

June 3 2015

Karuizawa Prince Hotel






**Improved value measures for increased visitors from within Japan and overseas
Cottage and banquet hall renovation aimed at greater acquisition of
family demographic and large scale wedding business**

Karuizawa Prince Hotel (Location: Karuizawa Town, Nagano Prefecture, General Manager: Masayuki Izumi) is carrying out renovations on the 27 of the Hotel East cottages (scheduled for opening on July 17, 2015) and the Hotel West "Chikuma" banquet hall (scheduled for opening on December 19, 2015).

Prince Grand Resort Karuizawa is made up of 5 Prince Hotels in front of Karuizawa Station, 8 golf courses, a ski course, shopping mall and other facilities, and has been implementing successive value improvement measures since FY 2014, of which these renovations are a part, in anticipation of increased visitors from both within Japan and overseas as a result of the opening of the Hokuriku Shinkansen (from Nagano Station to Kanazawa Station) resulting in an expansion of the Hokuriku area business territory, the depreciated yen, eased visa requirements, and the scheduled holding of the 2020 Tokyo Olympics leading to more attention on Japan.

For the summer vacation season, the exteriors of 27 out of a total of 92 of the East Cottages were repainted, the interiors were renovated, play equipment for children was added (some cottages only) and other measures implemented to improve services for families with children.

The west "Chikuma" banquet hall has had the interior and facilities renovated, and a wood deck newly installed on the terrace next to the hall in order to improve appeal to receive large scale wedding business of 81-120 guests from within the prefecture and neighboring prefectures, as well as MICE such as incentives from increased demand from the Tokyo metropolitan area and the Hokuriku area.

FY 2014			FY 2015	
The Prince Villa Karuizawa opened on July 8, 2014	Karuizawa 72 Golf east course new club house opened on July 2, 2014	Karuizawa Prince Shopping Plaza 7th term sales area expansion opened on July 2, 2014	Karuizawa Prince Hotel East cottages renovations open on July 17, 2015	Karuizawa Prince Hotel West banquet hall "Chikuma" renovation scheduled to open on December 19, 2015
Accommodation facilities which fuse resort villa features and hotel services • 1 center house	Club house featuring a competition room able to accommodate up to 200 people new added	54 shops added including new mall and food courts	East Area 27 four person cottages renovated	<ul style="list-style-type: none"> Interior and facilities renovated New installation of wood deck on adjacent terrace Foyer renovated
				

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1. Renovation of 27 Karuizawa Prince Hotel East 4 person cottages

Renovation Background

Families make up 31.5% of all guests at the Karuizawa Prince Hotels, and there has been a trend of increase in the numbers of both elementary school age and adult visitors to the nearby Karuizawa Prince Snow Resort. We believe that the opening of the Hokuriku Shinkansen will result in increased family demand going forward, and are carrying out this cottage renovation in order to newly provide facilities and services which make use easier for families with children under elementary school age and to improve overall features.

East Cottages

The East Cottage area (92 buildings total) underwent renovations in 2005, 2008 and 2012 to prepare "Dog Cottages" (currently 35 buildings) where guests could stay with their family dogs, and are popular with dog loving families. The current cottage renovations are located close to the ski course, zip lines, tree trekking, nature kids forest house (nature experiential program), forest kids room (nursery) and other facilities, and is an area perfect for families with children under elementary school age to spend their time.

Renovation Details

- 1) Concept **From the first nature experience for a family to a place of memories you will want to revisit ~Cottages to grow together with natural beauty~**
- 2) Targets **Families with children under elementary school age**
- 3) Applies to **East 4 person type A cottages (27 buildings)**
- 4) Major Renovation Details

① Exterior wall and interior renovation



Cottage exterior wall (current)



Exterior walls colored "autumn leaf red" and "chestnut yellow" to blend with the forest



Cottage interior (current)



Bright, northern European style interior

- ② **Installed family oriented bathtubs where parents can bathe together with children**
 - ③ **Installed bunk beds in some cottages to allow for more play space inside the room (6 out of 27 cottages)**
 - ④ **Introduced facilities for children including child seats, child toilet seats, bed wetting mats, etc. (6 out of 27 cottages)**
 - ⑤ **Installed play equipment for children (6 out of 27 cottages)**
 - ⑥ **Installed card keys**
 - ⑦ **Installed air conditioners and refrigerator freezers (138 l)**
- 5) Major special Services

Guests have special access to the "Prince Hotel Guest Service Center Smile Concierge" newly established in front of Karuizawa Station last year. The center provides services convenient for families with small children including temporary luggage storage and room delivery.

