

Japan Prince Hotels

Prince Hotel and Hokkaido/Tohoku "famous cherry blossom viewing locations" information

Prince Hotels, Inc. (Head Office: Toshima-ku, Tokyo, Japan; President: Shigeyoshi Akasaka) develops Prince Hotels in areas throughout Japan where guests can enjoy blooming cherry blossoms on the grounds of the hotels and at tourist facilities in the areas around the hotels.

The Japanese islands span a great distance south to north, so cherry blossoms beginning blooming in the Kyushu area in the south around late March, and from there the "cherry blossom front" (a term used to refer to the progress of cherry blossom opening and full blooming across Japan) advanced northward through the Kansai, Kanto, Tohoku and finally Hokkaido areas. The Hokkaido and Tohoku areas are located in the north of Japan and the best season for viewing later blooming cherry blossoms in these areas is from late April to early May.

In this release we will provide introductions to the "Sapporo Prince Hotel", "Hakodate-Onuma Prince Hotel", and "New Furano Prince Hotel" in Hokkaido, and the "Towada Prince Hotel" and "Shizukuishi Prince Hotel" in the Tohoku area which are perfect for viewing of later blooming cherry blossoms among the many Prince Hotels throughout Japan at which guests can enjoy cherry blossom viewing.

[Hokkaido] Sapporo

Best season for viewing: Late April-Mid May

Guests can enjoy cherry blossoms at Odori Park located in Sapporo City approximately a 3 minute walk from the hotel.



Sapporo Prince Hotel



Odori Park cherry blossoms

[Hokkaido] Furano

Best season for viewing: Early May-Mid May

Guests can enjoy cherry blossoms and majestic views of the Mt. Tokachi mountain chain.



New Furano Prince Hotel



Asahigaoka Park

[Hokkaido] Hakodate

Best season for viewing: Early May

Guests can enjoy cherry blossoms and Hokkaido's majestic natural scenery.



Hakodate-Onuma Prince Hotel

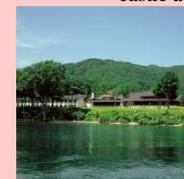


Matsumae Castle cherry blossoms

[Tohoku] Towada

Best season for viewing: Late April-Early May

Guests can enjoy cherry blossoms and the old castle at Hirosaki Park.



Towada Prince Hotel



Hirosaki Park cherry blossoms

[Tohoku] Shizukuishi

Best season for viewing: Late April-Early May
The view of the lone cherry blossom on the plain of Koiwai Farm against the backdrop of Mt. Iwate is very popular.



Shizukuishi Prince Hotel



Koiwai Farm's lone cherry blossom

TOPICS!!

The Hokkaido Shinkansen opened March 26!
Approximately 16 minutes by car from
Shin-Hakodate-Hokuto Station to the hotel

©Inquiries Contacts

Prince Hotels Inc. Marketing Dept.

TEL: 81-(0)3-5928-1154 FAX: 81-(0)3-5928-1514

"Famous cherry blossom viewing spots" that can be enjoyed at Prince Hotels

[Sapporo Hokkaido cherry blossom spot] Odori Park (an approximately 3 minute walk from the hotel)

Odori Park runs east-west through the center of Sapporo City for a length of approximately 1.5 km, and is the site of various events throughout the year including the Sapporo Snow Festival and the YOSAKOI Soran Festival.

Guests can enjoy a variety of cherry blossoms including Sargent's Cherry and Yoshino Cherry within the park from late April to early May.



Sapporo Prince Hotel

A white landmark tower of 28 stories from which guests can enjoy a panoramic view of Sapporo. From the guest rooms on the upper floors and the restaurant and lounge on the 28th floor guests can enjoy a wonderful time gazing at the night time views of Sapporo, selected as one of the "3 best new nighttime views in Japan" at the "Yakei Summit 2015".

[Address] Nishi 11-chome, Minami 2-jo, Chuo-ku, Sapporo, Hokkaido, 060-8615

[Reservations/Inquiries] TEL: +81-(0) 11-241-1111

[URL] <http://www.princehotels.com/en/sapporo/>



[Hakodate Hokkaido cherry blossom spot] Matsumae Castle

(approximately 90 minutes by car from the hotel)

Now featuring even more convenient access with the opening of the Hokkaido Shinkansen on March 26 of this year. The best season for viewing the cherry blossoms of Matsumae Castle, the northernmost castle in Japan, is from late April to early May each year. Recognized as "one of the best 100 cherry blossom viewing spots in Japan", the site features over 10,000 blooming cherry blossoms.



Hakodate-Onuma Prince Hotel

This is a resort hotel located in Onuma Quasi-national Park, one of Hokkaido's leading resort areas.

All of the guest rooms, restaurant and other areas were renovated in the spring of 2015. Guests can fully enjoy cuisine prepared using local ingredients, golf, hot springs, beauty salons and more.

