

May 17, 2024

To the media and press

Tokyu Land Corporation  
Tokyu Resorts & Stay Co., Ltd.

## “nol hakone myojindai,” a hotel for “conditioning yourself,” opened on May 17, 2024 in the Hakone/Miyagino area -Development of second “nol” location following the one in Kyoto-

Tokyu Land Corporation (Headquarters: Shibuya-ku, Tokyo, President and CEO: Hiroaki Hoshino, “Tokyu Land” below) and Tokyu Resorts & Stay Co., Ltd. (Headquarters: Shibuya-ku, Tokyo, President and CEO: Toshiyasu Awatsuji, “Tokyu Resorts & Stay”) hereby announce that “nol hakone myojindai” (“Hotel” below), which was rebranded by Tokyu Land and will be operated by Tokyu Resorts & Stay, opened today on Friday, May 17, 2024.



The Hotel is a renovation of the “TOKYU Harvest Club RESERVE HAKONE MYOJINDAI” members’-only hotel, which was subsequently rebranded and opened as the second location in the “nol” series following the “nol kyoto sanjo” (opened in November 2020) currently in operation in Kyoto’s city center.

nol’s adopted brand concept is “Naturally” (In your own way, as you are), “Ordinarily” (In your own typical style, spend time here as if this is where you live) and “Locally” (Connect with the reality of daily life of the area). The Hotel has fully-equipped bathing facilities as a resort hotel as well as an Italian restaurant serving menu offerings that contain ample local ingredients and are gentle on the body. Available in the adjacent “Dogwood Park” is a spacious dog park and wood park where children can move about with abandon.

Please spend a moment to “condition yourself” through wellness experiences in which you physically and mentally become one with nature while being surrounded by the forest.

### ■ “nol hakone myojindai” Facility Overview

Location: 1488 Miyagino, Hakone-machi, Ashigarashimo-gun, Kanagawa

Access: Approximately 20 min by car from Hakone Yumoto Station on the Hakone Tozan Railway

Number of Guest Rooms: 39 rooms

(out of which 10 rooms are operated as part of TOKYU Harvest Club RESERVE HAKONE MYOJINDAI In nol hakone myojindai)

Total Floor Area: 3,982 m<sup>2</sup> (1,204 tsubo)

URL: <https://www.nolhotels.com/hakone-myojindai/en/>

■ **Thirty-nine guest rooms spanning six types, including one with a hot spring open-air bath**

Guest rooms are designed with a relaxed wood grain and beige-tone color scheme with softly curve-shaped walls and art lending an accent within. Guests can enjoy a relaxing experience that blends into the warm ambient lighting and nature.

The 39 rooms available span a total of six types, including rooms with a Shigaraki ware hot spring open-air bath, rooms that accommodate up to four overnight guests, and rooms where guests can stay overnight together with their pets.



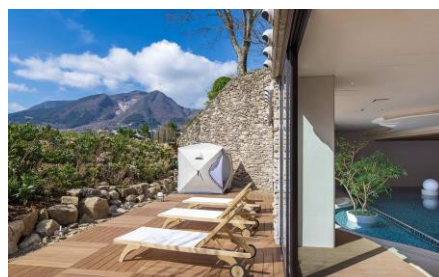
Guest Room Type	Area (*Terrace incl.)	Capacity
Deluxe Onsen Twin & Tatami	52m <sup>2</sup>	4 guests
Deluxe Onsen Twin	52m <sup>2</sup>	3 guests
Standard Twin & Tatami	39m <sup>2</sup>	4 guests
Standard Twin	38m <sup>2</sup>	3 guests
Superior Onsen Twin	44m <sup>2</sup>	2 guests
Pet Friendly Twin	30m <sup>2</sup>	2 guests

(Various configurations available separately at TOKYU Harvest Club RESERVE HAKONE MYOJINDAI In nol hakone myojindai)

■ **Fully-equipped hot bathing facilities**

nol hakone myojindai has a diverse array of bathing facilities that include a thermal pool and large communal bath that draw hot springs from a privately-owned source as well as a thermal room and high-temperature dry sauna where guests become moist with sweat as they heat themselves up with steam. At the “Conditioning Terrace,” they can also enjoy an outside temperature bath that overlooks the majestic scenery of Hakone, including Mount Soun.

Additionally, available at the Lobby Lounge are welcome drinks as well as over ten types of free-flowing drinks, including homemade detox water, coffee, English tea, green tea and herbal tea, that guests can help themselves to during their stay. Drinks are poured into an original tumbler given to overnight guests, who can bring it to their room as well as to the thermal pool and other hot bathing facilities. This enables them to hydrate themselves as they please with their drink of choice as they spend time “conditioning” themselves.





■ **“crescita” restaurant**

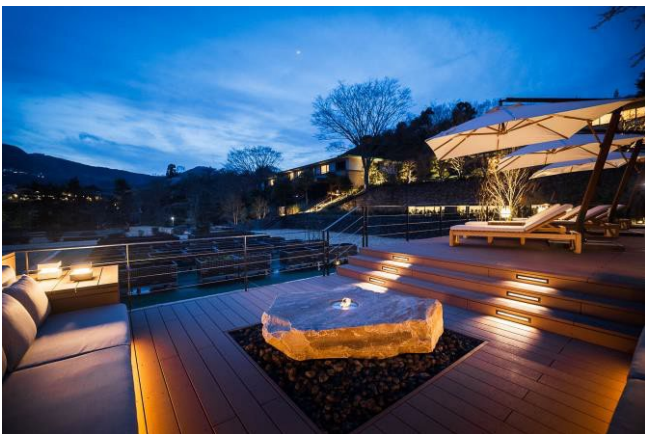
At “crescita,” a restaurant in the Hotel, an Italian dinner called “Rapporti” is served. Supervised by Fumio Yonezawa, the owner-chef of the “No Code” establishment based in Nishiazabu, Tokyo, the menu of this dinner is gentle on the body and prepared with an abundance of local ingredients, and is slated to contain fresh vegetables picked at the “Dogwood Farm” adjacent to the Hotel depending on the harvest season.

