# Enhancing Engagement with Tourists

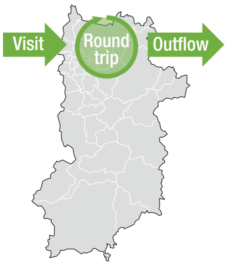
## ■ Basic policy

In Nara prefecture, which boasts a wealth of tourism assets, efforts to revitalize the tourism industry translate directly into broader regional revitalization. Fully aware that our Group cannot develop unless the surrounding region develops with us, the Nanto Bank Group is strengthening its content development and information dissemination capabilities in cooperation with local governments.

One issue we are addressing is the heavy concentration of tourists in northern Nara. We are building routes and content that encourage visitors to travel to central and southern areas, aiming to transform Nara into a wide-area, stay-based destination.

### Issues

Many visitors used to tour only the northern area briefly before leaving the prefecture




### Initiatives

**Develop appealing content**

Develop tourism hubs and support placemaking



**Strengthen communications and attract more visitors**

Raising awareness of local products and sharing regional stories via the “Narawashi” e-commerce site and “Ee Koto Nara” tourism site

Nara specialty online shop: narawashi ならわし

Tourism information site: ええ 古都なら 奈良の魅力発見

**Diversifying visitor inflow routes through wide-area collaboration**

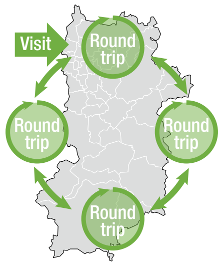
Regional banks on the Kii Peninsula concluded a “Partnership Agreement for Revitalizing the Tourism Industry in the Kii Peninsula Region.”

We are considering the formation of a promotional organization to support tourism-related businesses.

| | |
|---|---|
| Agreement signed | Signatories: Kiyo Bank, Sanjusan Bank, Hyakugo Bank, and Nanto Bank |
| Areas of Cooperation | (1) Establish a promotional organization to support tourism-related businesses.<br>(2) Develop diverse financing mechanisms to support tourism-related businesses.<br>(3) Provide other necessary support for tourism-related businesses. |

### Our Vision

**Transform Nara into a wide-area, stay-based destination by enhancing the value of visitors’ stays**




## VOICE

Director, Public Affairs and Regional Co-creation Department

**Kenjiro Tsugoshi**

Nara is one of Japan’s leading tourist destinations, home to three World Heritage Sites as well as many National Treasures and Important Cultural Properties. However, many visitors are day-trippers, which keeps tourism spending low. To transform Nara prefecture into a tourist destination that invites longer stays, we introduced the “Nara Old House Urban Development Fund” in 2019 and began using the fund to provide financial support to local businesses that develop accommodations, dining, and other facilities.

In 2021, through our Group company Nara Mirai Design Co., Ltd., we launched the “narawashi” e-commerce site to sell Nara specialties while sharing local information and producers’ stories—inviting people to learn about and visit Nara.

In December 2024, we also signed a collaboration agreement with three other regional banks to revitalize tourism across the Kii Peninsula. We will continue working to attract visitors to Nara and support tourism-related businesses.

## ■ Initiatives to revitalize the tourism industry

### Content Development

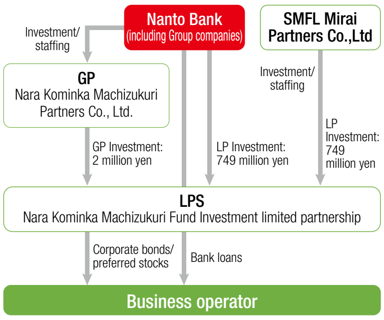
In November 2019, the Group established the "Nara Kominka Machizukuri Fund Investment Limited Partnership (Old House Fund)" in collaboration with SMFL Mirai Partners, Inc., a wholly owned subsidiary of Sumitomo Mitsui Finance and Leasing Co., Ltd. Through this fund, we will offer enhanced tourism services unique to the region, including not only accommodations and dining but also local agriculture, crafts, and culture, thereby contributing to activation of local tourism and regional revitalization.

