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For immediate release

Mitsui Fudosan Co., Ltd.
Mitsui Fudosan Hotel Management Co., Ltd.

**Mitsui Garden Hotels, Operator of Approx. 10,000 Rooms,
 Rebrands With Setting of New Brand Tagline, “Stay in the Garden,”
 Provides A Garden-Like Stay of Richness and Luxury**

Tokyo, Japan, November 21, 2022 - Mitsui Fudosan Co., Ltd, a leading global real estate company headquartered in Tokyo, and Mitsui Fudosan Hotel Management Co., Ltd. will rebrand Mitsui Garden Hotels from November 2022. They decided on the new brand tagline of “Stay in the Garden,” which reflects the thought “to provide an accommodation experience of a garden-like stay of richness and luxury, just like the Mitsui Garden Hotels name.” Mitsui Garden Hotels will offer sequential unique hotel stays where the stay itself is to be enjoyed, for business use, as a matter of course, but also for leisure, refreshment, long-term stays and other reasons. Mitsui Garden Hotels has approx. 10,000 guest rooms throughout Japan and plans openings of Mitsui Garden Hotel Yokohama Minato Mirai PREMIER in May 2023 and the Tsukiji 4-chome Hotel Project (tentative name) scheduled to open in the fall of 2024.



“Stay in the Garden” key visual



“Stay in the Garden” conceptual images

1. Background to Rebranding

Since the opening of the Mitsui Garden Hotel Osaka Yodoyabashi in 1984, the Mitsui Fudosan Group has launched three accommodation-oriented hotel brands, Mitsui Garden Hotels, THE CELESTINE HOTELS, and sequence, and has pursued and proposed comfortable stays for guests with the aim of being “hotels to remember.”

Of the brands, Mitsui Garden Hotels opened 11 new properties from 2019 to 2020, having moved ahead on preparations before the outbreak of the COVID-19 pandemic, in the belief that it should respond to needs such as for leisure, as well as for business.

Of these properties, three were premium-class hotels: Mitsui Garden Hotel Jingugaien Tokyo PREMIER, providing a hotel stay like spending time in a resort area in harmony with a landscape rich in greenery; Mitsui Garden Hotel Roppongi Tokyo PREMIER, providing a space that combines the unique Roppongi glamour with Japanese aesthetics through a collaboration between designers and artists; and Mitsui Garden Hotel Toyosu PREMIER, which welcomes guests with a panoramic view of Tokyo Bay from 165 meters above the ground. Each of these hotels has been made suitable for use for leisure, refreshment and more.

Furthermore, new lifestyles have spread in recent years in the wake of the spread of COVID-19, which has accelerated the diversification of values that customers seek from hotels, such as micro-tourism or use as a daily respite. To respond to these diversifying needs, Mitsui Fudosan formulated a new brand tagline for Mitsui Garden Hotels of “Stay in the Garden,” and now decided on rebranding the hotels so they can be proactively used in a variety of situations, not just for business, but leisure, retreats, refreshment, long-term stays and more.

2. Brand Tagline “Stay in the Garden,”

Like a well-tended garden flowing with moisture, we strive to create a hotel filled with refined excitement and relaxation where guests can spend an ideal time.

We have attuned our ears to the sensibility of the region, and arranged a richly unique hotel with different atmospheres so that guests can experience the richness and luxury in a heartfelt manner. That is the type of garden stay that we at Mitsui Garden Hotels aim to achieve.



Just as the name Mitsui Garden Hotels implies, we strive to provide luxurious and calm accommodations that allow guests to look inward and turn their attention to time spent with people they cherish while experiencing the unique features of the region and nature amid a protected space where they can relax as if they were in a garden, and established the above brand statement based on these thoughts. The brand tagline “Stay in the Garden” was formulated based on this statement as keywords to embody future Mitsui Garden Hotels.

Daiichi Engei Co., Ltd, a member of the Mitsui Fudosan Group, will collaborate with Mitsui Garden Hotels to make unique gardens and enable a sense of well-being by coming in touch with nature.



3. Soft Aspects Renewed

Based on the brand tagline, Mitsui Garden Hotels will renew the brand logo, staff uniforms, amenities, official website, card keys and other equipment design, and other soft aspects. The logo is in the tone of the Mitsui Fudosan brand colors and finished in a design matching the “M” of Mitsui Fudosan with the image of people connecting with the aim of a sustainable society and environment and expanding the connection like a tree spreading its roots through a neighborhood. Based on the philosophy of “seeking to link diverse values, coexist in harmony with society and achieve a sustainable society, as symbolized by the Mitsui Fudosan “&” logo, the new image of Mitsui Garden Hotels embodies the provision of richness and luxury matching the times through its connections with people and communities.

Staff uniform designs have not just been changed, they are also made using eco-materials. The hotels have also strengthened sustainability aspects, promoting the use of eco materials for amenities and installing an amenity bar. Furthermore, plans are to move ahead with uniforms and amenities introduced sequentially over the course of fiscal 2023.

In addition, from October 2022, eight PREMIER Class hotels will sequentially install ReFa FINE BUBBLE S shower heads and ReFa BEAUTECH DRYER PRO hair dryers from ReFa, a beauty brand developed by MTG Co., Ltd. Plans are moving forward to make stays even more enjoyable.



