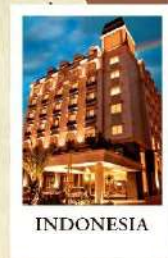
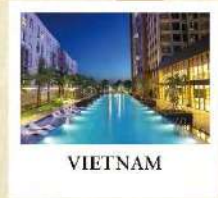
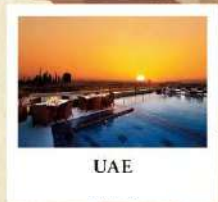
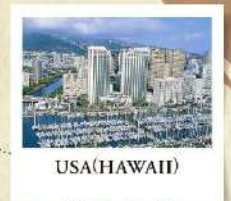
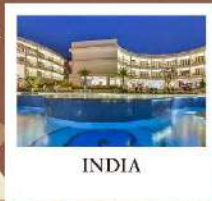
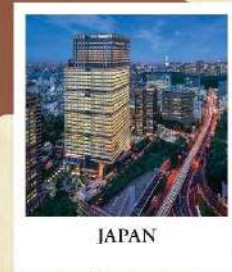


# SEIBU PRINCE HOTELS WORLDWIDE INC. FACTBOOK

As of April 14, 2023



Transforming Prince Hotels from a Japanese hotel chain into a global hotel chain



# Transforming Prince Hotels from a Japanese hotel chain to a Global hotel chain

On April 1, 2022, Prince Hotels Inc. made a new start as Seibu Prince Hotels Worldwide, Inc. Over 100 years of history since our predecessor, Hakone Tochi, was founded, Prince Hotels has continuously grown and developed together with people from all over Japan under an integrated ownership and operation system as an owner operator.

Today, however, the tourism industry has been greatly impacted by the shock resulting from the COVID-19 pandemic, a once-in-a-century crisis. Given the expectation that more events like this will occur repeatedly in the future, Prince Hotels and the rest of the Seibu Group have been promoting management reforms with the aim of building a strong and durable corporate structure based on the keywords of “resilience” and “sustainability.” Seibu Prince Hotels Worldwide will separate ownership and operation to reform into the global standard business model, which is specialized in operation. As a hotel operator, Prince Hotels will further enhance the expertise and strengths that have been cultivated over the years to provide guests with a hotel experience that is even more valuable. Prince Hotels also intend to further expand hotel bases inside and outside Japan to deliver Prince Hotels’ services all around the world.

With this unwavering commitment in mind, the goal is set to transform Prince Hotels from a Japanese brand to a global brand and strive to establish as a global hotel chain brand that is beloved all around the world.

President of Seibu Prince Hotels Worldwide  
Masahiko Koyama



# COMPANY PROFILE

Seibu Prince Hotels Worldwide, Inc. is a core company of the Seibu Group and the operating company of Prince Hotel and other accommodation facilities, ski resorts, golf courses, as well as other leisure facilities in Japan and abroad.

In addition to the four brands of The Prince, Grand Prince Hotel, Prince Hotel, and Prince Smart Inn, our subsidiary StayWell Holdings Pty. Ltd. also operates the six brands of The Prince Akatoki, Policy, Park Regis by Prince, Park Regis, Park Proxi, and Leisure Inn overseas, for a total of ten diverse brands ranging from luxury hotels to limited service hotels. Across these brands, we operate a total of 86 hotels (including membership-exclusive hotels) in major Japanese cities and resort areas such as Tokyo, Karuizawa, Hakone, and Kyoto, as well as in major cities around the world in Asia, the Middle East, Oceania, the United States, and Europe.

At the same time, we also operate leisure and sports facilities that include 31 golf courses and 10 ski resorts in Japan and abroad, as well as amusement facilities such as aquariums, movie theaters, and bowling alleys.

As a company focused on hotels and leisure as its core business, we strive to provide the highest-quality service in the entire industry and develop our business in an asset-light manner to achieve our goal of expanding our hotel network to 250 hotels in Japan and abroad and building a global hotel chain network.

