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For immediate release

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

## Mitsui Garden Hotel Ueno (242 Guest Rooms) Reopening on July 26

**Incorporating New Designs to Express the Diversity of Ueno and More Guest Rooms to Accommodate Group Visitors**  
**Panda Plan Sales Start Today!**

Tokyo, Japan, July 26, 2023 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and Mitsui Fudosan Hotel Management Co., Ltd. announced today that renovation work has been completed on the 242-room Mitsui Garden Hotel Ueno in Taito-ku, Tokyo, and it will reopen on July 26, 2023. This hotel is the first existing hotel to reopen in the Mitsui Garden Hotels rebranding series announced in November 2022 under the tagline of “Stay in the Garden.”

For the reopening, layouts of some rooms were reviewed to accommodate not just business travelers but also families, groups and others with diverse needs, taking into consideration the increasing needs of overseas guests and leisure travelers.

In addition, under the concept of "Ueno no Mori - New Diversity," the lobby and some guest rooms have been redecorated and new artwork incorporated to express the diversity of the neighborhood of Ueno, where greenery, culture, history, and art coexist to create a high quality space.

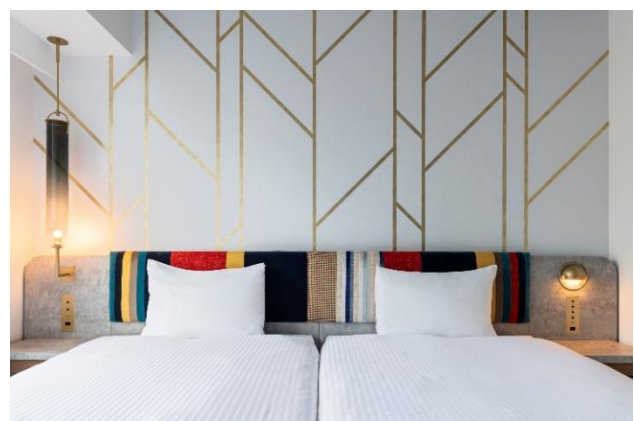
In conjunction with the reopening, the hotel will also see the new appearance of the Panda Floor. From the moment of entering the floor, people are immersed in enjoyable space of the world of pandas and there is also the Panda Rooms®, which is a spacious guest room where groups and families can spend their time.

### Key Features of Renovation

- To respond to the needs of domestic and international leisure travelers and families, we redesigned the composition and layout of some guest rooms and more rooms were added to accommodate group travelers
- Space designs incorporate the diversity of Ueno, taking into account the concept of “Ueno no Mori – New Diversity”
- An entire floor of panda-themed Panda Rooms® has been established, expressing a worldview incorporating panda designs, even down to the corridor
- Panda Plan sales will start July 26 for stays on the Panda Floor to commemorate the reopening
- All guest rooms are now smoke free following refurbishment of former smoking floors, and a new smoking area has been installed for smokers



A guest room on the newly created Panda Floor



Space designs under the concept of "Ueno no Mori - New Diversity"

## ■ Overview of Renovations

➤ Some guest room layouts changed to respond to the increase in needs from domestic and international leisure travelers

### Standard Twin, Superior Twin (+ Sofa Bed)

Room layouts have been revised and 11 twin-type rooms and 22 guest rooms that can respond to triple room needs through a sofa bed have been added to meet the needs of the increasing number of overseas guests and leisure travelers in recent years.

Standard Twin guest rooms (11 rooms), which were converted from double to twin rooms, have the design concept of Ueno Pop, expressing the atmosphere of modern art and typical Ueno feeling as though flying out of a museum, and incorporating bright colors in the rooms, centering on the headboards.

Superior Twin (+ Sofa Bed) guest rooms (22 rooms), which were converted from twin rooms to be effectively triple rooms, have the design concept of Ueno Modern and incorporate the diverse culture and history unique to Ueno into their design, creating rooms with a calm, new taste. And to respond to guests in groups, sofa beds have been installed to accommodate three people. Artwork in these guest rooms are works inspired by the motif of wind passing through the abundant trees of Ueno Park and other parts of the neighborhood, and were produced by artist Tomohiro Yamaguchi, a graduate of Tokyo University of the Arts.



