

March 13, 2024

To Members of the Press

Nippon Steel Kowa Real Estate Co., Ltd.  
NSKRE Hospitality Co., Ltd.

**“&Here (And Here)” Residential Hotel Development and Operations  
Business**

**The Brand’s First Hotel “&Here TOKYO UENO” to Open in  
Ueno, Tokyo on March 15 (Fri), 2024**

Nippon Steel Kowa Real Estate Co., Ltd. (headquartered in Minato-ku, Tokyo; led by President and CEO Masahiro Miwa) hereby announces that it will open its first hotel under “&Here (And Here),” its new residential hotel business announced in July 2022. The hotel, “&Here TOKYO UENO (And Here Tokyo Ueno),” (145 guest rooms) will open in Ueno, Tokyo on Friday, March 15, 2024.

This facility will be the first long-stay hotel to be both developed and operated by Nippon Steel Kowa Real Estate. Operations will be handled by NSKRE Hospitality Co., Ltd. (headquartered in Minato-ku, Tokyo; led by President and CEO Munenori Otani), a 100% owned subsidiary of Nippon Steel Kowa Real Estate established in July 2022.



▲ First-floor lounge of “&Here TOKYO UENO”

Located in Ueno, one of the most popular areas in Tokyo among inbound visitors, “&Here TOKYO UENO” is designed to accommodate long stays by families and other such uses. Ueno offers a favorable location with a concentration of spots that offer Japanese cultural experiences sought by visitors from abroad, from cultural and leisure facilities such as the Tokyo National Museum and Ueno Zoo to Ameyoko, a lively shopping area lined with various stores.

The north side of the hotel overlooks a scenic area featuring the natural landscape of Ueno Park (dubbed the Forest Site). This contrasts with the south side, which features rows of time-honored shops offering traditional crafts dating back to the Edo period (dubbed the Culture Site). Guest rooms are designed to reflect the character of their respective areas, offering an exciting selection



for guests to choose from according to their tastes.

Following the opening of this hotel in Ueno, the Company plans to construct eight more hotels across three prefectures going forward.

### ■ Background of the Company's Entry in the Hotel Business

Following the lifting of COVID-19 border measures in April 2023, annual numbers of visitors from abroad have exceeded 25 million, indicating a steady recovery in inbound demand. According to a survey\*, around half of inbound visitors travel in groups of three or more, while approximately 80% stay for four nights or longer, highlighting strong demand for hotels and guest rooms that accommodate group stays in a single room over longer periods.

A growing trend of three-generation travel and other trips taken by larger groups is seen within Japan as well, particularly among the retired senior generation. Moreover, “residential hotels” have been attracting attention in recent years. These facilities incorporate the benefits of both hotels and serviced apartments in a practical way, offering value-added features such as kitchens and laundry facilities that allow guests to stay as if they were living there. Despite this, hotels in major Japanese cities are not currently equipped with enough guest rooms that accommodate three or more guests.

In light of the above, the Company has decided to develop and operate “&Here (And Here),” a brand of residential hotels designed to accommodate longer stays and group lodging needs, including those of inbound travelers to Japan, families from within Japan, and group travelers. As a new category distinct from both business hotels and city hotels, the Company’s “SPECIAL DAYS HOTEL” concept aims to deliver comfort and pleasant experiences throughout the guests’ entire journey, not just during their stay, offering special moments beyond the routine of daily life.

\* Source: Independent research conducted by Japan Hotel Appraisal Co., Ltd., based on the “Consumption Trend Survey of Foreigners Visiting Japan” and the “Overnight Travel Statistics Survey” carried out by the Japan Tourism Agency of the Ministry of Land, Infrastructure, Transport and Tourism, as well as interviews with public health offices

### ■ About the New “&Here (And Here)” Brand

The new “&Here” brand of residential hotels was born from the desire to bring together two key elements of travel – **enjoyment (“enjoy”)** and **relaxation (“relax”)** – and to create a place that **“attracts and connects” (“&”)** what guests value most, including meaningful moments with family, friends, and other important people in their lives.

Brand Logo



By offering travelers moments for both enjoyment and relaxation beyond the hotel, we aspire to leave them with special memories of their journey. The ampersand (&) featured in the logo embodies the concept of a hotel that connects travelers to the local community, to a wide range of experiences, and to the hotel staff. The design is inspired by *mizuhiki*, which are traditional Japanese decorative cords used to tie and adorn gifts. It also resembles a path, reflecting the hotel’s aspiration to guide guests to spectacular destinations.

#### Three Key “&Here” Concepts to Enhance Comfort Throughout Travels

**“enjoy + relax = only here” A hotel that ties enjoyment and relaxation together to deliver special stays**

- 1) enjoy: Enjoying the town, enjoying the hotel, enjoying trips together
- 2) relax: Relaxing in spacious settings, relaxing together with peace of mind
- 3) Only Here: Experiences only offered at the hotel, experiences only found in the town



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### The Travel Experience Offered by &Here

A trip consists of enjoyment and relaxation. Based on this concept, we create hotels that are designed to shape the entire journey, not just the time spent within the hotel. We help each guest pursue their own unique ways to enjoy their time.



