

Sekisui House to Launch Unique “Ambassador Program” for Fairfield by Marriott Michi-no-Eki Hotels to Promote Experiential Travel Exploring Japan’s Secret Gems

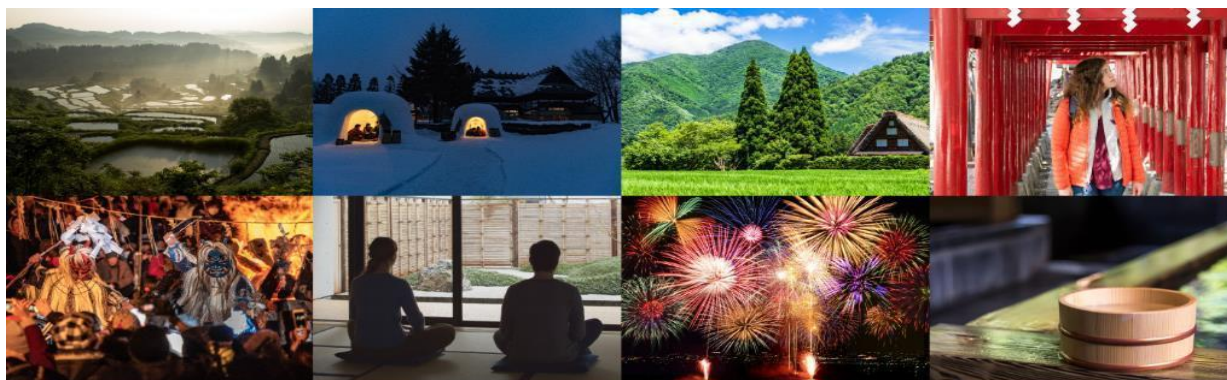
-Ambassador to Be Selected through Application and Funded with 10 Million Japanese Yen to Journey Across Japan for Year-



OSAKA, Japan, May 25, 2021

Sekisui House, Ltd., Japan’s leading housing company, announced the roll-out of a “TRIP BASE STYLE Ambassador Program” starting from April 2022 for Fairfield by Marriott Michi-no-Eki Hotels--part of the innovative “Trip Base” project previously launched in 2020 in collaboration with Marriott International to revitalize rural Japan by encouraging tourism--to promote experiential travel in Japan’s undiscovered destinations and attractions. One Ambassador will be appointed from among applications due on September 30, 2021, 11:59 pm(JST), and the selected Ambassador will be funded with 10 million Japanese yen provided by Sekisui House to journey across Japan for a year and to share adventures with the world through social media posts. A dedicated application website(<https://tripbasestyle.com/ambassador-en/>) is now available.

YouTube: <https://youtu.be/oTniDWIj29k>



Applicants must be 20 years or older, enthusiastic about travel and Japan, environmentally conscious, and are able to follow infection prevention procedures. Those living abroad with a valid visa in Japan or foreign nationals residing in Japan are also entitled to apply. Applicants must have a Twitter or Instagram account and post what they would like to do as an Ambassador with a hashtag #MyTripBaseStyle. The content of the application with the dedicated hashtag as well as one's regular social media posts will be taken into consideration during a selection process. The Ambassador may continue regular work if it is manageable remotely while participating in this program.



The TRIP BASE STYLE Ambassador will design his/her own adventure to encounter people, culture, cuisine, and attractions that are unique to surrounding areas of Michi-no-Eki stations. The Ambassador could learn new recipes using local ingredients, plant rice with local farmers, and take part in local festivals. With Fairfield by Marriott Hotels being a basecamp for rural travel, the Ambassador can take a stroll from one Michi-no-Eki to another discovering the true character of Japan's unique and stunning destinations(<https://candlewickcoltd.egnyte.com/dl/Vc1q1Pz7s2/>).



To see details of TRIP BASE STYLE Ambassador Program, please visit: <https://tripbasestyle.com/ambassador-en/>

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For more information, please contact Sekisui House:
<https://www.sekisuihouse.co.jp/request/global/contact/inquiry.html>

About Sekisui House, Ltd.

Since its establishment in 1960, Sekisui House, Ltd. has built over 2.5 million homes, earning its position as the leading company in Japan's housing industry. With a philosophy of "making one's home the happiest place in the world", Sekisui House not only creates living environments, but is working to create sustainable homes and communities to help protect the environment and ensure better living for all. In addition, Sekisui House is focusing on projects in Tokyo, Osaka, Nagoya, and Fukuoka's urban areas.

Based on the concept of "The Quest for the Unknown in Japan", TRIP BASE STYLE is a local development project that, together with local communities, local governments, and partner companies, aims to help revitalize local economies through tourism. By creating places to stay adjacent to Michi-no-Eki throughout Japan, the project aims to bring new customers to areas that previously had no accommodation options. The key hotel operations are operated under Marriott International's Fairfield by Marriott hotel brand, with hotels adjacent to Michi-no-Eki in 15 locations throughout 6 prefectures initially, and with plans to grow to 14 locations in 5 prefectures in the second stage.