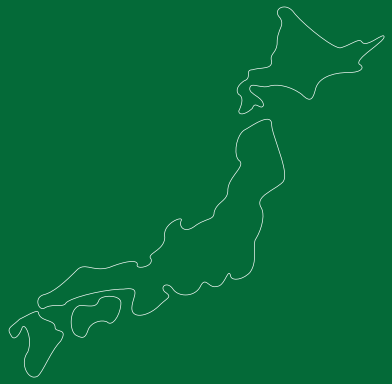
HOTEL 101 NISEKO

NISEKO

Hokkaido, Japón.



La capital asiática
de la nieve.

HOTEL 101 NISEKO

- Ubicación
  Outer Hirafu, Niseko, Hokkaido
- Apertura
  Diciembre 2026
- Pisos
  6 niveles + 1 sótano
- Habitaciones
  482 HappyRooms
- Estacionamiento
  167 lugares exteriores

THE HAPPYROOM

- **Características de HappyRoom:**
- 21 metros cuadrados
- 1 cama Queen + 1 cama individual (hasta 3 personas)
- Colchones Emma® Sleep galardonados
- Cocineta equipada con refrigerador, fregadero, microondas y hervidor
- Televisión de 55 pulgadas
- Baño privado con ducha de agua caliente
- Caja de seguridad en la habitación
- Enchufes universales y escritorio de trabajo
- Wi-Fi de cortesía
- Aire acondicionado y calefacción con control individual

FOTOS DEL PROYECTO

Ubicación

- Niseko Hirafu, Hokkaido, Japón
- **+2 horas** en auto del Aeropuerto de Sapporo New Chitose
- A 3 minutos en auto del Centro de Bienvenida del Grand Hirafu.
- **A 8 minutos** en auto de la estación de Kutchan

Niseko

Ubicado en un lugar privilegiado con gran atractivo durante todo el año y un enorme potencial de crecimiento a futuro.

Conocida por sus impresionantes paisajes y sus relajantes aguas termales, la región de Niseko, Japón, es un destino de esquí de clase mundial que atrae tanto a turistas locales como internacionales.

Hotel101 Niseko será uno de los mayores hoteles de Niseko, con 482 Happy Rooms diseñadas para la comodidad y un hotel todo incluido a un precio asequible.

