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Hotel Okura Group Launches Global Loyalty Program

March 25, 2013, Tokyo—On April 1st, 2013, [Hotel Okura Co., Ltd.](#) will launch [One Harmony](#), a loyalty program for its three hotel groups, [Okura Hotels & Resorts](#), [Nikko Hotels International](#) and [Hotel JAL City](#). The new program combines benefits from the current programs, [Okura Club International](#) and [My JALHotels](#), which will be discontinued. Members will be able to earn points from accommodations and dining at any of the 74 hotels around the world. Points will be based on local currencies, and will not be affected by exchange rates. In addition to earning points, all members will enjoy perks like quick check-in service and discounts at most of the hotels' restaurants.

"By consolidating loyalty programs, we will be able to offer more enticing rewards, and members will find it easier than ever to enjoy benefits," said Toshihiro Ogita, President of Hotel Okura Co., Ltd. "One Harmony is an important step in our efforts to streamline our global hospitality network."

Redemption options will include accommodations, room upgrades, free breakfasts and more. As members earn more points, they are upgraded to higher level membership categories with more benefits. In addition, members of Japan Airlines' frequent flyer program, [JAL Mileage Bank](#), will be able to join and earn mileage points, as well as One Harmony points, for staying at [Nikko Hotels International](#) and [Hotel JAL City](#) properties if they book using the company's [J-SMART plan](#).

There will be no membership fees. New members can sign up at the front desk of any participating hotel, or at www.oneharmony.com beginning April 1st. For more information, please visit <http://www.oneharmony.com>.

Hotel Okura Co., Ltd.

Hotel Okura Co., Ltd., founded in 1958 and headquartered in Tokyo, opened its flagship hotel, Hotel Okura Tokyo, in 1962. The company has extensive business operations in hospitality and related industries and manages [Okura Hotels & Resorts](#), a network of 25 hotels with a total of 7,774 guest rooms in and outside Japan.

In 2010 Hotel Okura Co., Ltd. acquired the majority of shares in [JAL Hotels Co., Ltd.](#), also an international hospitality company. JAL Hotels manages 51 hotels with a total of 15,999 guest rooms in two groups: [Nikko Hotels International](#), an international luxury hotel group with properties on four continents, and [Hotel JAL City](#), a group of mid-priced business hotels in Japan.