#### ■ Features of “&Here TOKYO UENO”

- 1) Located in Ueno, an area rich with greenery and a culture of craftsmanship
- 2) An exterior and guest rooms designed based on a “Forest” concept for the north side, and a “Culture” concept for the south side
- 3) Shared facilities to ensure a comfortable stay, and sustainable spaces displaying artwork co-created with local workshops
- 4) A large bath facility with a sweeping view of Ueno Park
- 5) “&LOVER,” a service that connects guests with the local community

#### 1) Located in Ueno, an area rich with greenery and a culture of craftsmanship

North of “&Here TOKYO UENO” lies one of Tokyo’s greenest districts (dubbed the Forest Site), which includes Shinobazu Pond and Ueno Park. South of the hotel is an area known for its vibrant culture of traditional crafts and artisanry (dubbed the Culture Site). The hotel was conceived as a “sanctuary of Ueno Park.” It offers a tranquil forest adjacent to Ueno Park, a cultural sanctuary, and provides a place where guests can connect with local culture.

- A desirable location at the southern edge of Shinobazu Pond, with views of the pond and Ueno Park from the guest rooms
- Access to multiple train lines, including the JR Lines and the Tokyo Metro Ginza and Chiyoda Lines
- A flat walk from the stations, enabling easy access for travelers
- Convenient access to both Narita and Haneda Airports from Ueno Station



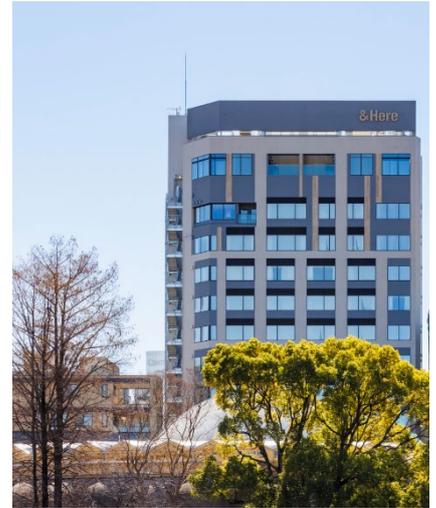


**2) An exterior and guest rooms designed based on a “Forest” concept for the north side, and a “Culture” concept for the south side**

The hotel’s exterior design makes use of the unique qualities of the “Forest” and “Culture” concepts, aiming to create a hotel brimming with the local character. The north side is inspired by the tree-lined landscape of Ueno Park, while the south side incorporates decorative designs using aged brick finishes that reflect the culture of traditional crafts and artisanry.

A total of 14 types of guest rooms are available, divided into Forest Site rooms that capture the essence of nature while highlighting views of Shinobazu Pond, and Culture Site rooms inspired by artisanry, workshop spaces, and literary figures, offering guests an exciting selection.

Family-type rooms account for approximately 70% of all guest rooms and include amenities for long-term stays, including a mini-kitchen, refrigerator, microwave, and dining table. In addition, these rooms feature spaces to relax beyond the bed, such as sofa areas and Japanese-style rooms.



▲ Exterior of “&Here TOKYO UENO”

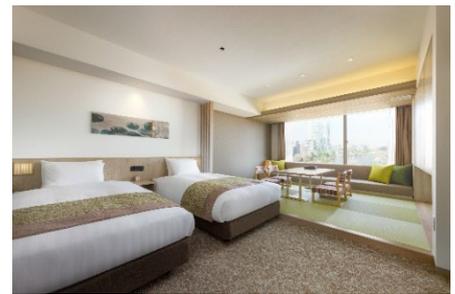
**Forest Site Guest Rooms**



▲ Deluxe Suite Bunk



▲ Deluxe Family Bunk



▲ Deluxe Family Japanese-Western Style Room

**Culture Site Guest Rooms**



▲ Deluxe Family Bungo



▲ Superior Twin Japanese-Style Room



▲ Deluxe Family Takumi

**3) Shared facilities to ensure a comfortable stay, and sustainable spaces displaying artwork co-created with local workshops**

In addition to the lobby, the first floor features a hotel lounge and cafe space, as well as “WAW,” a shared office space that accommodates remote work needs and allows guests to attend to business in comfort during their stay. “WAW” is also open to visitors who are not staying at the hotel.



The lobby features artwork such as *kumihimo* braiding by “Domyo,” a time-honored craft studio, as well as “toumei,” an Ueno-based workshop for acrylic resin crafts, both found at the Nakacho-dori Shop Association area, where the hotel is located. Through co-creation with local workshops, the hotel has fostered an initiative designed to cultivate a deeper understanding of the community.

As part of its sustainable space design, the central courtyard of the lobby makes use of “lost plants,” which are plants reused from events and other occasions. Furthermore, as part of an industry-academia collaboration initiative aimed at enhancing the hotel’s appeal, the Company worked with interior design majors at Tokyo Communication Arts College to produce hotel artwork designed to resonate with the hotel’s guests, as well as tools to convey the appeal of the local area (such as tabloids and handheld fans), which can be found at the hotel.