NISEKO UNITED

Niseko Annupuri

NISEKO TOKYU Grand HIRAFU

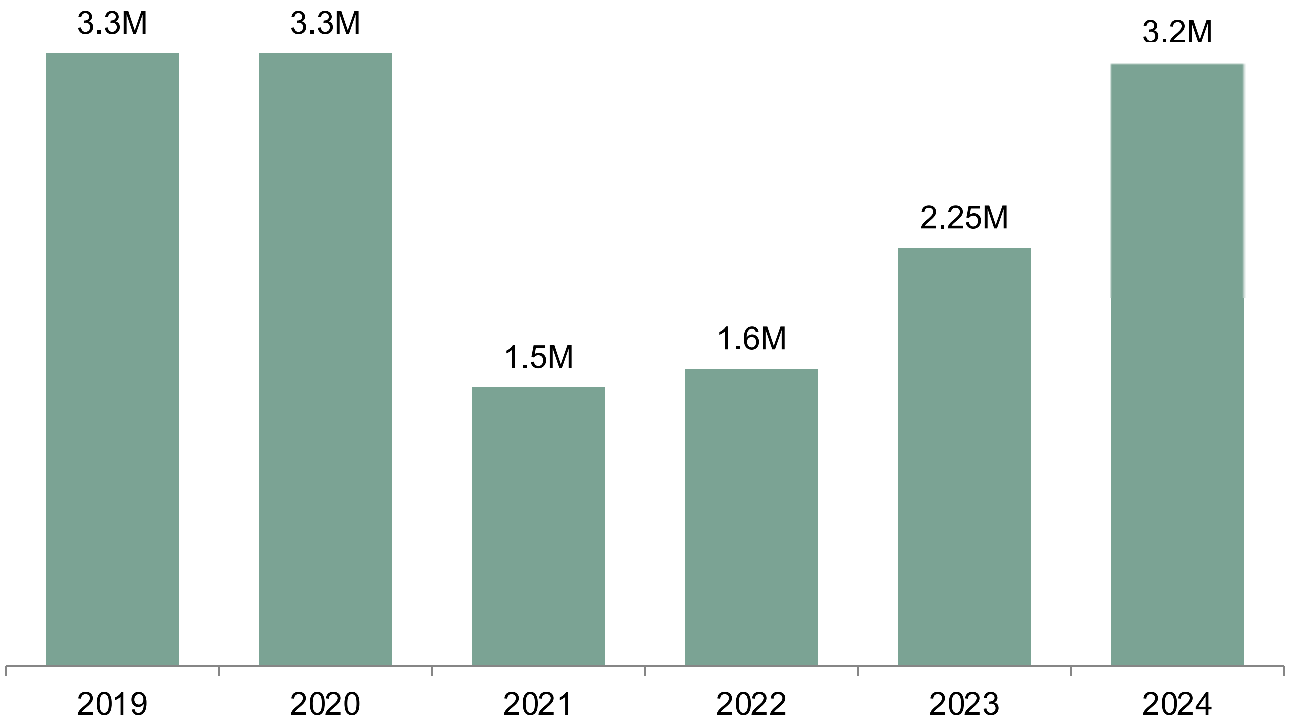
Niseko Village Always in Season

HANAZONO

Demanda turística creciente

3.2 millones
Visitantes 2024/25
+10% vs año anterior

3.3 millones
Récord histórico
(pre-pandemia)



Recuperación tras la pandemia
Niseko alcanzó 3.3M en 2019 y captó 3.2M en 2024/
con 10% de crecimiento interanual. *

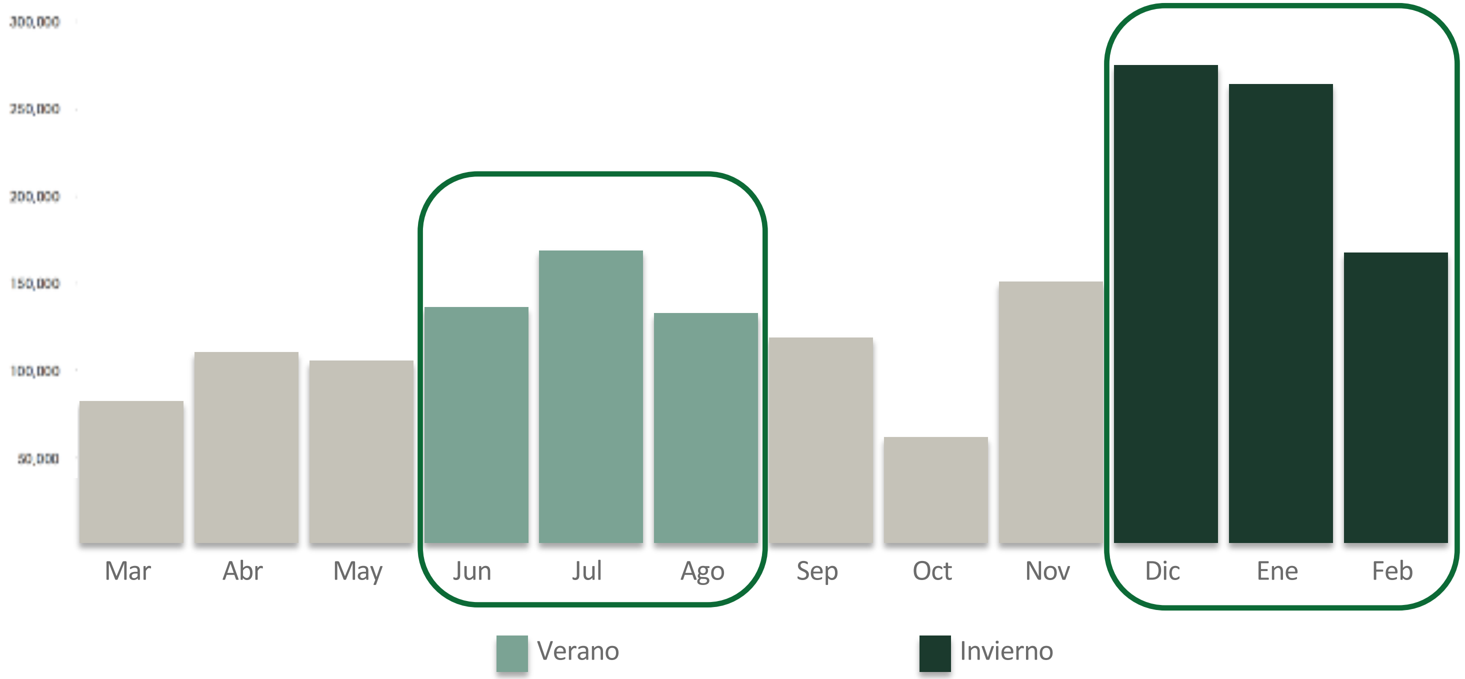
Turismo de Japón en cifras récord
42.6M turistas internacionales en Japón en 2025.

