



## Holding of “Multi Cultural Festival 2023” Industry-Academia Collaboration Event Planned and Operated by Students and Hotel Employees

TOKYO, Japan - September 27, 2023 - ORIX Real Estate Corporation (“ORIX Real Estate”), Ritsumeikan Asia Pacific University (“APU”), and Suginoi Hotel And Resort Co., Ltd. announced today that they will host the hotel event “Multi Cultural Festival 2023 ~World Holiday Festival~” (“MCF2023”)—an event where students take the lead in planning and operation—at Beppu SUGINOI HOTEL for a limited period of two days from December 9 to 10, 2023.



Multi Cultural Festival 2023 ~World Holiday Festival~ (illustrative image)

ORIX Real Estate and APU signed an Agreement on Friendly Exchange\* in December 2021 to develop talent that will take on the future of the tourism industry and for regional revitalization, promoting initiatives that create new regional tourism resources while students learn from ORIX’s management knowledge and other expertise. An achievement of this industry-academia collaboration is the Multi Cultural Festival, which also serves as a symbol. This is an event where students take the lead in planning and operation that was held for the first time last year, drawing approximately 2,000 visitors to the venue over a period of three days. Continuing from last year, the event will again be held this year.

MCF2023 will be held at various places across the entire premises of Beppu SUGINOI HOTEL, covering a bigger area than last year. As an event distinctive of APU, which has a strong international flavor, there will be contents that allow visitors to enjoy throughout the day, including a “World Holiday Experience Booth” where visitors can experience the Christmas and New Year holiday seasons of countries around the world, an illumination workshop based on visitor participation, and dance shows overflowing with a touch of foreign countries. In addition, as a collaboration event with the region that goes beyond the hotel, collaborations with Beppu City and regional artist groups, regional

events in Oita being held on the same days as this event, and other ideas are being considered this year to deliver a special two-day period that is even more spectacular than last year’s event.

ORIX and APU will continue to promote regional charm to tourists from Japan and overseas as well as contribute to the Japanese tourism industry by nurturing of diverse students through mutual collaboration.

\* [Signing of an Agreement on Friendly Exchange for Industry-Academia Collaboration \(December 2, 2021\)](#)

## 1. Overview of “Multi Cultural Festival 2023 ~World Holiday Festival~”

Date: December 9 and 10, 2023

Location: Various places within Beppu SUGINOI HOTEL

Time: 3:00 PM to 9:00 PM

Activities (location): (1) World Holiday Experience Booth (in front of SUGINOI BOWL & PARK)  
(2) Participation-based illumination workshop (in front of Ceada Palace)  
(3) Parade (from in front of Suginoi Palace’s entrance to TERRACE & DINING SORA and Ceada Palace)  
(4) Mini show (SUGINOI Hall)  
(5) Finale show (square in front of Pronto)  
(6) Buffet menu at restaurants limited to the period of MCF2023 (TERRACE & DINING SORA and Ceada Palace)

\* Activities differ in time due to their scope.

\* Events are subject to change. Details will be announced on the official hotel website as soon as they are determined.

## 2. Overview of “Multi Cultural Festival 2023” limited special two-day plan being sold at Beppu SUGINOI HOTEL

Guests staying at Beppu SUGINOI HOTEL during the period of MCF2023—December 9 and 10, 2023—can participate in all the activities of MCF2023. In addition, under the special accommodations plan, guests will be provided with a drink limited to the event, in addition to participation in MCF2023. A day-use plan has also been prepared to allow people living in the region to enjoy the event.

### ■ “Multi Cultural Festival 2023” special accommodations plan with event-limited drink at “Lounge” café and bar and one-night stay at SORA KAN with two meals

Date of stay: December 9 or 10, 2023

Guest rooms: Guest rooms in SORA KAN

Details of plan: - One-night stay with two meals (both dinner and breakfast at TERRACE & DINING SORA)  
- Participation in (1) to (6) of MCF2023  
- Event-limited drink at “Lounge” on the first floor of SORA KAN

\* One drink per guest

\* The drink is available from 11:00 AM to 4:00 PM, and 9:00 PM to 11:00 PM

Reservation method: Beppu SUGINOI HOTEL official website, or Reservation Center: +81-977-78-8888  
(operating hours: 9:00 AM to 7:00 PM)

\* The commencement date of sale and prices will be announced on the official hotel website as soon as they are determined.

### ■ “Multi Cultural Festival 2023” day-use plan

Details of plan: - Participation in (1) to (5) of MCF2023

\* Participation in (6) of MCF2023 is not included as reservation for day-use only of restaurants during the period of the event will not be accepted

Place of sale: Suginoi Palace on day of use \* No prior reservation

\* Prices will be announced on the official hotel website as soon as they are determined.

### 3. About the ORIX Real Estate x APU Industry-Academia Collaboration

Since the signing of an Agreement on Friendly Exchange in December 2021, ORIX Real Estate and APU have been promoting industry-academia collaboration to develop talent that will take on the future of the tourism industry and for regional revitalization through the creation of new tourism resources in Beppu. A wide range of industry-academia collaboration programs have since been implemented, including guest lectures for students by ORIX Group employees and local government staff; special summer session courses, and site visits to Beppu SUGINOI HOTEL and tourist attractions in Beppu. In November 2022, “Multi Cultural Festival 2022 ~A Festival of Light and the World~”—an event which serves as symbol of the industry-academia collaboration—was held at Beppu SUGINOI HOTEL, drawing hotel guests as well as local residents to the venue. The organizing of the event—the entire process from planning to operation—was carried out centered on students and employees of Beppu SUGINOI HOTEL as practical training to learn hotel management. Under the program for fiscal 2023, the second year of this collaboration, employees of ORIX Hotel Management Corporation were dispatched to APU as teaching staff and conducted lessons as a formal subject for which credits are given. The lessons include opportunities for learning about hotel marketing, and are being advanced while developing the content.