### Lobby Floor (1st Floor)



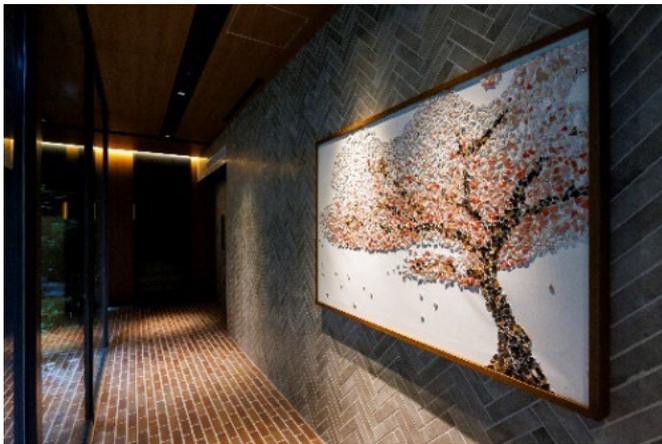
▲ Artwork co-created with local workshops is displayed in the lounge



▲ “&Here Cafe,” a cafe space



▲ “WAW,” a shared office



▲ Artwork created as part of the industry-academia collaboration initiative



▲ “Lost plants” used in the courtyard



**4) A large bath facility with a sweeping view of Ueno Park**

The hotel offers a large bath facility where guests can relax physically and spiritually while enjoying sweeping views of Ueno Park. Gazing out at expansive views toward Shinobazu Pond, guests can fully enjoy a liberating sense of open space. Guests can enjoy a soothing moment while taking in the scenery of Shinobazu Pond, which transforms throughout the day.



▲ Large bath facility



▲ Open-air bath at the large bath facility

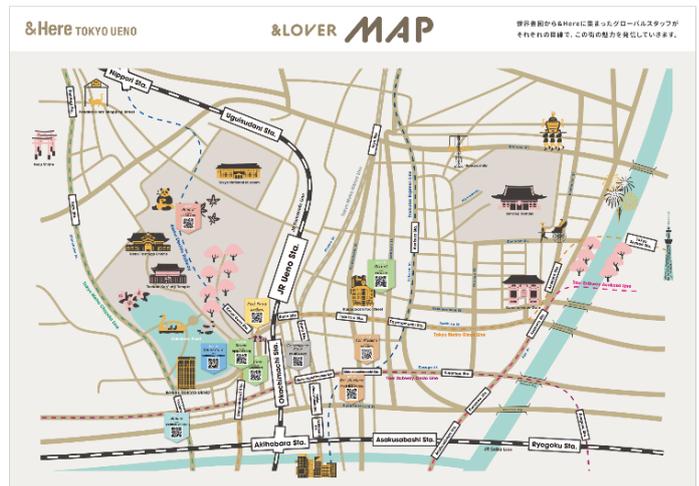


▲ Shinobazu Pond and Ueno Park as seen from the large bath facility

**5) “&LOVER,” a service that connects guests with the local community**

“&LOVER” is a local guide service created with the aim of helping guests enjoy their travels even more by connecting them with the diverse attractions of the neighborhood, which were personally discovered by “&Here TOKYO UENO” staff through their explorations.

The staff creates original neighborhood guides and maps that cover different types of attractions. Examples include guides on recommended fast food items at nearby eateries selected by our international staff, on culture and the arts at Ueno Park, on shopping streets that retain a traditional downtown character, and more. The hotel aims to serve as a guide to the local area, with staff working to provide guests with information.



▲ “&LOVER” Map

■ **Future Development Plans**

- “&Here OSAKA NAMBA (And Here Osaka Namba)” scheduled to open in April 2025
- “&Here SHINJUKU (And Here Shinjuku)” scheduled to open in July 2025
- “&Here TOKYO ASAKUSA (And Here Tokyo Asakusa)” scheduled to open in January 2026

■ **Overview of “&Here TOKYO UENO (And Here Tokyo Ueno)”**

Address: 2-11-18 Ueno, Taito-ku, Tokyo

Access: 7-minute walk from JR Ueno Station; 2-minute walk from Yushima Station on the Tokyo Metro Chiyoda Line; etc.

Number of Guest Rooms: 145

Design: Tokyu Architects & Engineers Inc.

Construction: Sekisui House, Ltd. and Asanuma Corporation (construction support)

Start of Operations: March 15, 2024 (Fri)



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Additional Resources

- “&Here (And Here)” Brand Website: <https://andherehotels.jp/>

Brand Website



- Official Website for “&Here TOKYO UENO (And Here Tokyo Ueno)” : <https://andherehotels.jp/tokyoueno/>

Note: Stays can be booked through the official website.

Official



Social Media Links

- Facebook: [https://www.facebook.com/people/Andhere\\_hotels/100089970237359/](https://www.facebook.com/people/Andhere_hotels/100089970237359/)
- Instagram: [https://www.instagram.com/and\\_here\\_hotels/](https://www.instagram.com/and_here_hotels/)

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