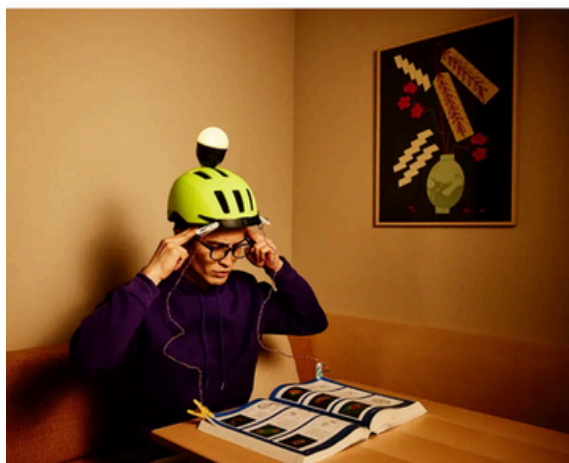




アパートメントホテルの開発計画 & 投資評価実務資料集

2025年4月下旬発刊予定

- 第1編 アパートメントホテルの事業特性と開発動向
- 第2編 開発・運営計画
- 第3編 アパートメントホテルの投資評価
- 第4編 先進事例研究

発行：総合ユニコム株式会社

A Must-Read for Real Estate Developers and Investors! Section L Contributes to Upcoming Practical Guidebook on Apartment Hotel Development & Investment Evaluation, Scheduled For Release in Late April

27 March 2025, Tokyo

As expanding inbound tourism drives growing interest in apartment hotels as an attractive investment asset class, Section L shares expert insights on property concept creation, operational strategies, and asset value optimization.

Section L (Headquarters: Chiyoda-ku, Tokyo; CEO: Howard Ho), an extended-stay apartment hotel operator, announces that fellow co-founders and directors Shinya Tawada and Akihiro Kitagawa have contributed to Part 2 of the upcoming industry report, "Practical Guidebook on Apartment Hotel Development Planning & Investment Evaluation" (published by Sogo Unicom Co., Ltd., scheduled for release in late April 2025).

Background

In 2024, Japan welcomed over 36 million international visitors—setting an all-time record with a 47.1% increase year-over-year and a 15.6% growth compared to pre-pandemic 2019 levels. As inbound tourism continues to expand, longer stays have fueled a surge in demand for apartment hotels offering residential-style comfort, in-room kitchens, laundry facilities, and generous living space.

Concurrently, institutional interest in apartment hotels as a high-margin investment asset has grown significantly. By utilizing proprietary technology to streamline operations and reduce labor costs, the model achieves exceptional operational efficiency.

Since launching its first location in 2020, Section L has expanded to 11 apartment hotels across prime Tokyo neighborhoods, including Ginza, Tsukiji, and Shimbashi. Operating under Management Contracts (MC) with institutional real estate investment firms, Section L specializes in converting traditional business hotels and residential apartment buildings into high-performing apartment hotels—delivering sustainable value to property owners and investors.

With an international guest ratio exceeding 90%, Section L consistently builds strong global brand loyalty while leveraging in-house technology to optimize operations, driving Gross Operating Profit (GOP) margins into the 60% range.

What Sets Section L Apart

Residential-Style Hotel Spaces: Every room is equipped with an in-room kitchen and laundry facilities, offering the warmth and comfort of home during extended stays.

Functional, Stylish Interior Design Infused with Local Character: Each property features interior aesthetics tailored to its neighborhood. For example, Section L Ueno-Hirokoji blends Showa-era retro charm with modern Scandinavian simplicity, creating a refined yet welcoming atmosphere.

Elevating Experience Value & Fostering Community Connection: Through Section L's proprietary guest app, travelers connect with fellow guests and join community events. To curate exceptional local experiences, the Section L staff personally visit nearby neighborhood eateries, cultural spots, and traditional public baths (sentō). This hands-on approach builds genuine relationships with local business owners while encouraging guests to explore off-the-beaten-path destinations, helping alleviate regional overtourism.

Publication Overview

Unlocking the Potential and Future Growth of Apartment Hotels

This comprehensive publication covers the business characteristics and development trends of the apartment hotel sector, providing in-depth analysis on development planning, operational execution, due diligence, asset value enhancement, and financial simulation models.

Part 2 (Section L Contribution): Written from the frontline perspective of active hospitality operators, Part 2 provides detailed practical insights into property concept design, site selection criteria, development planning, operations, and sales distribution strategies. This serves as an invaluable resource for developers, investment managers, financial institutions, and hotel operators considering entry into the market.

Part 4 (Advanced Case Study - Section L Shimbashi West): Section L's Section L Shimbashi West (opened September 13, 2024) is featured as a premier case study showcasing how distinct property themes and authentic guest communication build strong brand identity.

Lobby Art: Co-created with local illustrators, the lobby and room art incorporate iconic nearby landmarks such as Tokyo Tower, Zojoji Temple, and Atago Shrine. The lobby features a graphic installation by Indonesia-based artist Muhammed Fatchurofi, centered on the property's core theme of Zen and Wellness.

Guest Rooms: All rooms are fully equipped with long-stay amenities, including kitchenettes and laundry machines. Room artwork by Tokyo-based artist Kento Iida humorously captures the unique architectural motifs of Nishi-Shimbashi.

Book Details

Title: Practical Guidebook on Apartment Hotel Development Planning & Investment Evaluation
(アパートメントホテルの開発計画 & 投資評価実務資料集)

Publisher: Sogo Unicom Co., Ltd.

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Release Date: Late April 2025

Official URL: <https://www.sogo-unicom.co.jp/databook/n0520250401/>

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Part 2: Development & Operational Planning (Contributed by Section L)

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Part 4: Advanced Case Studies (Featuring Section L Shimbashi West)

Section L Contributors

Shinya Tawada — Director & Co-Founder, Section L

Born and raised in Okinawa (b. 1990). Graduate of Cornell University School of Hotel Administration. Started his career at EY specializing in corporate restructuring and M&A. Subsequently gained extensive expertise in hotel brokerage and advisory at Savills, followed by foreign hotel asset management at EGW Asset Management, before co-founding Section L in 2020. Oversees real estate and financial strategy at Section L.

Akihiro Kitagawa — Director & Co-Founder, Section L

Born in Tokushima and raised in Beijing (b. 1993). Graduate of Cornell University School of Hotel Administration. Began his career at Boston Consulting Group (BCG) working on public policy lobbying and new venture development. Following the enactment of Japan's Private Lodging Business Act, he joined Expedia Group to help launch HomeAway (now VRBO) in Japan, before co-founding Section L in 2020. Oversees brand development and marketing at Section L.

About Section L

Founded in 2020, Section L is a hospitality management company specializing in extended-stay apartment hotels and proprietary hotel technology. The company manages the "Section L" apartment hotel brand and develops InterSection—a proprietary hotel operations software and guest community platform.

The majority of Section L's founding team graduated from Cornell University's Hotel School, bringing leadership experience from global luxury chains (such as Shangri-La and Four Seasons) and real estate investment funds.

Operating on an asset-light model via Management Contracts (MC) with institutional real estate investors, Section L converts traditional business hotels and residential properties into high-performing apartment hotels. Today, the group operates 11 properties across Tokyo, consistently maintaining industry-leading guest satisfaction scores and Gross Operating Profit (GOP) margins through its proprietary technology platform.