

### Prince Hotels and Seibu Railway to Exhibit Eight Booths Using the Opportunity for the Seibu Group to Appeal to Domestic and Overseas Customers

The Seibu Group's Prince Hotel exhibited four booths last year, and this year, it has been decided that Seibu Railway will exhibit at JATA Tourism EXPO Japan for the first time, bringing the total to eight booths for the Seibu Group. The plan is to promote the tourism and leisure-related operations and services of the Seibu Group companies to industry personnel and general visitors.

#### Displaying the Synergistic Effects of the Group Companies



This will be Prince Hotels' fourth year exhibiting at the expo, starting back when it was called the JATA Travel Showcase, and together with the Seibu Railway which will be exhibiting for the first time this year at the JATA Tourism EXPO Japan, they are planning to design booths that will display the synergistic effects of the Seibu Group to

the maximum.

Takeshi Baba, senior manager of the Business Strategy Department of Prince Hotels, expressed his expectation that the EXPO will be a venue for communicating the particular attractions the Seibu Group's hotels and leisure and tourism services. Speaking about the expo, he said, "While working to raise visitors' recognition of domestic brands and to publicize new facilities and services, we can expand our account network through business talks with the relevant people from countries and regions that send inbound travelers to Japan."

Prince Hotels operates 41 hotels in Japan and 8 hotels overseas to meet customers' needs. Because many of the hotels also feature golf courses and ski areas, one of their major themes is to continually relay ways to enjoy them by utilizing the entire areas where the hotels and leisure facilities are located.

"All kinds of hotels exist in Japan, so using JATA Tourism EXPO Japan as a precious opportunity, we want to communicate the unique added value and the synergistic effects of the companies in the Seibu Group which sets us apart from other hotels," says Masashi Takizawa, deputy general manager of Prince Hotels' Business Strategy Department.

#### Appealing to Inbound Travelers and Areas Farther Away from the Railway Line

Concerning the decision to exhibit for the first time this year at the expo, Manabu Ikoma, assistant chief in charge of new ridership development in the Smile & Smile Section of the Railroad Business HQ Transportation Department at Seibu Railway, demonstrated enthusiasm, saying, "Starting about two years ago, we began strengthening Seibu Railway's PR directed at areas farther away from the railway line, together with launching efforts to attract inbound travelers. So, we want to effectively utilize JATA Tourism EXPO Japan as a venue to reach both domestic and overseas customers."

Along the Seibu Railway line, there is abundant tourist material, such as Kawagoe, a city known as "Little Edo," and the Chichibu area which is rich in both natural and cultural attractions. However, the fact is that it cannot be said that these places are well known in areas farther away from the railway line and among people overseas.

"We want to work as one with local areas to convey to people in Japan and overseas the charms of the valuable tourism resources along the railway line. We want not only to boost ridership but also to contribute to invigoration of the local areas," said Ikoma.

Given the expansion in interconnection of railways in the Greater Tokyo Area, one of the important roles of the railway companies is not only to expand passenger flow along each line but also to let travelers who visit Tokyo from far and wide know about the attractions along each line and to create demand for lodging by encouraging trips outside the city center so they stay longer.

With the JATA Tourism EXPO Japan as the stage on which many local governments from across Japan participate, there are strong expectations of synergistic effects that will lead to expansion of the exchange population which supports local areas' tourism promotion.

#### 3 Business Meetings for Outbound, Domestic, and the Media to Be Held

Business meetings at JATA Tourism EXPO Japan 2015 will be held in the East Exhibition Hall of Tokyo Big Sight on September 24 and 25, 2015.

In addition to the Outbound Business Meeting and Media Meeting, the Domestic Business Meeting is also scheduled to be held in continuation from last year. This year, in consideration of the convenience of being near the exhibit booths, the three business meetings will be convened in the exhibition hall.

The first day of the business meetings will be conducted using pre-scheduled appointment matching, with the buyers remaining seated and the sellers visiting the buyers. A maximum of 15 sessions of business talks will be possible. The second day will be an open session all day long, with buyers visiting the sellers' exhibit booths, and it will be possible for participants to prioritize their schedules. Advance request matching for the business meetings will be available online, and buyers' and sellers' data will be disclosed in advance so they can be selective about with whom they will meet.