

# Leisure Segment



*Tokyo Dome City, located in the Suidobashi area of central Tokyo*

**The Leisure segment comprises the mainstay Tokyo Dome City operations, together with hotel operations and other leisure operations.**

## Tokyo Dome City Operations

Tokyo Dome City is the core business of the Tokyo Dome Group. Its operations comprise the various business facilities within Tokyo Dome City, including Tokyo Dome, LaQua, Tokyo Dome City Attractions and MEETS PORT.

Tokyo Dome City achieved a year-on-year increase in revenue during the fiscal year ended January 31, 2011, mainly as a result of higher restaurant and souvenir sales stemming from an increase in the number of days for concert events, along with greater revenue at LaQua due to an increase in the number of tenants. Business operations still struggled overall, however, due to such factors as a decrease in the number of days for professional baseball games, and the suspension of certain operations at Tokyo Dome City Attractions to replace equipment.

In the fiscal year ending January 31, 2012, the full suspension of operations at Tokyo Dome City Attractions following the accident on the Spinning Coaster “Mai-Hime”, along with the economic downturn and power shortages following the Great East Japan Earthquake, are expected to have a significant impact on earnings.



Parachute Land zone, which will reopen in August 2011 after refurbishment

### Main Business Facilities of Tokyo Dome City—Sales and Share of Leisure Segment Sales (Fiscal year ended January 31, 2011)

	Sales (Millions of yen)	Share of leisure segment sales (%)
Tokyo Dome	12,341	17.7
Restaurants and Souvenir Sales	13,049	18.8
LaQua	6,075	8.7
Tokyo Dome City Attractions	2,967	4.2
Yellow Building (WINS, offit)	5,501	7.9
MEETS PORT	1,039	1.4
Korakuen Hall	498	0.7
Prism Hall	419	0.6
Tokyo Dome Hotel	12,989	18.7
Sauna Tokyo Dome	283	0.4
Tokyo Dome Bowling Center	355	0.5

Note: Share of leisure segment sales is calculated with total segment sales equal to 100.

### Tokyo Dome City Visitor Numbers (Thousands of people)

	Fiscal year ended January 31, 2010	Fiscal year ended January 31, 2011	Change	%
Tokyo Dome, Yellow Building, Blue Building area	16,778	15,519	-1,258	-7.5
LaQua, Attractions area	14,903	14,261	-641	-4.3
Tokyo Dome Hotel, MEETS PORT area	4,965	5,245	279	5.6
Total	36,647	35,026	-1,620	-4.4

### Site Area of Each Facility within Tokyo Dome City

Tokyo Dome City	130,112m <sup>2</sup>
Tokyo Dome City Attractions (including the Tower Land, Parachute Land and Geopolis zones)	12,991.91m <sup>2</sup>
LaQua (area)	15,855.87m <sup>2</sup>
Tokyo Dome Hotel (tower and grounds)	12,621.77m <sup>2</sup>
Yellow Building	11,735.19m <sup>2</sup> (Main building: 8,485.82m <sup>2</sup> Annex building: 3,249.37m <sup>2</sup> )
Blue Building	1,749.11m <sup>2</sup>

### Tokyo Dome City Visitor Numbers for Individual Facilities (Thousands of people)

Facility name	Fiscal year ended January 31, 2010	Fiscal year ended January 31, 2011	Change	%
Tokyo Dome	7,677	7,070	-606	-7.9
Spa LaQua	641	649	8	1.3
Tokyo Dome Hotel <sup>1</sup>	1,766	1,816	49	2.8
Tokyo Dome City Attractions <sup>2</sup>	5,392	5,799	406	7.5
Theater G-Rosso / Sky Theater	365	252	-113	-31.0
Toys' Kingdom	248	269	21	8.7
Tokyo Dome Bowling Center	234	228	-6	-2.7
Virtual Sports Plaza Batting Champion	224	200	-23	-10.5
Korakuen Hall	378	358	-20	-5.4
Prism Hall	455	407	-47	-10.4
JCB Hall <sup>3</sup>	466	494	27	5.9
Sauna Tokyo Dome	41	39	-1	-4.3
Baseball Hall of Fame and Museum	155	104	-50	-32.7

Notes:

- The visitor numbers for the Tokyo Dome Hotel are the total for hotel guests, restaurant customers and party patrons. (The figure excludes facilities outside the Tokyo Dome Hotel, and those only available to hotel guests.)
- The visitor numbers for Tokyo Dome City Attractions are for the total number of riders on amusement rides.
- Facility name was changed to TOKYO DOME CITY HALL on March 31, 2011.

