

Mori Trust Group Launch
JapaTabi.com, a New Travel Portal for Japan
—Video and multilingual content introduces world travelers to five
exciting destinations set to host Marriott Hotels in 2017



JapaTabi.com top page

TOKYO, March 2, 2017—Today Japan’s leading real-estate development company Mori Trust Group launched, the new destinations-oriented website JapaTabi.com. With vibrant video footage and smoothly navigable content in English, Chinese, Korean and Japanese, the site introduces travelers the world over to lesser-known journeys in Japan, beginning with a focus on five resort destinations set to host Marriott Hotels within the year.

Tabi means “journey” in Japanese. True to its concept “Japan—More to explore,” JapaTabi.com takes viewers on enticing journeys to Nanki-Shirahama (Wakayama), Mount Fuji / Lake Yamanaka (Yamanashi), Izu Shuzenji (Shizuoka), Lake Biwa (Shiga), and Karuizawa (Nagano). Newly created film footage and well-illustrated descriptions of concierge-recommended things to do for each area cover its distinctive natural, historical, cultural, experiential, and culinary attractions. Maps, guidance on access from major gateways, and other essential travel details are also provided, making it easy for more inbound travelers to plan getaways to destinations other than the most familiar Tokyo, Osaka and Kyoto.

Designed for maximum graphic appeal, the website features a richly visual layout and

adapts to viewing on desktops or smartphones. Content is offered in English, Chinese, Korean, and Japanese and the portal links with SNS capabilities on Facebook, Twitter, and Instagram, making it easy for visitors and local residents to share and view information. Promotional campaigns onsite and via Instagram invite users to apply for chances to win complimentary stays.

All of the five Marriott Hotels are slated to hold their grand openings this summer. Karuizawa Marriott Hotel, which opened with a soft launch in July 2016, is expanding its facilities with a new wing featuring rooms with open-air hot-spring baths. Each one of the five sister properties is the first internationally branded hotel in its location and will welcome guests with the customary warm and efficient service and comfortable amenities for which Marriott is known around the world. JapaTabi.com will link to the property websites as they become available, providing smooth access to information on accommodations as well as the destinations themselves.

To mark its launch, JapaTabi.com is offering promotional campaigns giving followers the chance to win a complimentary stay at one of the hotels. Visit the website for details.

About Marriott Hotels

With more than 500 hotels and resorts in over 50 countries around the world, Marriott Hotels is evolving travel through every aspect of the guest's stay, enabling the next generation to Travel Brilliantly. Boldly transforming itself for mobile and global travelers who blend work and play, Marriott leads the industry with innovations, including the Greatroom lobby and Mobile Guest Services that elevates style & design and technology. Marriott Hotels are proud to participate in the industry's award-winning loyalty program, Marriott Rewards®, in which members can link accounts with Starwood Preferred Guest® and The Ritz-Carlton Rewards® for instant elite status matching and unlimited points transfer participate in the award winning Marriott Rewards frequent travel program that allows members to earn hotel points or airline miles for every dollar spent during each stay. For more information, visit www.MarriottHotels.com.

Press Contact:

Izumi Nanjo, Marketing Department

Mori Trust Hotels & Resorts

public@mt-hr.com

Phone +81 (0) 3-6409-2820