



Leading Hawaii Luxury Hotel Halekulani to Enter Okinawa

Halekulani Okinawa to Open in Summer 2019

Tokyo, Japan, October 19, 2017 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it has decided, together with Halekulani Corporation*1 (Headquarters: Hawaii, U.S.A., COO: Peter Shaindlin), to open Halekulani Okinawa at the site of the Okinawa Inbu Beach Hotel Project (tentative name) in Onna Village, Kunigami District, Okinawa Prefecture, in the summer of 2019 (planned).

Under the Group's "Innovation 2017 Stage II" medium-term business plan, announced in May 2015, Mitsui Fudosan has positioned the hotel and resort business as one of its new growth areas. Along with taking proactive steps to develop the proprietary brand, Mitsui Garden Hotels in Japan, Mitsui Fudosan has been working to develop luxury hotel properties and attract such properties to its multi-use developments in central Tokyo, including such notable luxury hotel properties as Mandarin Oriental Tokyo and The Ritz-Carlton, Tokyo. In the resort field, Mitsui Fudosan has been developing the resort business since 2007, which includes such properties as NEMU RESORT, Toba Hotel International and Haimurubushi. Mitsui Fudosan invited Aman Resorts, an international luxury hotel group, to participate in the NEMU RESORT project, opening AMANEMU on the premises in March 2016. Okinawa, which offers significant prospects for growth in the luxury hotel market, Mitsui Fudosan has decided to open Halekulani Okinawa as its first luxury hotel in Japan under its proprietary hotel brand.

This year, Halekulani celebrates the centennial of its founding as a hotel on Waikiki Beach. In this landmark year, the announcement of the opening of the second Halekulani in Japan, with which it has close ties, and on Okinawa, one of Japan's leading beach resort destinations, will be a momentous undertaking that will carry Halekulani forward into its next century of business.

Halekulani Okinawa will welcome Mr. Jun Yoshie as its first general manager, who has extensive experience in luxury hotel management. Aiming for a grand opening in 2019, Mitsui Fudosan is determined to develop a world-class luxury hotel at the project site, which faces one of Japan's finest beaches on the west coast of the main island of Okinawa. We hope that you will share our high expectations for this new luxury hotel property.

*1 Halekulani Corporation, a 100%-owned subsidiary of Mitsui Fudosan, owns and operates Halekulani.

Key Features of the Project

- (1) Halekulani, internationally acclaimed for its hospitality, will enter Japan for the first time.
- (2) Prime location for a beach resort, facing a coastline stretching approx. 1.7 km in Onna Village, one of Japan's foremost beach-resort communities on the west coast of the main island of Okinawa
- (3) The resort will comprise 360 guest rooms, all of which will have ocean views, and a diverse array of facilities enabling long-term stays.
- (4) Mr. Jun Yoshie, who has extensive experience in luxury hotel management, will be appointed as the resort's first general manager.



Bird's eye perspective rendering of the completed hotel

(1) Halekulani, internationally acclaimed for its hospitality, will enter Japan for the first time

Halekulani is a luxury hotel located on Waikiki Beach on the island of Oahu, Hawaii in the United States. Its history can be traced back to 1917 when Clifford and Juliet Kimball purchased a hotel property consisting of a simple residence and several bungalows, and named the hotel “Halekulani,” which means “House Befitting Heaven” in Hawaiian. Thereafter, the hotel was gradually enlarged through several renovation and expansion projects.

In 1981, Mitsui Fudosan acquired this long-standing hotel and redeveloped it into a world-famous luxury hotel. While preserving the warm hospitality and traditions of Hawaii, Halekulani was reborn as an internationally competitive luxury hotel, and has earned the admiration of numerous visitors and guests.

This year, on the founding centennial of Halekulani, Mitsui Fudosan has decided to open Halekulani Okinawa in Japan, a country with close ties to Halekulani, and in Okinawa, to follow in the footsteps of the original Halekulani in Hawaii. This project will be a momentous undertaking that will carry Halekulani forward into its next century of business.

(2) Prime location for a beach resort, facing a coastline stretching approx. 1.7 km in Onna Village, one of Japan’s foremost beach-resort communities on the west coast of the main island of Okinawa

Halekulani Okinawa will be located in Onna Village, one of Japan’s finest beach-resort communities situated in the central portion of the west coast of the main island of Okinawa. It will be a prime location for a beach resort, facing an approx. 1.7 km stretch of coastline.

The resort hotel will enable guests to fully enjoy the natural riches of Okinawa, including expansive white-sand beaches spreading out from the hotel, views of sunsets from high ground facing the ocean, coral reef and colorful tropical fish, and lush local greenery and flowers, reflecting the changing seasons. Moreover, the hotel will offer numerous attractions that will captivate guests, including activities in the beautiful coastal waters of the Okinawa Kaigan Quasi-National Park, and excursions to the pristine Yanbaru forests of northern Okinawa.