**TOKYO DOME** | Leisure Segment / Tokyo Dome City Operations


Tokyo Dome was opened in March 1988 as Japan's first all-weather, multipurpose arena stadium. Its chief feature is its multifunctional capability, able to host a broad range of large-scale events, including sporting events such as baseball games, American football games and soccer tournaments, as well as concerts, conventions and exhibitions.

**Basic Data on Tokyo Dome**

Opened	March 17, 1988
Construction cost	¥35.0 billion

**Overview of Tokyo Dome**

Area	Site: 112,456m <sup>2</sup> Structure: 46,755m <sup>2</sup> (standard used for width comparison with "number of times Tokyo Dome") Field: 13,000m <sup>2</sup> (100m to the poles, 122m to center of outfield)
Volume	Approximately 1.24 million m <sup>3</sup> (standard used for size comparison with "number of times Tokyo Dome")

Note: Figures in parenthesis are for Korakuen Stadium.

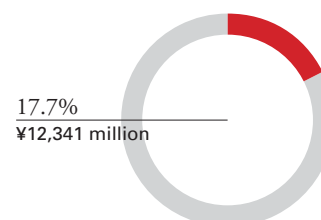
**Sales of Tokyo Dome**

	(Millions of yen)		
	Fiscal year ended January 31, 2009	Fiscal year ended January 31, 2010	Fiscal year ended January 31, 2011
Sales	14,348	13,219	<b>12,341</b>

**Breakdown of Days of Operation by Event Category**

	(Days)		
	Fiscal year ended January 31, 2009	Fiscal year ended January 31, 2010	Fiscal year ended January 31, 2011
Professional baseball (of which, Tokyo Yomiuri Giants regular season games)	105 (63)	102 (63)	<b>87 (64)</b>
Other baseball	31	33	<b>32</b>
Concerts	84 (43)	82 (36)	<b>91 (40)</b>
Other events	88 (55)	66 (48)	<b>62 (45)</b>
Total	308	283	<b>272</b>

Note: Figures in parenthesis are the number of days of concert performances and events conducted.

**Sales from Tokyo Dome, and Share of Leisure Segment Sales**


Tokyo Dome generated sales of ¥12,341 million in the fiscal year ended January 31, 2011 (down 6.6 percent from the previous fiscal year), with capacity utilization at 74.5 percent (down 3.0 percentage points). The main factor for the revenue decline was the absence of professional baseball events compared with the previous fiscal year, including the Tokyo Round of the WBC, as well as Japanese professional baseball's post-season Climax Series and Japan Series. Media-related revenue also suffered as a result of corporate curbs on advertising spending.

Looking at events by genre, there were four additional days of concert events, but 15 fewer days of professional baseball as noted in the previous paragraph, and two fewer days of sports events. As a result of the steady drawing power of the Yomiuri Giants baseball team, average attendance for Giants games was approximately 43,800, up from 43,500 in the previous fiscal year.

In the fiscal year ending January 31, 2012, the power shortages and other effects of the Great East Japan Earthquake resulted in the cancellation or postponing of certain events, including the cancellation of three professional baseball preseason exhibition games, and 12 days of inter-city baseball games. However, there are more days with scheduled events, such as concerts, than the previous fiscal year, so overall the total number of events is expected to remain close to the previous fiscal year's level.

**RESTAURANTS AND SOUVENIR SALES** | Leisure Segment / Tokyo Dome City Operations



Sales for the restaurants and souvenir sales business amounted to ¥13,049 million (up 0.1 percent year on year) in the fiscal year ended January 31, 2011. Despite the lack of professional baseball events hosted at Tokyo Dome in the previous year, including the Tokyo Round of the WBC, as well as Japanese professional baseball's postseason Climax Series and Japan Series, revenue rose as a result of four additional days for concerts and other musical events compared to the previous fiscal year.

By area, only the Tokyo Dome area, which accounts for approximately 80 percent of total sales in the restaurants and souvenir sales business, recorded an increase in sales, amounting to ¥10,603 million (up 2.0 percent year on year). The Yellow Building area posted sales of ¥944 million (down 11.7 percent) on a decline in the number of users, the Attractions area ¥1,056 million (down 4.0 percent) on slumping food and drink sales and the Blue Building area ¥288 million (down 2.7 percent). Sales in Other areas totaled ¥156 million (down 8.2 percent).

