NEWS RELEASE



September 2017

Prince Hotel's

Recommended Autumn Foliage Spots for This Year

That Can Be Enjoyed "From The Sky," "By The Water" and "At Hot Springs"

Prince Hotels Inc. (Head Office: 3-1-5 Higashi-Ikebukuro, Toshima-ku, Tokyo, Japan; Representative: Shigeyoshi Akasaka, President and Director) possesses a chain of hotel and entertainment facilities all over Japan. At those various facilities, from October up through November, guests and visitors can enjoy from a unique angle the "autumn foliage" particular to that season, a product of tree leaves turning their colors to red and yellow. Prince Hotels Inc. offers unconventional ways to enjoy this autumn foliage, such as "from the sky" while riding a gondola or ropeway or together with the scenery "by the water."



Naeba Ski Resort Autumn foliage as seen from the "DRAGONDOLA"

New Furano Prince Hotel

Autumn foliage that spreads out from the foot of Mt.

Furanonishidake to between the mountaintops

Hakkaisan Ski Resort Contrast between snowcaps that can be seen around November and autumn foliage



Myoko Suginohara Ski Resort Autumn foliage that can be enjoyed during a ride in the sky on the "Myoko Suginohara Gondola"

Towada Prince Hotel Autumn foliage that spreads around the perimeter of Lake Towada

Shizukuishi Prince Hotel Autumn foliage and mountain torrents enjoyed at the Oshuku Hot Springs "Otaki" waterfalls located around the hotel



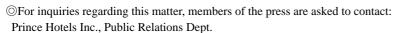
Ryuguden Honkan Autumn foliage seen while taking a cruise on Lake Ashinoko and viewed from hot springs



Manza Prince Hotel Autumn foliage viewed from "Komakusa No Yu," said to be the closest hot spring to the stars



Tsumagoi Prince Hotel Expanse of autumn foliage right in sight while soaking in hot springs



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Autumn Foliage that Can Be Enjoyed from the Sky

Name of Facility: Naeba Ski Resort

The "DRAGONDOLA" stretches a total of 5,481m between the Naeba area and the Tashiro Highlands, over which passengers can enjoy an airborne walk that lasts approx. 25 min. one way while savoring the gorgeous sights of the autumn foliage in mid-seasonal change below.

[Best Time to See] From mid- to late October

[Location] Mikuni, Town of Yuzawa, Minami-Uonuma District, Niigata Prefecture, Japan

[Reservations/Inquiries] TEL: +81-(0)25-789-4117





Name of Hotel: New Furano Prince Hotel

Autumn foliage with a dazzling array of colors can be seen from the "Furano Ropeway," which links the foot of Mt. Furanonishidake, a five-min. walk from the hotel, to a mountaintop station over a distance of 2,330m. The mountaintop station offers a panoramic view of the Tokachi Mountain Range and the Furano Basin. Between September and October, depending on weather conditions, it is an ideal spot for seeing a sea of clouds, which appears with considerable frequency during that time.

[Best Time to See] From late September to mid-October

[Location] Nakagoryo, Furano City, Hokkaido, Japan

[Reservations/Inquiries] TEL: +81-(0)167-22-1111





Name of Facility: Hakkaisan Ski Resort

On the "Hakkaisan Ropeway," which continues for 2,217m up to the mountaintop station, passengers can feast their eyes on the yellows and reds of autumn foliage. On days when weather conditions are good around November, they can witness the contrast between that foliage and snowcaps. From the observation tower and observation deck located in the vicinity of the mountaintop station, it is possible to see scenery of Minami-Uonuma together with autumn foliage and, weather conditions permitting, expansive scenery leading up to the Sea of Japan and Sado Island.

[Best Time to See] From mid- to late October

[Location] Yamaguchi, Minami-Uonuma City, Niigata Prefecture, Japan

[Reservations/Inquiries] TEL: +81-(0)25-775-3311



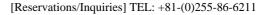


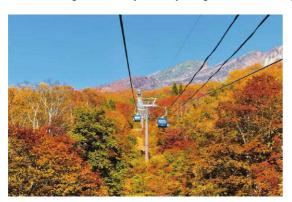
Name of Facility: Myoko Suginohara Ski Resort

Beneath the "Myoko Suginohara Gondola," which treks a distance of 3,074m to the mountaintop station, is a striking, expansive landscape of trees transforming into their vivid autumn colors that stretch out right in front of passengers and feel close enough to touch. Lake Nojiri and the mountains of Kita-Shinano are also visible from the observation deck on the mountaintop.

