



PRESS RELEASE

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The Okura Group to Launch Online Travel Planner App

March 24, 2014, Tokyo - Hotel Okura Co., Ltd., a leading Japanese hospitality company headquartered in Tokyo, is launching an online travel planner app on the websites of its two luxury hotel groups, Okura Hotels & Resorts and Nikko Hotels International, at www.okura.com and www.jalhotels.com. The app, developed by TripSketch Corporation, helps travelers identify local attractions and plan sightseeing and activities. Hotel Okura Co., Ltd. is the first Japanese hospitality company offering the application. TripSketch has customized the app for 19 of the group's properties and linked it to 'local offers' on the hotels' individual pages.

Guests who plan to stay at the hotels can browse the destinations' tourist attractions, tours and excursions and see their distance from the hotel. This will help guests plan activities and create itineraries that can be saved, e-mailed and shared. The app will be available for 19 group hotels in Tokyo, Kyoto, Beijing, Shanghai, Hong Kong, Seoul, Taipei, Bangkok, Honolulu, San Francisco, Amsterdam and Düsseldorf.

"We constantly look for new ways to improve our international clients' experience when they stay with us, and make their stays more convenient and enjoyable," said Kenji Goto, Representative Director and Senior Managing Corporate Executive Officer of Hotel Okura Co., Ltd. "This application will let our guests engage with us well before their arrival. Of course, our hotel concierges can offer additional suggestions when guests arrive."

<TripSketch>

TripSketch is a destination content and travel technology company that offers web and mobile travel planning applications for individuals and its travel industry partners. TripSketch creates a detailed but easy-to-use online guidebook for destinations highlighting the most popular attractions and tours.

<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 7,769 guest rooms in and outside Japan.

JAL Hotels Co., Ltd. is an international hospitality company subsidiary of Hotel Okura Co., Ltd. JAL Hotels manages 51 hotels with a total of 15,917 guest rooms in two groups: Nikko Hotels International, an international luxury hotel group with properties on three continents, and Hotel JAL City, a group of mid-priced business hotels in Japan.

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