### ■Nara Kominka Machizukuri Fund

Established in collaboration with SMFL Mirai Partners Co., Ltd. (wholly owned by Sumitomo Mitsui Finance and Leasing Co., Ltd.)

| | |
|---|---|
| Established | November 2019 |
| Total investment | 1.5 billion yen |
| Operating company | Nara Kominka Machizukuri Partners Co., Ltd. |
| Limited partners | SMFL Mirai Partners Co., Ltd.<br>Nanto Bank, Ltd. |
| Investment period | Investment period: To December 2025<br>Term: To December 2034 |

### ■Fund Diagram



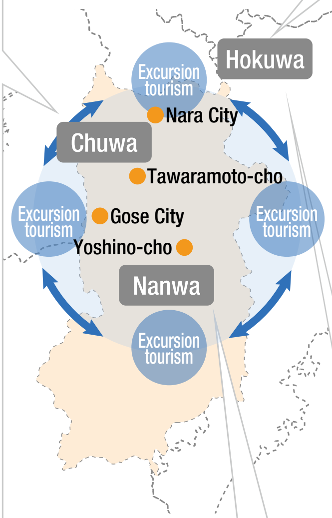

### ■Projects Supported through Our Fund and Developed by the Nanto Bank Group

#### Nipponia Tawaramoto Maruto Soy Sauce

The town of Tawaramoto-cho in Isogi-gun, Nara prefecture, retains the original rural landscape of ancient Japan. Established here in 1689 by Maruto Co., Ltd., Maruto Soy Sauce is Nara prefecture's oldest soy sauce brewery. In its heyday, the company extended its sales channels nationwide, but its success ended when raw materials supply problems in the postwar years forced it to close in 1949. Almost 70 years later in 2020, the brewery was renovated and reopened as an old private residence hotel, Nipponia Tawaramoto Soy Sauce. The warehouse, brewery, living quarters, and many of the old tools have been retained and renovated to create unique accommodation and restaurant facilities.

#### Gose Sento Hotel

We have revived an abandoned public bathhouse in the town of Gose-machi as a bathhouse and renovated a nearby traditional private house into a facility that can be used for lodging, working vacations and dining.



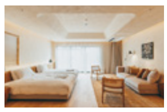

#### Nipponia Hotel Nara Naramachi

The Nipponia Hotel Nara Naramachi opened for business in November 2018 in a renovated 130-year-old sake brewery formerly operated by long-established sake maker Nara Toyosawa in the historic township of Naramachi. The hotel restaurant was renovated using the original building materials in both the exterior and interior construction to involve the brewery's beams and ceilings in its retro atmosphere.

#### VILLA COMMUNICO

VILLA COMMUNICO opened at the foot of Mount Wakakusa in Nara Park, between Nigatsudō Hall (Tōdaiji) and Kasuga Taisha Shrine. This gastronomy auberge is led by chef-owner Daiki Horita of Ristorante communico, which earned one Michelin star in the 2022 and 2023 Nara Special Editions.





#### Sakamoto Ryumon Library

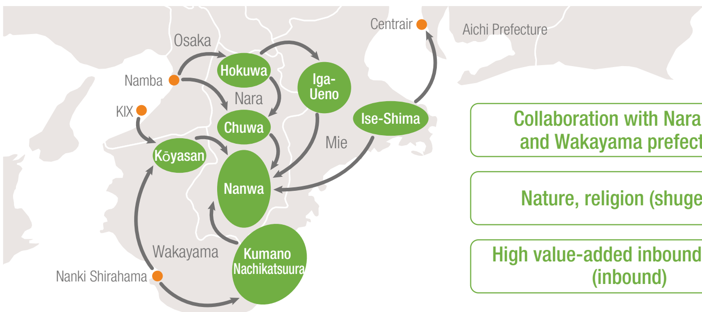
In 2021, the Nanto Bank Group acquired an old private house in Yoshino, a town in southern Nara prefecture. The house was formerly the primary residence of Senji Sakamoto, the founder and one-time president of the Yoshino Zaimoku Bank, which has special significance for Nanto Bank as one of the institutions from which it was formed. We are planning to transform this library into a tourist accommodation facility over the next few years to create a regional tourism hub.



## ■ Initiatives to develop a wide-area, extended-stay tourist destination

Committed to promoting development of tourism in the Kii Peninsula region, four banks—Kiyo Bank, Sanjusan Bank, Hyakugo Bank, and Nanto Bank—have concluded a "Partnership Agreement for Revitalizing the Tourism Industry in the Kii Peninsula Region." By collaborating and cooperating in the field of tourism, these regional financial institutions intend to enhance the value of the Kii Peninsula further through promotion of sustainable tourism, increased tourist spending, and attraction of visitors to regional areas.

### ■Partners' goals (to diversify inflow routes)




Collaboration with Nara, Mie, and Wakayama prefectures

Nature, religion (shugendo)

High value-added inbound tourists (inbound)