

February 2018

First Collaboration between a hotel and two themes popular in Asia, Europe and the USA

Sunshine City Prince Hotel

“Yuri!!! on ICE X Sanrio Characters” Tie-up Accommodation Plan

Sales Period: Tuesday, February 13 – Thursday, May 31, 2018

Sunshine City Prince Hotel (Address: 3-1-5 Higashi-Ikebukuro, Toshima-ku, Tokyo; General Manager: Tsuyoshi Okumura) will be offering “Yuri!!! on ICE X Sanrio Characters” Tie-up Accommodation Plan from Tuesday, February 13 to Thursday May, 31. This is a collaboration with **Sanrio** characters, which are hugely popular overseas, and **Yuri!!! on ICE**, a figure skating anime that gained popularity as a TV show in 2016 and will be made into a movie.

Both themes, which are well-known globally across generations, have collaborated in Japan in numerous cafés, retail shops and department stores. This is their first time to collaborate with a hotel.

Two kinds of plans will be offered: the “Concept Room Accommodation Plan” and the “Accommodation Plan with Original Goods.” Seven small characters are specially illustrated for these plans. Dressed as hotel staff and in pajamas, the characters are used as motifs for the concept rooms as well as for the original goods included in the plan for guests to take home. They are fun concepts, combining cuteness with the unique sense of our hotel.

Visitors from overseas will be able to enjoy our hotel as a tourism hub as they immerse in the Japanese culture through anime.



Concept room (Image)



Specially illustrated original goods included in the plan (Image)

©Hasetsu Townspeople/Yuri!!! on ICE PROJECT ©1976, 1989, 1992, 1993, 1996, 1998, 2018 SANRIO CO., LTD., APPROVAL NO. S584327

<Guest inquiries regarding this plan> Sunshine City Prince Hotel <http://www.princehotels.com/sunshine/>

Japanese anime has gained much support from within Japan and overseas as part of the Cool Japan campaign.

Ikebukuro in Tokyo has become well-known as a subculture area. The sudden increase in anime and cosplay events and related stores has created a lively area packed with people on a daily basis.

Toshima-ku, where the hotel is located, has initiated the “International City of Arts and Culture Vision” and has been selected as Japan’s candidate city for the 2019 Culture City of East Asia. Thus, the area as a whole is expected to develop further.

Since 2016, we have been involved in numerous tie-ups with anime creations. We have proactively sought a tie-up that will bring enjoyment to overseas guests and are striving to spread the Japanese culture of anime and invigorate the entire Ikebukuro district.

For press inquiries regarding this release
Sunshine City Prince Hotel
Business Strategy Staff
TEL: +81-3-5954-2250 FAX: +81-3-3988-1110