[Best Time to See] From mid- to late October

[Location] Suginosawa, Myoko City, Niigata Prefecture, Japan







Autumn Foliage that Can Be Enjoyed by the Water

Name of Hotel: Towada Prince Hotel

Scenery of autumn foliage along the perimeter of Lake Towada and a 360-degree panoramic view can be enjoyed from the top of Mt. Hakkoda, which is accessed using a ropeway located approx. 90 min. by car from the hotel. A nature trail starting from the mountaintop ropeway station for visitors to savor the autumn foliage as they take a stroll through the wetlands is also available.

[Best Time to See] Around Lake Towada: From mid- to late October/Mt. Hakkoda: From early to mid-October [Location] West Lakeside, Lake Towada, Town of Kosaka, Kazuno District, Akita Prefecture, Japan [Reservations/Inquiries] TEL: 0+81-(0)176-75-3111



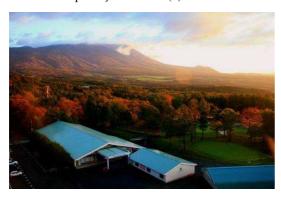


Name of Hotel: Shizukuishi Prince Hotel

Oshuku Hot Springs, which is located approx. 25 min from Shizukuishi Prince Hotel by car, has a history of 450 years. There, visitors will find rows of hotels, Japanese-style inns and other facilities lining the Oshuku River that flows through the center of the hot springs district. The renowned "Otaki Waterfalls" lie past the torii gateway to the Otaki Kaga Daimyojin shrine. It is impossible to grow tired of gazing at the abundance of water flowing down forcefully along the countless layers of the rock faces and the natural landscapes that change from spring green to autumn foliage.

[Best Time to See] Early October

[Location] Takakura Hot Springs, Town of Shizukuishi, Iwate District, Iwate Prefecture, Japan [Reservations/Inquiries] TEL: +81-(0)19-693-1111

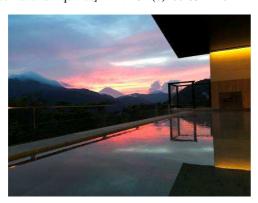




Name of Facility: Ryuguden Honkan

Ryuguden Honkan reopened on July 22 following its renovation into a day-trip hot springs facility. From the open-air baths there, visitors can savor views of Hakone's Lake Ashinoko, autumn-colored mountains, and Mt. Fuji. A ride on a cruise boat makes it possible to enjoy the autumn foliage of the Hakone somma. Likewise, passengers on the Komagatake ropeway can take in the expansive scenery of autumn foliage below.

[Best Time to See] From mid-October to mid-November [Location] 139 Motohakone, Town of Hakone, Ashigarashimo District, Kanagawa Prefecture, Japan [Reservations/Inquiries] TEL: +81-(0)460-83-1126





Autumn Foliage that Can Be Enjoyed at Hot Springs

Name of Hotel: Manza Prince Hotel

Manza Prince Hotel's "Komakusa No Yu," which is located at an altitude of 1,800m and is known as "the closest hot springs to the stars," is a milky-white hot spring with an expansive view of autumn foliage directly before it.

[Best Time to See] From early to mid-October

[Location] Manza Hot Springs, Village of Tsumagoi, Agatsuma District, Gunma Prefecture, Japan

[Reservations/Inquiries] TEL: +81-(0)279-97-1111





Name of Hotel: Tsumagoi Prince Hotel

Guests of the Tsumagoi Prince Hotel using the roofed open-air baths, which are located at an altitude of 1,126m, can enjoy silky hot springs that are gentle on the skin as well as sights of autumn foliage that include Mt. Azumaya, Mt. Asama and Mt. Motoshirane, which are among the 100 Famous Mountains of Japan.

[Best Time to See] From mid- to late October

[Location] Tsumagoi Highlands, Village of Tsumagoi, Agatsuma District, Gunma Prefecture, Japan

[Reservations/Inquiries] TEL: +81-(0)279-97-4111



