

November 7, 2024

Mitsui Fudosan Co., Ltd.

Mitsui Fudosan Resort Management Co., Ltd.

On a Site Related to the Mitsui Family in Kowakudani, Hakone

HOTEL THE MITSUI HAKONE to Open in 2026

A New Luxury Hotel of the Highest Class in the Mitsui Fudosan Group

Tokyo, Japan, November 7, 2024 – Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo and Mitsui Fudosan Resort Management Co., Ltd., announced today that HOTEL THE MITSUI HAKONE would be opening in 2026 in Hakone Town, Ashigarashimo District, Kanagawa Prefecture.

HOTEL THE MITSUI is a highest-class luxury hotel brand in the Mitsui Fudosan Group and the new hotel follows HOTEL THE MITSUI KYOTO*, which opened in November 2020.

* The first hotel in Japan to receive 5 Stars from Forbes Travel Guide for three consecutive years since its opening and in 2024 received three Michelin Keys (as of October 2024 only two hotels in Japan have received 5 Stars from Forbes Travel Guide and 3 Michelin Keys)

The hotel will be located in Fuji-Hakone-Izu National Park on a vast site of over 135,500 m² (as big as three Tokyo Domes) in the lush mountainous landscape of Hakone. A portion of the area and its surroundings is land associated with the Mitsui Family where there was once a cluster of Mitsui Family villas. As a rare large-scale luxury hotel in Hakone, one of Japan's most prominent hot springs resort areas, the hotel will provide new lodging value.



Bird's-eye view (rendering)

Key Points of this Press Release

- HOTEL THE MITSUI HAKONE will open in Hakone in 2026, a luxury hotel of the highest class in the Mitsui Fudosan Group, following HOTEL THE MITSUI KYOTO
- Maximizing the location surrounded by a vast forest of approx. 1,423,327 ft² where one can fully feel the natural setting, the hotel will provide experiences focused on the land and culture of Hakone.
- Rich natural spring water that wells up on the site will be pumped to all the rooms (126 rooms) and the thermal springs, and a refined space will be designed with Yabu Pushelberg, an internationally renowned design studio and others.

■ About HOTEL THE MITSUI brand

Ever since the opening of HOTEL THE MITSUI KYOTO in November 2020, HOTEL THE MITSUI, under a brand concept of “Embracing Japan’s Beauty,” has provided special experiences and relaxation to all its guests through refined hospitality and behavior while embracing the distinctive beauty of Japan as seen in its traditional culture, architecture, crafts, and food.

HOTEL THE MITSUI HAKONE, which will open in Kowakudani, Hakone, will also carry on this concept, providing world-class facilities and services while maximizing the natural environment Hakone is blessed with to create experiences focused on the land and culture of Hakone. Hakone, a vast area rich in nature, offers a different type of Japanese beauty than the old capital Kyoto. The hotel aims to sincerely receive all guests with HOTEL THE MITSUI’s unique services and provide a truly comfortable, irreplaceable time.

Embracing Japan’s Beauty

People living in Japan from ancient times perceived ultimate beauty in the changing of the four seasons, and as people shared the excitement of experiencing this beauty, a distinct aesthetic came to be cultivated. Harmonizing this land’s nature, culture, and history, we feel the joy of guests as our own joy. The ideal hotel envisioned by HOTEL THE MITSUI is encapsulated by the brand concept, “Embracing Japan’s Beauty.”

■ HOTEL THE MITSUI HAKONE’s location

Hakone was located on the old Tokaido road that connect Nihonbashi in Tokyo with Kyoto, so historically it was an important post town. For many years, it has been a resort area to beat the heat enjoyed by many people both domestic and foreign, including the birth of Japan's first hotel exclusively for foreigners. It currently is one of Japan’s leading tourism areas where both domestic and foreign travelers gather for the experience of hot springs, the many museums, and the view of Mt. Fuji from Lake Ashi.

In addition, the topography, formed by volcanic eruptions in ancient times, possesses natural diversity. One of the major appeals of Hakone’s natural setting lies in the coexistence of a rough volcanic landscape that still remains and a peaceful resort area atmosphere. The planned site in particular is directly in front of Mt. Sengen. There’s also Jakotsu River that flows at the foot of the mountain, murmuring peacefully, and Chisuji Falls that has a mysterious appearance. It is a prime location for fully experiencing the grandness of nature as its expressions change from season to season. Hakone’s hot spring come from the activity of the Mt. Hakone volcano, and the Hakone area has hot springs with diverse types of hot springs water. The Kowakudani hot springs, where HOTEL THE MITSUI HOKANE is located, is characterized by an abundance of sodium, and from a source on the site, rich and natural hot springs water that wells up hot will be pumped to all the rooms and thermal springs. Guests can enjoy the experience of a distinctive hot springs in a space fully integrated with nature.