For the fiscal year ending January 31, 2012, despite the impact from the Great East Japan Earthquake, we expect the number of days for events, such as concerts, at Tokyo Dome to exceed that of the previous fiscal year.

The restaurants and souvenir sales business comprises the directly operated restaurants and retail businesses located throughout the various facilities of Tokyo Dome City, including Tokyo Dome, the Yellow Building, Tokyo Dome City Attractions and the Blue Building. Earnings are greatly affected by the number of days when events are held that draw a large number of visitors at once, such as professional baseball games, concerts, conventions and exhibitions.

**Sales by Area**

	Fiscal year ended January 31, 2009	Fiscal year ended January 31, 2010	(Millions of yen) Fiscal year ended January 31, 2011
<b>Sales</b>	14,551	13,028	<b>13,049</b>
Tokyo Dome area	11,623	10,390	<b>10,603</b>
Yellow Building area	1,238	1,070	<b>944</b>
(Breakdown) Attractions area	1,185	1,100	<b>1,056</b>
Blue Building area	352	296	<b>288</b>
Other areas	152	170	<b>156</b>



MLB theme restaurant (Baseball Cafe)



Baseball Shop TO:DO



LaQua was opened in May 2003 as an “oasis for rest and rejuvenation in the heart of the city”. It is an entertainment-style integrated facility comprising the natural hot spring Spa LaQua, as well as shops, restaurants and other attractions in a single location. The cumulative number of visitors to Spa LaQua reached five million in November 2009, reflecting its widespread recognition as an urban-style hot spring facility favored by many customers.

Sales at LaQua amounted to ¥6,075 million (up 0.2 percent year on year) in the fiscal year ended January 31, 2011, with the number of visitors entering Spa LaQua rising to 649,000 (up 1.2 percent). Although the number of visitors to the facility declined with the slow-down in consumer spending, revenue rose as a result of an increase in the number of stores in the tenant division, and a rise in the number of visitors in the spa division. Sales by tenants located in Spa LaQua totaled ¥12,046 million (down 1.8 percent) for the subject period on visitor numbers of 13,275 thousand (down 4.0 percent).

LaQua celebrated its seventh anniversary in May 2010. To celebrate the occasion Tokyo Dome conducted various campaigns and events under the banner of “Happy Birthday LaQua – 7th Anniversary” at facilities and stores, which proved popular with many customers. We also opened two new fashion-related stores in an effort to further enhance the shop and restaurant areas.

For the fiscal year ending January 31, 2012, we opened a large-scale variety store and other new shops as part of an ongoing program to develop an attractive retail area in March 2011.

**Basic Data on LaQua**

<b>Opened</b>	May 1, 2003
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**Overview of LaQua**

<b>Area</b>	15,855.87m <sup>2</sup>
<b>Stories</b>	Two below ground, nine above ground

**Sales at LaQua and Number of Spa Visitors**

	Fiscal year ended January 31, 2009	Fiscal year ended January 31, 2010	Fiscal year ended January 31, 2011
<b>Sales (millions of yen)</b>	6,720	6,062	<b>6,075</b>
<b>Number of spa visitors (thousands of people)</b>	705	641	<b>649</b>

**Number of Visitors to LaQua**

	Fiscal year ended January 31, 2009	Fiscal year ended January 31, 2010	Fiscal year ended January 31, 2011
<b>Number of visitors</b>	14,940	13,841	<b>13,275</b>

(Thousands of people)

**Tenant Sales**

	Fiscal year ended January 31, 2009	Fiscal year ended January 31, 2010	Fiscal year ended January 31, 2011
<b>Sales</b>	12,899	12,274	<b>12,046</b>

(Millions of yen)

## TOKYO DOME CITY ATTRACTIONS

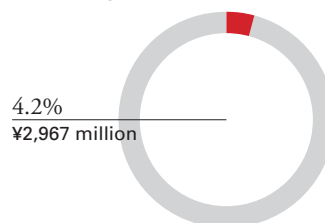
Leisure Segment / Tokyo Dome City Operations

Splash Garden



Tokyo Dome City Attractions is an all-around entertainment facility established on May 1, 2003, and is continuing the heritage of Korakuen Amusement Park. Operations at the facility were suspended following the accident on the Spinning Coaster “Mai-Hime”, which will have a significant impact on earnings in the fiscal year ending January 31, 2012.

