

October 2017

Prince Hotels

New Hotel to Open in Nagoya

Third Largest Metropolitan Area in Japan and Gateway into Japanese Culture and History

[Opening Day] October 2, 2017

Prince Hotels, Inc. (Head Office: Toshima Ward, Tokyo; President: Shigeyoshi Akasaka; “Prince Hotels” below) hereby announces that on Monday, October 2, 2017, it opened a new hotel called the “Nagoya Prince Hotel Sky Tower” in Nagoya, which constitutes the third largest metropolitan area in Japan.

The hotel is located on Floors 31 through 36 of “Global Gate,” a complex situated in the redevelopment area that stretches towards the south side of Nagoya Station. In addition to a total of 170 guest rooms offering an open panoramic view, the hotel contains a restaurant with 110 seats, a club lounge with 40 seats, a fitness room and a business center. The lobby is an atrium about 30m high stretching from Floors 31 to 36, giving the area a sense of openness. Diners at the restaurant can enjoy an open panoramic view from approx. 140m from ground level and a buffet offering predominantly Mediterranean fare. For breakfast, *Nagoya-meshi*, which consists of dishes particular to the food culture of Nagoya such as *hitsumabushi* eel on rice, *tenmusu* rice balls filled with shrimp tempura and *kishimen* flat-strip noodles, will be served along with *ogura toast* red bean paste on toast, allowing guests visiting from overseas to savor local delicacies while inside the hotel.

The Nagoya Prince Hotel Sky Tower represents the first foray of Prince Hotels into the Nagoya market. One of the most striking characteristics of Nagoya is that the city offers a gateway into Japanese culture and history. Aichi Prefecture, where Nagoya is located, was once called Owari Province and Mikawa Province. It produced three samurai who would lead all of Japan to unification during the Age of Civil Wars: Nobunaga Oda (1534-1582), Hideyoshi Toyotomi (1537-1598) and Ieyasu Tokugawa (1542-1616). Nagoya Castle, which, at approx. 15 min. by car, is located in immediate proximity to the hotel, was built in 1609 at the order of Ieyasu Tokugawa and subsequently rebuilt in 1959 after it was burned down in the course of war. Furthermore, originally situated to the south of Nagoya Castle is Honmaru Palace, where a long line of feudal lords took up residence. Honmaru Palace is currently undergoing restoration work conducted by the City of Nagoya with a total construction budget of 15 billion yen. Part of that restoration has been completed and made available to the general public as of May 2013.

Nagoya is also a central point along the “Golden Route” that links Tokyo and Osaka, both of which are popular tourist locations among foreign visitors to Japan. Furthermore, the Linear Chuo Shinkansen bullet train that will provide transit between Tokyo and Nagoya in approx. 40 min. is scheduled for development in 2027, which is expected to draw further attention to Nagoya in the future.



Nighttime view from restaurant



©For inquiries regarding this matter, members of the press are asked to contact:
Nagoya Prince Hotel Sky Tower Marketing Strategy
TEL: +81-(0)52-756-3014 FAX: +81-(0)52-565-6111

Hotel Overview

[Hotel Name]	Nagoya Prince Hotel Sky Tower
[Address]	4-60-12 Hiraike-cho, Nakamura-ku, Nagoya
[Floor Composition]	Floors 31 through 36 of Global Gate
[Total Floor Area]	Approx. 12,400m ²
[# of Guest Rooms]	170
[URL]	http://www.princehotels.com/nagoya/



Exterior view of Global Gate



Hotel lobby (Floor 31)



Restaurant (Floor 31)



Fitness room (Floor 32)



Premium Corner King Room



Sky Twin Room

Company Overview

Prince Hotels, Inc. is a core affiliate of Seibu Holdings Inc., one of Japan's leading hotel and leisure enterprises with 57 domestic and overseas member companies chiefly representing the urban transportation and wayside facility, hotel and leisure and real estate businesses.

Prince Hotels provides unique services refined over the years based on the Japanese take on "the spirit and skill of hospitality" through the 43 facilities (Nagoya Prince Hotel Sky Tower included) that it directly operates in Japanese cities and resort areas that are famous world-over, including Tokyo, Kyoto, Hiroshima, Karuizawa, Hakone, Sapporo and Furano. Its hotel operation is centered on its three hotel brands: "The Prince," "Grand Prince Hotel" and "Prince Hotel." In terms of revenues in the hotel industry, Prince Hotels holds the top share of the Japanese market.

Furthermore, in addition to its hotels across Japan, Prince Hotels also operates a diverse array of unparalleled facilities around the country that bring out the charm of the region in which they are based, such as golf courses (28 directly-operated facilities in Japan), ski slopes (nine directly-operated facilities in Japan), hot springs, tennis courts, movie theatres and aquariums.

Prince Hotels is also actively pursuing the development of its business globally. In addition to expanding its business through the likes of franchises in Hawaii, China and Taiwan (where it has seven hotels, three golf courses and one ski slope in operation), the company has also established sales and PR bases in nine locations worldwide (Honolulu, Los Angeles, New York, Paris, Singapore, Shanghai, Taipei, Bangkok and Sydney) through which it communicates its appeal to the world.