Old Mitsui Garden Hotels logo



New Mitsui Garden Hotels logo



Shower head



Hair dryers

4. Various Services Provided to Respond to Diverse Needs

Mitsui Garden Hotel Yokohama Minato Mirai PREMIER, planned to open in May 2023, will be the first new opening of a hotel following the rebranding. The hotel features multiple facilities including a sky pool, jet bath, restaurant and bar and fitness gym, and has been designed to allow guests to enjoy their stay at the hotel as they wish.

All guest rooms are on upper floors, enabling guests to enjoy an open view of the night scenery of Minato Mirai. There is a rich lineup of rooms that enable a variety of accommodation experiences, such as rooms with a microwave oven and washing machine, permanent triple rooms where female travelers or families can relax in comfort and theater rooms with a projector.

* All images are shown for illustration purposes only.



The lobby, lounge and terrace area of Mitsui Garden Hotel Yokohama Minato Mirai PREMIER



Sky pool



Hot tub

Moreover, the Tsukiji 4-chome Hotel Project (tentative name), which started construction on November 18, 2022 and is scheduled to open in the fall of 2024, is planned to express the new brand tagline of “Stay in the Garden” from both soft and hard aspects. Standard equipment for all rooms will be such appliances as a washing machine, microwave, and refrigerator/freezer, as well as audio equipment that offers refined sound quality and even features functions for broadcasting smartphone audio to televisions. This anticipates a variety of situations, such as stays of consecutive nights, medium- to long-term stays, refreshment stays, and stays by groups of women. Furthermore, the hotel will have common areas, such as an easily accessible café and refreshment space where work can be performed, supporting comfortable stays that can match intended uses of the hotel.



Perspective image of the lobby



Perspective image of a corner room

Furthermore, refurbishments and other work will also be carried out sequentially at existing facilities to respond to guests' various needs. Mitsui Garden Hotel Hiroshima renovated its 25th-floor restaurant in October 2022, making it available as a lounge for all-day use, including breakfast, for the exclusive use of hotel guests (excluding late-night hours). Various seating arrangements have also been set up to match circumstances for use, and comfortable two-seater sofas have been prepared beside sea-side windows. Guests can bask in the morning sunshine as they enjoy breakfast, as well as savor the night views from 80 meters above ground. Counter chairs equipped with power outlets have been set up on mountain-side windows, making them easily usable for individuals and available for use while eating when there is little time available, or to work on a PC. Depending on the time frame, the hotel also provides a variety of services free of charge, such as tea or coffee, alcoholic beverages, soft drinks, snacks or late-night treats, and this has been highly rated by a wide variety of guests, from those at the hotel for business use, a “workation” or leisure stay.



Hotels developed by Mitsui Fudosan Hotel Management



Mitsui Garden Hotels established “Stay in the Garden” as its brand tagline based on a wish to provide rich and luxurious lodging experiences similar to staying in a garden, and offers 34 facilities and approximately 10,000 rooms both in Japan and overseas. While valuing the characteristics of each region across the country, it has arranged a richly unique design and “a breakfast guests can look forward to” that can be enjoyed by guests in various situations not limited to business use but also leisure trips, retreats, refreshment, and long-term accommodation, etc.

Mitsui Fudosan Hotel Management has also developed three facilities as THE CELESTINE HOTELS which are promoted as destination-type hotels where accommodation is the goal, and three facilities as “sequence,” next-generation lifestyle hotels where guests can enjoy “free time and ways to spend it” according to their own style. Based on the philosophy and concept of “a hotel that remains in memory” and “a hotel that satisfies the five senses of sensitive guests,” Mitsui Fudosan Hotel Management develops its brand which addresses diverse needs.

< Attachment 1 > The Mitsui Fudosan Group formulated the 9BOX Infection Control Measure

Standards to be shared throughout the Group, having considered the necessity for easily understood infection prevention measures based on medical and engineering knowledge so that its facilities could be used with peace of mind, and has rigorous COVID-19 infection control measures in place at each of its facilities. The Group has developed diverse facilities such as office buildings, retail properties, hotels, resorts, logistics centers, and homes. By presenting measures that are easy to share not only within the Group but with all of society, it hopes to help solve society-wide issues.



The Mitsui Fudosan Group will continue to work toward realizing a sustainable society through safe and secure neighborhood creation.

【 Reference 】

https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1001_01/

Mitsui Fudosan Hotel Management's concepts on "hygiene management" and "avoiding the 3Cs"

<https://corp.gardenhotels.co.jp/hygiene/eng.html>

< Attachment 2 >

■ Mitsui Fudosan Group's Contribution to SDGs

https://www.mitsuifudosan.co.jp/english/corporate/esg_csr/

The Mitsui Fudosan Group aims for a society that enriches both people and the planet under the principles of coexist in harmony with society, link diverse values and achieve a sustainable society, and advances business with an awareness of the environment (E), society (S) and governance (G), thus promoting ESG management. By further accelerating its ESG management, the Group will realize Society 5.0, which the Japanese government has been advocating, and contribute significantly to achieving the SDGs. Additionally, the Group formulated the following Group guidelines related to "Realize a Decarbonized Society" and "Diversity & Inclusion Promotion" in November 2021. The Mitsui Fudosan Group will continue to work toward solving social issues through neighborhood creation.

References:

Group Action Plan to Realize a Decarbonized Society

<https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1124/>

Diversity & Inclusion Promotion Declaration and Initiative Policy

https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129_02/

* The initiatives covered in this press release are contributing to one of the UN's SDGs

Goal 11 Sustainable Cities and Communities

