



## Announcing Creation of Three Brands

Headquartered in Shibuya and led by President Haruka Takahashi, Tokyu Hotels will consolidate its five brands into three commencing April 1, 2015.

Tokyu Hotels, a nationwide hotelier with 44 sites comprising over 12,000 guestrooms, enjoys the patronage of valued customers among Tokyu Hotel, Excel Hotel Tokyu, Tokyu Inn, Tokyu Resort, and Hotel Tokyu Bizfort.

Consolidating these five brands into three—Tokyu Hotel, Excel Hotel Tokyu, and Tokyu REI (pronounced “ray” ) Hotel—makes our brand structure more user-friendly than ever and assures our enduring, vital presence in the hospitality industry, both locally and globally.

### New Brand Structure

#### ■ TOKYU HOTEL



Brand Concept: Reliable and gracious service providing dignified yet warm hospitality

Brand Values: Building trust in all guest relations; refined yet inviting facilities for ultimate comfort and ease; offering a stay of genuine pleasure and elegance.

Rebranding: TOKYU HOTEL will incorporate three former resorts, as follows: Izu-Imaihama Tokyu Hotel (hot springs), Miyakojima Tokyu Hotel & Resorts (seaside), and Tateshina Tokyu Hotel (mountain).

#### ■ EXCEL HOTEL TOKYU



Brand Concept: Relaxing and comfortable service satisfying discerning tastes

Brand Values: Hospitality aimed at complete satisfaction; stylish, energetic atmosphere; various amenities and luxuries appealing to high-end guests

Rebranding: Matsue Tokyu Inn Hotels will be rebranded as Matsue Excel Hotel Tokyu.

#### ■ TOKYU REI HOTEL



Brand Concept: Simple interiors offering a natural coziness

Brand Values: Warm reception and hospitality; comfortable facilities offering a level of ease comparable to feeling relaxed at home

Rebranding: Tokyu Inn (except Matsue Tokyu Inn, noted above) and Hotel Tokyu Bizfort will be rebranded in the following way, short list:

Sapporo/Shibuya/Hiroshima/Hakata/Naha/Kobe Tokyu REI Hotel.

Tokyu REI Hotel

Brand Meaning

R: Relax            Guests feel relaxed and at ease, as if at home.

E: Enjoy            Guests enjoy different aspects of their hotel stay.

I: Impress           Guests are impressed by service quality and comfort.

Incorporated in the name are the Japanese denotations of *rei* and *reisetsu*, or courtesy and politeness, and the connotation of beauty as expressed in the Chinese character for *rei*.

Hotels under the REI brand are in quite convenient locations in key cities across Japan and assure a relaxed stay with unpretentious service in user-friendly facilities offering ultimate privacy and comfort. We are positioning the REI Hotel brand for the highest level of mid-range hospitality.

Return patronage of Tokyu Hotels drives us to excellence.

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