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For immediate release

Mitsui Fudosan Co., Ltd.  
Ise-Shima Resort Management Co., Ltd.

**—Your Premium Seat to Views of the Sea of Pearls—**  
**Toba Hotel International Marks Its 60th Founding Anniversary**  
**Reopening on Monday, March 25, 2024**

Started Accepting Reservations for the Commemorative Inaugural Accommodation Plan for  
Ocean View Suite with Club from January 12

Tokyo, Japan, January 12, 2024 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and Ise-Shima Resort Management Co., Ltd., a member of the Mitsui Fudosan Group, announced today that Toba Hotel International (Shima City, Mie Prefecture; 84 rooms) will reopen on March 25, 2024. In addition, the hotel will begin accepting reservations today.

Toba Hotel International first opened in 1964 to offer lodging services to visitors to Ise Jingu (Ise Grand Shrine). For more than half a century, the hotel has hosted many esteemed guests from Japan and abroad, including members of Japan’s Imperial Family. Over the years, the hotel has established a reputation as “Ise-Shima’s State Guesthouse” with the concept of “A Resort in the Sea of Pearls.” On March 7, 2024, the hotel will commemorate its 60th founding anniversary.

In this historic year, Toba Hotel International will completely renovate the entrance floor, including a terrace where all hotel guests can enjoy stunning panoramic views of Toba Bay and enjoy food unique to the Ise-Shima region. It will also open a new Club Lounge, with a focus on food unique to the hotel, which has woven a rich culinary tradition, and remodel guestrooms. With this renovation, guests will enjoy more appealing and restful accommodations than ever, along with the hotel’s outstanding hospitality and service.



Computer-generated (CG) image of Pearl Ocean Terrace

### Overview of Renovation

1. A luxurious terrace where hotel guests can enjoy breathtaking panoramic views of Toba Bay and a hotel-made culinary experience
2. An entrance floor with an open-concept floor plan that allows guests to feel at one with Toba Bay from the minute they take their first step inside the hotel
3. A Club Lounge where hotel guests can enjoy food presentations unique to Toba Hotel International, which has woven a rich culinary tradition
4. Guestrooms have been updated with new furnishings and appointments, allowing guests to enjoy elegant moments while admiring expansive views of the Sea of Pearls

## <Overview of Renovation>

### 1. A luxurious terrace where hotel guests can enjoy breathtaking panoramic views of Toba Bay and a hotel-made culinary experience

Toba Hotel International will open the Pearl Ocean Terrace, a luxurious outdoor terrace where guests can enjoy unobstructed ocean views from the hotel's location at the tip of Cape Mondo on Toba Bay. Guests will take part in a culinary experience unique to the Ise-Shima region on the terrace, with options including drinks taken out from The Lobby Lounge on the same floor and hamburgers cooked from Mikumano beef raised in the Kumano district, which is surrounded by mountains and the sea. Guests can feel at one with nature's changing faces, such as sea breezes, flickering fireplace flames, and the moon and starry sky.

Name	Pearl Ocean Terrace
Location	Ocean Wing Entrance Floor



CG image of Pearl Ocean Terrace



CG image of takeout food

### 2. An entrance floor with an open-concept floor plan that allows guests to feel at one with Toba Bay from the minute they take their first step inside the hotel

The hotel will completely renovate the interior design of the entrance hall, the front desk, and The Lobby Lounge, all of which are located on the entrance floor. This renovation seeks to deliver splendid views of Toba Bay, which is dotted with verdant islands, to all hotel patrons. Customers will be greeted at the front desk counter with a display of Ise Washi art by Satoshi Nagai, a traditional craftsman specializing in gold and silver foil. Guests can have lunch, seasonal afternoon tea, and hotel-made desserts in The Lobby Lounge, which will be double the size of its previous floor space, while admiring Toba Bay's scenery through two huge windows facing the southeast. Before or after meals, they can also relax at the bar counter, which is fashioned of a single slab of Japanese horse chestnut from Mie Prefecture. Customers other than overnight guests are also welcome to use these facilities as they see fit.

Name	The Lobby Lounge
Number of seats	51 seats (46 seats, 5 bar counter seats)
Location	Ocean Wing Entrance Floor
Service hours	10:00 – 22:30 Lunch: 11:00 – 14:00 (last order: 13:30) Afternoon tea: 11:30 – 15:30 (reservations required by 18:00 of the previous day) Light meals and takeout: 11:00 – 17:00 (last order: 16:30) Bar: 17:00 – 22:30 (last order: 22:00)



CG image of entrance hall



CG image of front desk



CG image of The Lobby Lounge



CG image of bar

**3. A Club Lounge where hotel guests can enjoy food presentations unique to Toba Hotel International, which has woven a rich culinary tradition**

A Club Lounge with panoramic views of Toba Bay will be opened. Guests will be able to enjoy three food presentations each day. The food presentations will include hotel-made desserts, such as a heritage cheesecake with a time-honored preparation method maintained since the hotel's inception, local sake served at the G7 Ise-Shima Summit, and dishes recreated from traditional recipes that have been loved for more than a half-century, with a focus on food ingredients from Mie Prefecture. It is hoped that guests will enjoy the lounge at their leisure as a second guestroom, where they may work as part of a working holiday or talk with loved ones, while gazing out at the islands in the sea and the ships that come and go.

