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December 3, 2012

REIT Issuer:

Japan Hotel REIT Investment Corporation (TSE code: 8985)

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Announcement of the Second Survey Concerning the Domestic Travel Trends

Japan Hotel REIT Advisors Co., Ltd. which is the asset management company of Japan Hotel REIT Investment Corporation has conducted the opinion poll on the domestic trips to analyze the tendency of “Non-resident population” for the domestic sightseeing.

At the previous investigation released by “Announcement of the Survey Concerning the Domestic Travel Trends” dated June 29, 2012, the tendency of the domestic summer trip for this year was investigated. This time, we conducted investigation for the domestic trips of this year-end and new year targeting both men and women in their twenties to sixties. Please see the attachment for the investigation result.

* Website of Japan Hotel REIT Investment Corporation: <http://www.jhrth.co.jp/>

* Website of Japan Hotel REIT Advisors Co., Ltd.: <http://www.jhra.co.jp/>

To newspeople

December 3, 2012

Opinion poll on the domestic trips for the year-end and new year (trip to hometown exclusive)

Overnight trip or two-night trip with family ranks first
and traveling with boyfriend or girlfriend comes off second best for twenties.

**Approximately 80% tends to increase travel next year or much
the same next year as this year.**

Men prefer travel alone. 65% of the men in their forties have traveled alone.

The limit of the domestic stay trips is **seventies**.

Japan Hotel REIT Advisors Co., Ltd. ("JHRA")* which is the asset management company of Japan Hotel REIT Investment Corporation ("JHR"), the only investment corporation specifying in the hotels in J-REIT that has listed stocks on Tokyo Stock Exchange, has conducted the opinion poll on the domestic trips for the year-end and new year. This opinion poll was conducted to analyze the tendency of the "non-resident population" for the domestic sightseeing, and men and women in their twenties to sixties are the investigation targets.

The below-mentioned questions were asked to 1000 people who plan domestic stay trips for this year-end and new year (100 men and women each from twenties to sixties and the trip to hometown exclusive).

(*Headquarter: Shibuya-ku, Tokyo. Representative Director and president: Hiroyuki Suzui)

■ Question concerning the domestic stay trip for the year-end and new year (trip to hometown exclusive).

<Question 1> Who do you plan to travel with and how many nights do you stay? (%)

<Question 2> Please let us know the breakdown of your travel budget if you travel.

(The sum of each item must total 100%.)

■ Question concerning your domestic trip for next year and domestic trip in general.

<Question 3> How many times have you traveled this year, and how many travels do you plan for the next year?

<Question 4-1> Traveling-alone has been recently focused. Have you traveled alone in Japan before?

<Question 4-2> Please select all reasons why you have traveled alone (Multiple reasons acceptable).

<Question 5> How many years do you want to enjoy domestic stay trips going forward?

【Investigation Summary】

Investigation method : On-line investigation
Investigation period: November 6, 2012 through November 8, 2012
Valid respondents: 1,000 people
Attributes of respondents: 100 men and 100 women each in their twenties, thirties, forties, fifties and sixties who reside in Tokyo and three prefectures (Saitama, Chiba and Kanagawa), and plan domestic stay trips for the year-end and new year