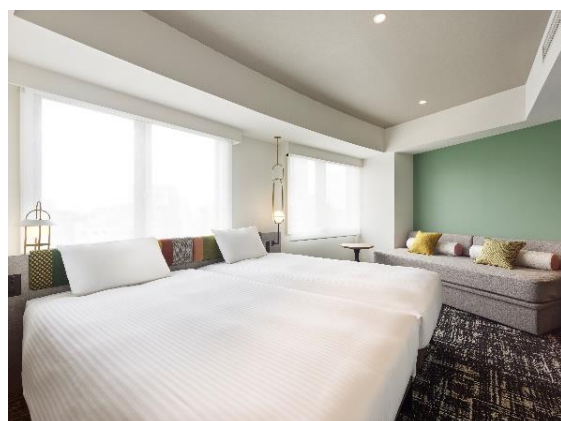
Standard Twin for illustrative purposes



Superior Twin (+ Sofa Bed for illustrative purposes)



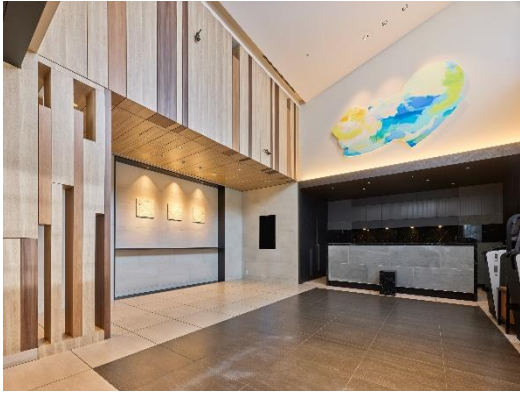
Standard Twin



Superior Twin (+ Sofa Bed)

➤ Designs incorporate the diversity of Ueno, taking into account the concept of “Ueno no Mori – New Diversity”

The two-story open space lobby has been updated with wood-pattern wall surfaces and tree design motifs that evoke the greenery of Ueno Park bathed in sunlight filtering through the trees. Two works of art newly installed in the lobby are the oil paintings by Aki Yamamoto (on the open space wall) that evoke the image of Ueno’s nature and plateau shape, and the sculpture works produced by Shigehito Matsuda, who creates artworks on a theme of water, that convey the image of both the trees and water of Ueno Park



Lobby



Lobby art

➤ An entire floor of panda-themed Panda Rooms® has been established, expressing a panda world view even in the corridor

Highly regarded Panda Rooms® have been newly created as a Panda Floor in conjunction with the renovation.

The corridor is filled with original panda art designs paying homage to famous works. The 20 rooms on the same floor have all become Panda Rooms® and there are seven different types of guest room on the floor.



Image of a Panda Room®



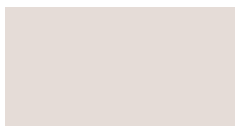
Image of amenities in a Panda Room®



Panda Floor corridor



Panda Room® (Superior Twin)



**Panda Plan Arrives to Enjoy the Panda World View and Commemorate the Reopening!**

**Stay in a Space Surround by Pandas!**

Popular Panda Rooms® have been increased from 6 to 20 rooms. The type of guest room has been increased from four to seven variations. Triple Rooms, where groups and families traveling can be accommodated spaciouly, have also been set up. And Panda Plan sales have started to commemorate the appearance of the Panda Floor. In addition to gifts of original panda merchandise, the plan offers early check-in and late check-out with an hour added to each, enabling a stay to be up to a maximum of 22 hours.

