

Provisional Translation Only

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Japan Hotel and Resort, Inc. (TSE code: 8981)

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Notice regarding the Monthly Disclosure of Hotel Performance Results for March 2011

We hereby announce results of the monthly total revenues, the guest room occupancy rates in the room segment, the ADR, and the RevPAR of Japan Hotel and Resort, Inc. (hereinafter “JHR”) for March 2011 as follows. JHR will continue to provide monthly disclosures about the hotels with payments of variable rents for which we are able to obtain consent for disclosure from Hotel Management Japan K.K., the hotel lessee. Please refer to the last page for the data before and after the earthquake disaster.

Hotel / Indicator		2011 March (FY 2011)	Change from the same month of FY 2010 (Note 6)	(Reference) Cumulative total (Note 7)	(Reference) Change in cumulative total from FY 2010 (Note 8)
Kobe Meriken Park Oriental Hotel	Occupancy Rate (%)	74.7%	-3.9%	78.7%	3.9%
	ADR (Yen)	13,876	1,024	13,533	-483
	RevPAR (Yen)	10,364	259	10,657	172
	Total Revenues (Million Yen)	445	-32	3,259	-259
Oriental Hotel Tokyo Bay	Occupancy Rate (%)	44.4%	-47.3%	86.0%	-1.0%
	ADR (Yen)	14,156	-5,469	15,843	-676
	RevPAR (Yen)	6,291	-11,712	13,633	-751
	Total Revenues (Million Yen)	262	-349	3,593	-206
Namba Oriental Hotel	Occupancy Rate (%)	86.1%	2.7%	82.3%	1.9%
	ADR (Yen)	10,751	939	9,887	635
	RevPAR (Yen)	9,257	1,078	8,132	694
	Total Revenues (Million Yen)	162	-18	1,079	33
Hotel Nikko Alivila	Occupancy Rate (%)	56.2%	-15.1%	68.3%	5.1%
	ADR (Yen)	20,862	-277	19,450	-2,322
	RevPAR (Yen)	11,731	-3,342	13,286	-470
	Total Revenues (Million Yen)	302	-79	2,314	-14

Oriental Hotel Hiroshima	Occupancy Rate (%)	60.8%	-12.2%	66.3%	-4.3%
	ADR (Yen)	8,783	156	8,748	-116
	RevPAR (Yen)	5,337	-959	5,797	-459
	Total Revenues (Million Yen)	170	-24	1,169	-91
Total	Total Revenues (Million Yen)	1,341	-502	11,414	-537

Comments from Japan Hotel & Resort K.K. (Asset Management Company) about the March results:

Kobe Meriken Park Oriental Hotel

In the room segment, due to the impact of the Great East Japan Earthquake (hereinafter the “earthquake disaster”) business guests cancelled reservations, but we were able to bring in demand arising from evacuations from the Kanto area (*). As a result revenues were higher than in the same month of FY2010. In the food and beverages segment, the impact of the earthquake disaster on wedding revenues was limited but due to the impact of competitors the number of wedding banquets was lower than in the same month of FY2010. Restaurant revenues were also lower than in the same month of FY2010 as a result of the decline in the number of hotel guests. So revenues for the overall segment were lower than in the same month of FY2010. As a result, the total revenues of the hotel were approximately 32 million yen lower than in the same month of FY2010.

(*) Demand arising from evacuations from the Kanto area caused by the earthquake disaster aims to ensure reservation of guest rooms as places for evacuees to stay. Therefore, in some cases, this demand does not entail actual accommodation.

Oriental Hotel Tokyo Bay (Former Shin-Urayasu Oriental Hotel)

In the room segment, revenues were lower than in the same month of FY2010 due to the impact of the temporary closing of Tokyo Disney Resort from March 12 onwards. In the food and beverages segment, revenues for the overall segment were lower than in the same month of FY2010 due to both the postponements and cancellations of wedding banquets, and due to the decline in the number of restaurant guests after the earthquake disaster. As a result, the total revenues of the hotel were approximately 349 million yen lower than in the same month of FY2010.

Namba Oriental Hotel

In the room segment, reservations were cancelled by foreign visitors to Japan from immediately after the earthquake disaster, but we were able to bring in demand arising from evacuations from the Kanto area. As a result revenues were higher than in the same month of FY2010. In the food and beverages segment, restaurant revenues were lower than in the same month of FY2010 as the number of restaurant guests decreased due to the impact of the earthquake disaster. In the leasing segment, revenues were lower than in the same month of FY2010 because there was no longer the impact of the exit penalties income we had recorded in the same month of FY2010 when a tenant had left the hotel. As a result, the total revenues of the hotel were approximately 18 million yen lower than in the same month of FY2010.

Hotel Nikko Alivila

In the room segment, reservations were cancelled from the Kanto and north of Kanto areas from immediately after the earthquake disaster. So both occupancy rates and ADR were lower than in the same month of FY2010, and as a result revenues were lower than in the same month of FY2010. In the food and beverages segment, restaurant revenues were lower than in the same month of FY2010 due to the decrease in the number of guests, so revenues for the overall segment were lower than in the same month of FY2010. As a result, the total revenues of the hotel were approximately 79 million yen lower than in the same month of FY2010.