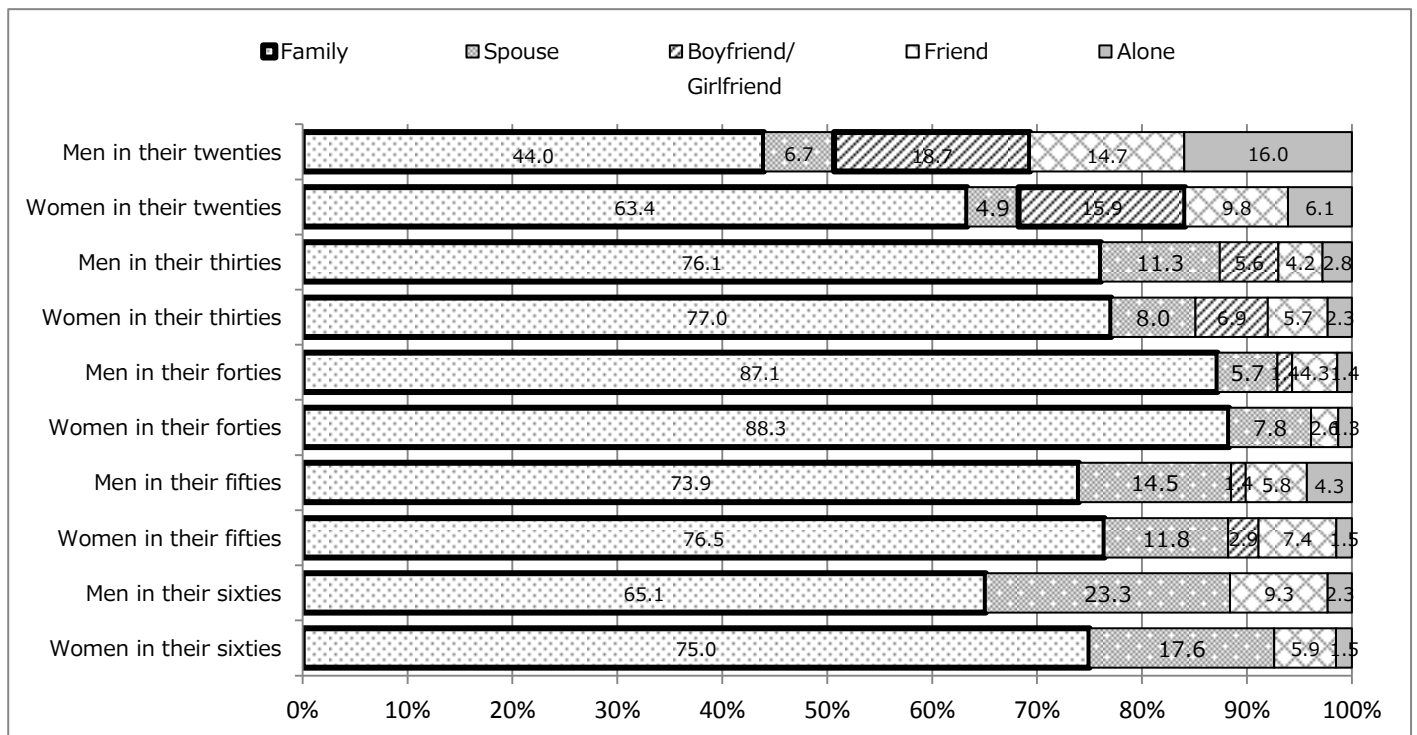
■ **Overnight trip or two-night trip are preponderant for the year-end and new year trips. Traveling with their “boyfriend or girlfriend” ranks second among those who are in their twenties.** ■ *See charts 1-1 and 1-2.

With reference to the question “Who do you plan to travel with and how many nights do you stay? (trip to hometown exclusive), traveling with “family” ranks first in all generations and traveling with “boyfriend and girlfriend” ranks second among men and women in their twenties. They tend to spend time with sweetheart. Referring to the number of stays, “one to two nights” with “friend(s)” and “one to two nights” with “family” account for 85.5% and 79.3% respectively. The trip for the year-end and new year except for the trip to hometown tends to be a “short trip”. Meanwhile, approximately 90% of men and women in their forties said “with family”. This attribute prefers spending time with family in comparison with other attributes.

<Chart 1-1> How many nights do you plan to stay and with whom will you stay? (%)

	Overnight	2 nights	3 nights	4 nights	5 nights	6 nights
Family (parents/children/relative, etc.)	43.5	35.8	13.3	2.9	2.5	1.9
Spouse	38.7	38.4	14.8	5.5	1.0	1.6
Boyfriend/girlfriend	47.7	29.2	17.7	3.8	0.8	0.8
friend	52.5	33.3	10.2	1.1	1.1	1.7
Alone	29.2	39.4	15.3	5.1	4.4	6.6