Based on the Group Vision, which serves as the Group's Management Philosophy, the Seibu Group is proactively promoting initiatives toward the achievement of a sustainable society as part of our Sustainability Actions, and is promoting initiatives that serve our agendas (the key objectives) consisting of four categories (Safety, Environment, Community Engagement, and Corporate Culture) and 12 key objectives set as social values to create through our business. We have positioned environmental initiatives specifically as Green Management, and we are working proactively to reduce plastic waste and food waste and contribute to the conservation of the global environment through the achievement of carbon neutrality and the sustainable growth of the tourism industry.

## Company data

**Corporate name:** Seibu Prince Hotels Worldwide, Inc.

**Main office:** DaiyaGate Ikebukuro, 1-16-15 Minami Ikebukuro, Toshima-ku, Tokyo, Japan

**Established:** December 13, 2021

**Capital:** JPY 100 million

**Representative:** Masahiko Koyama, President & CEO

# ABOUT US



**86** hotels

Japan **55** Overseas **28**  
Membership **3**



**24,430** rooms

Japan **19,506** Overseas **4,853**  
Membership **71**



**31** golf courses

Japan **28** Overseas **3**



**10** ski resorts

Japan **9** Overseas **1**

## 10 brands

	Luxury	Upper Upscale Lifestyle	Upscale	Upper Midscale	Midscale
Prince Hotel	 The Prince	 Grand Prince Hotel	 Prince Hotel	 Prince Smart Inn	
Stay Well	 THE PRINCE AKATOKI The Prince Akatoki	 PARK REGIS BY PRINCE Park Regis by Prince <hr/> POLICY Policy	 PARK REGIS Park Regis	 PARK PROXI Park Proxi	 LEISURE INN Leisure Inn

## Founded

Seibu Prince Hotels  
Worldwide, Inc.

in **2021**

## Predecessor

Founded  
Prince Hotels, Inc.

