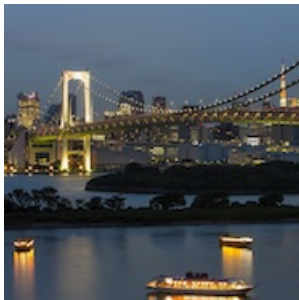


TRAVEL AND HOSPITALITY

## Four Seasons grows footprint in Japan via second Tokyo hotel

July 12, 2016



*Tokyo skyline*

By STAFF REPORTS

Four Seasons Hotel & Resorts is strengthening its presence in Japan with the announcement of plans for a second property in Tokyo.

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The hospitality group has operated a Four Seasons in Tokyo's Marunouchi business district for the past 25 years, and will soon open its second Japanese property in nearby Kyoto this coming fall. Four Seasons latest venture will be located in the heart of Otemachi, another bustling business district in Tokyo, allowing the hotel group to cater to business professionals.

### Tokyo takeover

Four Seasons has paired with Japanese real estate development company Mitsui Fudosan Co., Ltd. as its partner for the Otemachi hotel property.

The Four Seasons Otemachi will be part of a mixed-use development. The hotel aspect of the project is expected to open in spring 2020.

When completed the hotel will occupy the upper six floors of a 39-story office building and include approximately 190 guest rooms. The hotel's location in Otemachi is ideal, with the property being nearby transportation, shopping, dining and Tokyo's bustling nightlife.

While staying at the hotel, guests will enjoy panoramic views of Tokyo's cityscape, world-class dining in both indoor and outdoor settings as well as a state-of-the-art spa, fitness center and indoor pool.

Given the hotel's proximity to business in Tokyo, the Four Seasons Otemachi will include extensive meeting and events spaces as well as an Executive Club lounge for business travelers.



*Employee at The Four Seasons Tokyo, Marunouchi*

"A landmark hotel in one of the best locations in Tokyo, this will be a striking property that speaks to our confidence in this city as we meet the growing demand for Four Seasons guests and international luxury travelers visiting Tokyo," said J. Allen Smith, president/CEO of Four Seasons, in a statement.

"We have been seeking the right opportunity to extend our presence here and are excited to work in partnership with Mitsui Fudosan to introduce a new Four Seasons experience to Tokyo, one that will appeal to business and leisure travelers, as well as the domestic market," he said.

"Japanese outbound travelers represent a significant number of Four Seasons guests around the world and we look forward to offering our Japanese guests a new opportunity to experience Four Seasons at home."

Luxury brands have benefited from Japan's stable economy and its relationship with China as a prime travel destination for affluents.

For example, Italian fashion label Versace returned to Japan in Dec. 2015 after departing the market in 2009.

When Versace had a retail presence in Japan, the label operated four boutiques in total, and now as its re-entrance process has begun, the brand has opened three storefronts. The three stores capture different facets of the brand, with Versus Versace opening in April, Versace Home in July and a mainline flagship that opened late last year ([see story](#)).