

## Hoshino Resorts BEB5 Tsuchiura opened on March 19th, 2020

Hoshino Resorts (Headquarters: Karuizawa, Nagano; CEO: Yoshiharu Hoshino) opened "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.



### All about the BEB Brand

"Hoshino Resorts BEB" was established in the fall of 2019 as 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."

BEB will provide special services to create opportunities for the younger generation to start traveling casually, feel the joy of traveling, and get to love it more.

## Features of BEB

### ■ 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.

## 2 unique features of 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.



**Comment by Mr. Tatsuro Sasaki, designer of all BEB and OMO properties**

"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."



**TATSURO SASAKI**  
CEO / Architect of  
Tatsuro Sasaki Architects

**All-year Round Special Plan**

**■ 35 Years Old and Below Only Plan\***

If all guests are 35 years old 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. As of September 30<sup>th</sup>, 2019, it is a flat rate of ¥12,000 per room (excluding tax and meals) so just ¥4000 per person for three people staying in one room! Guests can easily go out whenever they want, without having to rummage their wallet or search for cheap dates on the Internet every time.

\*Applicable for BEB5 Karuizawa as well, at a different flat rate fee.

**Hoshino Resorts BEB5 Tsuchiura**

Address: 1-30 Ariake-cho, Tsuchiura-shi, Ibaraki, Japan

Number of Rooms: 90

Nightly Price: From 6,000 yen / person for 1 night's stay (Excluding tax and meals)

Check-in at 15:00, Check-out at 11:00

Official Website: <https://hoshinoresorts.com/en/hotels/beb5tsuchiura/>