Entrance with Mt. Sengen in the background (image)



Thermal springs(image)

■ Features of HOTEL THE MITSUI HAKONE

Surrounded by an approx. 1,423,327 ft² forest, the main building allows guests to experience the appeal of the trees and valley with all five senses. The guest rooms have natural hot springs water pumped in, so guests can enjoy a leisurely bath and the abundant green landscape. There is artwork inspired by Hakone's nature and culture, and in a space that combines the sky, the forest, and water, guests can escape from the everyday for a time and experience the thermal springs. In everything, comfortable space will be created that combines attention to detail and a sense of refinement.

The hotel has 126 guest rooms with an average size of approx. 60 m². A variety of types will be available, including villas of over 100 m² and a presidential suite of over 240 m². In addition, at the all-day dining and specialty restaurant within the hotel, there will be outdoor terrace seating and from the spacious windows guests can enjoy cuisine representing the four seasons while taking in the vast natural setting that spreads out in front of them.

Together with the outstanding design team led by world-renowned design studio Yabu Pushelberg, Hakone's traditions and culture and Japan's beauty will be elevated to the modern; a facility is being planned that pursues new value. It will not pursue temporary trendiness, but generate value unaffected by the passage of time. A refined, one-of-a-kind hotel will be created.

【Main designers】

Interior designer:	Yabu Pushelberg
Interior designer (specialty restaurant):	A.N.D. (Aoyama Nomura Desing)
Exterior designer:	Kobayashi Maki Design Workshop
Landscape designer:	studio on site

The hotel will be operated by Mitsui Fudosan Resort Management Co., Ltd., which manages Halekulani Okinawa and HOTEL THE MITSUI KYOTO. Toward the opening in 2026, a luxury hotel will be created that draws on the collective capabilities of the Mitsui Fudosan Group. We hope you will look forward to it.

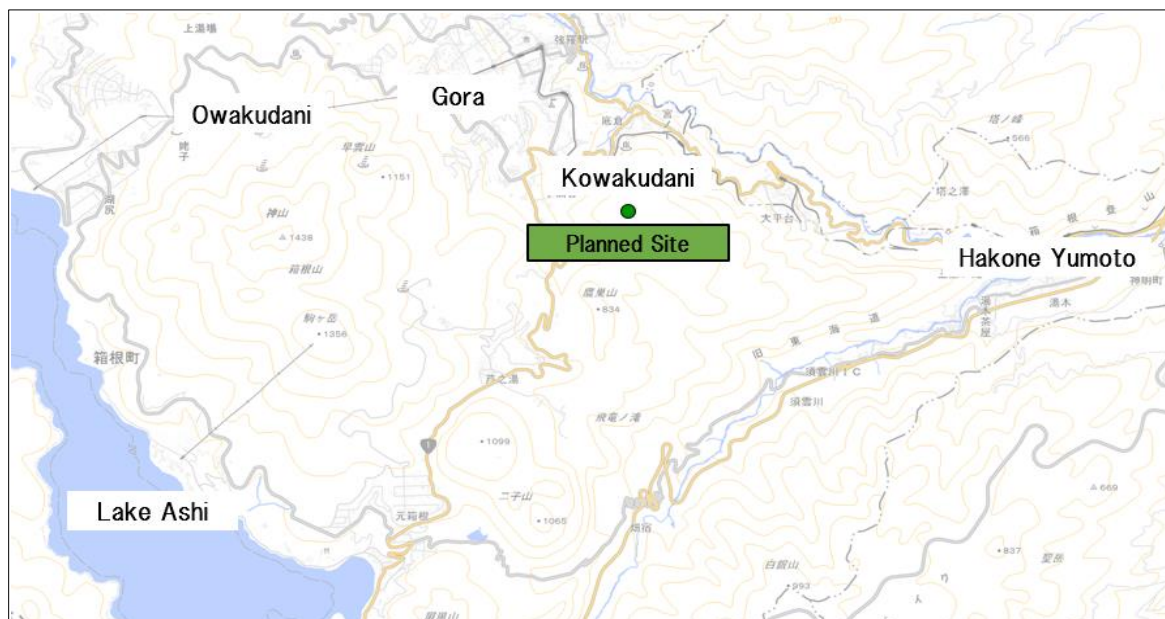
On this occasion, Mitsui Fudosan has decided to collaborate with The Luxury Collection, the luxury brand of Marriott International. Mitsui Fudosan will collaborate with Marriott International, which has members all over the world, and work to make the hotel the one that is visited by many guests from Japan and overseas.

