

Cool Japan Fund Inc.
Tokyo, July 21, 2020

Investment in the Inbound Tourism and Development of the Shonai Region hub with Suiden Terrasse Hotel in Tsuruoka, Yamagata

Cool Japan Fund (CJF) has decided to invest up to 1.5 billion yen in YAMAGATA DESIGN RESORT (YDR), a company that operates sightseeing and agricultural industries. YDR is a subsidiary of YAMAGATA DESIGN (YD), which creates communities by working with local businesses to mitigate regional obstacles, working from their headquarters in Tsuruoka, Yamagata prefecture, in the southwest of the Tohoku region of Japan.

In September 2018, YD opened the SHONAI HOTEL SUIDEN TERASSE, a composite lodging facility in Tsuruoka based on the concept of “a hotel floating over a rice field” from which one can experience the charm of Yamagata’s Shonai area. SUIDEN TERASSE was designed by the world-famous architect Shigeru Ban. The facility attracts tourists with the lush nature, food, and culture of Shonai, as well as with its own organic agriculture business and collaborative activities formed with regional businesses. SUIDEN TERASSE targets foreign travelers and repeat travelers who stay for longer durations, offering a tailored experience of regional tourist attractions and organic agriculture. they are showing Shonai’s charms off to the world.

Through this investment, CJF will support the initiative to improve the overall tourism value of Shonai through YDR’s cooperation and through strengthening the bonds with local businesses and expanding the tourism and organic agricultural facilities. As a result of this support, the local economy will be revitalized by focusing not only on already established tourist spots but also responding to inbound tourism demand with Shonai’s hidden charms. They will make sure that the regions are developing through their acquired knowledge and skills and create successful examples of “inbound x regional creations”.

CJF assumes the investment will be utilized for the growth of YDR and the Shonai after the current situation of COVID-19 subsidies.

About YAMAGATA DESIGN

Founded : August 2014
Headquarters : Tsuruoka-shi, Yamagata prefecture
CEO and Founder : Daisuke Yamanaka
Business Summary :

YD develops businesses that revitalize Yamagata Prefecture's Shonai region. YD operates the Suiden Terrasse hotel which floats on top of rice fields, an all-weather educational facility for children called Kids Dome SORAI, and the Shonai Zukan digital portal which curates and publishes information pertaining to regional jobs, culture, and lifestyle.

In addition to its main ventures, YD trains the next generation of farmers, develops machinery to make organic rice cultivation more accessible, and grows its own organic produce year-round.

Homepage : <https://www.yamagata-design.com/> (Japanese Only)

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Headquarters : Tsuruoka-shi, Yamagata prefecture
CEO : Daisuke Yamanaka
Business Summary : Hotel Business "SHONAI HOTEL SUIDEN TERRASSE"
Agriculture "SHONAL ROOTS"

About SHONAI HOTEL SUIDEN TERRASSE

Opened : September 2018
Location : Tsuruoka-shi, Yamagata
Number of Rooms : 119
Total Area : Roughly 34,600 square meters
(total floor space: roughly 7,500 square meters)
Homepage : <https://suiden-terrasse.yamagata-design.com/>

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