Tokyo Dome City Attractions:  
Sales and Share of  
Leisure Segment Sales



Sales for the Tokyo Dome City Attractions business amounted to ¥2,967 million (down 1.8 percent year on year) in the fiscal year ended January 31, 2011, with the total number of amusement ride users at 5,799 thousand (up 7.5 percent). Revenue was boosted by a full year of operations for the indoor amusement park Geopolis, and an increase in income from amusement rides following the opening of the new Splash Garden. However, sales were down overall as a result of a change in the recording method for coin games, slow audience turnout for the Heroes show at the Theater G-Rosso and the temporary closing from October 31, 2010, of the Linear Gale ride in Parachute Land zone for renovations.

As stated in the preface to this business report, all operations at Tokyo Dome City Attractions were suspended following the accident on the Spinning Coaster “Mai-Hime” that occurred on January 30, 2011. We expect this to have an impact on earnings for the fiscal year ending January 31, 2012. Regarding the 10 attractions for which safety measures have been established, we recommenced business operations on June 1, 2011. Similarly, we plan to recommence operations at other attractions sequentially after safety measures have been established.

### Basic Data on Tokyo Dome City Attractions

Opened	July 9, 1955 Note: Originally opened as Korakuen Amusement Park. The name was changed on April 17, 2003.
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### List of Attractions

(As of June 2011)

Facility	Attraction
LaQua Zone	<ul style="list-style-type: none"> <li>• Big O</li> <li>• Thunder Dolphin</li> <li>• Wonder Drop</li> <li>• Venus Lagoon</li> <li>• Water Symphony (free of charge)</li> <li>• The Dive</li> </ul>
Tower Land Zone	<ul style="list-style-type: none"> <li>• Tower Hacker</li> <li>• Kids' Hacker</li> <li>• WanPaku Bus</li> <li>• Carousel</li> <li>* Spinning Coaster “Mai-Hime” was dismantled in May 2011</li> </ul>
Geopolis Zone	<ul style="list-style-type: none"> <li>• MagiQuest</li> <li>• Tokyo Panic Cruise</li> <li>• Lupin III: Labyrinth Trap</li> <li>• Theater G-Rosso (Theater)</li> </ul>
Parachute Land Zone	<b>Renovated area to be reopened in summer 2011</b>
Splash Garden Zone	<ul style="list-style-type: none"> <li>• Pixie Cup</li> <li>• Power Tower</li> <li>• Korokko</li> <li>• Magical Mist (free of charge)</li> </ul>

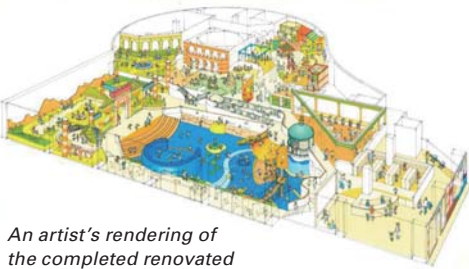
## Opening of the Renovated Parachute Land Zone

In summer 2011, we will reopen Parachute Land zone following the completion of refurbishments. The Sky Flower, which has become a popular attraction among many customers since Parachute Land zone first opened in 1979, has been given a substantial makeover, and we will launch four new attractions and gimmicks.

On the ground level below Parachute Land zone, to provide entertainment for a very broad range of customers we will newly open the ASOBono! indoor facility specifically catering to families with infants and preschool children up to six years of age. We will also newly open the GO-FUN food court that can be enjoyed casually by all customers.



An artist's rendering of the completed renovated Parachute Land zone



An artist's rendering of the completed renovated ASOBono! zone



An artist's rendering of customer seating at GO-FUN



### Sales of Tokyo Dome City Attractions and Number of Amusement Ride Users

	Fiscal year ended January 31, 2009	Fiscal year ended January 31, 2010	Fiscal year ended January 31, 2011
Sales (millions of yen)	2,470	3,024	2,967
Number of amusement ride users (thousands of people)	4,790	5,392	5,799

## An artist's rendering of the completed attractions



Bloom Express



Water Cannon (Provisional name)



Flash Rush (Provisional name)

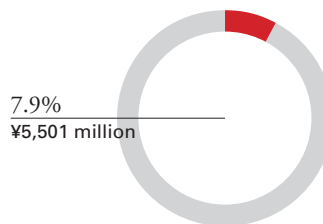


Water Gimmick (Provisional name)

**YELLOW BUILDING** | Leisure Segment / Tokyo Dome City Operations



**Yellow Building:  
Sales and Share of  
Leisure Segment Sales**



**Basic Data on the Yellow Building**

<b>Facility opening dates</b>	April 1973:	Japan Racing Association off-track betting venue, roller skate rink, bowling alley
	November 1977:	JRA off-track betting venue annex
	June 1987:	offt Korakuen

The Yellow Building houses two off-track betting venues for horse racing, WINS Korakuen (Japan Racing Association) and offt Korakuen (four public race tracks in the South Kanto area). It is also the site for the Tokyo Dome Bowling Center and the Virtual Sports Plaza Batting Champion, along with other tenant-run facilities including various restaurants, a bookstore, convenience store and post office.

