

June 13, 2019

Japan Association of Vacation Rental (JAVR)

**JAVR STARTS TO RECRUIT NEW MEMBERS**  
**In time with just one year passed since the enforcement of**  
**The New Private Lodging Business Act in Japan.**

The Japan Association of Vacation Rental (JAVR, <https://www.javr.org/>), which is promoting the private lodging business in Japan announced today that it just started recruiting new members to the association targeted at domestic and international platformers of mediating private lodging between users and providers or the relevant business operators on the day.

JAVR was established on January 31, 2019 in partnership with Japan Tourism Agency (JTA) in order to be involved in the growth and development of the private lodging business in Japan, such as to secure the optimal business operations, to raise awareness about the private lodging and to create and maintain the environment in terms of institutional arrangements, etc. Initiated by two co-representing directors' company, Hyakusenrenma and HomeAway, seven other companies joined JAVR as directors' company of the association as follows;

- Agoda international Japan, Airbnb, Ctrip International Travel Japan, Spacemarket, Tujia Online Information Technology, Booking.com Japan, Rakuten LIFULL STAY.

Since its establishment, JAVR has been proceeding to extract the issues and challenges for the industry through discussions among the members internally and having continuously exchanging and consulting with the relevant governmental offices centered on JTA. Based on the outcomes from such actions, JAVR decided to start recruiting new full members this time targeted at the relevant business operators those who have officially registered by JTA (as travel suppliers in respect to Article 2, Paragraph 5 of the Private Lodging Business Act) and would sympathize with JAVR's thoughts and points.

The JAVR full-membership privileges are as follows;

- To participate in JAVR's planned seminars for the business operators
- To exchange among JAVR members (private lodging-related business operators)
- To obtain the latest guidelines by JTA and the relevant governmental offices with sharing the updated issues,

- To participate in the Meetings of JAVR's Working Group that address by specific category to solve the industry's challenges and to create JAVR's recommendations to our society and the governments

And JAVR will post names of the registered JAVR members in Travel Agency Act and/or the Private Lodging Business Act on its website with heads-up on non-registered business operators so that users for private lodging will be able to judge the validity of each JAVR member.

Moreover, JAVR is planning to recruit Supporting Members who are willing to contribute the expansion of this new market as individual persons, corporates and organizations as well.

For the actual First Fiscal Term, JAVR will focus to operate its activities like educations for the potential private lodging business operator and discussions and exchanges with the relevant policymakers such as the Government of Japan, Local governmental offices and diet members, etc. in order to contribute the growth and development of the private lodging business in Japan.

#### ■ About JAVR

【Name】 Japan Association of Vacation Rental (JAVR)

【URL】 <https://www.javr.org/>

【Founding】 January 31, 2019

【Representative Board of Directors】

Yasuhiro Kamiyama, President and representative director, Hyakesennrenma

Natsuko Kimura, Japan Country Manager, HomeAway

#### ■ Definition of JAVR member

##### 1. Full member:

Licensed private lodging-related business operators and/or travel agents, including the affiliates in the same capitalized groups which would sympathize with JAVR's thoughts and points and need to be approved by JAVR's board of directors.

##### 2. Supporting member:

Private lodging-related business operators other than JAVR full members above and/or other individual persons, corporates and organizations that are willing to contribute the expansion of private lodging market having sympathy with JAVR's thoughts and points and need to be approved by JAVR's board of directors, such as rental business operators, certified administrative procedures legal specialists, consulting firms, think-tanks and insurance companies, etc.

#### ■ Fee of membership and a unit of contribution

Full member/Supporting member: more than 20,000JPY/month as a unit (more than 360,000JPY annually)

■ Membership privileges

1. Full member

- (1) Provision of opportunities to correct various information on private lodging business
- (2) Supports for the members' communication
- (3) Participation in JAVR's planned seminars, exchanges/get-togethers among the members
- (4) Participation in the Meetings of JAVR's Working Group that address by specific category to solve the industry's challenges

2. Supporting member

- (1) Provision of opportunities to correct various information on private lodging business
- (2) Participation in JAVR's planned seminars, exchanges/get-togethers among the members

■ Planned activities (TBD)

1. Communications/Advocacy for dissemination of healthy private lodging business
2. Educational activities targeted at private lodging owners/administrators and users
3. Creation and provision of the learning opportunities to understand institutional arrangements and to share the issues among the business operators
4. Development and submissions of the recommendations in terms of business operators to policy makers such as diet members and governmental officials both nationally and locally

※Please refer to JAVR's website: <https://www.javr.org/> regarding Terms and Conditions of membership, And application for membership, etc.

【For Press Inquiries】

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