



Launching Tsunagu-Hagukumu Tourism Project for All 22 Directly Operated Onsen Resorts, Hotels, and Training Facilities

TOKYO, Japan – March 15, 2024 – ORIX Hotel Management Corporation (“ORIX Hotel Management”) announced today the launch of the Tsunagu-Hagukumu Tourism project aimed at promoting sustainable tourism*¹ across all 22 directly operated onsen resorts, hotels, and training facilities. The project’s official website*² will be open to the public starting today.



In December 2021, ORIX Hotel Management established and published*³ its Sustainability Promotion Policy with the key themes of Transition to Carbon-Free, Environmental Considerations, Safety, Security, and Comfort, and Coexistence with Regional Communities, and has been actively advancing initiatives toward solving social issues. So far, we have been pursuing a balance between providing safe, secure, and comfortable spaces and times and creating a sustainable society through initiatives such as introducing EV charging services at our operated facilities, transitioning to renewable energy sources, reducing plastic usage, reducing food loss, and offering sustainable seafood.

Tsunagu-Hagukumu Tourism aims to provide experiences that contribute to achieving three specific SDGs, focusing especially on tourism, in various forms including accommodation plans, meals, and exhibitions: Decent Work and Economic Growth, Responsible Consumption and Production, and Life Below Water.

In 2024, under the theme SAVE THE SEA, all 22 directly operated facilities will offer five experiences focused on SDG Goal 14: Life Below Water. Cross Wave, a training facility, will set up a corner where visitors can hold and experience upcycled products made from marine plastic, such as ballpoint pens. Additionally, CROSS HOTEL and CROSS Life will exhibit products such as wall clocks upcycled from plastic waste generated by the hotel. Other activities include offering accompaniments to rice made from reused ingredients such as kelp leftovers, providing accommodation plans with coasters made from upcycled marine plastic, and conducting a Sustainable Quiz Challenge where participants can win prizes through a lottery.

ORIX Hotel Management is committed to providing safe, secure, and comfortable spaces and times, contributing to the revitalization of local communities and the realization of a sustainable society.

*1 Sustainable Tourism refers to "tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and the communities that host them." Source: [United Nations World Tourism Organization \(UNWTO\)](#)

*2 [Connect and Cultivate Tourism Project Official Website](#) (in Japanese)

*3 [Disclosure of Sustainability Promotion Policy \(December 27, 2021\)](#) (in Japanese)

1. Tsunagu-Hagakumu Tourism Project Overview

Amid various initiatives worldwide to realize a sustainable society, the landscape surrounding tourism is also evolving, with a growing focus on Sustainable Tourism.

In such times, we believe that there are unique opportunities that our company, which is engaged in community-based businesses centered around the operation of accommodation facilities, can undertake.

Tsunagu-Hagakumu Tourism targets all 22 of our directly operated onsen resorts, hotels, and training facilities. It aims to provide experiences that contribute to achieving three specific SDGs, especially focusing on tourism, in various forms including accommodation plans, meals, and exhibitions: Decent Work and Economic Growth, Responsible Consumption and Production, and Life Below Water. Visitors can enjoy and experience actions leading to Sustainable Tourism through local tourism and staying at our facilities. We aim for the insights gained from these experiences to evolve into impactful changes in everyday awareness and behavior, even after visitors return to their daily lives.



Tsunagu-Hagakumu Tourism Project Logo

■ Tsunagu-Hagakumu Tourism Project Official Website:

<https://www.orixhotelsandresorts.com/feature/166204/> (in Japanese)

■ Three Key Goals of Tsunagu-Hagakumu Tourism

In Tsunagu-Hagakumu Tourism, we have set three key goals focusing on Decent Work and Economic Growth (goal 8), Responsible Consumption and Production (goal 12), and Life Below Water (goal 14), which are the main themes regarding tourism in the SDGs. We provide opportunities to engage in actions that contribute to the achievement of these goals.



Tsunagu-Hagakumu Tourism Project: Three Key Goals

■ Implementing Facilities (Total 22 facilities, in no particular order)