Sales at the Yellow Building amounted to ¥5,501 million (down 2.3 percent year on year) in the fiscal year ended January 31, 2011. Although there were four additional race days for offt Korakuen during the period compared with the previous year, average attendance per day declined.

WINS Korakuen recorded a total of 4,441,121 users during the subject fiscal year (down 9.1 percent year on year), with a daily average of 41,897 users (down 9.1 percent). Users of offt Korakuen totaled 1,228,680 users (up 0.2 percent), with a daily average of 4,568 users (down 1.2 percent). There were a total of 269 race days at offt Korakuen, comprising 100 days for the Ohi Race Track, 66 days for the Kawasaki Race Track, 54 days for the Funabashi Race Track and 49 days for the Urawa Race Track.

**Yellow Building Sales**

	Fiscal year ended January 31, 2009	Fiscal year ended January 31, 2010	Fiscal year ended January 31, 2011
<b>Sales</b>	5,888	5,631	<b>5,501</b>

(Millions of yen)

**Overview of the Yellow Building**

<b>Area</b>	Site area: Approx. 11,735m <sup>2</sup>
<b>Floors</b>	Eight floors

**Yellow Building Sales**

	Fiscal year ended January 31, 2009	Fiscal year ended January 31, 2010	Fiscal year ended January 31, 2011
<b>WINS Korakuen</b>	109	106	<b>106</b>
<b>offt Korakuen</b>	274	265	<b>269</b>

(Millions of yen)

# TOKYO DOME CITY HALL (Former JCB HALL) / KORAKUEN HALL / PRISM HALL

Leisure Segment / Tokyo Dome City Operations

TOKYO DOME CITY HALL (Former JCB HALL)



Korakuen Hall



Prism Hall

Tokyo Dome City has three multipurpose event halls, TOKYO DOME CITY HALL, Korakuen Hall and Prism Hall. These flexible halls can be used for a wide range of applications suited to the content and scale of the event.

TOKYO DOME CITY HALL posted an increase in revenue to ¥761 million (up 3.0% year on year) for the fiscal year ended January 31, 2011. However, revenue declined at the other two halls, with Korakuen Hall recording sales of ¥498 million (down 5.0 percent), and Prism Hall with ¥419 million (down 28.9 percent).

The main reason for the rise in sales at TOKYO DOME CITY HALL was an additional 62 event days compared with the previous year, for a total of 348 event days. The number of visitors also rose by 28,000, to a total of 494,000 people. The naming rights contract for this facility (previously called JCB Hall) with JCB Co., Ltd., expired on March 30, 2011. From the following day the facility was managed under the new name TOKYO DOME CITY HALL, which was considered easy to remember and would represent Tokyo Dome City.

Korakuen Hall, which has become known as the “mecca of combat sports” for being the site of numerous infamous bouts, hosted 303 competitive events during the subject period, down 14 from 317 in the previous fiscal year. There were six fewer boxing matches and 13 fewer professional wrestling matches, but five additional kick-boxing matches. Revenue from broadcast fees, television equipment and ticket fees was also down, in line with the decrease in the number of professional wrestling matches.

Prism Hall’s revenue was impacted by a falloff in corporate demand stemming from the economic slowdown. Additional factors included fewer trade shows and events, and a considerable decline in the number of days for employment seminars, from 56 in the previous fiscal year to 32 during the year under review.

## Overview of Facilities

	TOKYO DOME CITY HALL	Prism Hall	Korakuen Hall
<b>Opened</b>	March 19, 2008	December 17, 1990	April 16, 1962
<b>Area</b>	12,300m <sup>2</sup> (including audience seating)	2,809m <sup>2</sup>	Event Hall: 575m <sup>2</sup> Exhibition Hall: 198m <sup>2</sup>
<b>Seating capacity</b>	Maximum 2,471 persons (with end stage seating)	Maximum 2,085 persons	Maximum 2,005 persons

## Utilization Rates for Each Hall

	TOKYO DOME CITY HALL	Prism Hall	Korakuen Hall
<b>Fiscal year ended January 31, 2009</b>	78.4%	73.9%	353 events
<b>Fiscal year ended January 31, 2010</b>	81.1%	60.3%	317 events
<b>Fiscal year ended January 31, 2011</b>	<b>95.3%</b>	<b>50.7%</b>	<b>303 events</b>

Note: The figures for Korakuen Hall are the total number of events held.