(3) The resort will comprise 360 guest rooms, all of which will have ocean views, and a diverse array of facilities enabling long-term stays.

The site will cover an area of approximately 13 hectares. Taking full advantage of a beachfront site extending along a north-south direction, all 360 guest rooms will have ocean views. Hotel guests will be able to enjoy a diverse array of facilities, such as a swimming pool adorned with Halekulani’s signature mosaic of a Cattleya orchid, a spa offering wellness programs using natural hot springs, and four restaurants and bars featuring unique world-class dining experiences.



Swimming pool adorned with a mosaic of a Cattleya orchid (Halekulani Waikiki)

(4) Hotel services that blend hospitality developed over many years at Halekulani and the Okinawan “Omotenashi” spirit

With respect to hotel services, the world’s highest level of quality will be realized both in terms of facilities and services through a keen attention to detail and thoughtfulness befitting the Japanese people. The new hotel will also carry on the unique service philosophy established by Halekulani over its century-long history, providing uncompromising services that surpass the expectations of guests. Along with this, Halekulani aims to be a leading international luxury resort brand that reflects the beauty and culture of its locale.

■Schedule and Prospects

Okinawa is a promising market that offers prospects for steady growth in step with expanding inbound tourism demand. With the expansion of Naha Airport scheduled for completion in 2020, the number of affluent foreign visitors from Asia and other parts of the world to Okinawa is expected to continue increasing, in addition to visitors from elsewhere in Japan. Meanwhile, the presence of luxury hotels in Okinawa has fallen behind that of major overseas markets. For this reason, the Okinawan market is expected to offer significant potential for growth. Looking ahead toward an opening in summer 2019, Mitsui Fudosan aims to develop Halekulani Okinawa into a world-class luxury resort hotel where guests can experience what it is like to stay at a “House Befitting Heaven.”

Remarks by Mr. Peter Shaindlin, COO, Halekulani Corporation

“From the moment I arrived at the planned site at Inbu, Okinawa and saw the lavender-hued horizon from the shore, I knew that we were destined to open our long-sought second Halekulani location here. I’m confident that Halekulani Okinawa will crystallize the evolution of the Halekulani legacy that has been carefully handed down over the generations from a century ago. I’m delighted that the opening of this new hotel in 2019 will turn a new page in the history of the Halekulani legacy and carry it boldly into the future.”



COO Peter Shaindlin

Remarks by Mr. Jun Yoshie, First General Manager of Halekulani Okinawa

“Mitsui Fudosan will open its first directly operated luxury resort hotel in Japan under the Halekulani brand, a legendary hotel that it owns in Hawaii. I’m extremely honored and truly proud to have the opportunity to serve as the hotel’s first general manager. I’m also excited to be playing a part in the development of the west coast of the main island of Okinawa, which is one of the most beautiful beach-resort areas of the world, into an internationally renowned resort destination through the addition of Halekulani’s attractiveness to this area. Based on the experience I have gained through my work with various hotel brands, I would like to develop a hotel in which every staff member can take the utmost pride.”

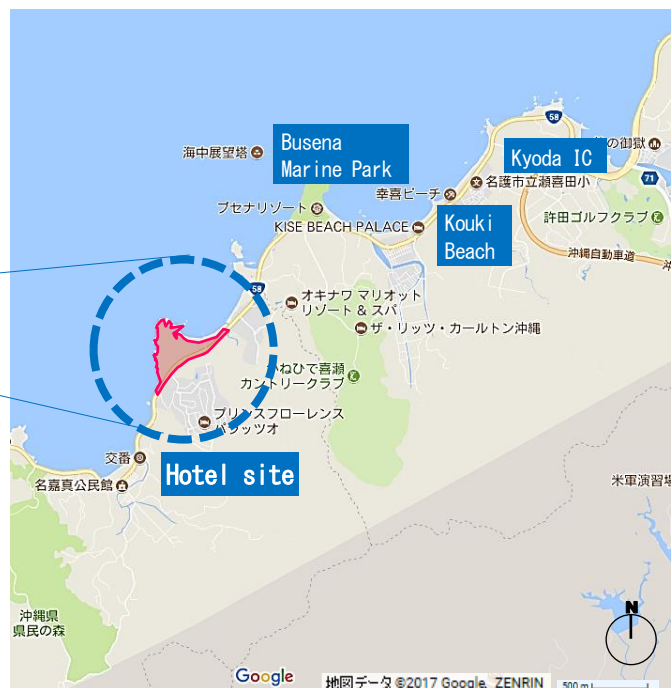


Jun Yoshie

(Reference) Jun Yoshie (Biography)