Name	Club Lounge
Number of seats	40 seats
Location	Ocean Wing first floor
Service hours	7:00 – 20:00
Food presentations	Tea time: 13:00 – 17:00 Cocktail time: 17:00 – 20:00 Breakfast buffet: 07:00 – 10:00 (final serving of food: 9:30)

\* The Club Lounge is open only to guests staying in the Imperial Suite or Ocean View Suite with Club (as of January 12, 2024).





CG image of the Club Lounge



CG image of a food presentation

**4. Guest rooms have been updated with new furnishings and appointments, allowing guests to enjoy elegant moments while admiring expansive views of the Sea of Pearls**

The hotel will remodel its most popular Ocean View Suite, transforming it into the Ocean View Suite with Club and offering guests an even more pleasant stay. The beds and sofa will be positioned so that guests can enjoy views of the Toba Blue horizon, where sea and sky flow together, from anywhere in the room. The minibar will be stocked with alcoholic beverages and soft drinks, including local craft beers and Ise tea, which guests are welcome to enjoy. The double vanity counter, which can be used by two people at the same time, will have a Mikimoto Cosmetics skincare package and ReFa BEAUTECH DRYER SMART hair dryer from MTG Co., Ltd.'s ReFa beauty brand, allowing guests to enjoy a leisurely bath. Guests can take in breathtaking views that can only be seen from their room and elegant moments. Guests staying in the Ocean View Suite with Club can use the Club Lounge from check-in to check-out.

Name of room	Ocean View Suite with Club
Guestrooms	16 rooms
Room size	603 ft <sup>2</sup> (56 m <sup>2</sup> )
View	Ocean view
Floor	Ocean Wing 5th, 6th, and 7th floors
Check-in / check-out	14:00 / 11:00
Special benefits	Club lounge access / private check-in / free mini-bar / breakfast at the Club Lounge



CG image of the Ocean View Suite with Club



CG image of the Ocean View Suite with Club

## <Room Reservations>

### 1. About the Commemorative Inaugural Accommodation Plan for Ocean View Suite with Club

To celebrate the hotel's 60th founding anniversary, a deluxe special accommodation plan will be available for ¥600,000 (pre-tax) for two guests, allowing them to experience all of the hotel's hospitality and services, as well as what makes it appealing. This plan provides attractive special benefits that allow guests to fully enjoy their stay in Ise-Shima, including not only dinner featuring Ise lobster (Japanese spiny lobster), abalone, and Matsuzaka beef, but also a spa treatment and skincare box offered only to guests staying in the Ocean View Suite with Club. The spa treatment and skincare box are provided by Mikimoto Cosmetics, a member of the Mikimoto Group, which was the first in the world to successfully cultivate pearls. The hotel hopes that guests will unwind and relax at their leisure while enjoying the hospitality and service that it has created over the past 60 years.

- Name of plan **Commemorative Inaugural Accommodation Plan for Ocean View Suite with Club**
- Accommodation plan period March 25 to July 31, 2024
- Price ¥600,000 (pre-tax) for a two-night stay for two guests per room (with two breakfasts and dinners and Club Lounge access)
- Type of room Ocean View Suite with Club
- Dinner French cuisine and Japanese kaiseki (a traditional multi-course Japanese dinner) using Ise lobster, abalone, and Matsuzaka beef on each overnight stay  
With drink pairing service (a sommelier will select beverages that complement the food)
- Breakfast Served in the Club Lounge
- Special benefits
  - (1) PEARL SPA treatment limited to Ocean View Suite with Club guests for 2 people (treatment time: 120 minutes)
  - (2) Your choice of activity: choose two out of six
    - Chauffeured private tour with sightseeing guide services (Ise Jingu course, Toba City sightseeing course, etc.) approx. 5 hours
    - Play golf at NEMU GOLF CLUB \*transportation included
    - Enjoy the outdoors with a private tour of Ise-Shima with activities \*transportation included
    - Ama diver hut experience \*transportation included
    - In-room massage, 60 minutes, 2 guests x 2 days
    - Gift package filled with products chosen by Toba Hotel International that symbolize Mie's attractiveness
  - (3) Mikimoto Cosmetics Skincare Box
  - (4) Welcome fruits and sweets
  - (5) Gift of Room Fragrance, an air freshener with the aroma of Toba Hotel International
  - (6) Private transportation to and from Toba Station
- Reservation method  
Please call the hotel at 0559-26-4121.  
\* Please make your reservation no later than one week prior to your stay.
- Plan details Official website URL <https://www.tobahotel.co.jp/stayplan/pa3497eae/> (In Japanese)

### 2. Start of acceptance of reservations

The hotel will start accepting room reservations at the official Toba Hotel International website today. We hope that you have a pleasant stay at Toba Hotel International.