## MEETS PORT Sales

	Fiscal year ended January 31, 2009	Fiscal year ended January 31, 2010	Fiscal year ended January 31, 2011
<b>Sales</b>	913	986	<b>1,039</b>

(Millions of yen)

**TOKYO DOME HOTEL** | Leisure Segment / Hotel Operations

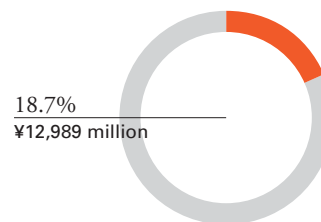


Tokyo Dome Hotel entrance



Tokyo Dome Hotel

**Tokyo Dome Hotel:  
Sales and Share of  
Leisure Segment Sales**



In the fiscal year ended January 31, 2011, sales for the Tokyo Dome Hotel business amounted to ¥12,989 million (down 0.2 percent year on year), with the guest room occupancy rate at 84.1 percent (up 4.9 percentage points). The total number of hotel guests was 486,000 (up 9.4 percent), with a total of 411 weddings (down 8.2 percent) and 2,199 banquets (up 4.8 percent).

Accompanying the 10th anniversary of the hotel's opening in June 2010, from May to July 2010 we ran a "10th Anniversary Campaign" and followed this up with a "Hokkaido Fair 2010" from September to December 2010. These were combined with a variety of guest plans and promotional events during the year. On the following page is a summary of the performance of each of Tokyo Dome Hotel's business categories—guest accommodations, banquets and restaurants.

Tokyo Dome Hotel's prime location within the Tokyo Dome City entertainment area is one of its defining features. As well as offering a superb place for relaxation, the hotel's proximity with other facilities within Tokyo Dome City provides guests with an array of opportunities for fun and leisure. In 2010, we ran a seven-month campaign celebrating the 10th anniversary of Tokyo Dome Hotel's opening, which included a variety of guest plans and events aimed at further bolstering the hotel's attractiveness to guests.

In the guest accommodation category, revenue increased compared with the previous fiscal year. Significant factors contributing to this result included the highest level of reservations ever achieved by the hotel for its “New Year Plan”, a premium product, and a large increase in inbound guest groups, particularly from such Asian markets as China, Hong Kong, Taiwan, South Korea and Malaysia. These factors led to an increase in the guest occupancy rate and bolstered the hotel’s occupancy rate ranking from 5th position in the previous fiscal year to 4th in the fiscal year under review among 15 major hotel companies in Tokyo.

In the banquet category (weddings and regular banquets), sales declined, reflecting decreases in the number of wedding and banquet guests. Although the number of banquets increased compared with the previous fiscal year, sales were greatly affected by weakness in the corporate sector, leading to lower average revenue per banquet guest.

In the restaurant category, the

effects of efficient cost control materialized and sales increased. The first full year of operations at Super Dining Rilassa, a buffet restaurant opened on July 17, 2009, and strong sales from private events at Barco within MEETS PORT were among factors that contributed to higher sales. At Rilassa, we held special restaurant events as part of both the “10th Anniversary Campaign” and “Hokkaido Fair 2010”, which were well received by customers.

In the fiscal year ending January 31, 2012, to restore operating performance we are implementing a range of sales promotion programs and launching product plans based on new concepts and methods. Specific programs include the development of “Tokyo Dome Hotel Specialty Cuisine”, the introduction of complimentary vouchers, which are issued based on customer usage frequency, and the establishment of Company-wide internal task forces to formulate product plans that will attract a high level of attention in the marketplace.

