

Chapter 1 The Broadway of Japan—Attracting Visitors to the Entertainment Neighborhood of Hibiya

■ Comments from merchants in Tokyo Midtown Hibiya (Tokyo Midtown Hibiya’s unique features, strong-selling products, customer segments)

➤ TOHO CINEMAS Hibiya

“More people saw *Bohemian Rhapsody* in the Hibiya movie theater than any other theater in Japan”

Yoshiteru Fukui, General Manager of TOHO CINEMAS Hibiya

Hibiya was known as a neighborhood for film and theaters after the war, and has developed into a theater district ever since. We are not only attracting customers with a long-held affinity for the area, but I get the impression there has also been an uptick in new customers who enjoy watching plays and stage performances choosing to watch movies at the cinema in Tokyo Midtown Hibiya.

We had more customers visit our theater in the first year of operations than we had projected, and I think the case that left the strongest impression was *Bohemian Rhapsody*. Screenings of the movie attracted the greatest number of moviegoers, not just for TOHO CINEMAS, but for all movie theaters in Japan.

We screened a music documentary that became a hit, and among the movies that screened last year, Hibiya was also the No. 1 movie theater in Japan for *Mama Mia! Here We Go Again*. Musical movies perform strongly in Hibiya, stemming perhaps from its theatrical background.



➤ HIBIYA CENTRAL MARKET

“Many customers come to Hibiya because they’re looking for something luxuriant”

Kentaro Matsunobu, Managing Director, YURINDO

It’s not possible to survive in a business selling only books at a time when the book market is shrinking steadily. At HIBIYA CENTRAL MARKET, the internal mood was favorable about accepting that we needed to learn business methods different from what we had used until now and to implement ideas while undergoing trial and error on the front lines. There were also various types of reactions from a large number of media outlets, including social media, and references to our store were an enormous benefit. People rated YURINDO highly for taking on new challenges and I think it was good that we had a really good shake at developing the business over this year.

I get the impression that Hibiya is an area sensitive to happenings, and inhabited by those with high incomes. For example, in apparel stores within HIBIYA CENTRAL MARKET, each customer may spend around ¥50,000 each, which is a large amount, but it’s not about buying something expensive and more about purchases that match prices customers feel are apt. There are customers that will buy a ¥400,000 coat on the spot because they feel it is an excellent item.

Furniture dotting about the store is all for sale, and I don’t know whether Hibiya customers’ preferences match the images envisioned by Takayuki Minami (store creative director) or not, but they come here looking for the real thing. We have sold chairs costing ¥150,000 each, and I get the feeling that’s because customers who understand luxury are willing to pay for that value, which I believe is a feature of the Hibiya area.

HIBIYA CENTRAL MARKET



➤ YELLOWKORNER

“Photos of theaters selling well is something unique to the theater district of Hibiya”

Fuji Shiokawa, Manager, YELLOWKORNER

There are many office workers in areas around Hibiya such as Marunouchi, Otemachi and Kasumigaseki, so our display of fine art photography was initially focused on customers between the ages of 35-45. However, the appeal of these artistic photos and decorating spaces and atmospheres with them has led to many customers making purchases, regardless of their age.

YELLOWKORNER has more than 2,000 fine art photos for sale, and works are divided into categories, the most popular being urban (landscapes, cities and famous places), nature (animals and nature) and fashion (models and other people). Photos of New York skyscrapers and the Scala Theater in Milan are popular and sell well. I get the feeling that this has something to do with Hibiya being a theater district.

Another uniquely Hibiya feature is the strong demand for BtoB photos for use as decorations in offices or public spaces. I’m absolutely delighted that YELLOWKORNER photos used as decoration will enable many customers to experience something different in a room or atmosphere that they like.

YELLOWKORNER

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■HIBIYA Chanter: Positive impact of renovation on sales

“Annual customer numbers have gone from over 3 million to over 5 million, which is not a figure you can achieve with an ordinary remodeling”

Nobuhiro Fukuda, HIBIYA Chanter Sales Department Manager, Toho Hibiya Bldg.

In the year since the remodeling of HIBIYA Chanter, we have seen the number of visitors rise to more than 5 million and sales have grown past ¥7 billion, significant increases compared to before the renovations. (Previously, the number of visitors was over 3 million and sales were over ¥5 billion.)

These figures, which would be impossible to achieve with an ordinary remodeling, provide a strong sense of achievement. Improved access from the subway and completion of Tokyo Midtown Hibiya have changed the neighborhood and been significant factors, I believe.

TOHO CINEMAS Hibiya has been integrated smoothly into Tokyo Midtown Hibiya and relocated offices have brought in a greater flow of office workers compared to before. Normal office districts tend to have more people on weekdays, but because Hibiya has entertainment elements on weekends, like theaters and movies, I think its image has changed to “a bustling district that never sleeps.”

Regarding Hibiya’s future TOHO has registered “Hibiya Broadway” as a trademark. We will actively work together on content unique to the area, such as theaters and movies, to communicate the idea that Hibiya is not only a place for shopping but also an entertainment hub.



■Creating bustle through events

Since opening on March 29, 2018, Mitsui Fudosan has continued neighborhood creation in Hibiya along with local companies, neighborhood associations and people from the community such as shopping associations. Various events were held during fiscal 2018, such as the Hibiya Festival held in the Hibiya step open space, and Mitsui Fudosan worked in collaboration with surrounding facilities to communicate the charms of Hibiya as a “neighborhood of artistic culture and entertainment.”