For breakfast, guests will be able to choose from an egg dish or pancakes for their main plate as well as enjoy to their heart’s content homemade smoothies, salads and other offerings served buffet-style.



■ **“Dogwood Farm” adjacent to the Hotel**

“Dogwood Farm,” which is located in the site adjacent to the Hotel, consists of four areas: “Forest Terrace,” “Farm,” “Dog Run” and “Wood Park.” Guests can spend time here in their own way to match the nature of their stay at the Hotel.



Forest Terrace



Farm Area

[Forest Terrace]

A wood deck terrace offering a panoramic view of Mount Soun that contains firepits for spending a soothing time in the warm company of fire at night.

[Farm]

Based on supervision by “Hanamaru Noen,” a farm based in Odawara City, Kanagawa that supplies vegetables to the “crescita” restaurant, homemade vegetables and herbs will be grown at this farm. During the harvest season, these are scheduled to be used for consumption at the restaurant and in the detox water served in the Lobby Lounge. Additionally, visitors may freely take strolls in the Farm Area.



Dog Run



Wood Park

[Dog Run]

To ensure that owners can allow any dogs regardless of breed to use this park with peace of mind, it has been separated into an area for small dogs (approximately 100 m<sup>2</sup>) and one for medium-sized and large dogs (290 m<sup>2</sup>).

[Wood Park]

The wood chips laid in the area and play equipment installed there contain thinned wood generated in the Hakone Myojindai villa district.

■ **“TOKYU Harvest Club RESERVE HAKONE MYOJINDAI In nol hakone myojindai” members'-only resort hotel**

Inside the Hotel, Tokyu Land also opened the “TOKYU Harvest Club RESERVE HAKONE MYOJINDAI In nol hakone myojindai” members'-only resort hotel (“Members'-Only Facility” below) on the same day.

TOKYU Harvest Club has developed “TOKYU Harvest Club HAKONE KOSHIEN,” “TOKYU Harvest Club Hotel VIALA Hakone Hisui” and “TOKYU Harvest Club Hotel VIALA Hakone Koyu” (scheduled to open in late October 2024) in the Hakone area. In recent years, the appeal of Hakone as a tourist destination has improved markedly, with accommodation and stay needs also on the rise. Even within that environment, the Hotel has locational attributes in the form of being located in the villa district of the tranquil Miyagino area. Moreover, the Members'-Only Facility is a newly-sold deposit-system (acquiring solely usage rights without involving real estate ownership) product in the Hakone area, where the supply of sharing-system products continues. Tokyu Land believes that by opening the Members'-Only Facility, methods of stay and enjoyment in the TOKYU Harvest Club according to usage situations in the attractive and popular Hakone area will become even more diverse, thereby contributing to improved member satisfaction.

Though TOKYU Harvest Club, Tokyu Land will continue to offer new options for resort life that meets a wide range of needs going forward.

### **About TOKYU Harvest Club**

“TOKYU Harvest Club,” the series of members’-only hotels developed by Tokyu Land, came into being in 1988 with its initial entry in Tateshina based on the concept of “the joy of owning a vacation home and comfort of staying in a hotel.” Having marked its 35<sup>th</sup> anniversary in June 2023, the series is currently used by approximately 27,000 members, and continues to be developed with new facilities across Japan.

- Small-number owner system with each room limited to twelve lots (ten lots).
  - Thirty (36) accommodation vouchers issued per year (One voucher/room per night).
  - Individuals with accommodation vouchers containing a member’s personal signature can use rooms for members’ charges no matter who they are.
  - Usage charges are uniform throughout all seasons, even during the Obon and New Year’s holiday seasons.
- <<For details, please go here: <https://www.harvestclub.com/sales/howto/index.html>>>

### **About the TOKYU Harvest Club “RESERVE” Series**

With the “RESERVE” Series, Tokyu Land carefully selects hotels with considerable rarity in their site conditions and facility properties and unique, high-quality space and “reserves” some of their rooms to develop them as part of TOKYU Harvest Club facilities. The company has developed three such facilities across Japan, including this members’-only facility.

The “RESERVE” Series is characterized by its diverse facility types, incorporating the likes of an atmosphere conducive to leisurely relaxing, attractive locations for travel purposes, and dependable hotel quality. Going forward, Tokyu Land will continue to offer new resort life options to members in order to have them build upon the distinct experiences and memories that only the “RESERVE” Series offers.

### **TOKYU Harvest Club RESERVE HAKONE MYOJINDAI In nol hakone myojindai: Overview**

Number of Guest Rooms: 10 rooms (10 out of the Hotel’s 39 rooms)

Membership Type: Deposit system

Total Number of Solicited Lots: 120 lots

Sales agent: Tokyu Resort Corporation

Usage Charge: 11,500 yen – 20,000 yen/room per night \*Charge for Homeground Members  
(Room charge system/tax incl.; uniform charge throughout all seasons)

Guest Room Area: 30 m<sup>2</sup>/38 m<sup>2</sup> \*Terrace not incl.