



For Immediate Release

Hotel Okura Co. Adds Hotel Shiroyama Kagoshima, Luxury Resort in Kagoshima

April 7, 2015, Tokyo – Hotel Okura Co., Ltd. announced that it signed a sales partnership agreement with Shiroyama Kanko Co., Ltd., also a Japanese hospitality company, which makes the company’s Hotel Shiroyama Kagoshima the latest addition to Okura Hotels & Resorts as of April 1st.



The 365-room luxury resort in Kagoshima City is located on a hilltop in the capital city of Kagoshima Prefecture in Kyushu region, Japan’s southern island, which provides stunning views of Kinko Bay and Sakurajima, a well-known active volcano. Its facilities include 13 different dining options, 18 banquet and meeting rooms and several specialty stores, including a tax-free shop for foreign visitors. The hotel is also known for its spa and outdoor hot spring (traditional Japanese onsen) facilities, where guests can enjoy the magnificent view while relaxing in the bath. As a new Okura Hotels & Resorts property, the hotel now offers special perks to members of One Harmony, Hotel Okura Co.’s loyalty program.

With its natural beauties and vibrant cultures, Kyushu has become an increasingly popular destination for foreign visitors. The ratio of international guests at Hotel Shiroyama Kagoshima has also been growing, and with Okura’s global network, it intends to penetrate international markets further. Kagoshima occupies the southernmost tip of Kyushu. There are direct flights between Kagoshima and four Asian cities: Hong Kong, Seoul, Shanghai and Taipei, all relatively short trips. Hotel Okura Co., Ltd. operates eight properties in Kyushu.

Hotel Okura Co.'s overseas expansion includes [The Okura Prestige Bangkok](#) and [The Okura Prestige Taipei](#), opened in 2012. Okura's subsidiary, JAL Hotels Co., Ltd., opened [Hotel Nikko Guangzhou](#) in 2014, and will open Hotel Nikko Suzhou and Hotel Nikko Taizhou this year (all in China), and Hotel Nikko Bangkok in 2018. Okura will add a Manila property in 2018 and The Okura Prestige Phnom Penh in 2019.

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About Hotel Okura

Hotel Okura Co., Ltd. has extensive business operations in the hospitality related industries, such as asset ownership, consulting business on the hotel development and operation and is also involved in the business of Okura Nikko Hotel Management Co., Ltd., which operates three hotel groups, including Okura Hotels & Resorts with 26 member hotels, Nikko Hotels International with 36 member hotels and Hotel JAL City with 11 member hotels. Please visit <http://www.okura.com/> for more information.

Attachment



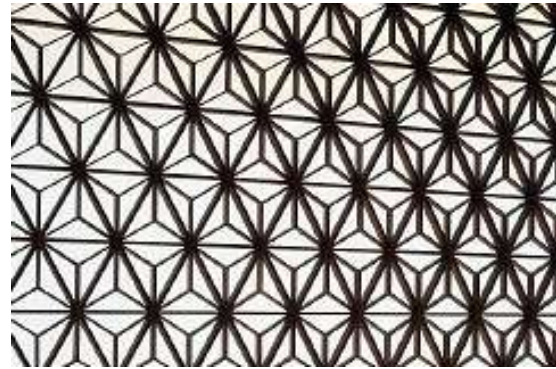
Okura Lantern ceiling lights



Lacquered tables and chairs



Hanging wall tapestry Four Petal Flowers



Shoji paper windows and intricate wooden-lattice motifs



World map and clock displaying global time zones