

Hilton Hotels Corporation to Manage Hilton Niseko Village, Japan

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Hilton Niseko Village Will Offer a Premium Ski and Golf Resort for All Seasons in Hokkaido's Famous Niseko Area from July 2008

Hilton Hotels Corporation has signed an agreement with a Japanese investment vehicle of Citigroup Principal Investments Japan Co., Ltd, to manage the conversion, re-branding and operations of the Hilton Niseko Village in Japan, to be launched on 1 July 2008.

Refurbishment plans call for an extensive, multi-million dollar renovation of the property currently known as Niseko Higashiyama Prince Hotel, to upgrade the hotel and align it with the Hilton brand experience, including a restyled lobby and guest rooms, 5 new food and beverage concept outlets, a spa, fitness center and Hilton Meeting facilities.

Comprising 506 rooms, the hotel boasts a 'Ski In, Ski Out' location steps away from the Niseko Gondola at the south base of Niseko Annupuri mountain, Asia's premier mountain resort destination. Weather systems from Siberia ensure a consistently high and light snowfall in Niseko, producing ideal pistes of deep powder snow in winter, and cool, low humidity summers.

The resort also has two 18-hole golf courses, complementing a wide range of summertime outdoor activities, including mountain biking, hiking, white water rafting and a complete program of outdoor activities for guests of all ages and fitness levels. While Hilton will manage the hotel, the existing operator will continue to manage the ski, golf and outdoor activities after the re-brand.

In recent years, the Niseko region has been transformed from an isolated alpine retreat to one of Asia's premier mountain destination resorts, popular in all seasons among visitors from Japan, Australia, Hong Kong, Korea and China. The resort is 100 kilometres from Chitose International Airport.

Koos Klein, President, Hilton Hotels Asia Pacific, commented, 'With its ideal location in a premier ski and summer sports resort, the Hilton Niseko Village will offer a wide choice of activities for leisure and MICE (Meetings, Incentives, Conferences & Exhibitions) travellers to Niseko. It also underscores our goal to grow our presence in Japan, a key market where we aim to offer Hilton Family hotel products and prices that suit our guests' needs, whatever stage of life they are at.'

Eiki Shibao, Representative Director of Citigroup Principal Investments Japan (CPI), commented, 'CPI and Hilton's shared goal for Niseko is clear: a year-round resort experience on par with renowned mountain destinations in North America and Europe. The re-branded Hilton Niseko Village will offer world-class rooms and food and beverage, superior customer service and a wider range of amenities, further strengthening Niseko's position as the top mountain destination in Asia. Further, Hilton's presence in the Niseko region will contribute to the local community's economy and improve the region's recognition throughout Asia.'

Hilton Family of Hotels in Japan

Hilton Hotels Corporation currently operates 8 Hilton Family hotels in Japan:

1. Hilton Tokyo
2. Hilton Tokyo Bay
3. Hilton Tokyo Narita Airport
4. Hilton Nagoya
5. Hilton Odawara Resort and Spa
6. Hilton Osaka
7. Hilton Otaru
8. Conrad Tokyo

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