

March 2016

Sunshine City Prince Hotel
Full renovation of guest rooms, including Japanese-style rooms, lobby, and lobby lounge and new construction of Muslim Prayer Rooms

Prince Hotels, Inc. (Head Office: 3-1-5 Higashi-Ikebukuro, Toshima-ku, Tokyo; President: Shigeyoshi Akasaka) will be completely renovating the guest rooms on the 6-24th floor "City Floors", including Japanese-style rooms (659 rooms total), and the lobby and lobby lounge, as well as newly adding incidental facilities (total of 7 rooms) including Muslim Prayer Rooms at the Sunshine City Prince Hotel (Address: 3-1-5 Higashi-Ikebukuro, Toshima-ku, Tokyo; General Manager; Tsuyoshi Okumura) located in Ikebukuro Tokyo over an approximately 2 year period from early May 2016 to late March 2018.

Ikebukuro has excellent transportation access to both Narita and Haneda Airports, the entryways to Japan from overseas, as well as Tokyo Tower, Odaiba and other major tourist areas, and is one of Tokyo's most popular areas along with Shinjuku and Shibuya.

In addition to being known for gourmet food, shopping and entertainment, the area is also becoming better known overseas as a sort of holy land for Japanese anime, and even greater development aimed at international visitors is expected in the area leading up to 2020.

The implementation of the below-noted renovations will allow for servicing a more diverse range of customer needs, and allow us to work towards making the Sunshine City Prince Hotel a "hub station for Ikebukuro" likely to be selected by customers from all over the world as a base for their business and tourism needs in Japan.

Renovation location	Main details	Opening (planned)
33-37 th "Panorama Floor" guest rooms	In addition to a Japanese style image and layout of guest room interiors to take full advantage of the high-rise floor views, a variety of special services will be provided to these floors including a dedicated check-in counter and floor-direct elevator service	March 19, 2016 (Sat.) Fully renovated reopening
6-24 th "City Floor" guest rooms	Improvement of functionality for multiple night stays and longer term stays and renovation of Japanese-style and combination rooms	22 nd -24 th floors scheduled to open early July 2016
Lobby area	Establishment of separate check-in counters for different users, and new construction of a dedicated arrival space for groups	Scheduled to open fall 2016
Lobby lounge	Will be divided into a "café area" and "dining area" with the "café area" acting as a café bar and serving alcohol and snacks at night	Scheduled to open mid June 2016
Incidental facilities	New construction of "early morning arrival and late night departure flight waiting rooms", "Muslim Prayer Rooms", "conference rooms", "meeting rooms", and "stretching rooms"	Scheduled to begin opening from mid July 2016

*The information provided in this release is current as of the end of March 2016 and is subject to change without notice.

©Inquiries related to these materials:
 Sunshine City Prince Hotel Business Strategy
 TEL:+81-(0)3-5954-2250 FAX:+81-(0)3-3988-1110



1. 6-24th "City Floor" guest rooms (18 floors, 659 rooms *No guest rooms on 13th floor)

The City Floors make up approximately 60 percent of the total guest rooms (1,110 rooms) and will be renovated to create relaxing living spaces and improve functionality for guests staying multiple nights and for longer term stays with a focus on international travelers, sports participants and other groups as well as individual business travelers.

[Procuring demand from multiple night stay and longer term stay guests and international travelers]

- "Japanese-style rooms" and "combination rooms" with Ryukyu tatami straw mats (Total 10 rooms)
- Guest room and floor carpets feature firework and stepping stone prints to produce a Japanese feel and atmosphere
- Some of the rooms feature wall-mounted hangers and televisions with space to store luggage under beds



Japanese-style room
(75m², 6-10 floors, total 5 rooms)



Combination room
(75m², 11-15 floors, total 5 rooms)



Twin A
(29.3m², 6-24 floors, total 85 rooms)

2. Lobby area

This renovation is aimed at increasing comfort when checking in after arrival and checking out as well as during stays, with new establishment of separate check in counters for different guests and a dedicated group arrival space to improve convenience for all types of customers.



Lobby area

3. Lobby lounge [Hours] 6:30 A.M.-10:00 P.M.

After this renovation the lounge will be divided into a "café area" and a "dining area" to carry out a new style of business.

The "café area" in particular will operate as a café bar during the night where guests can enjoy alcohol with snacks and light meals to improve the satisfaction of guests staying at the hotel.



Dining area



Buffet counter

4. Incidental facilities (total 7 rooms)

New construction of incidental facilities to accommodate a variety of user segments from which usage is expected, including international travelers, as well as domestic individual and group guests (for tourism, sports, educational travels, etc.).

Incidental facilities in anticipation of demand from international travelers

An "early morning arrival and late night departure waiting room" and "Muslim Prayer Room" will be newly constructed to increase convenience for international travelers.



Early morning arrival and late night departure waiting room

[6th floor, 1 room (20 person capacity), 58.6 m²]

For accommodation of customers waiting until their departure after checking out or waiting for check in time after arriving at the hotel (features a TV, and reading material as well as free Wi-Fi service)



Muslim Prayer Rooms

[6th floor, 1 room each for men and women (5 person capacity), 20.7 m²]

New construction for guests from Islamic countries to use for traditional prayers (prayer mats and hand and foot washing facilities included)

*In addition to the above 2 facilities (3 rooms), "conference rooms" (2 rooms, 37.5 m²), a "meeting room" (1 room, 75 m²) and a stretching room (1 room, 75 m²) will also be newly constructed.

Hotel Overview

[Address] 1-5, Higashi-Ikebukuro 3chome, Toshima-ku, Tokyo, 170-8440

[Inquiries] TEL: 03-3988-1111

[No. of guest rooms] 1,110 rooms

[Restaurants] Lobby lounge (1F), Bayern Restaurant, Musashino Japanese Restaurant, Kokiden Chinese Restaurant (B1)

[Facilities] Convenience store, PC and internet corner, coin laundry

[Access] (Car/Limousine Bus)

29 km from Haneda Airport on the Metropolitan Expressway (approximately 1 hour under normal conditions). Directly connected to Metropolitan Expressway Route 5 Ikebukuro Ramp

*Limousine buses are also available running directly between Haneda and Narita Airports and the hotel (for some routes)

Haneda Airport - Hotel (60-70 minutes, Narita Airport - Hotel (90-120 minutes)

(Train) An 8 minute walk from the Ikebukuro Station east exit on the Seibu Ikebukuro Line, JR Lines, subways, and Tobu Tojo Line.

*All illustrations used in this release are concepts only.