

June 2015

Shimoda Prince Hotel Renovates 5th floor guest rooms (26 rooms)

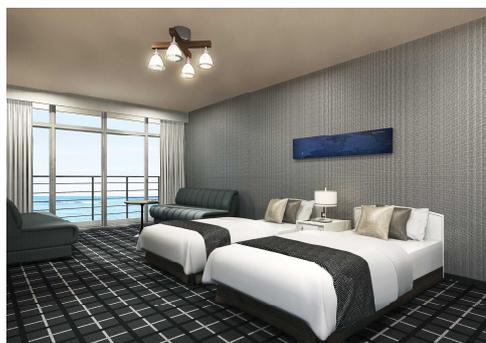
[Renewal opening] July 4, 2015 (Sat.)

Prince Hotels, Inc. (Head Office: Toshima-ku, Tokyo; President: Masanori Kobayashi) is renovating a portion of the guest rooms (26 rooms on the 5th floor out of a total of 133 guest rooms) at the Shimoda Prince Hotel (Address: 1547-1 Shirahama, Shimoda-shi, Shizuoka, Manager: Toshihito Shirai) with a renewal opening scheduled for July 4, 2015 (Sat.).

As with the 3rd and 4th floor guest rooms renovated last year, the rooms are being renovated based on a concept of "tropical wind and sea" to produce a modern resort atmosphere that conveys the beautiful natural appeal of Izu Shimoda. The 3rd floor renovation featured a resort atmosphere image of a gradation of the blue green of the sea and the white of the beach sand, while the 4th floor renovation featured an atmosphere image of another aspect of the tropical ocean when it is colored by and glittering in the sun, and now the 5th floor renovation will produce a relaxed yet luxurious feeling based on an image of a cruise ship floating on the ocean spreading out before the rooms, allowing guests to enjoy a different atmosphere in the 3 different room interiors each time they visit.

This renovation will focus on 20 type A twin rooms and 6 double rooms on the 5th floor, and in addition 2 sofa beds will be added to type A twin rooms allowing for an increased number of guests from the previous 2 guests to a maximum of 4, and the double rooms being changed to twin rooms with 2 semidouble beds and 1 sofa bed added increasing the previous maximum number of guests from 2 to 3 to improve our level of service for the family segment (parents and children, 3 generations, etc.).

This renovation will also see the 5th floor guest rooms redesignated as non-smoking rooms with the 3rd through 5th floors all now being floors consisting of all non-smoking rooms.



[A type twin room example]



[C type twin room example]

©Inquiries related to these materials:

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Renovation Overview

■Design Concept

"Tropical wind and sea"

The rooms are being renovated to convey the beautiful natural appeal of Izu "Shimoda" even within the hotel.

■Guest Room Renovation

1. Target Guest Rooms: Type A twin rooms (20 rooms), double rooms (6 rooms)

2. Major Renovation Details

① Total design renovation (improved resort appeal)

[Theme] Luxury Cruise

We will be provided a designed atmosphere which harmonizes with nature based on a theme of taking full advantage of the appeal of the "ocean views" of the guest rooms on the top floor. By offering a variety of designs, guests can enjoy different room themes each time they visit.

② New established of 3 and 4 person western-style rooms (better handling of family demand)

2 sofa beds will be added to the type A twin rooms to allow the rooms to accommodate up to 4 people. Double rooms will be converted to twin rooms with 2 beds and 1 sofa bed to allow the rooms to accommodate up to 3 people. This will make all of the rooms on the 5th floor 3-4 person rooms to provide better service for families (parents and children, 3 generations, etc.) and group travelers.

③ Furnishing and equipment changes (amenity improvements)

- "Air cleaning wallpaper" will be used featuring "cycle deodorizing" functions which continually and semi-permanently carry out a cycle of "absorbing" -> "breaking down" -> "deodorizing" so long as there is air without the need for light or electricity.
- 5th floor is being converted to a non-smoking floor.
- Installation of air conditioner remote controls which allow for finer temperature control.

Overview of Last Year's Renovation

■Guest Room Renovation

1. Target Guest Rooms: 3rd floor and 4th floor type B twin rooms (50 rooms), restaurant (Kamome)

<3rd Floor>

[Theme] Beach Romance

Utilizes blue tones based on an image of the ocean and carpet patterns based on an image of the ocean waves.

<4th Floor>

[Theme] Sunshine Vacation

Utilizes orange tones based on an image of the glittering sun and carpet patterns based on the sea being hit by and glittering in the sunlight.

<Restaurant "Kamome">

[Theme] A luxury space where guests can comfortably rest their bodies in an open atmosphere.

The pillars are covered in clear mirrors that convey an open feeling. The walls feature a design based on waves. The ceilings feature ceiling fans to conjure a tropical feeling. Floors, tables and chairs feature keynotes of wood to harmonize with nature. Moveable buffet boards and 2 person base tables were installed to provide service in a style that is more flexible and compatible with guest needs.

Shimoda Prince Hotel Overview

[Address] 1547-1 Shirahama Shimoda-shi, Shizuoka 415-8525

[Opened] July 7, 1973

[Structure] 5 above-ground stories

[Composition] 133 guest rooms, 2 restaurants, 3 banquet halls

[Access]

Car: 68 km on National Route 136, 414, 135 via Higashi-Surugawan Kanjo Road/Izu Chuo Road/Shuzenji Road/Amagi-kita Road from the Tomei Expressway Numazu I.C. (Average travel time: 1 hour 45 minutes)

Train: Transfer to the Izu Kyuko Line at Atami Station on the Tokaido Shinkansen, then 10 minutes by taxi or 15 minutes by bus from Shimoda Station

Direct limited express "Odoriko" and "Super View Odoriko" trains are also available from Tokyo Station, Shinjuku Station and Ikebukuro Station.



Customer Inquiries: Shimoda Prince Hotel TEL: 0558-22-7575 (Direct)