#### Sales of the Tokyo Dome Hotel

(Millions of yen)

	Fiscal year ended January 31, 2009	Fiscal year ended January 31, 2010	Fiscal year ended January 31, 2011
<b>Sales</b>	14,712	13,014	<b>12,989</b>

#### Basic Data on the Tokyo Dome Hotel

<b>Opened</b>	June 1, 2000
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#### Overview of the Tokyo Dome Hotel

<b>Area</b>	Building footprint area: 7,192.9m <sup>2</sup> Site area: 15,865.4m <sup>2</sup>
<b>Floors</b>	43 above ground, three below ground
<b>Height</b>	155m
<b>Guest rooms</b>	1,006 rooms

#### Tokyo Dome Hotel Guest Room Occupancy Rate, Number of Guests, Number of Overseas Guests, Number of Weddings and Number of Banquets

	Fiscal year ended January 31, 2009	Fiscal year ended January 31, 2010	Fiscal year ended January 31, 2011
<b>Guest room occupancy rate (%)</b>	84.6	79.2	<b>84.1</b>
<b>Total guests (thousands of people)</b>	479	444	<b>486</b>
<b>Of which:</b>			
<b>Japanese guests</b>	358	350	<b>349</b>
<b>Overseas guests</b>	121	94	<b>137</b>
<b>Number of weddings</b>	496	448	<b>411</b>
<b>Number of banquets</b>	2,202	2,097	<b>2,199</b>



The Artist's Café (43F)



Bar 2000 (Twenty Oh-Oh) (6F)

## ATAMI KORAKUEN HOTEL / TOKYO DOME HOTEL SAPPORO (Former Sapporo Korakuen Hotel)

Leisure Segment / Hotel Operations



Facing out over Atami Bay, the Atami Korakuen Hotel opened in August 1965. The hotel complex includes such facilities as an esthetic salon and convention center, and is adjacent to the APIO amusement park, where visitors can enjoy a diverse array of attractions. Sapporo Korakuen Hotel opened in June 1988 next to Sapporo's famous Odori Park. On April 1, 2011, the hotel's name was changed to "TOKYO DOME HOTEL SAPPORO", and we are carrying out sales activities that leverage the Tokyo Dome Hotel brand.

In the fiscal year ended January 31, 2011, the Atami Korakuen Hotel recorded sales totaling ¥4,561 million (up 0.3 percent year on year). The hotel recorded a guest room occupancy rate for the period of 72.2 percent (down 1.1 percentage point), with a total of 197,000 guests (down 2.4 percent). The increase in sales was primarily attributable to the development of a range of guest plans, including lunch plans, and an increase in the number of day guests and wedding groups, reflecting efforts to attract new customers. In the fiscal year ending January 31, 2012, we are working to achieve an increase in the number of overnight guests through such measures as enhanced content on the hotel's Web site and by bolstering current promotional products featured on the Web site.

The Sapporo Korakuen Hotel posted sales amounting to ¥2,546 million in the fiscal year ended January 31, 2011 (down 10.2 percent year on year). The hotel had a guest room occupancy rate for the period of 62.8 percent (down 1.0 percentage point), with a total of 114,000 guests (unchanged year on year). The decline in sales was attributable to such factors as a fall in the guest room occupancy rate and number of overnight guests owing to a decrease in the number of school excursion groups and other visitors to Hokkaido, and weak growth in the number of wedding groups owing to price competition with other hotels.

On April 1, 2011, the name of Sapporo Korakuen Hotel was changed to "TOKYO DOME HOTEL SAPPORO". In addition to reinforcing the linkage among hotels in the Group, we will aim to make TOKYO DOME HOTEL SAPPORO the "No. 1-ranked hotel for enjoyment" by leveraging Tokyo Dome Hotel's high brand recognition in the leisure market. In the fiscal year ending January 31, 2012, we are striving to achieve broad awareness of the new name and promote the hotel through such marketing programs as restaurant fairs, customer gift promotions and customer surveys.

### Overview of the Atami Korakuen Hotel

#### Tower Building

Floors	18
Guest rooms	93

#### Misaki Building

Floors	11
Guest rooms	142

### Atami Korakuen Hotel Sales, Guest Room Occupancy Rate and Number of Guests

	Fiscal year ended January 31, 2009	Fiscal year ended January 31, 2010	Fiscal year ended January 31, 2011
Sales (millions of yen)	4,811	4,545	4,561
Guest room occupancy rate (%)	73.4	73.3	72.2
Total guests (thousands of people)	202	202	197

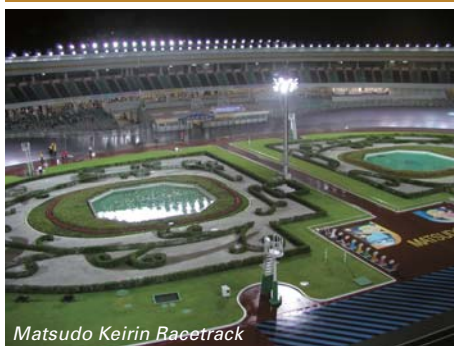
### Overview of the TOKYO DOME HOTEL SAPPORO (Former Sapporo Korakuen Hotel)