Facility	Location	Official Website
ORIX HOTELS & RESORTS (14 facilities)		
CROSS HOTEL SAPPORO	Sapporo, Hokkaido	https://cross-sapporo.orixhotelsandresorts.com/ (in Japanese, translation available)
CROSS HOTEL KYOTO	Kyoto	https://cross-kyoto.orixhotelsandresorts.com/ (in Japanese, translation available)
CROSS HOTEL OSAKA	Osaka	https://cross-osaka.orixhotelsandresorts.com/ (in Japanese, translation available)
Hakodate Yunokawa HOTEL BANSO	Hakodate, Hokkaido	https://banso.orixhotelsandresorts.com/ (in Japanese, translation available)
Aizu Higashiyama ONYADO TOHO	Aizuwakamatsu, Fukushima	https://toho.orixhotelsandresorts.com/ (in Japanese, translation available)
Kurobe Unazuki YAMANOHA	Kurobe, Toyama	https://yamanoha.orixhotelsandresorts.com/ (in Japanese, translation available)
Hakone Ashinoko HANAORI	Hakone-machi, Kanagawa	https://hanaori.jp/ashinoko/ (in Japanese)
Hakone Gora KARAKU	Hakone-machi, Kanagawa	https://www.gora-karaku.jp/en/
Atami Izusan KARAKU	Atami, Shizuoka	https://izusan-karaku.orixhotelsandresorts.com/ (in Japanese, translation available)
HOTEL UNIVERSAL PORT/ HOTEL UNIVERSAL PORT VITA	Osaka	https://universalport.orixhotelsandresorts.com/ (in Japanese, translation available)
Beppu SUGINOI HOTEL	Beppu, Oita	https://suginoi.orixhotelsandresorts.com/ (in Japanese, translation available)
CROSS Life HAKATA TENJIN	Fukuoka	https://crosslife-hakataatenjin.orixhotelsandresorts.com/ (in Japanese, translation available)
CROSS Life HAKATA YANAGIBASHI	Fukuoka	https://crosslife-hakatayanagibashi.orixhotelsandresorts.com/ (in Japanese, translation available)
Other facilities (8 facilities)		
Hotel JAL City Haneda Tokyo	Ota-ku, Tokyo	https://www.haneda.jalcity.co.jp/en/
Hotel JAL City Haneda Tokyo West Wing	Ota-ku, Tokyo	https://www.haneda-hotel.com/english
HUNDRED STAY Tokyo Shinjuku	Shinjuku-ku, Tokyo	https://www.hundredstay.com/
Shimonoseki Shunpanro Main Restaurant	Shimonoseki, Yamaguchi	https://www.shunpanro.com/en/
Seminar House Cross Wave Funabashi	Funabashi, Chiba	https://x-wave.orix.co.jp/funabashi/ (in Japanese)
Seminar House Cross Wave Makuhari	Chiba	https://x-wave.orix.co.jp/makuhari/ (in Japanese)
Seminar House Cross Wave Fuchu	Fuchu, Tokyo	https://x-wave.orix.co.jp/fuchu/ (in Japanese)
Seminar House Cross Wave Umeda	Osaka	https://x-wave.orix.co.jp/osaka/ (in Japanese)

2. 2024 Theme SAVE THE SEA Overview

In 2024, Tsunagu-Hagakumu Tourism will focus on the theme SAVE THE SEA and offer five experiences centered around Life Below Water (goal 14).



2024 Theme SAVE THE SEA Logo

■ SAVE THE SEA Campaign Period

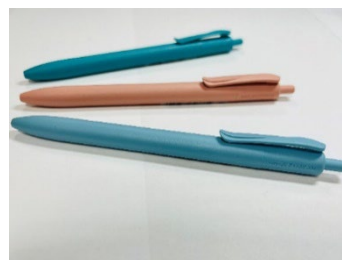
March 15 ~ April 30, 2024

* Some experiences and initiatives may continue after the campaign period. Please check with each facility for details.

■ SAVE THE SEA Five Experiences Details

a) Start with a Pen ~What Will You Draw?~

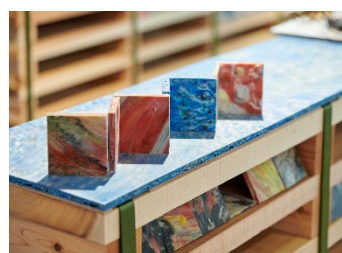
Ballpoint pens made from upcycled marine plastic and a message tree made from recycled paper will be on display. The exhibition will provide a platform for casual engagement and reflection on marine issues, offering a space for communication and experience unique to training facilities, which are neither offices nor private spaces but places to elevate personal awareness.



* Target Facilities: Seminar House Cross Wave Fuchu/Seminar House Cross Wave Funabashi/Seminar House Cross Wave Makuhari/Seminar House Cross Wave Umeda

b) Upcycle Project ~Cross for the Blue~

Collaborating with the sustainable brand REMARE, we will upcycle amenities and plastic waste generated from hotels during the campaign period into items such as wall clocks and display them in hotel common areas. We will also collaborate with SUMIDA AQUARIUM and KYOTO AQUARIUM to utilize marine waste collected from their sustainable activities, fostering cooperation among group facilities.



* Target Facilities: CROSS HOTEL SAPPORO/CROSS HOTEL KYOTO/CROSS HOTEL OSAKA/CROSS Life HAKATA TENJIN/CROSS Life HAKATA YANAGIBASHI

c) Accompaniments to Rice that Life Below Water ~From Shimonoseki, the Hometown of Fugu and Hakone~

Sustainable accompaniments to rice that reuse fish skin and kelp leftover, which would normally be thrown away, will be served at breakfast.