■ Project overview

Hotel name	HOTEL THE MITSUI HAKONE
Location	450-1 Kowakidani, Hakone Town, Ashigarashimo District, Kanagawa Prefecture
Site area	Approx. 1,458,509 ft ² (approx. 135,500 m ²)
Development area	Approx. 543,577 ft ² (approx. 50,500 m ²)
Floor area	Approx. 254,028 ft ² (approx. 23,600 m ²)
Access	2-minute walk from Kowakudani Station on the Hakone Tozan Railway
Structure / size	Reinforced concrete (partly steel and wood); 3 aboveground floors, 2 belowground floors
Construction start	July 2024
Opening	2026 (planned)
Architect and builder	Takenaka Corporation
Guest rooms	126
Additional facilities	Restaurant, bar, thermal springs, fitness gym, etc.

■ Maps

(Regional map)



(Map of surrounding area)



■ Mitsui Fudosan Group's resort and luxury hotel business

The Mitsui Fudosan Group is promoting, both in Japan and overseas, resort development that utilizes nature and local features and development that attracts hotels with internationally strong reputations.

Halekulani Okinawa and HOTEL THE MITSUI KYOTO have acquired 5 Stars from Forbes Travel Guide for three straight years. Also, as announced in July 2024, six hotels operated by the Mitsui Fudosan Group were selected for Michelin Keys, as the hotels have earned strong reputations based on global standards.

Luxury hotels (including scheduled projects) developed and operated by the Mitsui Fudosan Group

Year opened	Hotel name
2016	Amanemu
2019	Halekulani Okinawa
2020	Four Seasons Hotel Tokyo at Otemachi HOTEL THE MITSUI KYOTO
2023	Bvlgari Hotel Tokyo
2026 (planned)	HOTEL THE MITSUI HAKONE Waldorf Astoria Tokyo Nihonbashi

Mitsu Fudosan Group operated hotels selected for Michelin Keys (announced July 2024)

Three Michelin Keys: Places that provide the most outstanding lodging experiences in the world
(4 out of the 6 hotels selected)

HOTEL THE MITSUI KYOTO

Bvlgari Hotel Tokyo

Four Seasons Hotel Tokyo at Otemachi

Amanemu

Two Michelin Keys: Lodging facilities that provide outstanding stays (1 out of 17 hotels)

Halekulani Okinawa

One Michelin Key: Lodging facilities that provide distinctive stays (1 out of 85 hotels)

The Celestine Kyoto Gion



Halekulani Okinawa (opened July 2019)



HOTEL THE MITSUI KYOTO (opened November 2020)

■ Sustainability in the Mitsui Fudosan Group

Based on the meaning of its “& mark,” “to generate new value with society through cooperation, coexistence and co-creation, we forge ahead, innovating,” the Mitsui Fudosan Group views the “creation of social value” and the “creation of economic value” as two wheels of a cart. Accordingly, we believe that the creation of social value leads to the creation of economic value, and that this economic value then creates even greater social value.

Moreover, we identified six Group Materiality priority issues when formulating our new management philosophy in April 2024. These Group Materiality priority issues are (1) Contribute to industrial competitiveness, (2) Coexist with the environment, (3) Health and Vitality, (4) Safety and security, (5) Diversity and inclusion, and (6) Compliance and governance. The Mitsui Fudosan Group will work to address each of the materialities through its core business activities and contribute to the promotion of sustainability.

References

Group Management Philosophy and Long-Term Vision

<https://www.mitsuifudosan.co.jp/english/corporate/innovation2030/>

Group Materiality

https://www.mitsuifudosan.co.jp/english/esg_csr/approach/materiality/

* The initiatives outlined in this release are designed to help address the following one Sustainable Development Goals (SDGs).

