

## **Birth of "BEB": New Hoshino Resorts Brand with Concept of "Kicked-back Stays with the Crew"**

Hoshino Resorts (Headquarters: Karuizawa, Nagano; CEO: Yoshiharu Hoshino) established "Hoshino Resorts BEB" in the fall of 2019, and will expand it nationwide. This is the 5th Hoshino Resorts brand, following HOSHINOYA, RISONARE, KAI, and OMO, and the concept is "kicked-back stays with the crew."

*"Better than the usual drinking party, more casual than a trip."* Hoshino Resorts offers a new style of travel through a hotel in which guests can spend their time with their friends "whenever they want," "wherever they want," and "the way they want."

**The impetus for starting "BEB" brand was the wish for the younger generation to travel more**



Hoshino Resorts wants the younger generation to travel more. In a group interview with guests in their 20s and 30s, the following opinions were heard.

\*Conducted in December 2018. The interview results are an example.

- Young people are tired from their busy everyday lives and often hold drinking parties to relieve stress
- Having to make travel plans is burdensome; they want to casually go out with their friends as usual
- The hotel is perceived as "just a place to sleep" or "a luxurious, expensive place to go to on special days"
- They feel that hotels are strict with rules such as breakfast and check-out times.
- They place emphasis on "how they spend their time" rather than "where they go"

Based on these opinions of the younger generation, BEB will provide special services with the word "casual" as a slogan and will create opportunities for this generation to start traveling casually, feel the joy of traveling, and get to love it more.

### ■ TAMARIBA

A public space open 24 hours a day. Pleasant music flows from the DJ booth. Guests are recommended to get food and drinks (carrying in food and drinks is OK!) at the cafe (also open 24 hours!), create a customized "My Space" with rugs and cushions, and relax.



### ■ Guest rooms

The guest rooms, which are equipped with "Yagura" beds on the second floor and sofas on the first, have a separate bath and toilet and a comfortable tatami flooring. The compact and functional space is perfect for mini-parties with decorations, sweets, and liquor. As this is a hotel, there is no need to worry about the last train, and there is no problem even if guests accidentally fall asleep. This is a small "TAMARIBA" ("hang-out space") which guests can use 120% freely.



\*Please check the website for other room types.

### ■ Lax rules. A hotel in which guests can spend time casually

#### <Public space "TAMARIBA">

Everything is allowed here - eating, drinking, singing, dancing, sleeping, etc. Guests may be so comfortable that, when they realize, it's already morning.

<Breakfast> Anytime, anywhere is OK. Even if guests oversleep and miss the time, "something" will be prepared.

<Check-out time> Nominally, it's 11 o'clock, but BEB is flexible (note: forgiving) about time, so it's nothing to make a fuss about even if the guests are a bit late. Of course, there is no additional charge.



### ■ 35 and under years old Only

If all guests are 35 or younger at the time of check-in, this is the way to go! This is a flat-rate plan that does not change depending on the time of day or day of the week. Guests can easily go out whenever they want, without having to rummage their wallet or search for cheap dates on the Internet every time.

#### • BEB5 Karuizawa

¥15,000 per room. ¥5000 per person for three people staying in one room.

→This is the most popular BEB plan that accounts for about 70% (on average) of bookings.

#### • BEB5 Tsuchiura

¥12,000 per room. ¥4000 per person for three people staying in one room.

\*All prices are as of September 30th, 2019 (tax and meal excluded)

## "Hoshino Resorts BEB5 Tsuchiura" opening on March 19th, 2020

Hoshino Resorts (Headquarters: Karuizawa, Nagano; CEO: Yoshiharu Hoshino) is opening "Hoshino Resorts BEB5 Tsuchiura" on March 19th, 2020, in Tsuchiura, Ibaraki Prefecture. This is the second facility in the BEB brand following "Hoshino Resorts BEB5 Karuizawa." Its slogan is "an addictive bicycle stay." This is the first bicycle-themed Hoshino Resorts hotel, located at "PLAYatre TSUCHIURA" at JR Tsuchiura Station by Atre Co., Ltd., with a three-member development group operated by Hoshino Resorts with a subsidy from Ibaraki Prefecture.



### 2 features unique to BEB5 Tsuchiura

#### 1. "Cycle-in" and "cycle-out" on your bicycle!

Guests can "cycle-in" and "cycle-out", that is, check-in and check-out on their bicycle. The spacious interior enables guests to go around with a bicycle freely!

#### 2. Cycling inside the guest rooms? Rooms for people who don't want to part with their bicycle even for a moment

"Cycling rooms," an experience guests can't miss out on when coming to BEB5 Tsuchiura. Guests can bring their bicycles into their rooms and stay together. The bicycle can be put on the wall rack to make it a part of the interior design.

### Designer profile

Tatsuro Sasaki

CEO / Architect, Tatsuro Sasaki Architects

Born in Hokkaido in 1979.

After graduating from Chiba Institute of Technology, Department of Industrial Design (now Department of Design) and gaining a master's degree at the same university, he joined Azuma Architect & Associates. In addition to "HOSHINOYA Karuizawa," "HOSHINOYA Bali," and "HOSHINOYA Tokyo," he has been in charge of numerous projects such as hotels and houses.

After becoming independent in 2013, he worked on "OMO5 Tokyo Otsuka" and received the GOOD DESIGN award BEST100. Part-time lecturer at Chiba Institute of Technology.



### Comment by Mr. Tatsuro Sasaki

"BEB5 Tsuchiura is a cycling hotel where guests can stay together with their bicycles.

Its charm is the great location, directly connected to Tsuchiura Station, and the trips you can take with your bicycle, such as around Lake Kasumigaura, which makes you feel the majestic nature, Mount Tsukuba, rich in greenery, and the townscape where you can feel the history of a castle town.

Therefore, we planned to create a space where guests can enjoy staying with their bicycles, their traveling companions. I am hoping that bicycle travel will bring about the rediscovery of the charm of Tsuchiura City, and create a new relationship between the city and traveling."