Floors	14 above ground, three below ground
Guest rooms	285

### TOKYO DOME HOTEL SAPPORO (Former Sapporo Korakuen Hotel) Sales, Guest Room Occupancy Rate, Number of Guests, Number of Weddings and Number of Banquets

	Fiscal year ended January 31, 2009	Fiscal year ended January 31, 2010	Fiscal year ended January 31, 2011
Sales (millions of yen)	2,967	2,837	2,546
Guest room occupancy rate (%)	66.3	63.8	62.8
Total guests (thousands of people)	120	114	114
Number of weddings	236	212	160
Number of banquets	2,629	2,550	2,606

**MATSUDO KEIRIN RACETRACK / SPA EAS** | Leisure Segment / Other Leisure Operations



Matsudo Keirin Racetrack

SPA EAS

Other leisure operations principally comprise Matsudo Keirin Racetrack, a bicycle racetrack operated by consolidated subsidiary Matsudo Kousan Co., Ltd., and SPA EAS, an urban hot-spring facility operated by consolidated subsidiary TOKYO DOME SPORTS CORPORATION.

In the fiscal year ended January 31, 2011, Matsudo Keirin Racetrack recorded sales of ¥2,465 million (up 26.9 percent year on year). In a harsh operating environment characterized by a nationwide decline in the base of keirin bicycle racing fans, the increase in sales was achieved mainly owing to the holding of such events as the 63rd Japan Keirin Championship in March 2010 and the Matsudo Keirin 60th Anniversary Commemorative Meet in January 2011. Betting revenues almost doubled compared with the previous fiscal year, amounting to ¥42,504 million (up 93.5 percent). In the fiscal year ending January 31, 2012, we are carrying out various improvements to facilities with the aim of providing even higher quality customer services, and implementing further cost reductions in response to the difficult operating environment.

SPA EAS, an urban hot-spring facility opened in Yokohama on March 12, 2009, made its first full-year contribution to operating results in the fiscal year under review, recording sales of ¥793 million (up 37.1 percent). We implemented a range of programs, including a 1st Anniversary Autumn Campaign and a Christmas Bingo Event, and initiated “Ladies’ Day” and “Men’s Day”, which bolstered the number of patrons and contributed significantly to increased sales. In the fiscal year ending January 31, 2012, we are reinforcing our marketing capabilities through increased intelligence on competitors and are utilizing the TD Point Program to deliver promotional information to customers as part of our efforts to further bolster patron numbers.

Owing to the impact of the Great East Japan Earthquake, business operations at SPA EAS were temporarily suspended on March 11, 2011, in order to carry out safety checks and undertake repair works. SPA EAS reopened on April 26, 2011, after the completion of these works.

**Overview of Matsudo Keirin Racetrack**

Site area	48,791.03m <sup>2</sup>	Building area: 37,703.08m <sup>2</sup>
Track length	333.33m	
Total capacity	32,297 persons	

**Breakdown of Revenues from Matsudo Keirin Racetrack Operations**

(Lease revenue, revenue from contracted management operations and other revenues) (Millions of yen)

	Fiscal year ended January 31, 2009	Fiscal year ended January 31, 2010	Fiscal year ended January 31, 2011
Revenues from bicycle racetrack operations	2,584	1,941	<b>2,465</b>
(Breakdown)			
Lease revenue	823	603	<b>906</b>
Revenue from contracted management operations	1,449	1,074	<b>1,285</b>
Other revenues	312	263	<b>273</b>

**Matsudo Keirin Racetrack Betting Revenues**

(Millions of yen)

	Fiscal year ended January 31, 2009	Fiscal year ended January 31, 2010	Fiscal year ended January 31, 2011
Betting revenues	33,236	21,964	<b>42,504</b>

Note: Betting revenues are a management indicator of the race organizer.

**Overview of SPA EAS**

Floor area	Approx. 6,600m <sup>2</sup>
Floors	Floors 4 to 7 of Hamabowl EAS (an eight-story building)

**SPA EAS Revenues**

(Millions of yen)

	Fiscal year ended January 31, 2010	Fiscal year ended January 31, 2011
Revenues	578	<b>793</b>