- Reservation method Reservations can be made on the hotel's official website.  
<https://go-iseshima-resort.reservation.jp/en/hotels/nemuresort>

## <About Toba Hotel International>

The Ise-Shima region, where the hotel is located, is also known as “Miketsukuni” in Japanese. This Japanese name reflects the region’s status as a gastronomic treasure trove and its long history of making special offerings of seafood to Japan’s Imperial Family and Imperial Court. The hotel’s main dining hall, The Sea Horse, serves resort-style French cuisine that can be enjoyed while taking in the splendor of the Sea of Pearls below. Toba Bay was named one of the 100 Landscapes of Japan, a list of the country’s most scenic sites. The hotel’s Japanese restaurant, Mondo Misaki, serves Mie Prefecture’s rich local foods in a luxurious ambiance, with dishes featuring fresh seafood bought by the restaurant’s chef at auction on Toshijima, an island in front of the hotel.

Furthermore, the hotel has facilities such as PEARL SPA by MIKIMOTO COSMETICS, an authentic pearl spa created by Mikimoto Cosmetics, a part of the Mikimoto Group, which was the first in the world to successfully cultivate pearls. Tokowaka no Yu, a large communal bath area at the adjoining Toba Hotel International Shiojitei, features not only hot springs baths and saunas, but also Japan’s first outdoor Pearl Aurora Bath, created for the hotel by Mikimoto Cosmetics. Guests can enjoy splendid moments filled with the bounties of pearls in a site rich in pearl cultivation heritage.

### 【Facility photos】



CG image of The Sea Horse main dining hall



CG image of an abalone dish at The Sea Horse main dining hall



〔PEARL SPA by MIKIMOTO COSMETICS〕



Pearl Aurora Bath at Shiojitei

### ■ Facility Overview of Toba Hotel International (after renovation)

Location: 1-23-1 Toba, Toba City, Mie Prefecture, Japan 517-0011

<https://www.tobahotel.co.jp/en/>

Access: 10 min. walk from Kintetsu Toba Station or 3 min. by taxi.  
(A free shuttle bus from Toba Station is also available.)

Guestrooms: 84 in total (including 48 in the Ocean Wing and 36 in the Harbor Wing)

**【Guestroom Composition】**

Hotel wing	Room name	Floor area	Guestrooms (total: 84)	
Ocean Wing	Imperial Suite	603 ft <sup>2</sup> (56 m <sup>2</sup> )	1	Guestrooms with Club Lounge access
	Ocean View Suite with Club	603 ft <sup>2</sup> (56 m <sup>2</sup> )	16	
	Partial Ocean View Suite	603 ft <sup>2</sup> (56 m <sup>2</sup> )	5	
	Mountain Suite	603 ft <sup>2</sup> (56 m <sup>2</sup> )	18	
	Twin with Tatami Room Suite	603 ft <sup>2</sup> (56 m <sup>2</sup> )	6	
	Ocean View Twin	301 ft <sup>2</sup> (28 m <sup>2</sup> )	2	
Harbor Wing	Harbor View Twin with Tatami Room Suite	646 ft <sup>2</sup> (60 m <sup>2</sup> )	4	
	Harbor View Twin	355 ft <sup>2</sup> (33 m <sup>2</sup> )	24	
	Harbor View Twin Premium	355 ft <sup>2</sup> (33 m <sup>2</sup> )	8	

**【Map】**



**■ Overview of Ise-Shima Resort Management Co., Ltd.**

Ise-Shima Resort Management Co., Ltd. operates Toba Hotel International and Shiojitei in Toba City, Mie Prefecture, as well as NEMU RESORT in Shima City, Mie Prefecture.

Address	2692-3 Hazako, Hamajima-cho, Shima City, Mie Prefecture	
President and Representative Director	Kosuke Sagara	
Business facilities	Toba Hotel International	1-23-1 Toba, Toba City, Mie Prefecture <a href="https://www.tobahotel.co.jp/en/">https://www.tobahotel.co.jp/en/</a> Guestrooms : 130 (84 at Toba Hotel International and 46 at Shiojitei)
	NEMU RESORT	2692-3 Hazako, Hamajima-cho, Shima City, Mie Prefecture <a href="https://www.nemuresort.com/en/">https://www.nemuresort.com/en/</a> Guestrooms : 68 (60 at HOTEL NEMU, 8 at NEMU FOREST VILLA) Other facilities : NEMU GOLF CLUB, marina



## ■ 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, and “Biodiversity” in March 2023. The Mitsui Fudosan Group will continue to work toward solving social issues through neighborhood creation.

### 【Reference】

• Group Action Plan to Realize a Decarbonized Society

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

• Formulated Diversity and Inclusion Promotion Declaration and Initiatives Policy

[https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129\\_02/](https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129_02/)

• Mitsui Fudosan Group 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 12 Responsible Consumption and Production

Goal 14 Life Below Water

