

March 2018

Prince Hotels
Prince Smart Inn - hotels for the contemporary traveller
Opening in Summer 2020, Ebisu, Tokyo

In Summer 2020, Prince Hotels, Inc. will commence operation of the Prince Smart Inn Ebisu, a hotel for the contemporary traveller to be located in Ebisu, Tokyo. This is our first announcement of a new brand named “Prince Smart Inn.”

The hotel will be situated approximately five minutes’ walk from Ebisu Station, which is one stop away from Shibuya Station, a popular tourist area. It will have 82 guest rooms, and provide cutting-edge smart services that utilize technologies such as ICT and AI, realizing the brand concept of “innovative hotels, specialized for accommodation.” We plan for the hotel to serve as a base for tourism in Tokyo that meets the needs of both inbound and domestic tourists.

Prince Smart Inn is a new brand for the contemporary traveller by Prince Hotels. We plan to extend the brand from the Tokyo metropolitan area, to regional major cities, other areas with bullet train stations and airports within Japan. We aim to provide a pleasant stay for our guests using innovative facilities and services, and meet the changing needs of the modern age arising from trends such as the increase of inbound tourism and the growth of the “digital native” generation.



Exterior illustration (hotel wing on building right)



PRINCE SMART INN
EBISU

Hotel logo

<<For further information, Please contact>>

Prince Hotels Inc. Public Relations Dept.

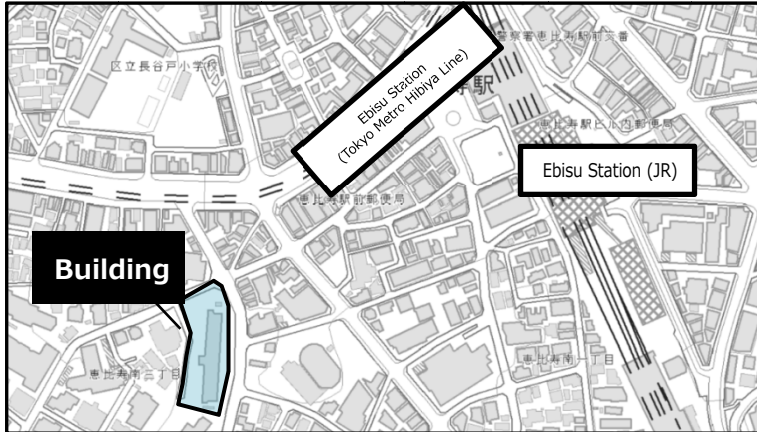
TEL: +81-(0)3-5928-1154 / FAX: +81-(0)3-5928-1514

<http://www.princehotels.com/>

Seibu Group
Smiles ahead

Prince Smart Inn Ebisu: Overview

[Name]	Prince Smart Inn Ebisu
[Planned opening]	Summer 2020
[Address]	3-48-7 Ebisu-Minami, Shibuya-ku, Tokyo
[Access]	[Rail] Approx. 5 minutes' walk from Ebisu Station (JR)/Approx. 3 minutes' walk from Ebisu Station (Tokyo Metro Hibiya Line)
[Total floor area]	Approx. 2,852 m ²
[Guest rooms]	82 rooms (30 single rooms, 15 double rooms, 37 twin rooms) Standard guest room floor area: approx. 16 m ²
[Facilities]	Restaurant (50 seats), conference room, exercise gym, etc.
[Operator]	Prince Hotels, Inc.
[Operation type]	Lease contract with Nomura Real Estate Development Co., Ltd.
[Map]	



This map is based on the "Denshi Kokudo Web" map published by the Geospatial Information Authority of Japan.

The Prince Hotels Brand Structure

Prince Hotels has developed three full-service hotel brands to date, "The Prince", "Grand Prince Hotel", and "Prince Hotel", and now we will create a fourth limited-service brand, "Prince Smart Inn", and establish a new brand structure. We will also revise the brand statements for the three existing brands and establish a new brand statement for "Prince Smart Inn", all of which will be applied from April 1, 2018 (Sunday).

	Brand Structure	Brand Statement (as of April 1, 2018)	Logo	Market Class
Full service	The Prince	The Prince:Supreme Hospitality, Priceless Moments The Prince is characterized by exceptional comfort, contentment, elegance, and privacy—exactly what one would expect from the flagship of the Prince brand.		Luxury
	Grand Prince Hotel	Grand Prince Hotel:Quality Time, Premium Space Grand Prince Hotels raise spaciousness to an art form, thereby ensuring that every moment is memorable and every interaction is successful. We bring people together for quality times in premium spaces.		Upper Upscale
	Prince Hotel	Prince Hotel:Quality and Comfort Prince Hotels are renowned for providing stylish elegance and exceptional comfort,made even more special with the infusion of local flavors.		Upscale
Limited service	Prince Smart Inn	Prince Smart Inn:Simple & Stylish Convenience and functionality come together at Prince Smart Inns. From check in to check out, smart travelers do more, wait less and have more fun.		Upper Midscale/ Midscale

* The Prince Gallery Tokyo Kioicho is positioned as the highest grade hotel which is independent and not a part of the other brands.

* The information in this release is accurate as of March 2018 and may be subject to change.