<Chart 1-2>

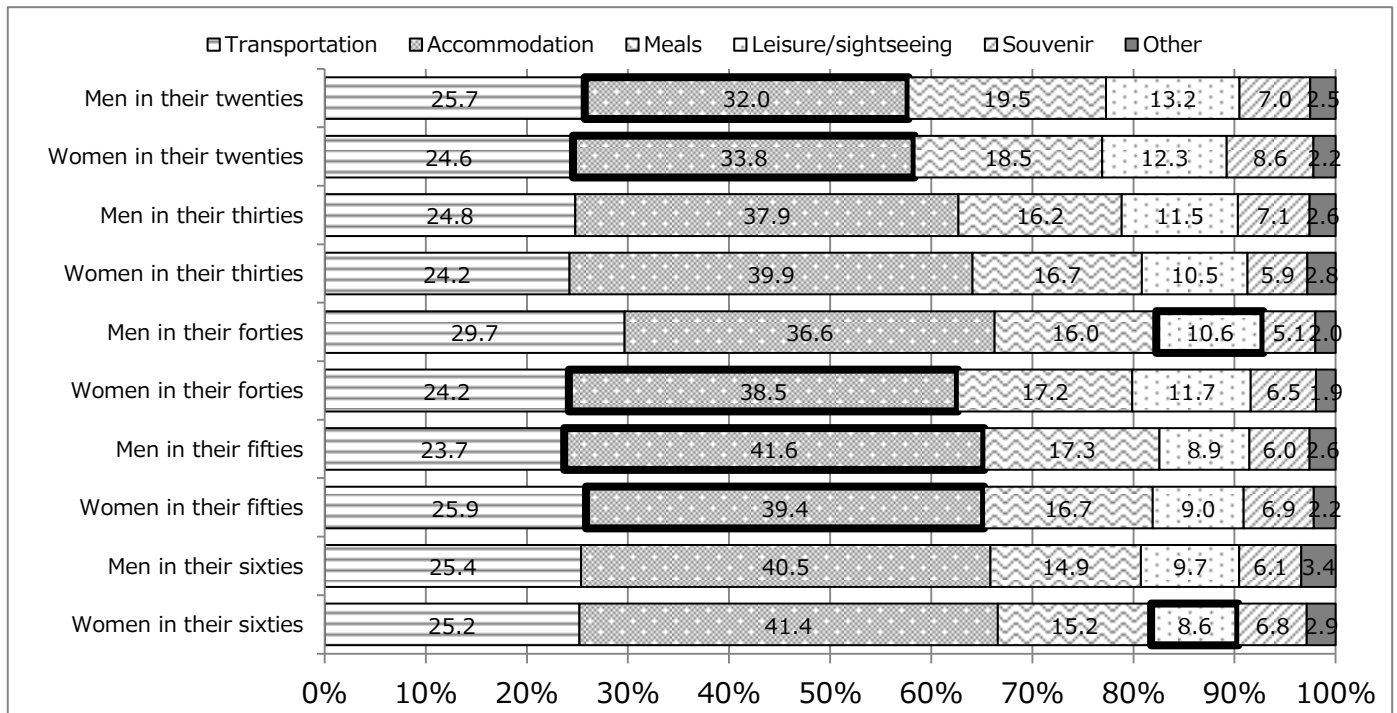


■ The transportation cost hovers around 25% of their budget and they travel to the place nearby. But they tend to spend money on “accommodation” and “meals” instead. ■ *See chart 2.

With reference to the question “Please let us know the breakdown of your travel budget if you travel”, the transportation cost accounts for 25% in all generations. As indicated on the above chart 1-1, they tend to select the nearby place for the short trip. However, the accommodation cost of men and women in their fifties and sixties accounts for approximately 40%, and they prefer staying in posh accommodation for the year end and new year. With reference to the leisure such as sightseeing, men in their twenties (13.2%) and women in their twenties (12.34%) spend money on “leisure such as sightseeing”, and these percentages are relatively higher than that of other generations. They will enjoy sightseeing during the new year holidays rather than staying relaxed in accommodation.

<Chart 2> Please let us know the breakdown of your travel budget if you travel

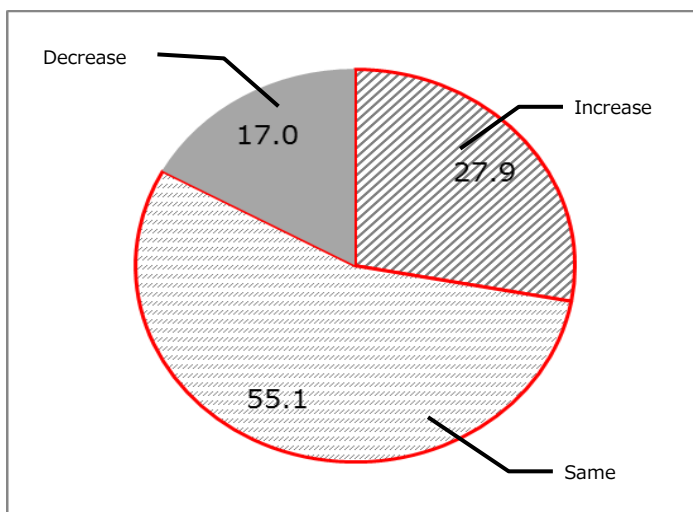
(The sum of each item must total 100%.)



■ They are positive about domestic trips for next year. "Increase" (27.9%) , "Same as this year" (55.1%) ■ *See chart 3.

With reference to the number of trips for this year and scheduled trips for the next year, 55.1% said "same" and 27.9% said "increase". 83% plans to travel much the same as this year or even increase.