in **1956**

# OUR NETWORK

## 1. Hotels in Japan



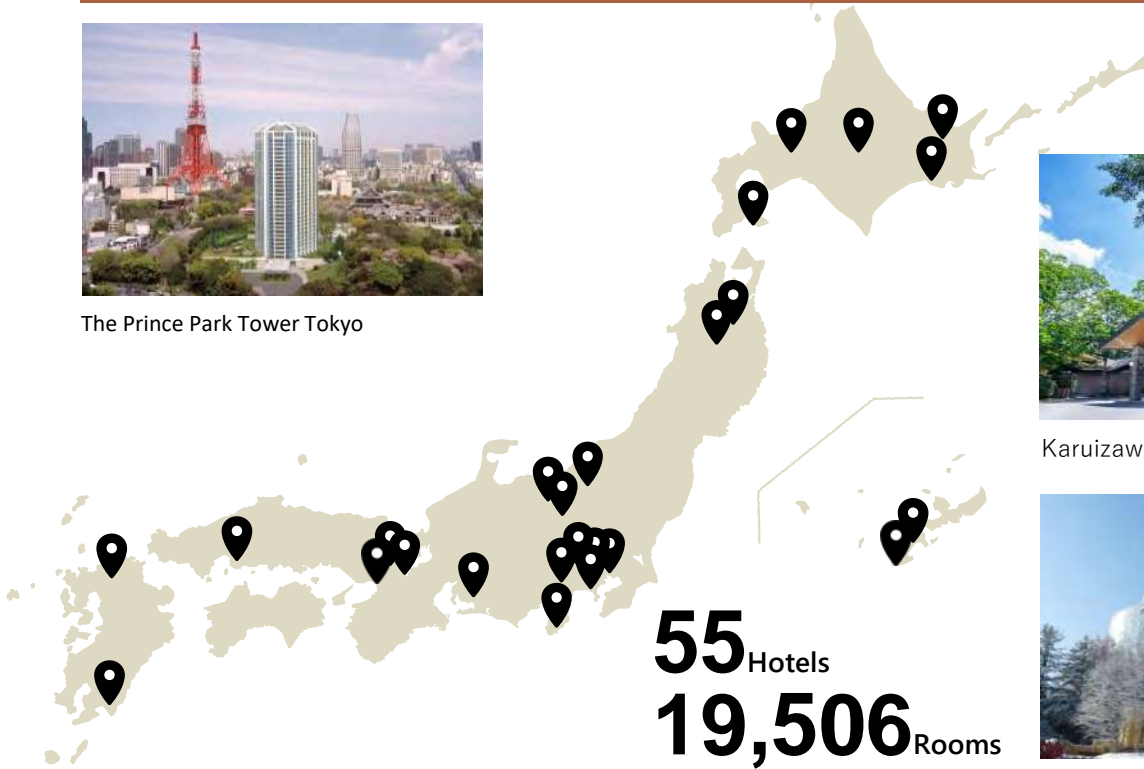
The Prince Park Tower Tokyo



Karuizawa Prince Hotel



Shin Furano Prince Hotel



**55** Hotels  
**19,506** Rooms

Area	Name	No. of rooms	Area	Name	No. of rooms
Hokkaido	Sapporo Prince Hotel	587	Saitama	Kawagoe Prince Hotel	110
	Kussharo Prince Hotel	300		Kikusuitei (Ryokan)	21
	Kushiro Prince Hotel	400	Kanagawa	Shin Yokohama Prince Hotel	875
	Furano Prince Hotel	112		Kamakura Prince Hotel	97
	Shin Furano Prince Hotel	407		Oiso Prince Hotel	305
	Hakodate-Onuma Prince Hotel	331		The Prince Hakone Lake Ashinoko	140
Akita	Towada Prince Hotel	66		Ryuguden (Ryokan)	24
	Iwate	Shizukuishi Prince Hotel		266	Hakone Yunohana Prince Hotel
Niigata		Naeba Prince Hotel	1,216	Hakone Sengokuhara Prince Hotel	100
	Nagano	The Prince Villa Karuizawa	20	Hakone-en Cottages	40
The Prince Karuizawa		100	Hotel Seaparadise Inn	28	
Karuizawa Prince Hotel		567	Shizuoka	Shimoda Prince Hotel	133
Karuizawa Asama Prince Hotel		30		Sanyo-so (Ryokan)	29
Shiga Kogen Prince Hotel		666		Kawana Hotel	100
Gunma	Tsumagoi Prince Hotel	112	Prince Smart Inn Atami	125	
	Manza Prince Hotel	196	Aichi	Nagoya Prince Hotel Sky Tower	170
	Manza Kogen Hotel	175		Shiga	Lake Biwa Otsu Prince Hotel
Tokyo	The Prince Gallery Tokyo Kioicho	250	Kyoto		The Prince Kyoto Takaragaike
	The Prince Park Tower Tokyo	603		The Hotel Seiryu Kyoto Kiyomizu	48
	Tokyo Prince Hotel	462		Prince Smart Inn Kyoto Shijo Omiya	173
	The Prince Sakura Tower Tokyo	288		Prince Smart Inn Kyoto Sanjo	137
	Grand Prince Hotel Takanawa	388	Osaka	Prince Smart Inn Osaka Yodoyabashi	333
	Grand Prince Hotel Shin Takanawa	908		Hiroshima	Grand Prince Hotel Hiroshima
	Shinagawa Prince Hotel	3,554	Fukuoka	Prince Smart Inn Hakata	190
	Shinjuku Prince Hotel	571		Miyazaki	Nichinankaigan Nango Prince Hotel
	Sunshine City Prince Hotel	1,085	Okinawa		Okinawa Prince Hotel Ocean View Ginowan
	Tokyo Bay Shiomi Prince Hotel	605		Prince Smart Inn Naha	149
	Prince Smart Inn Ebisu	82		<b>Total: 55 hotels (19,506 rooms)</b>	