Fuente: C9 Hotelworks & Niseko Townhall.

***Fuente: Japan Tourism Agency / JNTO · JLL Hotel Market Seminar 2025*

Demanda todo el año en expansión

Visitantes por mes (2023/24)



Fuente: town.niseko.lg.jp

4 estaciones, demanda creciente:

- *Dic–Mar*: temporada de **ski y snowboard en nieve de clase mundial.**
- *Jun–Ago:* golf, rafting, ciclismo, senderismo, paseos en góndolas.
- *Mar-May:* campos de flores, paseos a caballo, campamento infantil

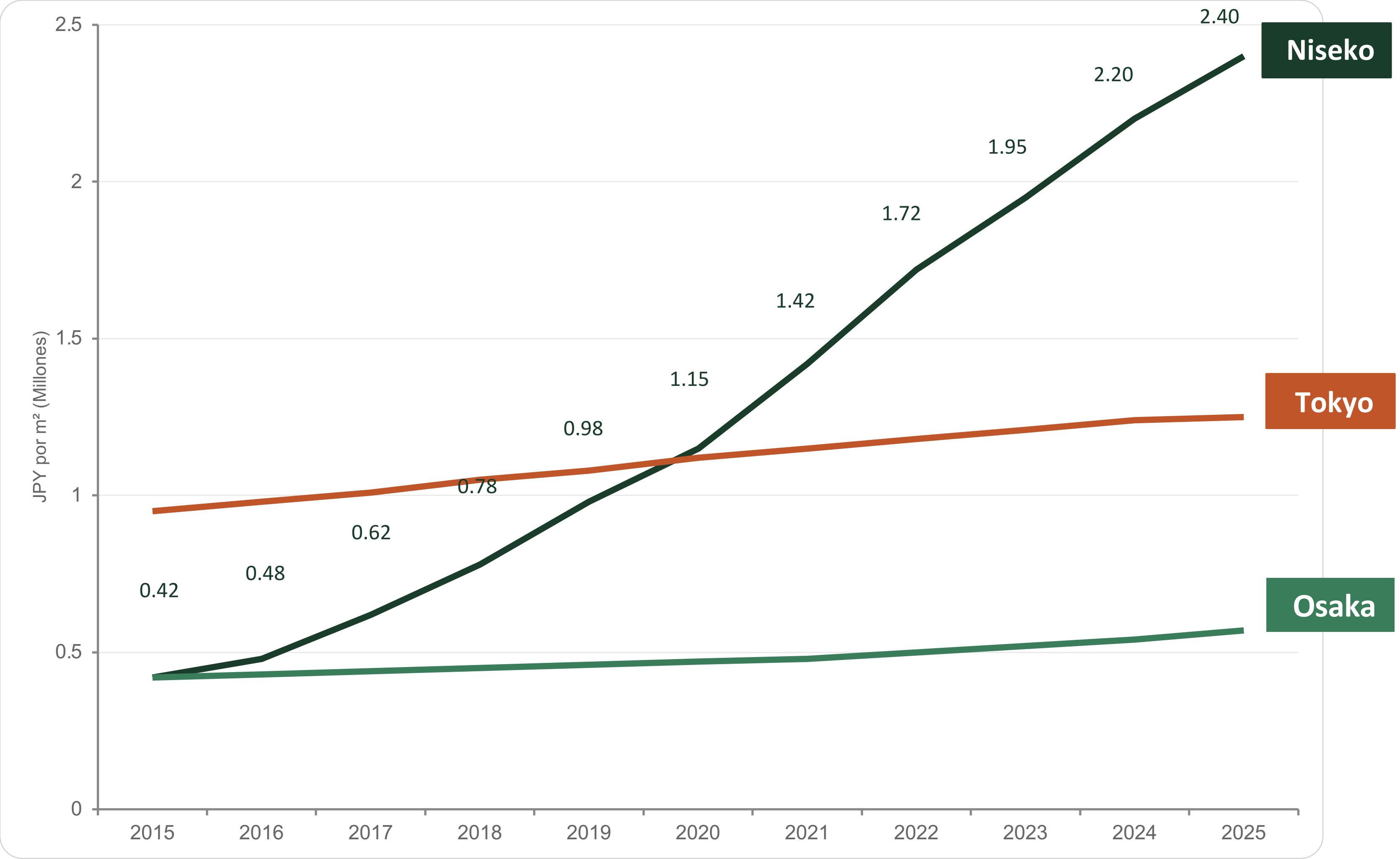
Destino de marcas premium

- Park Hyatt Niseko
- Hilton Niseko
- Ritz-Carlton Reserve

Inversiones públicas y privadas en amenidades como instalaciones de *wellness*, infraestructura ciclista y experiencias basadas en la naturaleza están ampliando el calendario turístico de Niseko