April 1983	Joined PRINCE HOTELS, INC.
May 1994	Sales Manager, Park Hyatt Tokyo
January 1997	Director of Sales, Park Hyatt Tokyo
December 2001	Director of Marketing, Grand Hyatt Tokyo
December 2004	Director of Sales & Marketing, Mandarin Oriental Tokyo
February 2006	Executive Assistant Manager, Sales & Marketing, The Ritz-Carlton, Tokyo
August 2011	General Manager, The Ritz-Carlton, Okinawa
November 2017	To be appointed as General Manager, Halekulani Okinawa (planned)

Access



■ **Project Summary**

Name of Hotel	Halekulani Okinawa
Location	1967-1 and other lots, Shimobukurobaru, Azanakama, Onna Village, Kunigami District, Okinawa Prefecture
Planned Site Area	Approx. 938,028.5 ft ² (87,145.70 m ²)
Transportation (Access)	About 75 minutes by car from Naha Airport
Total Floor Area	Approx. 449,360 ft ² (41,746.92 m ²)
Structure and Scale	Ferroconcrete construction 10 floors above ground and other structures
Construction	May 2017
Opening	Summer 2019 (planned)
Architect	Nikken Sekkei Ltd
Builder	Maeda-Kokuba Construction Joint Venture
No. of rooms	360 rooms
Adjoining facilities	Restaurants, bars, indoor/outdoor swimming pools, spa, fitness gym, etc.

Attachment

Overview of Halekulani (Hawaii) (Including Main Awards)

■ Overview of Halekulani (Hawaii)

Halekulani Timeline from 1984 (Including Main Awards)

1984	<ul style="list-style-type: none"> Grand opening of Halekulani as an international luxury hotel following redevelopment by Mitsui Fudosan (soft opening in 1983) Opening of the French restaurant La Mer
1989	<ul style="list-style-type: none"> Obtained fifth place in the “Readers’ Choice: World’s Hotels” category of a survey by Condé Nast Traveler Readers magazine
1990	<ul style="list-style-type: none"> La Mer receives the AAA (American Automobile Association) Five Diamond Restaurant Award for the first time. Obtained first place in “World’s Best Tropical Resorts” category of a survey by Condé Nast Traveler Readers magazine
1997	<ul style="list-style-type: none"> Obtained eighth place in “World’s best hotel services” category of Travel + Leisure magazine
1999	<ul style="list-style-type: none"> Gourmet Magazine Obtained first place in “World’s Hotels, Overall” category Obtained first place in “World’s Hotel Rooms” category La Mer awarded fifth place in “World’s Most Romantic Places” category
2003	<ul style="list-style-type: none"> Opening of SpaHalekulani
2004	<ul style="list-style-type: none"> Obtained Four Stars Award with highest score in the “America’s Best Hotel & Resort Spas” category of a survey by Mobile Travel Guide
2006	<ul style="list-style-type: none"> Obtained first place in “Best Resort and Spa Services” category of a survey by Travel + Leisure magazine
2007	<ul style="list-style-type: none"> Obtained first place in the “Best Services” category of the <u>Leading Club Gold Award</u> chosen by Leading Hotels of the World
2015	<ul style="list-style-type: none"> Included in “Gold List: World’s Best Hotels” by Condé Nast Traveler Readers magazine
2017	<ul style="list-style-type: none"> La Mer <ul style="list-style-type: none"> Received Five Diamond Restaurant Award for the 28th consecutive year from AAA (American Automobile Association) Named as a Five Star Restaurant by Forbes Travel Guide for the 5th consecutive year. SpaHalekulani <ul style="list-style-type: none"> Received the Four Star Spa Award from Forbes Travel Guide for the 8th consecutive year. Included in “The World’s Best 2017 Hall of Fame Winners ” by Travel + Leisure magazine

Overview of Halekulani

Name	Halekulani
Location	2199 Kalia Road, Honolulu, Hawaii 96815, U.S.A.
General Manager	Ulrich Krauer
Founded	1917
Opened	1984 (current hotel was opened after redevelopment by Mitsui Fudosan)
Ownership and Management	Halekulani Corporation (100%-owned subsidiary of Mitsui Fudosan)
Facility Overview	Guestrooms (453)
	Orchids oceanfront restaurant
	La Mer French restaurant
	House Without a Key casual dining restaurant
	Lewers Lounge bar
	SpaHalekulani

Website <http://www.halekulani.jp/> (Japanese)
<https://www.halekulani.com/> (English)



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