

W Hotels Makes Entry into Japan with its First Hotel in the Asian Destination of Yokohama

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Signs Deal to Open First Property in Japan, W Yokohama to Debut in the Minato Mirai 21 Redevelopment in 2010

Starwood Hotels & Resorts Worldwide, Inc. (NYSE:HOT), announced the signing of W Yokohama, marking the brand's entrance into Japan. Starwood entered into a long-term relationship with Pacific Management Corporation and Penta-Ocean Construction Co., Ltd. to manage this new-build hotel in Yokohama, one of Japan's major commercial centers. Boasting a prime location at the heart of the city's most forward-looking, urban development project, W Yokohama will make its debut in 2010 offering 245 guest rooms, more than 10,000 square feet of meeting space, a W Living Room Bar, two restaurants and a signature spa.

"W continues to extend beyond the boundaries of everyday travel, offering a magical mix of sexy destinations and sublime design," said Ross Klein, President of Starwood's Luxury Brands Group. "W Yokohama will offer a modern, sophisticated escape for travelers in the bustling landscape of one of Japan's most dynamic cities. From Japan to Greece, Spain to Switzerland, Chile to China, W is going global as the influential and innovative lifestyle authority."

W Yokohama is a highly anticipated addition to Shinko, the New Port, district an impressive, futuristic destination within a destination with dazzling views, soaring towers and high-end shopping in Minato Mirai 21 development Home to nearly 1,200 corporations, MM21 attracts millions of visitors each year to its retail, leisure, hotel and convention facilities. W Yokohama will offer sweeping harbor views from its prime water-front location next to the Red Brick Warehouse, a refurbished shopping area with a variety of boutiques, restaurants and live music venues. The city's top attractions, including Sankeien Garden, Shomyoji Temple and Japan's largest Chinatown, are easily accessible via the city's sleek new subway system.

Located 18 miles west of Tokyo, the forward-looking city of Yokohama is experiencing brisk growth in its biotechnology and semiconductor sectors and continued expansion of its convention business. In addition to offering direct access to the city's most important business centers, W Yokohama will be less than 30 minutes drive from the Haneda Airport, Tokyo's main domestic airport, also known as the busiest airport in Asia.

'The entry of the W brand into Japan is truly an exciting moment for us. The signing of W Yokohama marks the debut of this luxury lifestyle brand in Japan, and will be a major cornerstone for the W brand's presence in Japan and in Asia,' said Miguel Ko, President, Starwood Hotels & Resorts, Asia Pacific. 'As Japan's second largest city, Yokohama and its southern suburbs have traditionally been a place of escape, enjoyment and relaxation for Tokyo's well-to-do. Given its position as Japan's largest port, home to a considerable expatriate community and high-end boutiques, Yokohama enjoys nationwide recognition as a sophisticated and alluring destination, a great fit with the W brand.'

'It is a great pleasure to announce the development of W Yokohama, marking the debut in Japan of the W brand that commands tremendous popularity as a source of modern lifestyle across the globe,' said a representative from Pacific Management. 'A good balance between the W brand's signature design and comfort will be maintained at a high dimension while keeping in harmony with the historical features of the surroundings in the conviction that W Yokohama will write a new page in urban developments in the Minato Mirai 21 district as a landmark hotel with great presence that will become the future icon of the district.'

'Pacific Management has been contributing to the stable livelihood of the people of Japan by listing Nippon Residential Investment Corporation, which is Japan's first REIT specializing in residential properties, followed by listing Nippon Commercial Investment Corporation, which invests into office and retail properties, and by engaging in other real estate investment fund management operations,' continued a representative from Pacific Management. 'Pacific Management will take this hotel development as an opportunity to seek the creation of added value in real estate investment through the provision of hospitality that is distinct from any other.'

In addition to W Yokohama's cutting-edge design and cosmopolitan ambience, the hotel will offer guests an opportunity to relax in style in the signature W bed, outfitted with feather-top mattresses, 350 thread-count Egyptian cotton sheets and goose-down comforters. The alluring, water-front hotel will also offer the signature W Whatever/Whenever service, the hotel's 24-hour concierge that can provide whatever guests want -- from a pair of running shoes to private jet service -- whenever they want it.

W Yokohama is the latest addition to the brand's fast-growing international collection of hotels in the world's most vibrant cities and emerging destinations. W, the fastest growing luxury hotel brand in the world, has recently announced plans to open hotels in Barcelona, Istanbul, Athens, Hong Kong, Shanghai, Koh Samui, Santiago, Dubai, Doha and Macau. These properties will follow the highly successful openings of the W Retreat & Spa-Maldives, W Montreal, and W Mexico City

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