<Chart 3> How many times did you travel this year and how many travel will you plan for next year?



■ **70% proposes travelling alone, as “I do not have to care others.” (Top answer irrespective of ages).** ■ *See chart 4-1 and 4-2.

“Travelling alone” has recently been talked about. 46% said “I have traveled alone before.”, 24.4% said “I have never done it before but want to do.”, and 29.6% said “I do not want to travel alone.” “I have traveled alone before” and “I have never done it before but want to do” account for approximately 70% in total. Reasons why they prefer travelling alone are “I can travel when I want.” (50.8%), and “I don’t have to care others.”(49.7%).

Classifying by age, more than 60% of men in their forties and fifties said “I have traveled alone before.” (57.3% of all men have travelled alone before) and the majority of men (78.5%) is positive about traveling alone including “I have never done it before but want to do.”. On the other hand, 37.7% of women said “I do not want to travel alone” (top answer), and the women are negative about it. Especially, 44.7% of women in their twenties do not want to travel alone, as “I feel helpless.” and “It is not fun.” (30.1% each). These percentages are relatively higher than that of other ages.

<Chart 4-1> “Travelling alone has recently been focused. Have you ever traveled alone in Japan?”

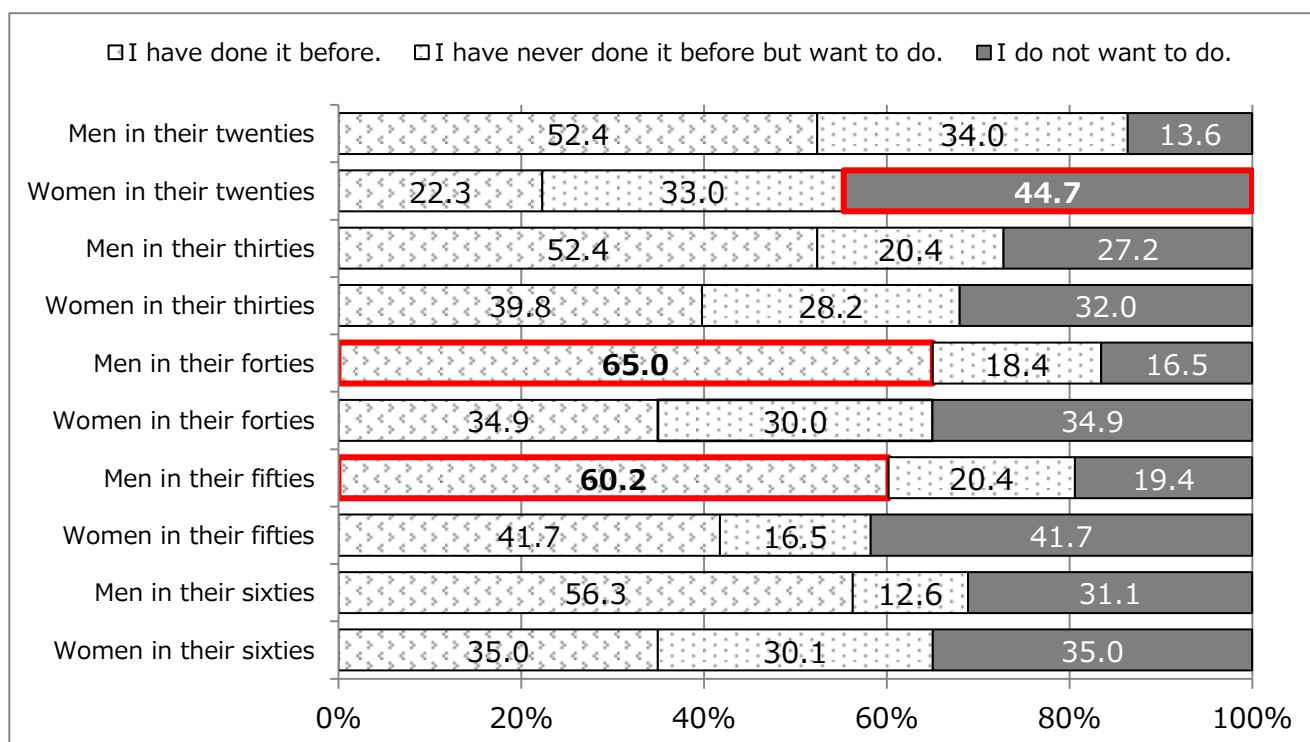
<All>

	I have traveled alone before	I have never done it before but want to do.	I do not want to do.
All	46.0%	24.4%	29.6%
Men	57.3%	21.2%	21.6%
Women	34.8%	27.6%	37.7%

70.4

78.5

<Men and women by age>



<Chart 4-2> Please select all reasons why you have traveled alone. (Multiple reasons acceptable).