Chef's original recipes will be shared, allowing guests to experience the action of Protecting the Abundance of the Sea through food.



* Target Facilities: Hakone Gora KARAKU/Atami Izusan KARAKU/Hakone Ashinoko HANAORI/Shimonoseki Shunpanro Main Restaurant

d) **Hello! Blue ~Cycle of Life~**

A plan with coasters made from upcycled marine plastic will be sold. Additionally, visitors can watch videos of marine creatures such as sharks and clownfish in the HOTEL UNIVERSAL PORT lobby's large aquarium tank, replicating a rich ecosystem close to nature.



* Target Facilities: Hotel JAL City Haneda Tokyo/Hotel JAL City Haneda Tokyo West Wing /HUNDRED STAY Tokyo Shinjuku/HOTEL UNIVERSAL PORT/HOTEL UNIVERSAL PORT VITA

e) **Sustainability Quiz Challenge for Connecting to the Future**

Families can participate in a quiz challenge to learn about SDGs and Protecting the Abundance of the Sea. Winners selected through a draw from those who answer all questions correctly will receive pair accommodation vouchers and sustainable prizes.



* Target Facilities: Beppu SUGINOI HOTEL/Hakodate Yunokawa HOTEL BANSO/ Aizu Higashiyama ONYADO TOHO/ Kurobe Unazuki YAMANOHA

■ **Overview of Other Campaigns**

• **Wearing Project Badges**

During the campaign period, some of the staff members at each target facility will wear the project badge. These badges, produced with the assistance of the sustainable brand Kaeru Design, are made from marine plastic waste that washed ashore and serve as symbols of the 2024 project theme SAVE THE SEA.



Project Badge Image

[Badge Production Cooperation] Kaeru Design

<https://kaerudesign.net/> (in Japanese)

Kaeru Design is an ethical and sustainable brand that collaborates with individuals with various disabilities to collect marine plastics such as microplastics and upcycle them into accessories.

A portion of the proceeds from product sales is reinvested in activities aimed at conserving the marine and river environments through marine litter surveys and clean-up efforts.



- **Collection of PET Bottle Caps**

During the campaign period, PET bottle cap collection boxes, known as BLUE CAP BOXs, will be installed at participating facilities. The collected caps will be provided to Kaeru Design as raw materials for accessory production. Resources that would otherwise be discarded as waste will be returned to activities aimed at preserving the abundance of the sea through upcycling into accessories or through the purchase of products. Accessories produced from upcycled PET bottle caps aim to be sold in the shops of SUMIDA AQUARIUM and KYOTO AQUARIUM in the future. Details will be announced on the ORIX HOTELS & RESORTS official website.

* The sale of accessories at SUMIDA AQUARIUM and KYOTO AQUARIUM may be subject to change in the future.

* BLUE CAP BOXs will be installed at all facilities except for Atami Izusan KARAKU.

3. Overview of ORIX Hotel Management Corporation

Address	2-3-1 Hamamatsu-cho, Minato-ku, Tokyo
Established	January 1997 (company name changed from Blue Wave Corporation on April 1, 2020)
Representative	Takaaki Nitanei
Description of business	Operation of onsen resorts, hotels, and training facilities
Shareholder	ORIX Real Estate Corporation (100%)
Website	https://www.orix-realestate.co.jp/hotelmanagement/en/

4. ORIX HOTELS & RESORTS

ORIX HOTELS & RESORTS is an onsen resort and hotel operating business brand of ORIX Hotel Management. From luxury to casual, we have a wide range of categories based on both onsen resorts and hotels, and we deliver experiences tailored to each guest's stage of life so that they will want to come again. Currently, ORIX HOTELS & RESORTS operates 14 onsen resorts and hotels through five brands, extending from Hokkaido in the north to Fukuoka and Oita in the south.

ORIX HOTELS & RESORTS Official Website: <https://www.orixhotelsandresorts.com/> (in Japanese)

ORIX HOTELS & RESORTS Instagram Official Account:

https://www.instagram.com/orix_hotels_and_resorts/

(in Japanese)

Contact Information:

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About ORIX Group:

ORIX Group (ORIX Corporation TSE: 8591; NYSE: IX) was established in 1964 and has grown from its roots in leasing in Japan to become a global, diverse, and unique corporate group. Today, it is active around the world in financing and investment, life insurance, banking, asset management, real estate, concession, environment and energy, automobile-related services, industrial/ICT equipment, ships and aircraft. Since expanding outside of Japan in 1971, ORIX Group has grown its business globally and now operates in around 30 countries and regions across the world with approximately 35,000 people. ORIX Group unites globally around its Purpose: "Finding

Paths. Making Impact.” combining diverse expertise and innovative thinking to help our world develop in a sustainable way. For more details, please visit our website: <https://www.orix.co.jp/grp/en/>
(As of November 1, 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.