*Normally service is restricted to SEIBU PRINCE CLUB gold and platinum members and Prince Hotel guests

2. Karuizawa Prince Hotel West "Chikuma" banquet hall renovation

Renovation Background

According to trend surveys by recruit "Zexy", large scale wedding receptions from 81-120 guests made up approximately 46% of receptions within Nagano Prefecture and approximately 19% of those in the Hokuriku area. Consequently, this renovation of the "Chikuma" banquet hall will feature improvement of the hall facilities and new installation of a wood deck on the adjacent terrace in order to further strengthen facilities and services to meet the demand for 100 guest scale weddings, increased MICE demand from the Hokuriku and Tokyo Metropolitan areas as a result of the opening of the Hokuriku Shinkansen and other various and diversifying needs.

Banquet Hall "Chikuma"

Karuizawa Prince Hotel features 4 main banquet halls and 4 party venues within Forestana Karuizawa. The "Chikuma" banquet hall is a medium sized banquet hall among the hotel's banquet halls and can accommodate a maximum of 400 people. The hall can be divided into 3 sections and when fully opened has a total area of 408 m². The hall also features a terrace which allows for outdoor productions, and can be used for a variety of invitational events, meetings, exhibitions and other productions.

Renovation Details

- 1) Concept ~**Fine Bliss**~ "**Time spent during a transition**"
- 2) Keywords "**Harmony with the nature of Karuizawa**" "**Sense of openness**" "**High quality feeling**"
- 3) Targets
 - ① **Large scale weddings of 81-120 guests from within the prefecture and nearby prefectures**
 - ② **MICE for the Hokuriku area which is becoming a new business area**
 - ③ **Incentive events for the Tokyo Metropolitan area and Nagano Prefecture**
- 4) Major Renovation Details
 - ① **Ceiling, wallpaper and carpet renovation**