# OUR NETWORK

## 2. Hotels outside of Japan



Prince Waikiki



Lake Songhua Seibu Prince Hotel



Park Regis Singapore

Area	Name	No. of rooms	Area	Name	No. of rooms	
Hawaii	Prince Waikiki	563	India	Park Regis Goa	109	
	The Westin Hapuna Beach Resorts	249		Leisure Inn Grand Chanakya	52	
	Mauna Kea Beach Hotel	252	Singapore	Park Regis Singapore	202	
China	Lake Songhua Seibu Prince Hotel	215	Indonesia	Park Regis Arion	94	
	Leisure Inn Shenzhen	87		Leisure Inn Arion	82	
Taiwan	Nice Prince Hotel Chiayi, Taiwan	245	Vietnam	Park Regis Cocobay	686	
Australia	Park Regis City Centre	122		Leisure Inn Cocobay	372	
	Park Regis Concierge Apartments	59	UAE	Park Regis Kris Kin Hotel	384	
	Park Regis North Quay	44		Park Regis Business Bay	208	
	Park Regis City Quays	64	Bahrain	Park Regis Lotus Hotel	165	
	Park Regis Piermonde Apartments	12		England	The Prince Akatoki London	82
	Park Regis Anchorage	30	Park Regis Barmingham		253	
	Park Regis Griffin Suites	40	<b>Total: 11 areas 28 hotels (4,853 rooms)</b>			
	Leisure Inn Pokolbin Hill	66				
	Leisure Inn Spires	36				
	Leisure Inn Penny Royal Hotel & Apartments	80				

# OUR NETWORK

## 3. Membership Hotels

Area	Name	No. of room
Nagano	Prince Vacation Club Villa Karuizawa Asama	15 villas
	Prince Vacation Club Karuizawa Asama	48
Shizuoka	Prince Vacation Club Sanyo-so	8



Prince Vacation Club  
Villa Karuizawa Asama



Prince Vacation Club  
Karuizawa Asama



Prince Vacation Club  
Sanyo-so

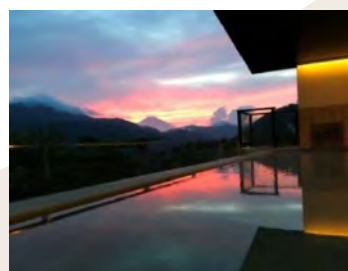
## Hot Springs

Hotel	Name of Onsen	Hotel	Name of Onsen
Sapporo Prince Hotel	<u>Open-Air Hot Spring</u>	Manza Kogen Hotel	<u>Sekitei Rotenburo, Hyakusen no Yu</u>
Kussharo Prince Hotel	<u>Kussharo open-air Hot Spring</u>	The Prince Park Tower Tokyo	Hot Spring bath
Shin Furano Prince Hotel	<u>Furano Hot Spring Shisai no Yu</u>	Oiso Prince Hotel	<u>THERMAL SPA S.WAVE Onsen</u>
Hakodate Onuma Prince Hotel	<u>West Onuma Hot Spring Morinoyu</u>	The Prince Hakone Lake Ashinoko	<u>Hakone Kohan no Yu</u>
Towada Prince Hotel	<u>Lake Towada West Shore Hot Spring</u>	Ryuguden(Ryokan)	<u>Hot Spring open air bath (Main Building) Public Family Bath (Annex)</u>
Shizukuishi Prince Hotel	<u>Shizukuishi Takakura Hot Spring</u>	Hakone Yunohana Prince Hotel	<u>Outdoor Bath</u>
Naeba Prince Hotel	<u>Naeba Hot Spring</u>	Hakone Sengokuhara Prince Hotel	<u>Onsen</u>
The Prince Villa Karuizawa	<u>Maisonette Spa</u>	Hakone-en Cottage	<u>Hakone Kohan no Yu</u>
Karuizawa Prince Hotel	<u>Forest Hot Spring MOMIJI HOT-SPRING</u>	Shimoda Prince Hotel	Scenic Onsen
Tachiyori no Yu Karuizawa Sengataki Onsen	<u>Karuizawa Sengataki Onsen</u>	Sanyo-so (Ryokan)	<u>Communal Bathhouse</u>
Tsumagoi Prince Hotel	<u>Motoshirane Onsen</u>	Kawana Hotel	<u>Brisa Marina</u>
Manza Prince Hotel	<u>Komakusa no Yu, Shakunage no Yu, Nanakamado no Yu</u>	Grand Prince Hotel Hiroshima	<u>Hiroshima Hot Spring Seto-no-yu</u>
Prince Vacation Club Villa Karuizawa Asama Prince Vacation Club Karuizawa Asama Karuizawa Asama Prince Hotel	<u>Breeze in Plateau</u>		

