

August 13, 2024

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

## Initiative to address labor shortage in accommodation and tourism businesses Tokyu Resorts & Stays commences large-scale intake of overseas personnel with specific skills

Will expand intake of overseas personnel with a target of up to approx. 30% by 2033

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” below) hereby announce that as part of their initiatives to address the labor shortage at accommodations and other service businesses that both companies develop or operate, such as “Tokyu Harvest Club” and “Tokyu Stay,” the two companies have commenced the recruitment of a large number of overseas personnel with specific skills at Tokyu Resorts & Stay.



Group photo from welcoming party on Monday, August 5



Scene from training on Monday, August 5

In service businesses that include accommodations and tourism, labor shortages are becoming further problematic due to the population trending downward against the backdrop of falling birthrates and a graying society as well as due to the recovery in demand for inbound travel. Starting with this recruitment of overseas personnel with specific skills, Tokyu Resorts & Stay will continue moving forward with the proactive intake of overseas personnel to resolve the labor shortage in its service businesses. In doing so, it will keep on providing rich time and experiences through the proposal of diverse ways of spending time to its customers.

■ Tokyu Resorts & Stay's "First" Large-Scale Recruitment of Overseas Personnel with Specific Skills

Under the accommodations and tourism businesses that it operates, Tokyu Resorts & Stay has widely developed 104 facilities across Japan. In addition to ski resorts and golf courses, these include "Tokyu Stay," an urban-style medium- to long-term stay facility, and a variety of accommodations that include the "Tokyu Harvest Club" members-only hotel largely based in resort areas. These facilities are used by approximately seven million guests per annum. Meanwhile, in resort areas in particular, it is becoming increasingly difficult to secure service personnel, including those secured through new recruitment. Among those personnel, cooking staff are reflecting a labor shortage trend in particular, which is proving problematic.

To address this problem by facilitating the stable operation of accommodations, Tokyu Resorts & Stay recruited 52 overseas personnel members with specific skills from locally-based free educational facilities (OUR Myanmar Academy and OUR Philippine Academy) operated by ONODERA USER RUN (Headquarters: Chiyoda-ku, Tokyo, President and CEO: Jun Kato, "OUR" below). This recruitment represents the first time that Tokyu Resorts & Stay will take in a large number of overseas personnel with specific skills. These 52 individuals who will enter Japan are expected to contribute to the stable operation of facility sites as well as to serve as a bridge leading to the realization of an organization that reflects diversity.

Additionally, going forward, Tokyu Resorts & Stay seeks to add further clarity to its ideal personnel profile, incorporate its original educational curriculum into OUR's educational scheme and, in doing so, establish and operate an educational scheme that develops human resources more well-matched to the company.



Tour of OUR Philippine Academy

Moreover, out of the 52 personnel members recruited this time, the 30 individuals who will enter Japan on Tuesday, July 30 are scheduled to commence work at various facilities after undergoing approximately two months of onsite training at Harvest Club Madarao. Additionally, the remaining 22 members are slated to enter Japan and begin working in May 2025.

## News Release

Ahead of their two months of training, staff to work at the Tokyu Harvest Madarao, the first intake facility under this initiative, underwent “cultural understanding training” in June 2024 for the purpose of establishing the right mindset for the side taking in the overseas personnel. Additionally, the scheduled content of the two-month training to be administered to those personnel will consist of training to understand Japanese culture conducted largely around classroom lectures over roughly a two-week period, followed by another two weeks or so of practical training in cooking and hall duties then about one month of on-the-job (OJT) training that will have the personal perform actual duties onsite.

### ■ Medium to Long-Term Outlook and Plans Regarding Intake of Overseas Personnel

With a view to the realization of a diverse organization, Tokyu Resorts & Stay will proceed to proactively take in a variety of overseas personnel from the likes of South Korea, China, Taiwan, Indonesia, India and Nepal in addition to those taken in from Myanmar and the Philippines with this recruitment.

To ensure that it becomes an international company where overseas personnel account for approximately 30% of all of its permanent employees by the year 2033, Tokyu Resorts & Stay will provide fair opportunities to play an active role that are not bound by the likes of nationality, religion or gender, and will promote the creation of an environment where anyone can be themselves and shine vigorously amid a myriad of values. In doing so, the company will return those efforts to the provision of value to society going forward.