Apreciación

Precio de condominio (¥ JPY por m²)



+471%

Niseko

en 10 años (2015 – 2025)

El precio de condominios pasó de

¥0.42M → ¥2.40M /m²

Fuente: Hokkaido Land Research Institute; LIFULL HOME'S; Real Estate Economic Institute (Japan) Developer disclosure & public market listing. 2025= asking prices / partial-year data.

Precio m² de Condominio

Atracciones turísticas cercanas a Hotel101 Niseko Invierno

Desde Hotel101-Niseko

1 MIN	3 MINS	7 MINS	9 MINS	10 MINS	30 MINS
Niseko Adventure Center	**Resort Grand Hirafu**	**Parque Natural Lago Hangetsu**	**Resort Hanazono**	**Niseko Village Onsen**	**Monte Yotei**
Rafting en nieve Esquí y snowboard Excursiones con raquetas de nieve Escalada indoor Gimnasio	Góndola de Hirafu Tiendas de renta Ski valet	Lago Turismo / Paseos <u>**Ciudad de Kutchan**</u> Estación de tren JR Futuro Shinkansen Compra.	Park Hyatt Motonieves	Compras Trineo con renos Raquetas de nieve Clases de esquí y snowboard	Turismo / Paseos

Atracciones turísticas cercanas a Hotel101 Niseko
Primavera-Verano-Otoño

HOTEL 101 NISEKO

Desde Hotel101-Niseko

1 MIN	**3 MINS**	**7 MINS**	**9 MINS**	**10 MINS**	**30 MINS**
Niseko Adventure Center	**Grand Hirafu**	**Parque Natural Lago Hangetsu**	**Resort Hanazono**	**Niseko Village**	**Parque de Diversiones Rusutsu**
Rafting SUP en río Kayak en río Tours de ciclismo de montaña Escalada indoor Gimnasio	Góndola de verano Senderos para hiking Rutas de ciclismo de montaña	Acceso a sendero del Monte Yotei **Ciudad de Kutchan** Compras	Campo de golf Hanazono Tirolesa Hanazono Parque de aventuras Hanazono	Ritz-Carlton Reserve Campo de golf Niseko Village Parque	Montañas rusas Actividades acuáticas.

COMPARATIVAS DE AMENITIES

Hotel 4-5 Estrellas	Hotel 101 - Niseko	Hotel Business 3 Estrellas
Recepción	Recepción	Recepción
Tienda de conveniencia	Tienda de conveniencia	❌
❌	Piscina interior	❌
Onsen	Baño mineral caliente	❌
Sauna	Sauna	Sauna
Gimnasio	Gimnasio	❌
❌	Lavandería	Lavandería
Restaurante	Restaurante	❌
❌	Guardaesquís	❌
❌	Centro de negocios	Centro de negocios
Retail (tiendas)	Retail (tiendas)	❌
❌	Área de juegos para niños	❌
Estacionamiento en sitio (limitado)	Estacionamiento en sitio	Estacionamiento en sitio (limitado)

¿Por que invertir en Niseko?

Japón reúne factores favorables para la inversión

Niseko es un destino de ski en nieve de clase mundial, con creciente demanda turística todo el año.

Ventaja cambiaria actual del Yen Japonés

Apreciación significativa del valor por m² de condominios en Niseko en los últimos años

Ventana de oportunidad antes de la apertura de Hotel101 Niseko (Dic 2026)

MODELO DE NEGOCIO

PROPIETARIO DE LA UNIDAD

30%

Ingresos brutos por habitación

Distribuido **igualmente** a todos los propietarios de unidades.

HOTEL101

70%

Ingresos brutos por habitación

Para cubrir **gastos de mantenimiento y operación**

“101” connota **simplicidad en su esencia**.
La participación prorrateada del 30% en los ingresos se paga mensualmente cada día 16 del mes siguiente.

El **ecosistema** de los propietarios de unidades de Hotel101 en todo el mundo crearán un **potente efecto de red**. Los propietarios de las unidades tienen **10 estancias gratuitas** anualmente, 5 de los cuales se pueden utilizar en cualquier Hotel101 a nivel mundial.

