mitsui Garden Hotel members: over 500,000
- Number of directly managed guest rooms: approx.13,000 (domestic and overseas)
- Development of 13 hotel and resort brands meeting diverse customer needs, from luxury to lodging-focused brands
- Demonstration of synergies through collaboration on products within the Group (Collaboration with WORK STYLING shared offices, attraction of restaurant tenants by leveraging retail tenant relations, etc.)

## **Business Strategy**

•Capture of new demand\*1 for working, living, etc. by providing places to stay

**Business Report** 

- Expansion and deepening of loyal customers through the expansion of membership organization\*2 services
- Active capture of domestic travel needs subject to overseas travel restrictions
- \*1 Need for telework, short-term residence, hospital treatment stays, stays for accompaniment of hospital patients, etc.
- \*2 MGH Rewards Club, etc.

## **An Excellent Portfolio**

Hotels and guest rooms (including overseas)

(As of September 30, 2021)

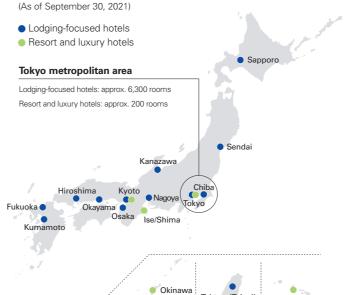
### **Brands That Meet Diverse Customer Needs**





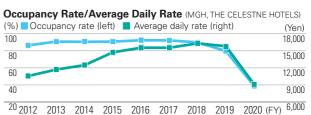
### **Development of Hotels and Resorts in Major Cities and at Tourist Destinations** in Japan and Overseas (Approx. 13,000 rooms)

# Our Company's Hotel and Resort Facility Located Areas



#### Lodging-focused Hotels: Number of Rooms by Area\*

	No. of rooms	Percentage
Total	11,000	85%
Tokyo	5,400	42%
Tokyo metropolitan area (excluding To	kyo) 900	7%
Kyoto	1,300	10%
Osaka	500	4%
Other	2,800	22%



#### Resort and Luxury Hotels: Number of Rooms by Area\*

	No. of rooms	Percentage
Total	2,000	15%
Tokyo	200	1%
Okinawa	500	4%
Other domestic	600	4%
Honolulu	700	6%

\*Unit: 100 rooms (As of September 30, 2021)

# **Future Development Pipeline**

Number of quest rooms (including overseas)

Approx. 1,000 rooms

Of these, lodging-focused hotels:

Approx. 700 rooms

Resort and luxury hotels

(Based on information disclosed by the Company as of November 5, 2021.)

TOPICS

# **Capture of New Accommodation Demand by Providing Places to Stay**

# "Hotel × Work"

Conversion of hotel guest rooms into private room shared offices



## "Hotel × Residence"

Proposal of a "new form of residence" through fixed-term sales

### **Hotel Subscription Plan**

Under the concept of "Making homes freer, more convenient and happier," we propose a new form of hotel-based "Homes and Living" through a flat-rate subscription service

### "Hotel × Medical Care" Capturing Accommodation DemandThrough Collaboration with a Hospital

The National Cancer Center Hospital East is visited by nearly 300,000 people a year from Japan and overseas. We are building Mitsui Garden Hotel Kashiwa-no-Ha Park Side on the premises of the hospital to support the treatment of cancer patients. (Scheduled to open in summer 2022)







Integrated Report 2021 Integrated Report 2021