Plan: Discount Stay in a Panda Room for up to 22 Hours under the Reopening Commemoration Plan <Overnight stay only>

Accommodation period: Stays from Wednesday, July 26, 2023 to Thursday, August 31, 2023

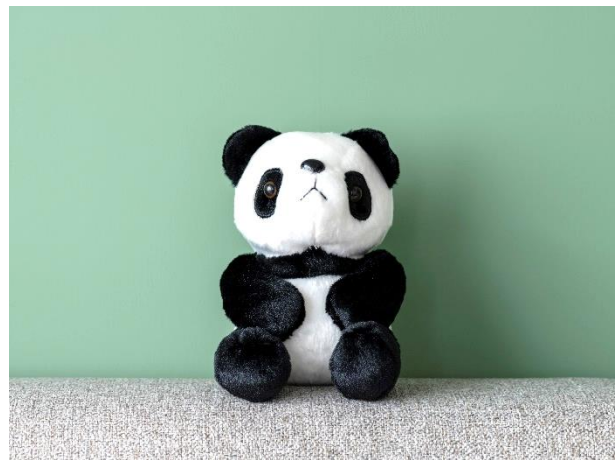
Reservation period: Wednesday, July 26, 2023 to Thursday, August 31, 2023

Accommodation fee: From ¥4,950 per person

\* Guest Room Type: Charge per person for a Panda Floor room for 1 night in 1 room that can accommodate 2 people

\* Prices include room charge, tax.

Reservation method: Please make a reservation via the hotel's official website

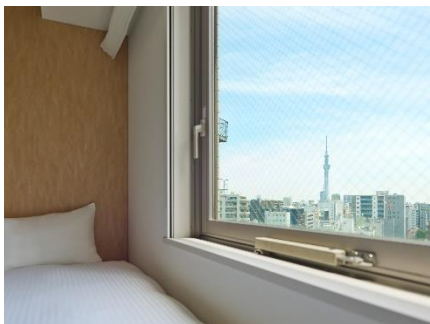


Panda Plan Original Merchandise (to take home)

➤ All guest rooms are now smoke free, and a new smoking area has been installed for smokers

In conjunction with this renovation, the hotel has made all guest rooms smoke free. With this step, the hotel has installed a new smoking area on the 1st floor.

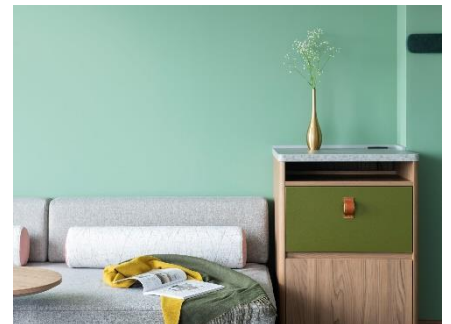
Floors that had previously been used for smoking rooms have also been renovated to incorporate design elements on the concept Ueno Pop and Ueno Modern.