<All>

	I do not have to care others.	I can travel when I want.	It is not fun.	I do not want to take meal alone.	I feel helpless.	I have no one to travel with me.	Other
All	49.7	50.8	22.7	15.2	14.8	5.0	4.8
Men	58.4	57.1	18.4	9.9	5.2	5.4	4.1
Women	41.0	44.5	27.0	20.6	24.3	4.5	5.4

<Men and women by age>

	I do not have to care others.	I can travel when I want.	It is not fun.	I do not want to take meal alone.	I feel helpless.	I have no one to travel with me.	Other
Men in their twenties	69.9%	70.9%	11.7%	5.8%	10.7%	6.8%	2.9%
Women in their twenties	42.7%	40.8%	30.1%	23.3%	30.1%	6.8%	3.9%
Men in their thirties	60.2%	52.4%	28.2%	7.8%	8.7%	4.9%	2.9%
Women in their thirties	49.5%	48.5%	21.4%	18.4%	22.3%	2.9%	5.8%
Men in their forties	81.6%	55.3%	27.2%	7.8%	3.9%	1.9%	4.9%
Women in their forties	40.8%	47.6%	20.4%	14.6%	18.4%	2.9%	5.8%
Men in their fifties	71.8%	56.3%	31.1%	10.7%	7.8%	4.9%	6.8%
Women in their fifties	35.9%	38.8%	34.0%	24.3%	26.2%	3.9%	6.8%
Men in their sixties	49.5%	51.5%	27.2%	18.4%	4.9%	1.9%	7.8%
Women in their sixties	35.9%	46.6%	29.1%	22.3%	24.3%	5.8%	4.9%

■ **Domestic stay trips are up to seventies?!** ■ *See chart 5.

With reference to the question “How many years do you want to enjoy domestic stay trips going forward?”, 62.1% of men in their sixties said “another ten years”. While approximately 60% of men in their sixties said that they will travel by seventies, women in their sixties said “another ten years” (top answer given by 48.5%) and “another twenty years” (41.0%). Longevity of Japanese women has been reflected on this result, as there is almost no difference between the top answer and the second largest answer. Approximately 50% of those in their fifties said “another twenty years” and approximately 60% of those in their forties said “another thirty years”. It seems that seventies is the average limit of the domestic stay trips. Meanwhile, approximately 60% of those in their twenties and thirties said “another thirty years” with image that they will be able to travel by fifties to sixties.

<Chart 5> How many years do you want to enjoy domestic stay trips going forward?

<Men and women by age>

	Another ten years	Another twenty years	Another thirty years	Other
Those in their twenties	10.2	9.2	57.8	22.8
Those in their thirties	10.7	10.7	65.5	13.1
Those in their forties	9.2	21.4	63.1	6.3
Those in their fifties	18.4	45.6	33.5	2.4
Those in their sixties	55.3	34.5	7.3	2.9

<Men and women by gender>

	Another ten years	Another twenty years	Another thirty years	Other
Men in their twenties	13.6	11.7	51.5	23.3
Women in their twenties	6.8	6.8	64.1	22.3
Men in their thirties	14.6	9.7	63.1	12.6
Women in their thirties	6.8	11.7	68.0	13.6
Men in their forties	10.7	18.5	66.0	4.9
Women in their forties	7.8	24.3	60.2	7.8
Men in their fifties	22.3	40.8	34.0	2.9
Women in their fifties	14.6	50.5	33.0	1.9
Men in their sixties	62.1	28.2	5.8	3.9
Women in their sixties	48.5	40.8	8.7	1.9

Japan Hotel REIT Advisors Co., Ltd. (Company summary)

“Japan Hotel REIT Advisors Co., Ltd.” (<http://www.jhra.co.jp/>) is the asset management company of Japan Hotel REIT Investment Corporation (<http://www.jhrth.co.jp/>) (Securities Code: 8985) that has listed stocks on Tokyo Stock Exchange.

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Capital	JPY300M
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Representative Director	Hiroyuki Suzui
Registration and	Building Lots and Buildings Transaction Business Operator, Governor of Tokyo (2) NO. 83613 Discretionary Transaction Agent by Minister of Land, Infrastructure, Transport and Tourism No. 38 Financial Instruments Business Operator, Director-General of the Kanto Local Finance Bureau No. 334 Member of the Investment Trust Association, Japan

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