INVERSIÓN

PRECIO DE LA HABITACIÓN: ¥ 40,068,000 (~USD $251,265)

IVA (8%): ¥ 3,205,440 / (~USD 20,101) *Recuperable 100%*

GASTOS DE ESCRITURACIÓN (4%): ¥ 1,526,400 / (~USD 9,572)

TOTAL: ¥ 44,876,160 (~USD $280,938)

** El precio base de la unidad está denominado en yenes japoneses (¥ JPY). Los valores en dólares (USD) se presentan únicamente como referencia, utilizando un tipo de cambio estimado, y pueden variar conforme a las fluctuaciones del mercado cambiario*

***Tipo de cambio de al momento del cálculo: 1 USD = 159 yenes japoneses (¥ JPY).*

OPCIONES DE PAGO

HOTEL 101 NISEKO

Opción 1 — **7% descuento**

Contado

Gran total: ¥ 41,734,828 (~USD 254,582)

Opción 2 — **3% descuento**

24 Cuotas (meses)

Gran total: ¥ 43,529,875 (~USD 265,532)

Opción 3

25% inicial · 25% (24 meses) ·
50% al mes 25

Gran total: ¥ 44,876,160 (~USD 273,745)

Opción 4

50% inicial · 50% al mes 25

Gran total: ¥ 44,876,160 (~USD 273,745)

Opción 5

10% inicial · 20% (36 meses)
70% al mes 37

Gran total: ¥ 44,876,160 (~USD 273,745)

Opción 6

10% inicial· 90% en 96 meses

Gran total: ¥ 44,876,160 (~USD 273,745)

Depósito de reserva: ~USD $2,000 por unidad

**El precio base de la unidad está denominado en yenes japoneses (¥ JPY). Los valores en dólares (USD) se presentan únicamente como referencia, utilizando un tipo de cambio estimado, y pueden variar conforme a las fluctuaciones del mercado cambiario*

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PROYECCIÓN DE RENDIMIENTOS

HOTEL 101 NISEKO

$198 USD
Tarifa Diaria Promedio ADR / noche (¥31,500)

$231,000 USD
Precio neto de la habitación **Modalidad de pago de Contado (¥37,263,240)**

$1,980 USD
Valor 10 noches libres/año (¥315,000)

3%
Asumiendo un crecimiento conservador de 3% anual de inflación

**Tipo de cambio de al momento del cálculo: 1 USD = 159 yenes japoneses (¥ JPY).*

% OCUPANCY	TOTAL INCOME IN A YEAR (365 DAYS)	SPLIT FOR INVESTOR (30% INCOME)	MONTHLY REVENUE YENES	MONTHLY REVENUE USD	ROI (YEAR 1)	ROI (YEAR 2)	ROI (YEAR 3)	ROI (YEAR 4)	ROI (YEAR 5)
100%	¥ 11,643,500.00	¥ 3,812,050.00	¥ 317,670.83	$1,969.56	10.23%	10.54%	10.84%	11.15%	11.46%
90%	¥ 10,479,150.00	¥ 3,462,745.00	¥ 288,562.08	$1,789.08	9.29%	9.57%	9.85%	10.13%	10.41%
80%	¥ 9,314,800.00	¥ 3,113,440.00	¥ 259,453.33	$1,608.61	8.36%	8.61%	8.86%	9.11%	9.36%
70%	¥ 8,150,450.00	¥ 2,764,135.00	¥ 230,344.58	$1,428.14	7.42%	7.64%	7.86%	8.09%	8.31%
60%	¥ 6,986,100.00	¥ 2,414,830.00	¥ 201,235.83	$1,247.66	6.48%	6.67%	6.87%	7.06%	7.26%
50%	¥ 5,821,750.00	¥ 2,065,525.00	¥ 172,127.08	$1,067.19	5.54%	5.71%	5.88%	6.04%	6.21%
40%	¥ 4,657,400.00	¥ 1,716,220.00	¥ 143,018.33	$886.71	4.61%	4.74%	4.88%	5.02%	5.16%
30%	¥ 3,493,050.00	¥ 1,366,915.00	¥ 113,909.58	$706.24	3.67%	3.78%	3.89%	4.00%	4.11%
20%	¥ 2,328,700.00	¥ 1,017,610.00	¥ 84,800.83	$525.77	2.73%	2.81%	2.89%	2.98%	3.06%
10%	¥ 1,164,350.00	¥ 668,305.00	¥ 55,692.08	$345.29	1.79%	1.85%	1.90%	1.95%	2.01%

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