- ※Hot Springs with underline have open air bath.
- ※The Prince Villa Karuizawa draws hot springs into a bathtub in the room and does not have a large public bath.
- ※Karuizawa Prince Hotel Forest Hot Springs is for only staying guests at Karuizawa Prince Hotel East (main building), The Prince Villa Karuizawa, The Prince Karuizawa.
- ※MOMIJI HOT-SPRING is for only staying guests at Karuizawa Prince Hotel West (main building), The Prince Villa Karuizawa, The Prince Karuizawa.
- ※Tachiyori no Yu Karuizawa Sengataki Onsen is a specialized Onsen facility without guest rooms.
- ※Breeze in Plateau is only for staying guests at Prince Vacation Club Villa Karuizawa Asama, Prince Vacation Club Karuizawa Asama, Karuizawa Asama Prince Hotel and golf players at Karuizawa Asama Golf Course.



Manza Kogen Hotel Sekitei Rotenburo



Ryuguden Hot Spring open air bath



Karuizawa Asama Prince Hotel Rotenburo



# GOLF RESORTS

## 1. Golf Courses in Japan

Area	Name	No. of holes	Area	Name	No. of holes
Hokkaido	Furano Golf Course	36	Saitama	Kuni Country Club	27
	Kamishihoro Golf Course	36		Musashigaoka Golf Course	18
	Memambetsu Golf Course	18		Shin Musashigaoka Golf Course	18
	Hokkaido Country Club	36		Seibuen Golf Course	18
Iwate	Shizukuishi Golf Course	36	Chiba	Ohara-Onjuku Golf Course	18
	Iwate Numakunai Country Club	36	Kanagawa	Daihakone Country Club	18
Nagano	Karuizawa Prince Hotel Golf Course	9		Hakone Yunohana Golf Course	18
	Seizan Golf Course	18		Hakone-en Golf Course	18
	Karuizawa 72 Golf East Course	36	Shizuoka	Nishiatami Golf Course	18
	Karuizawa 72 Golf West Course	36		Kawana Hotel Golf Course	36
	Karuizawa 72 Golf South Course	18	Shiga	Seta Golf Course	54
	Karuizawa 72 Golf North Course	18		Ryuo Golf Course	18
	Karuizawa Asama Golf Course	18	Miyazaki	Nichinan Kushima Golf Course	18
Magoie Golf Course	9	<b>Total 28 Golf Courses (675 holes)</b>			
Gunma	Tsumagoi-Kogen Golf Course	18			



Hokkaido Country Club



Karuizawa 72 Golf



Seta Golf Course

## 2. Golf Courses outside of Japan

Area	Name	No. of holes
Hawaii	Hawaii Prince Golf Club	27
	Mauna Kea Golf Course	18
	Hapuna Golf Course	18
<b>Total 3 golf resorts (63holes)</b>		



Hawaii Prince Golf Club



Mauna Kea Golf Course



Hapuna Golf Course

### Selected in the "World Golf 100" for 2021-2022 by U.S. Golf Magazine

Kawana Hotel Golf Course Fuji Course was ranked 62nd in the "World's 100 Best Golf Courses" for 2021-2022 by U.S. Golf Magazine. This is a beautiful and challenging golf course that continues to attract golfers from Japan and abroad.

# SNOW RESORTS

## 1. Ski Resorts in Japan

Area	Name	No. of ropeways	Area	Name	No. of ropeways
Hokkaido	Furano Ski Resort	9	Nagano	Karuizawa Prince Hotel Ski Resort	9
Iwate	Shizukuishi Ski Resort	6		Shiga Kogenyakebitaiyama Ski Resort	5
Niigata	Naeba Ski Resort	14	Gunma	Manza Onsen Ski Resort	5
	Kagura Ski Resort	18	<b>Total 9 Ski Resorts (75 ropeways)</b>		
	Myoko Suginohara Ski Resort	5			
	Muikamachi Hakkaisan Ski Resort	4			

※The ropeways only operated are included in the no. of ropeways.

※Seibu group operates Sayama Ski resort.



Furano Ski Resort



Shizukuishi Ski Resort



Karuizawa Prince Hotel Ski Resort

## 2. Ski Resorts outside of Japan

Area	Name	No. of ropeways
China	Lake Songhua Ski Course	6
<b>Total 1 Ski Resort (6 ropeways)</b>		



Lake Songhua Ski Course

### World Cup venues

Audi FIS Alpine Skiing World Cup 2020 Niigata Yuzawa Naeba Competition was held at Naeba Ski Resort.

