

## Solare Hotels & Resorts Re-Brands Seven Properties

2007-03-27

---

### Launch of new Upscale Full Service Brand, Loisir Hotels

Solare Hotels & Resorts Co. Ltd. will create another Japan hotel industry first by re-branding seven of its hotels in the record time of a mere month. The new brand to be known as 'Loisir Hotel' will become Solare's Upscale Full Service brand offering 'upscale service with local flavor', including full banquet and wedding services.

Totalling some 1,400 guestrooms, the seven hotels which have undergone the 'Loisir Hotel' transformation in record time are located in the Japanese cities of Asahikawa, Hokkaido; Atsugi, Kanagawa; Joetsu, Niigata; Yokkaichi, Mie; Ogaki, Gifu; Nagasaki City and Naha, Okinawa. In addition to these seven hotels, plans are afoot to grow the portfolio to 20 hotels which will cover major cities in Japan, including Sapporo, Tokyo, Nagoya, Osaka and Fukuoka.

Solare Hotels & Resorts CEO A.G. Virili said; 'We are extremely excited about the launch of our new Loisir Hotel brand. Much effort has gone into the researching and developing of the brand, and to achieve the transformation in less than a month is evidence of the excellent teamwork and dedication of those involved. It is a tremendous achievement that we are well proud of.'

To reflect the sophisticated and relaxing nature of Loisir Hotels an aromatic scent has been specially created for the brand called 'Fragrance of Loisir - All White'. This aromatic scent set to become the fragrant trademark of all Loisir Hotel lobbies will create a unique and memorable arrival experience for all visitors and guests. In line with the brand's responsibility to the environment, 'Fragrance of Loisir - All White' is produced with 100% natural ingredients blended from the specially selected essential oils of five white florals.

Says A.G.Virili; 'The fragrance has been especially created not only to be well received by all nationalities but to especially appease and rejuvenate Japanese sensibilities. Loisir Hotels are set to excite all five senses'

The Loisir brand will join Solare Hotels & Resorts' existing portfolio of hotel brands including the smart and functional 'Chisun' brand and international 'Solare Collection' brand.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article26866.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

*Distribute your news on our Network*

See what all the buzz is about at:

[http://www.hotelnewsresource.com/Info-news\\_account\\_info.html](http://www.hotelnewsresource.com/Info-news_account_info.html)