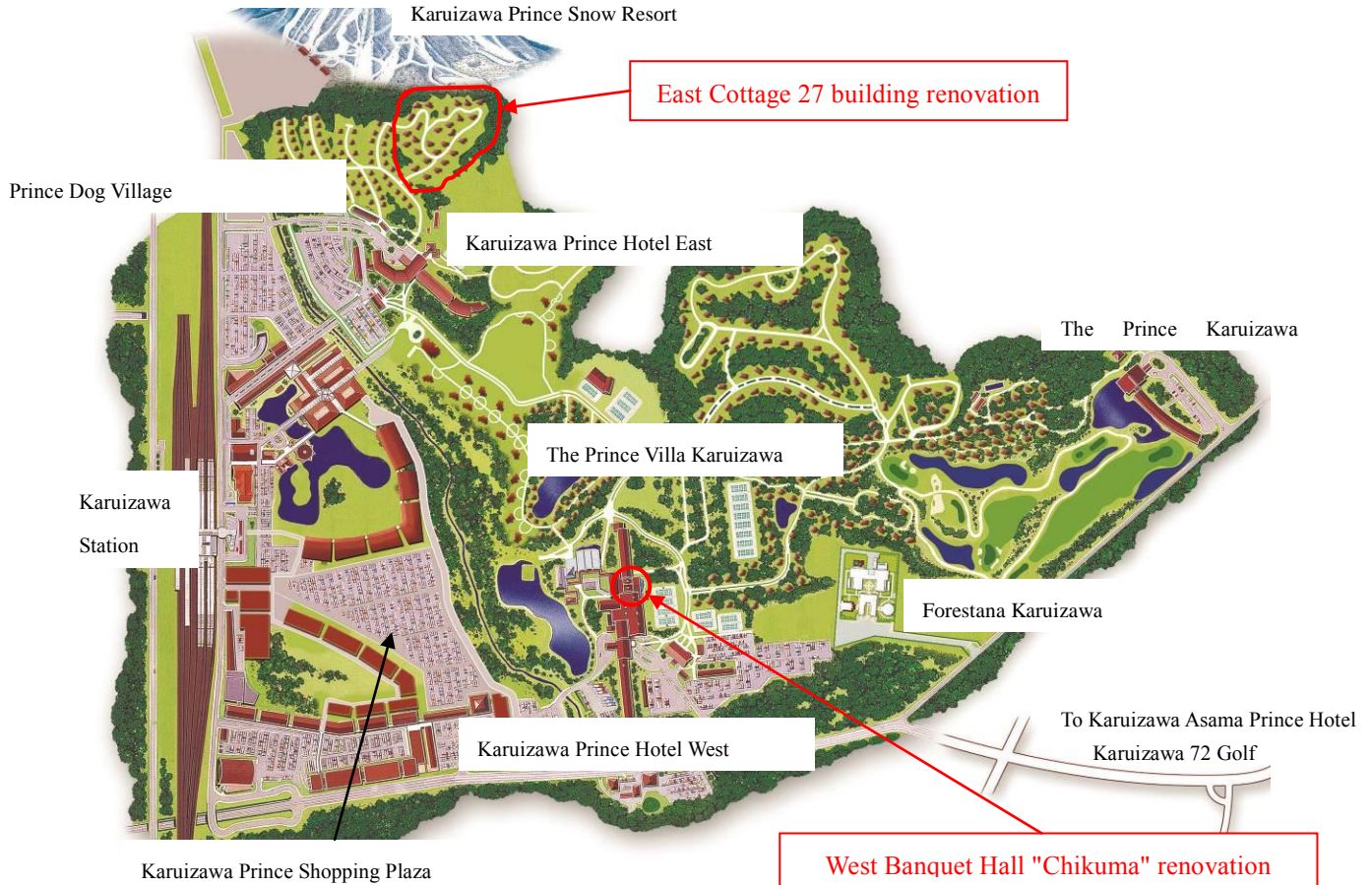
In order to allow guests to enjoy Karuizawa's bountiful nature from within the venue as well, full advantage is taken of the large windows which provide a sense of openness, and the wallpaper and carpeting are coordinated with brown, ivory and other key notes which provide even greater harmony with the surrounding nature.
 - ② **New installation of wood deck on the terrace adjacent to the hall**

A new wood deck, made with materials that blend seamlessly with the surrounding nature, is being installed on the existing terrace to allow for parties with a Karuizawa-spin embracing and incorporating the surrounding nature.

In addition, sofa and table sets and parasols will be arranged to allow for a relaxing space even outdoors. A wide variety of proposals can also be provided for the dessert buffets popular at weddings as well as break times for MICE, etc.

Prince Grand Resort Karuizawa Facility Overview

"Prince Grand Resort Karuizawa" is located in a perfect location surrounded by natural green in front of "Karuizawa Station", one of Japan's leading resort locations, and is a complex featuring many functions including 5 Prince Hotels, 8 golf courses, a ski course, and shopping mall which provide a variety of guest rooms and banquet spaces in order to offer guests a wide variety of resort lifestyles.



New installations and renovations over the past 10 years at Prince Grand Resort Karuizawa

- 2005 Portion of East Cottage renovated, "Prince Dog Village" opened
- 2007 All Karuizawa Prince Hotel East buildings renovated, Forest Hot-Spring and Spa opened
- 2008 Guest house wedding "Forestana Karuizawa" opened
- 2008 Karuizawa Prince Shopping Plaza New East Garden Mall opened
- 2010 Karuizawa Prince Hotel West guest rooms renovated
- 2011 Karuizawa 72 Golf renovated
(North club house renovated, GPS systems installed, west course practice range and terrace restaurant newly established)
- 2012 Karuizawa Prince Hotel West banquet halls renovated
- 2012 All The Prince Karuizawa guest rooms renovated, long renovated
- 2012 Karuizawa Prince Snow Resort "Snow House" newly established
- 2014 The Prince Villa Karuizawa opened
- 2014 Karuizawa 72 Golf east course club house opened
- 2014 Karuizawa Prince Shopping Plaza 7th term sales area expansion

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