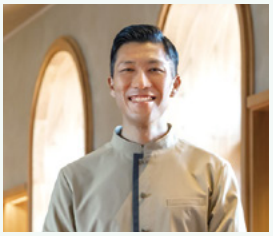
# Unleashing Nara's Charms as a Force for a Flourishing Future

## ~Exploring Nara's Potential and Regional Revitalization with Hoshino Resorts~

**The Nanto Bank Group aims to promote the sustainable development of the region by leveraging Nara's historical and cultural resources to revitalize tourism and stimulate the local economy. Hoshino Resorts' efforts to develop new lodging facilities in Nara Prefecture are aligned with our Group's objectives in the sense that they also seek to enhance the region's appeal and create new value.**

**Recognizing the potential of Nara's historical and cultural resources, Hoshino Resorts, a resort consortium offering accommodations throughout Japan, will open HOSHINOYA Nara Prison in June 2026, to be followed by HOSHINOYA Asuka in 2027.**

**We wondered what kind of appeal and potential they see in Nara, viewing it as they do from a perspective shaped by observing tourist destinations around the world. And what kind of value can be created for Nara's future through tourism? Taking the opportunity created by events at the former Nara Prison, we spoke with them about their vision for regional revitalization and their expectations for local financial institutions, including the Nanto Bank Group.**



General Manager of HOSHINOYA Nara Prison
**Masaya Kakegawa**



Director of Nara Prison Museum by Hoshino Resorts
**Kae Yasoda**

### The unique value of Nara, as discovered by Hoshino Resorts



HOSHINOYA Nara Prison

Nara is a region with tremendous potential, where ancient shrines and temples and other world-class cultural resources coexist with abundant natural beauty.

The more seasoned the traveler, the more they tend to value unique destinations with authentic histories and cultures over those with newly constructed opulence. In Nara, this appeal is alive and well in its everyday scenery, and we believe the region holds immense potential to attract visitors from both Japan and abroad.

Among Nara's greatest attractions is the opportunity it provides to experience Japan's history firsthand in a single journey. From the historical heritage of the ancient Asuka and Nara periods to the former Nara Prison from the Meiji era—which has been restored—you can trace Japan's history in a single trip. We believe this rich experience across timelines is a value unique to Nara.

### The power of tourism to pass down historical and cultural resources to future generations

We believe the project of repurposing the former Nara Prison as a hotel is Japan's first initiative to utilize and maintain an Important Cultural Property as a lodging—and that it has the potential to serve as a model for cultural property preservations in Japan.

To pass on large-scale modern architectural structures like the former Nara Prison to future generations, it is essential to establish a sustainable system that goes beyond mere "preservation" through facility tours. When private-sector operators like our Group employ the site as a hotel or museum and generate revenue, we can ensure its maintenance for years to come. We believe the greatest significance of this project lies in putting into practice our social mission: "to permanently protect and revitalize cultural properties through the power of tourism."

### From a stopover destination to a Nara that invites longer stays

With our initiative at the former Nara Prison, we are seeking to transform Nara's tourism—which has traditionally been centered on day-trips tourism to overnight tourism.

At HOSHINOYA Nara Prison, we recommend stays of two or more consecutive nights in the hope that staying longer will encourage guests to explore the surrounding areas and various other parts of Nara Prefecture, giving them an opportunity to experience Nara's hidden charms fully at their own pace.

Our facility also features the Nara Prison Museum by Hoshino Resorts, which is open to day-trip visitors. Even now, three months after its preliminary opening, the museum continues to attract large crowds—with tickets selling out through advance reservations—and the flow of tourists, previously concentrated in the vicinity of Todai-ji Temple and Nara Park, is beginning to expand into the Kitamachi area where our facility is located.

### Enhancing Nara's appeal regionwide

To further develop tourism in Nara will require that the whole region—not just individual facilities or businesses—work together to enhance its appeal.

Operating as a unified community to cultivate initiatives that encourage longer stays—such as nighttime and early-morning activities, as well as unique local cuisine and experiential content—will elevate Nara's tourism value further.



Nara Prison Museum by Hoshino Resorts

To achieve this, collaboration among a diverse range of businesses—including not only tourism operators but also restaurants, transportation providers, manufacturers, and agricultural producers—is indispensable. We believe regional financial institutions can play a significant role in promoting this kind of collaboration.

We expect the Nanto Bank Group to both provide financial support and to serve as a "regional hub" that connects local businesses and encourages them to take on new challenges.

Nara's future will be shaped by cooperative activities bringing together the region's diverse range of active players. We are committed to working with the local community to realize a sustainable region that passes on Nara's appeal to future generations.