Guest rooms with a view of TOKYO SKYTREE



A guest room under the Ueno Pop concept

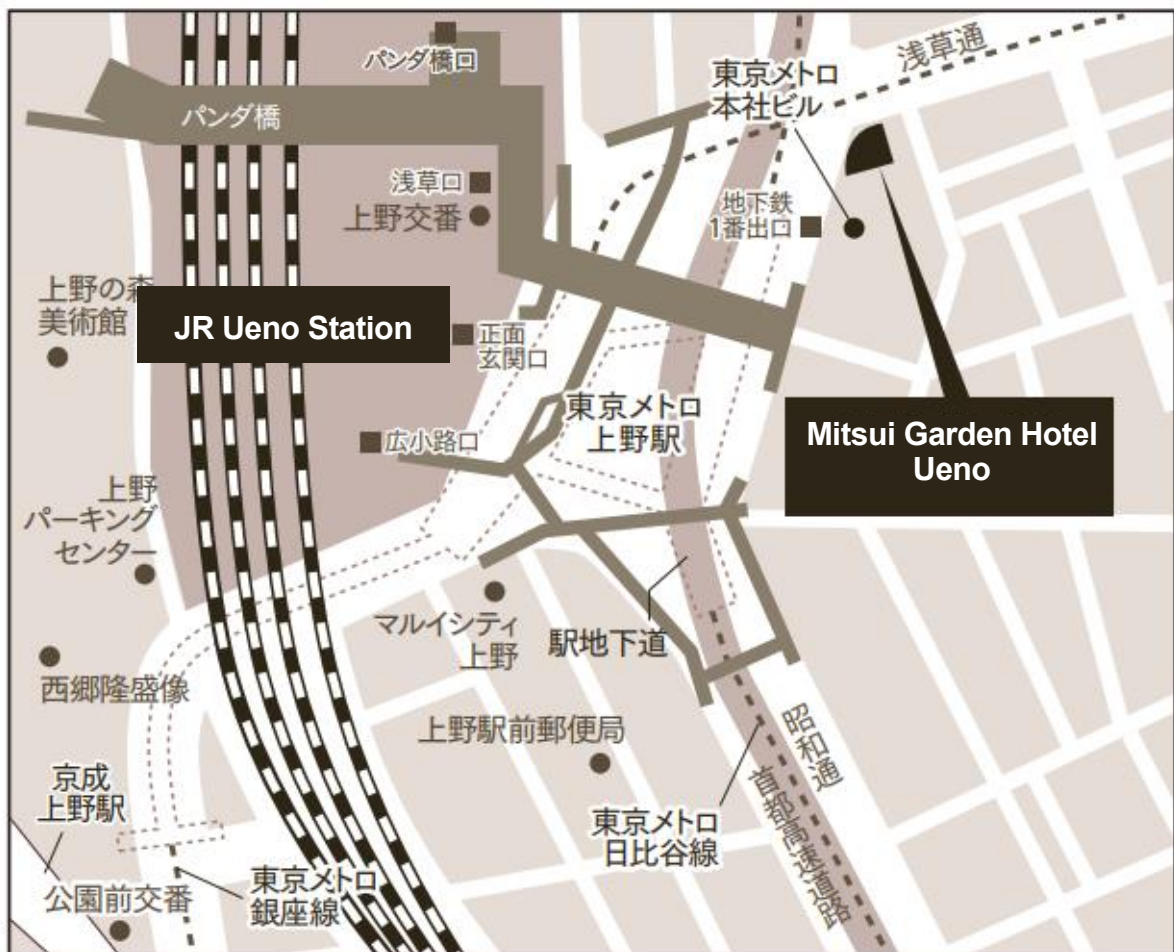


A guest room under the Ueno Modern concept

■ Facility Overview of Mitsui Garden Hotel Ueno

Location	3-19-7 Higashi Ueno, Taito-ku, Tokyo
Site area	9,142.54 ft <sup>2</sup> (849.37 m <sup>2</sup> )
Total floor area	79,348.21 ft <sup>2</sup> (7,371.69 m <sup>2</sup> ) * Entire building
Structure and scale	Steel-reinforced concrete, 14 floors above ground
Guestrooms	242
Opening	September 2010
Ancillary facilities	Italian restaurant (1F)
Tel.	03-3839-1131
Official website	<a href="https://www.gardenhotels.co.jp/ueno/eng/">https://www.gardenhotels.co.jp/ueno/eng/</a>

■MAP



■ 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.

Reference release: [https://www.mitsuifudosan.co.jp/corporate/news/2022/1121\\_01/](https://www.mitsuifudosan.co.jp/corporate/news/2022/1121_01/)

### 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.

### ■ Mitsui Fudosan Group’s Contribution to SDGs

[https://www.mitsuifudosan.co.jp/english/esg\\_csr/](https://www.mitsuifudosan.co.jp/english/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, as well as to “Biodiversity” in March 2023. 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/](https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129_02/)

Biodiversity Policy

<https://www.mitsuifudosan.co.jp/english/corporate/news/2023/0413/>

\* The initiatives covered in this press release are contributing to two of the UN’s SDGs

Goal 11	Sustainable Cities and Communities
Goal 17	Partnerships for the Goals

