

March 14, 2025
Cool Japan Fund Inc.

Cool Japan Fund invests in Atona Impact Fund, a real estate fund investing in “ATONA” branded luxury hot spring ryokans showcasing the distinct culture and natural landscapes of Japan

Cool Japan Fund Inc. (CJF) has decided to invest 5 billion JPY in Atona Impact Fund (the Fund), a real estate fund investing in ATONA branded luxury hot spring ryokans* showcasing the distinct culture and natural landscapes of various regions in Japan.

Hyatt, whose portfolio included more than 1,350 hotels and all-inclusive properties in 79 countries across six continents as of September 30, 2024, and has a proven track record in developing and offering accommodation facilities for high-end travelers; Kiraku Inc., with its wealth of experience in regional business development of accommodation and other facilities; and Takenaka Corporation, with its long history of developing, designing and building accommodation facilities; are participating in the Fund. The ATONA branded hot spring ryokans to be developed by the Fund will be operated by Atona Co., Ltd., which was established by Hyatt’s affiliate and Kiraku.

The ATONA brand explores various destinations – closely observing their unique nature and landscapes, while deepening its understanding of the local culture, from culinary traditions to hot springs – so that each ATONA ryokan can serve as a bridge, connecting travelers to the heart of each region. Through this investment, CJF will contribute to growth in inbound tourism to Japan through the provision of accommodation experiences that showcase the distinct culture and natural landscapes of various regions in Japan as well as help further promote Japanese culture across the world.

* The ryokan is a uniquely Japanese accommodation that allows guests to truly experience the local culture, arts, and changing seasons of each locale.

About Atona Impact Fund

Launched : 2024

Fund size : Approx. 20 billion JPY (final fund-raising target)

About Hyatt Hotels Corporation

Founded : 1957

Head office : 150 North Riverside Plaza, Chicago, Illinois, U.S.

President CEO : Mark Hoplamazian

Details of business: Global hotel and hospitality business

Website : <https://www.hyatt.com>

About Kiraku Inc.

Founded : 2013

Head office : 403 Rinkacho, Higashiyama-ward, Kyoto, Japan

CEO : Kou William Sundberg

Details of business: Development and regeneration projects showcasing the assets of different regions in Japan

Website : <https://kiraku.io/en/>

About Takenaka Corporation

Founded : 1899

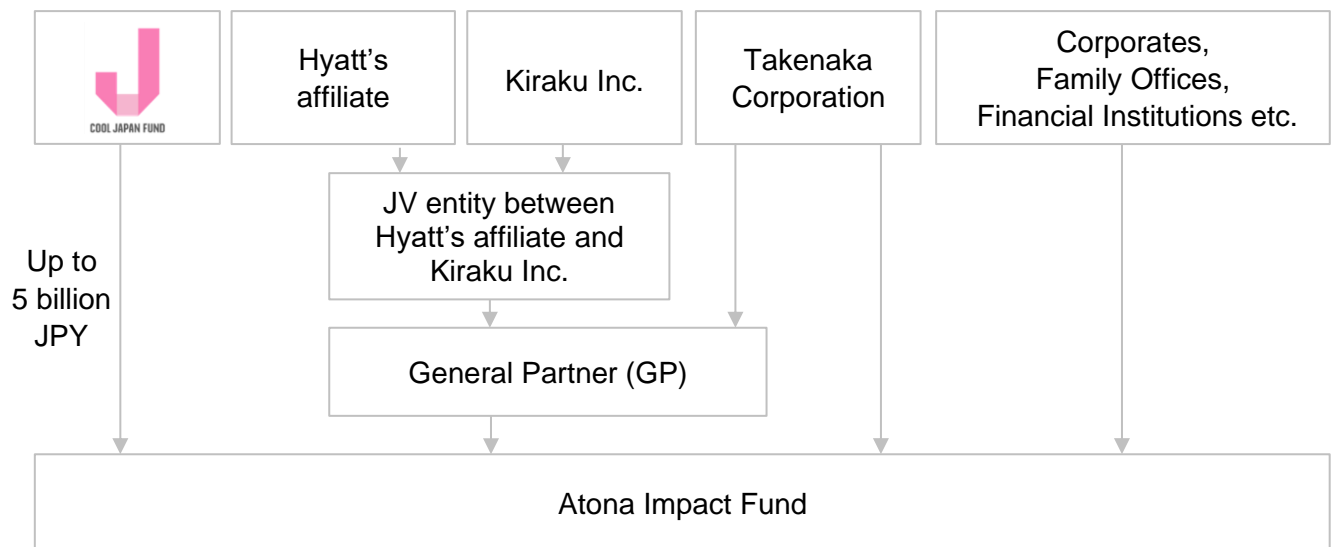
Head office : 4-1-13 Hommachi, Chuo-ku, Osaka, Japan

President : Masato Sasaki

Details of business: Construction, Development, etc.

Website : https://www.takenaka.co.jp/takenaka_e/

(Reference) Project Scheme



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