



THE PRINCE AKATOKI  
LONDON

## StayWell Holdings and Prince Hotels Inc. reveal first look of The Prince Akatoki London

**3<sup>rd</sup> July 2019** - StayWell Holdings, a subsidiary of Prince Hotels Inc. - one of Japan's leading hotel and leisure companies – confirm its debut Prince Akatoki hotel, The Prince Akatoki London will take place in September 2019. After years of delivering unparalleled British luxury in the heart of Marylebone, award-winning hotel, The Arch London, located in Great Cumberland Place near Marble Arch, will undergo a full transformation into the inaugural, luxury hotel under the newly launched global brand aiming to provide luxury services with Japanese hospitality.

**Mr. Masahiko Koyama, President of Prince Hotels, Inc. said** "this new global brand name bares our flagship brand "The Prince" of Prince Hotels and aims to raise the awareness of Prince Hotels by making full use of the brand value of Prince Hotels in Japan. Akatoki is an old expression of Akatuki meaning sunrise, before dawn, a new beginning and speaks to a new time for Prince Hotels and Resorts, reflecting our international growth of the business."



*The Prince Akatoki London Lobby*

Prince Hotels announced its first property under The Prince Akatoki brand with the acquisition of The Arch London in November 2018. Set for a multi-million-pound refurbishment, rebrand and repositioning, The Arch London, soon to be The Prince Akatoki London, will be the first of many The Prince Akatoki hotels worldwide, transforming Prince Hotels from Japanese hotel chain to a global hotel chain.



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**Mr. Simon Wan, President and Director of StayWell Holdings Pty Ltd explains that** “the new hotel, will see travellers experience five-star hospitality with service performed from the heart, inspired by Japan and amenities that reflect key elements of the unique, refined and generous Japanese hospitality and culture. All 82 rooms and suites will receive a full transformation alongside the hotel’s lobby, public areas and food and beverage outlets.”

Hotel guests and Londoners alike will be encouraged to relax and recharge amongst light, tranquil, minimalist and meaningful interiors that hero craftsmanship and unparalleled attention to detail throughout, promoting mindfulness and tranquillity at every touchpoint.



*The Prince Akatoki London Deluxe Room*

The Prince Akatoki London will equally welcome a brand-new destination dining restaurant that will serve breakfast lunch and dinner. While the Japanese influence is unmistakable, the hotel’s chefs will be inspired by international ingredients and the endless possibilities of fusion cuisine, bringing the best of West and East to the menus. In the afternoons, guests will be able to immerse themselves in a cultural experience: the signature Japanese Tea Service, whilst at night, a new destination bar focusing on Japanese Whisky and also a selection of sake, premium spirits and crafted cocktails will welcome those looking to settle and socialise with a touch of Japanese flair.



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Encouraging guests to be mindful, contemplative and respectful of others, The Prince Akatoki London will enlighten guests with a luxury Japanese experience, encouraging them to slow down, be in the moment and practice the art of living.

-ENDS-

**Notes to editors:**

Name	The Prince Akatoki London
Opening date	16 <sup>th</sup> September 2019
Address	50 Great Cumberland Place, Marble Arch, London W1H 7FD
Access	5 mins walk from Marble Arch Station, Central line
Number of rooms	82
Size of rooms	21m <sup>2</sup> - 58m <sup>2</sup>
Other facilities	Destination restaurant and bar, meeting rooms, fitness room

**About StayWell Holdings:**

One of the largest hotel management groups in Asia Pacific, StayWell Holdings, and its parent company Prince Hotels Inc., offers a diverse portfolio of properties across a combined network of 74 open and operating hotels worldwide. Prince Hotels & Resorts and StayWell's combined brand offerings include The Prince Akatoki, The Prince, Grand Prince Hotel, Policy, Park Regis, Prince Hotel, Leisure Inn Plus, Prince Smart Inn, and Leisure Inn. Each brand offers guests quality experiences ranging from luxury to lifestyle through to midscale. Prince Hotels & Resorts and StayWell have set a strategic goal to deliver 250 hotels in the medium to long term. The expansion of both company brands will take place across the regions of Australia, New Zealand, Southeast Asia, Asia, Japan, Taiwan, Oceania, the Middle East, Europe and the United States. Prince Hotels operate a combined network of 49 hotels, 31 golf courses and 9 ski resorts. StayWell has an existing network of 25 open and operating hotels and a further 16 hotels that are committed and opening over the next few years. In addition, StayWell has two key strategic partners being Manhattan Hotel Group in China (19 hotels) and Cristal Group in the Middle East (11 hotels).

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