\* A special lecture of the industry-academia program for learning from professional human resources in a practical manner



Booth at Multi Cultural Festival 2022 for experiencing ethnic clothes



Conduct of practical learning\*

### 4. Overview of ORIX Real Estate Corporation

ORIX Real Estate is developing real estate-related businesses in a wide range of areas. These include development and investment in facilities such as office buildings, logistics facilities, and commercial facilities; development and management of condominiums; real estate brokerage, and construction contracting; and management of facilities such as onsen resorts, hotels, training facilities, and aquariums. It is pursuing the creation of new value in the real estate business based on its accumulated expertise.

Address: 2-3-1 Hamamatsu-cho, Minato-ku, Tokyo  
Established: March, 1999  
Representatives: Toshinari Fukaya  
Description of Business: Real estate investment and development business etc.  
Website: <https://www.orix-realestate.co.jp/en/>

## 5. Overview of Ritsumeikan Asia Pacific University (APU)

With foreign students from 106 countries and regions around the world (as of May 1, 2023) making up half of the student population, APU ranked first in Japan in the area of “Environment” and third in Japan in the area of “Engagement” under the Times Higher Education Japan University Rankings 2023. The university drives global education by providing collaborative learning and education in two languages—Japanese and English—in a multicultural environment with many nationalities. In its transformation into the new APU in April 2023, together with reforms in education and learning at the existing two colleges (the College of Asia Pacific Studies and the College of International Management), a new College of Sustainability and Tourism was also established.

Address: 1-1 Jumonjibaru, Beppu, Oita

University opened: April 2000; Graduate School established April 2003

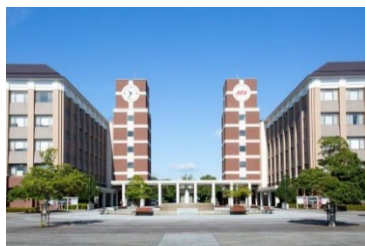
Establisher: The Ritsumeikan Trust (through public-private collaboration with Oita Prefecture and Beppu City)

Website: <https://en.apu.ac.jp/home/>

(Below is current as at May 1, 2023)

Students: 5,976 (including graduate school and non-fulltime students), 2,777 of whom are international/exchange students

Faculty members: 195 (full-time), 91 of whom are foreign nationals



## 6. Overview of Beppu SUGINOI HOTEL

Beppu SUGINOI HOTEL is located in Kankaiji Hot Spring, one of eight major hot spring areas known collectively as Beppu Hatto. Situated on high ground with a panoramic view of Beppu Bay, from the hotel guests can gaze up to Mt. Tsurumi and, on a clear day, even see as far as Sadamisaki Peninsula in Shikoku. In January 2023, the flagship building “SORA KAN” was opened, giving birth to “Sorayu,” a bath full of openness with a breathtaking view from a height of approximately 250 m above sea level. Furthermore, in July 2023, the open-air hot spring bath with a magnificent view “TANAYU” was renovated for the first time in 20 years to provide a soothing space with a sense of Beppu. The new building “HOSHI KAN” is scheduled to open in January 2025.

Official website: <https://suginoi.orixhotelsandresorts.com/>

Official Instagram account: [https://www.instagram.com/beppu\\_suginoihotel\\_official/](https://www.instagram.com/beppu_suginoihotel_official/) (in Japanese)

Official LINE account: <https://page.line.me/?accountId=968pmsgb> (in Japanese)

### Contact Information:

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### About ORIX:

ORIX Corporation (TSE: 8591; NYSE: IX) is a financial services group which provides innovative products and services to its customers by constantly pursuing new businesses.

Established in 1964, from its start in the leasing business, ORIX has advanced into neighboring fields and at present has expanded into lending, investment, life insurance, banking, asset management, automobile related, real estate and environment and energy related businesses. Since entering Hong Kong in 1971, ORIX has spread its businesses globally by establishing locations in 28 countries and regions across the world.

Going forward, ORIX intends to utilize its strengths and expertise, which generate new value, to establish an independent ORIX business model that continues to evolve perpetually. In this way, ORIX will engage in business activities that instill vitality in its companies and workforce, and thereby contribute to society. For more details, please visit our website: <https://www.orix.co.jp/grp/en/>  
(As of March 31, 2023)

### **Caution Concerning Forward Looking Statements:**

These documents may contain forward-looking statements about expected future events and financial results that involve risks and uncertainties. Such statements are based on our current expectations and are subject to uncertainties and risks that could cause actual results that differ materially from those described in the forward-looking statements. Factors that could cause such a difference include, but are not limited to, those described under “Risk Factors” in the Company’s annual report on Form 20-F filed with the United States Securities and Exchange Commission and under “(4) Risk Factors” of the “1. Summary of Consolidated Financial Results” of the “Consolidated Financial Results April 1, 2022 – March 31, 2023” furnished on Form 6-K.