➤ Annual Events

• Hibiya Festival

From April 26 to May 20, 2018

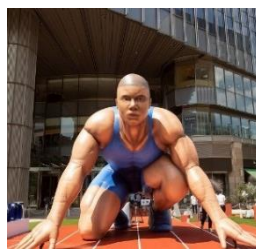
Number of visitors to the neighborhood during the event:
Approx. 1.7 million



• Futsuujyanai 2020 Exhibition

From August 8 to August 26, 2018

Number of people to experience the event: Approx. 65,000



• Social Good + Food Week

From September 18 to 28, 2018



• HIBIYA CINEMA FESTIVAL From October 12 to November 3, 2018

First half: You Can Be Spiderman! Second half: Tokyo International Film Festival Hibiya Venue

Number of visitors to the neighborhood during the event: Approx. 1.4 million (total period)



• Hibiya Magic Time Illumination

From November 14, 2018 to February 14, 2019

Christmas period Number of visitors to the neighborhood: Approx. 2.8 million



■Neighborhood creation through area management

At Tokyo Midtown Hibiya, Mitsui Fudosan has joined community members to form the Hibiya Area Management Association, a corporation for area management, and gives back operating revenue obtained from places such as the Hibiya step open space to pay for maintenance management of public facilities in the Hibiya area and to hold enjoyable events.

➤ Systems and results—Urban area management through operations in collaboration with communities



The Hibiya Area Management Association maintains and manages Hibiya Naka-dori Street



“Hibiya Festival utilizing”
the Hibiya step open space



“Hibiya Uchimizu Month”
held in collaboration with
local companies,
neighborhood associations
and shopping associations



“Hibiya Magic Time Illumination”
bringing color to the area



“HIBIYA GOURMET FESTA”
held in collaboration with
shopping associations



■ **Comment from adjoining facilities/neighborhood associations (Nissay Theater, The Imperial Hotel, Yurakucho Neighborhood Association)**

➤ **Nissay Culture Foundation (Nissay Theater)**

**“There’s probably more new things to enjoy about Hibiya for customers coming here to watch a stage play”
Katsuji Matsumoto, theater manager, and Shin Sato, planning and production manager, Nissay Theater**

Since opening in 1963, the Nissay Theater has been operated under a policy of “delivering exceptional works to develop enriched minds.” As a theater, we must perfect our performance every month, stage great shows and have customers feel the thrill of theater. I would assume all those involved in nearby theaters do the same. I think it’s the history of repeating this process that has branded Hibiya as a theater and entertainment district.

The opening of Tokyo Midtown Hibiya has undoubtedly created a spot that will be the core of the neighborhood. It’s right in the middle of a number of theaters, and adds to the area’s excitement. With the neighborhood becoming a more enjoyable place to linger, people who until now would go home after a show will have a bite to eat before or go shopping afterwards.

The role that Tokyo Midtown Hibiya has played for theater fans over this past year has been significant, and I think it will continue to play a major role from now on, too.



➤ **Imperial Hotel, Ltd.**

**“The neighborhood of Hibiya is attracting even more attention and I can sense it has become more topical”
Yukio Kanao, General Manager, Imperial Hotel Tokyo**

Since Tokyo Midtown Hibiya opened, the increase in visitors to Hibiya during the day on weekdays has been noticeable. Lots of people have always come for shows since it is a theater district, but my impression is that the demographics of visitors has broadened. With offices relocating here, there has been an increase in the number of people around, and I see more families with children.

In regard to visitors, the number of people visiting Gargantua, the shop on the first floor our hotel, has clearly continued to grow over this past year, and we know that many people drop by the Imperial Hotel.

In addition, we received an extremely large increase in interviews from the media for “Hibiya Features” last year. This has resulted in the neighborhood of Hibiya attracting attention and becoming topical as a place to go. The features have introduced continuing events, such as uchimizu (sprinkling water to cool the streets) in summer and the illumination in winter, as products and events featuring Hibiya.

It has become possible to pieces of Hibiya together and communicate its charms as a scaled-up neighborhood, so I will continue to increase opportunities to create excitement throughout the area. I strongly desire to contribute to creating an impression of Hibiya as a neighborhood with something for everyone.



➤ Yurakucho Neighborhood Association

“The image of Hibiya has changed, upgrading the whole neighborhood”

Kenichi Sone, Deputy Chairman, Yurakucho Neighborhood Association

People imagine it as a flamboyant neighborhood, but I saw the Hibiya-Yurakucho area as a “salaryman neighborhood” when I was growing up. There was a collection of famous companies including TOHO CO., LTD., Nippon Broadcasting System, Inc., Asahi Kasei Corp., THE JAPAN STEEL WORKS, LTD., SANKI ENGINEERING CO., LTD., DENKI KAGAKU KOGYO KABUSHIKI KAISHA (now Denka Company Limited) and The Mitsui Bank, Ltd. (now Sumitomo Mitsui Banking Corporation).

During this past year, new companies have relocated to Tokyo Midtown Hibiya and their influence has spread further.

With many new stores in Tokyo Midtown Hibiya, some people will visit Hibiya for the first time. This has upgraded the entire neighborhood and probably changed its image. I think there are a lot more people here now.

I think it will take a few visits for these people to get familiar with Hibiya. But there are many restaurants in this area that are easy on the wallet and taste great, so I’d like people to enjoy experiencing all the parts of Hibiya.



Restaurant Introductions

Daruma

Yurakucho 1-2-4, Chiyoda-ku
Established in 1964. Hibiya salarymen continued to gather here even after they had retired and it is a dining spot beloved for many years.

Mr. Sone, Hibiya born and bred and still living there now, displays his talents as the restaurant owner.