

Keiko Okano
keiko.okano@didit.com
+1-212-583-1084 (U.S.)

Hotel Chinzanso Tokyo Joins Preferred Hotels & Resorts' LVX Collection

July 19, 2017, Tokyo – Hotel Chinzanso Tokyo, leading Japanese hospitality company Fujita Kanko's iconic five-star flagship property, announced its partnership with *Preferred Hotels & Resorts* –the world's largest independent hotel brand that represents more than 650 distinctive hotels, resorts, residences, and unique hotel groups across 85 countries. Hotel Chinzanso Tokyo will be the newest experience in Japan within its LVX Collection, which represents renowned properties featuring the finest accommodations coupled with engaging, and exclusive personal service. Starting July 20th, reservations can be made through the Preferred Hotel's website alongside the hotel's website, www.hotel-chinzanso-tokyo.com. All Hotel Chinzanso Tokyo guests are eligible to enroll in the iPrefer hotel rewards program, which extends points redeemable for cash-value Reward Certificates, elite status, and special benefits.

"Chinzanso," meaning "Villa on a mountain of camellias," has a majestic 12.4-acre Japanese botanical garden in the center of Tokyo with 1,000+ camellia trees, 120 cherry blossom trees, and a history going back hundreds of years. The hotel houses 267 guests rooms, including 44 suites, nine dining facilities, 38 well-equipped banquet/meeting facilities, and one of the largest spas in Tokyo. Most of the rooms boast magnificent views of the garden, which has historical artifacts and structures like a three-story pagoda built in the 14th century and a 100-year-old tea house registered as a tangible cultural asset. It has been recognized with Michelin's 5 Red Pavilions, and 4 stars in the Forbes Travel Guide Hotel and Spa category.

"Through this partnership, we hope to reach a broader global network of high-end travelers," said Tetsu Motomura, the hotel's General Manager. "Our one-of-a-kind property is the pinnacle of Japanese luxury, and is the place to experience the breadth and depth of Japanese hospitality and culture. Changing seasonal beauty has significant meaning in Japanese culture, at our garden we celebrate cherry blossoms in spring, dancing fireflies in early summer, amazing autumn foliage, and camellias blooming in snow. We hope more international guests experience this Japanese gem and urban oasis."

The hotel's emphasis on authentic Japanese experiences includes features such as a Japanese suite and onsen, in addition to activities such as traditional tea ceremonies and kimono fitting/rentals.

About Hotel Chinzanso Tokyo

Hotel Chinzanso Tokyo opened in January 2013, and is owned/managed by Fujita Kanko Inc., a publicly-traded tourism industry corporation headquartered in Tokyo, which operates 70 properties/facilities throughout Japan.