[Address] Nishi-Onuma-Onsen, Nanae-cho, Kameda-gun, Hokkaido, 041-1392

[Reservations/Inquiries] TEL: +81-(0) 138-67-1111

[URL] <http://www.princehotels.com/en/hakodate/>



[Furano Hokkaido cherry blossom spot] Asahigaoka Park

(approximately 5 minutes by car from the hotel)

The cherry blossoms in the Furano area begin blooming in early May and can be enjoyed until mid May most years.

Approximately 3,000 cherry blossom trees are planted the park and visitors can also enjoy the views of the town scenery, Furano Plain, and the views of Mt. Tokachi.



New Furano Prince Hotel

Located in central Hokkaido, this hotel is nestled amid a lush forest and grand mountains. Guests can enjoy a wide variety of activities including skiing and golf, and the hotel also features a variety of other facilities including hot springs and relaxation facilities.

[Address] Nakagoryo, Furano-shi, Hokkaido, 076-8511

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

[URL] <http://www.princehotels.com/en/newfurano/>



[Tohoku cherry blossom spot] Hirosaki Castle

(approximately 60 minutes by car from the hotel)

North along the cherry blossom front, the Hirosaki Castle cherry blossoms, which begin to bloom from late April, are said to be the best in Japan. Approximately 2,600 cherry blossom trees all bloom at once and visitors can enjoy the "petal carpet" created by the beautiful falling blossoms.



Towada Prince Hotel

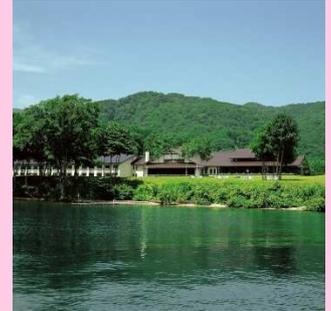
Located on the lakeside of Towada Lake, this resort hotel is nestled in the vast nature of Michinoku.

Guests can enjoy the beautiful views of the lake from the classical and relaxed restaurant and lobby lounge as well as from outdoor hot spring baths.

[Address] Towadako Kosaka-machi, Kazuno-gun, Akita, 018-5511

[Reservations/Inquiries] TEL: +81-(0) 176-75-3111

[URL] <http://www.princehotels.com/en/towada/>



[Shizukuishi Tohoku cherry blossom spot] Koiwai Farm's lone cherry blossom

(approximately 10 minutes from the hotel by car)

Koiwai Farm's lone cherry blossom is located on a spacious pasture along a farm road at Koiwai Farm, a famous tourism farm. The vivid contrast between the lone cherry blossom rooted on the green ground of Koiwai Farm and Mt. Iwate makes this a popular spot.



Shizukuishi Prince Hotel

This is a resort hotel surrounded by lush nature and facing Mt. Iwate.

The hotel can be enjoyed throughout the entire year and features a golf course, ski resort, hot spring outdoor baths, and as a base for sports and sightseeing trips.

[Address] Takakura Onsen, Shizukuishi-cho, Iwate-gun, Iwate, 020-0593

[Reservations/Inquiries] TEL: +81-(0) 19-693-1111

[URL] <http://www.princehotels.com/en/shizukuishi/>



Prince Hotels, Inc. Corporate Profile

[Company Name]	Prince Hotels, Inc.
[Head Office Address]	3-1-5, Higashi-ikebukuro, Toshima-ku, Tokyo
[Founded]	1956
[Capital]	3.6 Billion Yen
[Number of Employees]	6,787 *As of March 31, 2015
[Number of Hotels]	48 Hotels (As of August 2015)

*Including hotels on F/C, M/C and hotels run by other Seibu Group affiliated companies

Prince Hotels, Inc. (Head Office: Toshima-ku, Tokyo, Japan; President, Shigeyoshi Akasaka) is one of Japan's leading hotel and leisure companies and the core company of the Seibu Group, comprised of 55 companies both within Japan and overseas mainly consisting of "urban transportation and development of areas along transportation routes", "hotel and leisure" and "real estate" businesses.

Under its 3 main brands, "The Prince", "Grand Prince Hotel" and "Prince Hotel", the company operates 41 hotels in Japan and 7 overseas in world-famous cities and resort areas including Tokyo, Kyoto, Hiroshima, Karuizawa, Hakone, Sapporo and Furano, where it specializes in providing its unique brand of Japanese "*omotenashi* hospitality spirit and techniques", refined over the nearly 100 years since the company's founding, allowing the company to boast the top sales in Japan's hotel industry.

In addition to hotels, the company also operates a variety of other unique facilities including golf courses (28 in Japan and 3 overseas), ski resorts (9 in Japan and 1 overseas), *onsen* hot spring resorts, tennis courts, movie theaters, and aquariums; and prides itself on its self-appointed mission of creating more enjoyable, happier experiences for customers by providing multifaceted support for every aspect of customer travel including accommodation, tourism and amusement.

The company also operates other businesses overseas through franchises, management subcontracting and other operational formats in locations in Hawaii, China, and Taiwan and maintains sales offices in major cities throughout the world (Honolulu, Los Angeles, Paris, Singapore, Shanghai, Taipei, Bangkok) to promote the brand worldwide.