

March 8, 2023

To the media and press

Tokyu Land Corporation

The “Hyatt House” brand makes its first appearance in Tokyo
at a prime location next to Shibuya Station
“Hyatt House Tokyo Shibuya” to open in February 2024

Tokyu Land Corporation (Headquarters: Shibuya-ku, Tokyo; President and CEO: Masashi Okada; “Tokyu Land” below) announces that “Hyatt House Tokyo Shibuya” (“Facility” below) is scheduled to open in February 2024 as the serviced apartment portion of the Shibuya Sakuragaoka Block Type 1 Urban Redevelopment Project (“Redevelopment Project” below) taking place around Shibuya Station. Representing the first property in Tokyo under the “Hyatt House” hotel brand developed by Hyatt, the hotel will offer a highly satisfactory and comfortable stay with fulfilling time both on and off the job that meets the diverse needs of medium- to long-term stayers, foreign businesspeople and other individuals.

Note that the Facility will be operated by Hyatt, with Tokyu Land and a Hyatt affiliate having executed a long-term stay hotel management agreement.



Lounge & bar in lobby area



Indoor pool



Guest room

■ About “Hyatt House Tokyo Shibuya”

The “Hyatt House Tokyo Shibuya” will open in February 2024 as a medium- to long-term stay facility in the southwest area of Shibuya Station where people simultaneously “work, play and live” as part of the Redevelopment Project, which is crucial for completing improvements to urban infrastructure in Shibuya Station’s peripheral area. Tokyu Land, which joined the Redevelopment Project as a participating association member, will provide a relaxed place to stay adjacent to Shibuya Station, which has excellent levels of convenience and prosperity, through the opening of the Facility as part of the Redevelopment Project.

Shibuya is simultaneously “a city for work” where offices come together and “a city for play” from which cutting-edge entertainment originates. There, Tokyu Land will also provide medium- to long-term stayers and foreign businesspeople a new experience in the form of “living in Shibuya.”

The Facility will be located on the first through third floors and the sixth through sixteenth floors of the SAKURA TOWER located on the SAKURA SIDE (Block B) of Shibuya Sakura Stage. Its spacious guest rooms ranging from approximately 32 m² to 85 m² in area will be outfitted with a fully-equipped kitchen, a washer and dryer, and a combination microwave and oven. Available inside the premises will be a lobby facing a rooftop garden, a lounge & bar to serve as a site for interacting with fellow stayers and meeting new ones, a stylish indoor pool, a restaurant, a fitness room, a multi-function room, and more. By ensuring visitors spend a fulfilling time both on and off work, Tokyu Land will provide them with an environment for and the experience of “staying in Shibuya like they were living there.”

■ Comments by Hyatt (Japan) Co., Ltd. President Masahiko Sakamura

“It gives us great joy that Hyatt House will be one of the key facilities making up a part of the giant redevelopment project in the area surrounding Shibuya Station, which is taking place on a scale said to come about only once every 100 years. Tokyu Land has our utmost gratitude for giving us this wonderful opportunity. As a city, Shibuya is known by people throughout the world as the face of Tokyo. Hyatt House is distinguished for offering space that feels like staying in a home away from home. Given that, we are pleased at the prospect of people enjoying living arrangements as fulfilling as their own homes in the ample, high-grade residential space inside the Hyatt House Tokyo Shibuya with the exciting city of Shibuya as their center of activity.”

■ “Hyatt House Tokyo Shibuya:” Overview

Name	Hyatt House Tokyo Shibuya
Location	124 Sakuraoka-cho, Shibuya-ku, Tokyo (lot no.) Inside SAKURA TOWER on the SAKURA SIDE of Shibuya Sakura Stage
Tenant Floors	First through third floors; sixth through sixteenth floors
Number of Guest Rooms	126 rooms
Onsite Facilities	Lobby, lounge & bar, indoor pool, restaurant, fitness room, multi-function room
Opening	February 2024 (tent.)

*The items stated above are based on plans at this current juncture and are subject to change.

*1: For the purpose of this news release, the term “Hyatt” is used to refer to Hyatt Hotels Corporation and/or the affiliates thereof.

■ Location



■ About Hyatt Hotels Corporation

A leading global hospitality company, Hyatt Hotels Corporation (Headquarters, Chicago, State of Illinois, US) defines its purpose as “caring for people so they can be their best.” As of December 31, 2022, the company has developed over 1,250 hotel and all-inclusive facilities across 75 countries in six continents worldwide. The brands developed by Hyatt include the eight brands under its Timeless collection (Park Hyatt®, Grand Hyatt®, Hyatt Regency®, Hyatt®, Hyatt Residence Club®, Hyatt Place®, Hyatt House®, and UrCove), the six brands under its Boundless Collection (Miraval®, Alila®, Andaz®, Thompson Hotels®, Hyatt Centric® and Caption by Hyatt®), the three brands under its Independent Collection (The Unbound Collection by Hyatt®, Destination by Hyatt®, and JdV by Hyatt®), and the nine brands under its Inclusive Collection (Hyatt Ziva®, Hyatt Zilara®, Zoetry® Wellness & Spa Resorts, Secrets® Resorts & Spas, Breathless Resorts & Spas®, Dreams® Resorts & Spas, Vivid Hotels & Resorts®, Alua Hotels & Resorts®, and Sunscape® Resorts & Spas). In addition to the World of Hyatt® Loyalty Program, Hyatt affiliates also operate ALG Vacations®, Unlimited Vacation Club®, Amstar DMC, and Trisept Solutions®. For details, please see www.hyatt.com.

■ **About Hyatt House**

Hyatt House-brand hotels were designed for guests in search of ample residential space where everything for either a short-term or long-term stay is at the ready. With over 125 locations worldwide, Hyatt House is outfitted with amenities that make guests feel right at home, services designed with guests in mind, and modern space. In addition to breakfast being served free of charge to overnight guests, the bar areas offer a creative, specially-curated menu. Comfortable common spaces for interaction and relaxing as well as for work are also available. For details, please see hyatthouse.com. Please also consider registering with Hyatt House's Facebook and Instagram accounts and submitting your own photos with the hashtag "#HyattHouse."