#### Other World Cup venues

Furano Ski Resort (Ski & Snowboard World Cup)  
 Shiga Kogen Snow Resort (Ski & Snowboard World Cup, Nagano Olympics)  
 Shizukuishi Ski Resort (Ski & Snowboard World Cup, Alpine World Ski Championships)

### Naeba Ski Resort, the country's best-known ski resort

Mt. Naeba is one of the most famous Ski Resorts, a World Cup venue offering excellent snow conditions and a variety of terrains as major attractions for domestic and overseas visitors. Visitors at Naeba Ski Resorts can also take a ride to go to Kagura Ski Resort via Doragondola, which is the longest gondola in Japan. These two locations are now called Mt. Naeba, attracts skiers and snowboarders from around the world.



# SUSTAINABILITY ACTION

In accordance with our Group Vision, which serves as the Group's Management Philosophy, the Seibu Group is actively promoting initiatives toward the achievement of a sustainable society through efforts called Sustainability Actions.

Specifically, Seibu Prince Hotels Worldwide has set four categories (Safety, Environment, Community Engagement, and Corporate Culture) and 12 agendas (the key objectives) as social values to create through our business, and is proactively promoting activities that serve the agendas.



## Safety

By steadily providing safe services, we support the foundation of our customers' lives and create environments in which they can engage in business or leisure activities with peace of mind.

## Community Engagement

We work on regional revitalization while actively addressing the social issues facing Japan, such as a low birthrate and an aging population, and we also embrace diversion and inclusion with universal design.

## Corporate Culture

We are promoting the development of a structure for establishing a trusted corporate culture in addition to activities designed to instill the Group Vision so that each of our employees will act accordingly.

### Specific initiatives

- COVID-19 prevention measures
- Food safety and security
- Business Continuity Plan (BCP) handling
- Measures against antisocial forces



Food Sanitation Committee manager meeting

### Specific initiatives

- Promoting local production for local consumption
- Creating accessibility through universal design
- Participating in the Children's Support Project
- Volunteer activities



"Seibu Juku (Learning with Seibu)," part of our Children's Support Project activities

### Specific initiatives

- Promoting work style reforms
- Recruiting a diverse workforce
- Human resource development
- Establishing a compliance system



A joint training session for compliance officers

## Environment

We are mindful of the natural environment, air, and water resources. As such, we contribute to environmental conservation through our business in addition to reducing our environmental impact through efficient use of energy.

The Seibu Group positions our environment-related sustainability initiatives as **Green Management**, and we work proactively to achieve them.

### Specific initiatives

#### ■ New efforts to reduce plastic waste

With the Plastic Resource Circulation Act taking effect in April 2022 as well as similar regulations, efforts to reduce plastic waste are a major theme for hotel operators.

We have already been working to reduce plastic waste and otherwise operate in an environmentally friendly manner, and we will continue to make further efforts to reduce plastic waste going forward.

- Suggesting that guests forgo the use of disposable amenities in guest rooms (for donation to environmental conservation activities)
- Suggesting that guests forgo cleaning services during multiple-night stays (for donation to environmental conservation activities)
- Efforts to eliminate plastic at domestic golf courses  
Removing disposable plastics from changing rooms and requesting that guests bring their own
- Gradually replacing plastic takeout products (forks, etc.) with alternative materials



Forgoing amenities in guest rooms



Forgoing cleaning services in guest rooms

#### ■ Other efforts to reduce plastic waste

- Gradually replacing our original natural mineral water with label-less, 100%-recycled PET bottles. Started horizontal recycling at hotels in the metropolitan area
- Eliminating disposable plastic straws in restaurants and banquet halls
- No longer providing disposable plastic bags at domestic golf courses
- Charging for plastic shopping bags (proceeds donated to local municipalities)



Label-less PET bottle

#### ■ Other initiatives

- Reducing transportation vehicles with a joint delivery system
- Reducing food loss and waste
- Securing water resources (reducing water usage and conserving water resources)
- Local environmental conservation activities (donating a portion of sales proceeds from private-brand products)