



Section L Opens 10th Property in Nishi-Shimbashi: Transforming a Former Business Hotel into Long-Stay Apartments After Welcoming 100,000 Guests from 96 Countries in 3 Years

12 September 2024, Tokyo

Conversion project breathes new life into traditional corporate lodging to capture growing long-stay inbound travel demand.

Section L (Headquarters: Chiyoda-ku, Tokyo; CEO: Howard Ho), a hospitality group specializing in extended-stay apartment hotels, is proud to announce the opening of its 10th property—Section L Shimbashi West—in Nishi-Shimbashi, Minato-ku, Tokyo, launching on September 13, 2024.

Meeting the Demands of Extended Inbound Stays

According to data from the Japan Tourism Agency, the average length of stay for international travelers visiting Tokyo reached six nights in 2023. As visits grow longer, traveler preferences have shifted sharply toward residential-style accommodations that offer ample space, in-room laundry, and fully equipped kitchens. This evolving demand has inspired major Japanese real estate developers, such as Daiwa House Industry and Nippon Steel Kowa Real Estate, to enter the rapidly expanding apartment hotel market.

Section L Shimbashi West marks a rare industry milestone: converting a compact 95-room traditional business hotel into 44 spacious apartment-style units. Like all Section L properties, Shimbashi West is designed for long-stay travelers of all kinds, offering a spacious, fully equipped home base for stays averaging 6 nights or more.

Property Highlights & Room Configurations

By cleverly consolidating and redesigning former 12 sqm business hotel rooms, Section L has rebuilt the building into a modern, 44-key lifestyle apartment hotel.

The property offers a signature Section L mix of layouts tailored to diverse traveler needs, ranging from Compact Studios (19 sqm), crafted for solo business travelers, to Family Studios (43 sqm), accommodating up to five guests. With the exception of the Compact Studio, every unit features long-stay residential amenities, including fully equipped kitchenettes and in-room washer-dryers.

Integrating the Local Community into the Guest Experience

At Shimbashi West, neighborhood culture is woven directly into the guest experience. The lobby and room artwork—co-created with talented local artists—incorporates iconic neighborhood landmarks such as Tokyo Tower, Zojoji Temple, and Atago Shrine.

The Section L staff also establishes and maintains relationships with nearby eateries and shops, even offering volunteer photography to help showcase local businesses. By bridging the gap between foreign travelers and authentic local establishments that might otherwise feel intimidating to travelers, Section L delivers a level of warm, grounded hospitality that extends beyond just being another accommodation to sleep at.

Wellness & Lifestyle Amenities

For the first time in the Section L portfolio, Shimbashi West introduces exclusive wellness amenities for guests, including a fully equipped private fitness gym and 3 private sauna suites (complete with cold plunge baths), designed to elevate the guest stay experience.

Lobby & In-Room Art

As with the other Section L locations, original art was also commissioned with an international and local artist to convey the charm of the Tokyo neighborhood Shimbashi West is based in.

Lobby Art: Indonesia-based artist Muhammed Fatchurofi designed a striking graphic installation inspired by the property's core concepts of zen and wellness.

Room Art: Tokyo-based artist Kento Iida created humorous, charming illustrations reflecting the architectural motifs of the neighborhood.

About Section L

Company Overview:

Founded in 2020, Section L is a hotel management company run by hospitality experts. The majority of the founding team graduated from the Cornell University School of Hotel Administration, bringing extensive global experience from luxury chains (such as Shangri-La and Four Seasons) and institutional real estate investment funds.

Section L operates two primary verticals: managing its proprietary "SECTION L" apartment hotel brand and developing InterSection—a proprietary hotel management software and guest community platform. The team prides itself on diversity, employing over 70 staff members representing 27 nationalities.

Track Record:

Section L operates on an asset-light model through management contracts (MC) with institutional real estate investors. In three years, the company has partnered with five major real estate investment firms to open 10 properties. By leveraging proprietary technology to optimize hotel operations, Section L consistently achieves Average Daily Rates (ADR) more than double the Tokyo market average, along with industry-leading Gross Operating Profit (GOP) margins.