



Our Achievement: LaQua



LaQua, an entertainment-style integrated facility designed to be an "Oasis of Relaxation in the Heart of the City," marked its fifth anniversary in May 2008.

LaQua combines a natural hot spring resort with shops, restaurants and other attractions to create a "refresh zone" in the heart of the city where guests can fully savor the pleasures of relaxation, food and amusement.

1. LaQua Features

LaQua was developed to be a completely new type of facility that goes beyond the conventional theme park concept in being designed around a natural hot spring. It has three main components targeting women aged 25 to 35.

•Spa LaQua:

This space for healing and relaxation in the heart of the city includes a "spa zone" natural hot spring drawn from 1,700 meters underground, a "Healing Baden" with a range of low-temperature saunas, and a "treatment and beauty" area essential for the promotion of health. The spa is particularly popular among women.

•Shops & Restaurants:

LaQua contains 72 shops offering fashions, variety goods and CDs, as well as a theme restaurant inspired by the film *Forrest Gump*, and a supermarket. The facility offers an added entertainment value while also increasing convenience for nearby residents.

•Attractions:

The lineup of rides and attractions distinguishes itself from those normally designed for children, offering among other attractions the "Big O," the world's first Ferris wheel without a central axis, and the "Thunder Dolphin" roller coaster with a top speed of 130 kilometers/hour that passes through the LaQua building.



LaQua 5th Anniversary Logo

2. LaQua's Five Strengths

LaQua marked its fifth year of operation in 2008. Building on the following five strengths, we are seeking further growth that enhances synergies with the various facilities of Tokyo Dome City.

① Focus on Women

LaQua's target customers are women aged 25 to 35, for whom it offers a natural hot spring and saunas, along with fashion, sweets and other shops to provide a full resort experience. Numerous surveys and interviews with women were conducted



during development, and a team of young employees centered on this next generation of women was formed to keep the project focused on their particular wants and needs.

2 Precise Market Research

A structure was created to incorporate opinions and ideas of guests that included comment cards placed in the various facilities, employee interviews with guests to listen directly to their opinions and complaints, and surveys through the Company's website.

3 Uniqueness of a Natural Hot Spring in the Heart of the City

Spa LaQua is the largest natural hot spring spa in Tokyo. During the survey stage, a hot spring was struck as drills reached 1,700 meters underground. At that point the water is a hot 51°C, but it cools to an ideal 41°C by the time it reaches the surface. The spring water is heavy with sodium salts, making it effective in alleviating sensitivity to cold, chronic female disorders and other ailments, as well as giving it moisturizing properties. This is a hot spring truly suited to women.



4 Tenant Drawing Power

Shopping is a type of leisure for women, and provides a great deal of pleasure. To enhance this enjoyment, we opened or renovated 25 shops between March and April 2008, adding seven shops offering ladies fashions and accessories. This expanded the lineup of stores targeting our focus customer group of women aged 25 to 35, and enhanced the repeat traffic of the facility.

5 Attraction Planning Capability

LaQua is constantly searching for attractions that will draw a wider range of guests to the facility, particularly couples and families. In February 2008, we launched a new attraction based on the U.S. fantasy movie *The Golden Compass*—a month before the movie opened in Japan—that allows guests to experience the world depicted in the film. In this walk-through attraction guests move at their own pace, with each scene designed to allow some type of guest participation. It creates a world in which items that appear in the film make it come alive.



Spa LaQua: The Ultimate in Relaxation

Spa LaQua offers five distinctive zones for healing and refreshment that allow guests to enjoy the finest moments in the heart of the city.

1

Spa

The spa draws the lush natural hot spring that gushes from beneath Tokyo Dome City to create a soothing space complete with open-air and indoor spa pools, whirlpool and other luxury baths, and various types of saunas.

2

Healing Baden

The healing practices of Bali, Germany, Korea, and other countries around the world are combined in five unique low-temperature saunas, together with a resort-style relaxation space to soothe body and mind.



3

Treatment & Beauty

Eleven treatment and beauty services from around the world use sophisticated relaxation techniques steeped in tradition that help unwind mind and body.

4

Food & Drink

The range of dining options includes a cafeteria offering light meals and drinks, and restaurants serving ethnic Asian dishes and authentic Japanese meals prepared with the choicest ingredients.

5

Relaxation Space & Amenity Corner

Three lounges, including a women-only lounge, provide chairs where guests can spend free time reading, taking a nap or doing what they like. The amenity corner offers cosmetics, bath goods and other necessities selected with the comfort of women in mind.

Creating Better Quality Resort Spaces: The Renovation of Spa LaQua

Spa LaQua was renovated to commemorate its fifth year of operation, with two new restaurants opened in April 2008.

The renovation, designed to create “better quality resort spaces,” included an Asian ethnic restaurant where guests can enjoy healthy foods served in an Asian resort atmosphere, as well as a self-serve cafeteria for casual dining at any time.

The spa wear provided to female guests was also changed to be more comfortable, and the interior around the front desk and view lounge was given a facelift.



- **New Spa Wear for Women**

The spa wear provided to female guests has been redesigned to be more comfortable. Three designs were chosen that best reflect outfits for relaxing at a resort.

- **Interior Renewal**

The interiors of the 5F View Lounge and 6F Entrance and front desk were renovated in designs that use the concept of the “appeal of water and light.” Wallpaper that gives the image of rippling waves, bright yet soft lighting and other elements create a relaxing atmosphere.