



FOR IMMEDIATE RELEASE

Winning “Luxury Travel Guide Award 2016” in Two Categories, Both Firsts in Japan



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- ◇ **AGORA Hotel Alliance named “Luxury Hotel Group of the Year for Japan”**
 - ◇ **Kyu Karuizawa Hotel named “Luxury Rural Retreat of the Year for Japan”**
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TOKYO, July 20th 2016 - AGORA Hospitalities Co., Ltd. (President & CEO: Aya Aso, Head Office: Minato-ku, Tokyo), dedicated to the vision of “A Collection of Beautiful Japan,” is engaged in transforming hotels and ryokan (Japanese inns) to offer a higher-value experience and deliver the beauty of Japan to the world. AGORA Hospitalities operates the AGORA Hotel Alliance, which won the Luxury Travel Guide Award 2016 for “Luxury Hotel Group of the Year for Japan.” Among the Alliance hotels is Kyu Karuizawa Hotel, which also won a Luxury Travel Guide Award 2016, in the “Luxury Rural Retreat of the Year for Japan” category. In both cases, it is the first time a Japanese enterprise has received an award in the category.

AGORA Hospitalities Co., Ltd. President & CEO, Aya Aso expressed her delight at the awards as follows: “On behalf of the entire Group, I am honored to receive those globally recognized awards. We intend to build on this achievement to continue attracting people from all over the world to a wide range of beautiful Japanese destinations. It is also a great honor for the Kyu Karuizawa Hotel to receive this prestigious accolade in its first year of operation, and gives the hotel tremendous encouragement moving forward.”

【Luxury Hotel Group of the Year for Japan】

This award is presented to hotel groups and alliances that operate multiple facilities. Nomination of individual hotels within a group can lead to positive overall assessment of the entire group. A total of 5 Hotel Groups were nominated in Japan, of which the AGORA Hotel Alliance became the first in Japan to earn the award.

◆ **AGORA Hotel Alliance**

Total no. of hotels: 12 / Total no. of guest rooms: 938

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|--------|-----------------------------------|--------------------------|-------------------|
| Hotels | : hotel AGORA Regency Sakai | (Osaka, Sakai | Guest rooms: 241) |
| | hotel AGORA Osaka · moriguchi | (Osaka, Moriguchi | Guest rooms: 175) |
| | AGORA Fukuoka Hilltop Hotel & Spa | (Fukuoka Pref., Fukuoka | Guest rooms: 48) |
| | AGORA PLACE ASAKUSA | (Tokyo, Taito | Guest rooms: 145) |
| | Nojiriko Hotel EL BOSCO | (Nagano Pref., Shinano | Guest rooms: 50) |
| | Furuyu Onsen ONCRI | (Saga Pref., Saga | Guest rooms: 38) |
| | IMAI SO | (Shizuoka Pref., Kamo | Guest rooms: 45) |
| | ABURAYA-Ryokan | (Nagano Pref., Suwa | Guest rooms: 37) |
| | Kyu Karuizawa Hotel | (Nagano Pref., Kitasaku | Guest rooms: 50) |
| | KAKUJORO | (Aichi Pref., Tahara | Guest rooms: 10) |
| | IZUTSURO | (Aichi Pref., Tahara | Guest rooms: 10) |
| | Matsumoto Hotel Kagetsu | (Nagano Pref., Matsumoto | Guest rooms: 89) |

【Luxury Rural Retreat of the Year for Japan】

This award recognizes hotels in locations away from urban centers where guests can relax in natural surroundings, and which offer outstanding service, premium quality, and an extensive range of amenities to enjoy. A total of 6 hotels were nominated in Japan, of which the Kyu Karuizawa Hotel became the first in Japan to earn the award.

【Kyu Karuizawa Hotel】

Official Name: Kyu Karuizawa Hotel
Address: 491-5 Karuizawa, Karuizawa-machi,
Kitasaku-gun Nagano, 389-0102 JAPAN
Guest rooms: 50 rooms
General manager: Masanori Fujita
Management company: AGORA Hotel Management Nojiriko Co., Ltd.
Open: July 11, 2015 (Rebranding Opening)
Stories: 3 stories above ground / 1 under ground
Total floor space: 3325.89 square meters
Facilities operated: French Restaurant “Le Signe”,
Banquet halls: 4 (Max. Capacity 80)
Other Facilities: Parking lot
URL: <http://www.kyukaruizawahotel.com/>



【About the Luxury Travel Guide Awards】

Based in the UK, the Luxury Travel Guide Awards recognize excellence in all categories of the travel and tourism industry worldwide—hotels, airlines, travel agencies and more. An internal team of experts travels to every corner of the globe to identify outstanding enterprises that meet the designated criteria. An important feature of the Luxury Travel Guide Awards is that nominees are selected not by industry professionals or a commission or brand, but through voting by guests. Nominees are determined on the basis of word of mouth and positive reviews, and a research team comprehensively gathers information from sites such as TripAdvisor, Booking.com, social media and other online resources, based on which a panel of 5 travel industry professionals (including Shane Green of “Resort Rescue” and Anthony Melchiorri of “Hotel Impossible”) select winners. These unique awards genuinely reflect the viewpoints and opinions of guests who actually stayed at hotels. The award-winning facilities will be listed in the Award Winner’s Guide, with a subscriber base of 400,000 professionals worldwide.

Luxury Travel Guide official website: <http://www.corporatelivewire.com/luxury/>

◆AGORA Hospitalities

Official name : AGORA Hospitalities Co., Ltd.
Representative : President & CEO, Aya Aso
Head Office : Toranomom Dai-2 Waiko Bldg. 7F, 5-2-6 Toranomom, Minato-ku, Tokyo, Japan
Business : Hotel Alliance Business, Hospitality Management,
Operation & Asset Management, Due Diligence & Renewal Projects,
Planning of Repositioning & Rebranding
Total no. of hotels : 12
Total no. of guest rooms: 938
URL : <http://www.agorahospitalities.com>

AGORA is committed to leveraging ideal locations together with the merit of scale of its hotel alliance to realize the corporate vision of “A Collection of Beautiful Japan.” This is accomplished by operating facilities that contribute positively to their regions, strengthening partnerships and boosting the sharing of management resources and strategies among Alliance hotels and ryokans nationwide so as to achieve environments where staff can dedicate themselves to delivering the “omotenashi” (gracious hospitality) recognized worldwide as a symbol of “Beautiful Japan,” as well as by proactively expanding our alliance of facilities that offer the very best of Japan to the world.

【For Inquiries】

AGORA Hospitalities Co., Ltd. (Okada)

pr@agorahospitalities.com

Toranomom Dai2 Waiko Bldg. 7F, 5-2-6 Toranomom, Minato-ku, Tokyo, Japan