Oriental Hotel Hiroshima

In the room segment, reservations were cancelled by business guests from immediately after the earthquake disaster. So occupancy rates were lower than in the same month of FY2010, and as a result revenues were lower than in the same month of FY2010. In the food and beverages segment, the impact of the earthquake disaster on wedding revenues was limited but due to the impact of competitors the number of wedding banquets was lower than in the same month of FY2010. Restaurant revenues were also lower than in the same month of FY2010 as a result of the decline in the number of hotel guests. So revenues for the overall segment were lower than in the same month of FY2010. As a result, the total revenues of the hotel were approximately 24 million yen lower than in the same month of FY2010.

- (Note 1) The above comments were prepared based on information provided by the lessee to the asset management company, and have been provided simply as reference information regarding overall trends. Please note that the figures and information seen within the comments have not been subject to procedures such as audits, etc., and cannot be examined independently by the asset management company, and the accuracy as well as completeness of individual figures and content cannot be guaranteed.
- (Note 2) Since the figures for each month have not undergone procedures such as audits, etc., the amount that is the total of each month may not match that of the six-month and one-year revenue totals in the mid-term reports and financial reports submitted later. Furthermore, the figures may differ from the revenues for each month in the mid-term reports and financial reports.
- (Note 3) ADR (Average Daily Rate):
Total room revenues during a certain period (excluding service charge) / Total number of rooms sold to the guests during the same period.
- (Note 4) RevPAR (Revenue Per Available Room):
Total room revenues during a certain period / Total number of rooms in service to the guests during the same period.
- (Note 5) Occupancy rate is rounded off to the first decimal place. ADR & RevPAR are rounded off to the nearest yen. Revenues are rounded off to the nearest million yen.
- (Note 6) The change from the same month of FY 2010 is the change between the month under review and the same month in FY 2010.
- (Note 7) The cumulative total is the cumulative values from the beginning of the term under review to the month under review.
- (Note 8) The change in cumulative total from FY 2010 is the change between the cumulative value from the beginning of the term under review to the month under review, and the cumulative value from the beginning of FY 2010 to month under review in FY 2010.

* Japan Hotel and Resort, Inc. website: <http://www.jhrth.com/>

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* March 1 – March 10 : Before the earthquake disaster

* March 11 – March 31: After the earthquake disaster

Hotel / Indicator		2011			2010			Change from the same month of FY2010		
		Before (3/1-10)	After (3/11-31)	Total (3/1-31)	Before (3/1-10)	After (3/11-31)	Total (3/1-31)	Before (3/1-10)	After (3/11-31)	Total (3/1-31)
Kobe Meriken Park Oriental Hotel	Occupancy Rate	58.9%	82.2%	74.7%	62.9%	86.1%	78.6%	-4.0%	-3.9%	-3.9%
	ADR (Yen)	11,435	14,717	13,876	11,545	13,332	12,853	-110	1,386	1,024
	RevPAR (Yen)	6,739	12,092	10,364	7,263	11,473	10,105	-524	619	259
	Total Revenues (M Yen)	105	340	445	102	374	476	3	-35	-32
Oriental Hotel Tokyo Bay	Occupancy Rate	95.5%	20.7%	44.4%	87.1%	93.9%	91.7%	8.4%	-73.2%	-47.3%
	ADR (Yen)	14,719	12,845	14,156	13,767	22,208	19,625	952	-9,362	-5,469
	RevPAR (Yen)	14,050	2,662	6,291	11,987	20,850	18,003	2,064	-18,187	-11,712
	Total Revenues (M Yen)	164	98	262	142	468	610	22	-370	-349
Namba Oriental Hotel	Occupancy Rate	75.7%	91.0%	86.1%	74.0%	87.5%	83.4%	1.6%	3.5%	2.7%
	ADR (Yen)	8,737	11,546	10,751	8,738	10,281	9,812	-1	1,265	939
	RevPAR (Yen)	6,612	10,504	9,257	6,470	8,995	8,179	142	1,509	1,078
	Total Revenues (M Yen)	44	118	162	77	104	181	-33	15	-18
Hotel Nikko Alivila	Occupancy Rate	61.1%	53.3%	56.2%	64.2%	74.1%	71.3%	-3.1%	-20.8%	-15.1%
	ADR (Yen)	16,728	23,340	20,862	16,376	23,292	21,139	351	48	-277
	RevPAR (Yen)	10,214	12,439	11,731	10,508	17,262	15,073	-294	-4,823	-3,342
	Total Revenues (M Yen)	90	212	302	97	284	382	-7	-72	-79
Oriental Hotel Hiroshima	Occupancy Rate	64.7%	62.0%	60.8%	69.9%	76.2%	73.0%	-5.2%	-14.2%	-12.2%
	ADR (Yen)	7,484	9,035	8,783	8,245	8,634	8,627	-761	401	156
	RevPAR (Yen)	4,842	5,601	5,337	5,761	6,579	6,296	-918	-978	-959
	Total Revenues (M Yen)	40	130	170	44	150	193	-3	-20	-24
Total		444	897	1,341	462	1,380	1,843	-19	-483	-502