

Best Western Targets 30 Hotels in Japan by 2010

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Best Western plans expansion to become the largest International hotel chain in Japan within three years.

Best Western International continues its expansion into the Land of the Rising Sun, targeting 30 hotels by 2010, which would make it the largest hotel chain in Japan.

'Japan has a lot to offer as a destination,' stated Mr. Glenn de Souza, Best Western Vice President International Operations Asia, 'It is an art and cultural center, has stunning architecture and is home to a range of natural attractions.'

Mr. de Souza expressed his optimism on the achievable goal of becoming the largest International hotel chain in Japan within the next three years. 'Visitor arrivals to Japan have shown strong growth in recent years, and this trend is likely to continue into the foreseeable future,' he said.

Best Western is pleased to announce its newest properties coming online this year. The Best Western Shinjuku Astina, Tokyo, with 214 rooms, is located in one of the capital's shopping and entertainment districts close to Shinjuku Gyoen, one of Tokyo's largest and most pleasant parks and a prime cherry blossom viewing spots, and opens in March 2008. Best Western Matsumoto, an 8-storey city hotel with 103 modern and spacious rooms in picturesque Matsumoto, of the Nagano prefecture, opens in the beginning of April.

Also scheduled to open in April 08, the Best Western New World Sendai with 203 rooms. The 134-room Best Western Hotel Newcity Hirosaki opens in April 20th, while the 136-room Best Western Tosu in Saga-Ken debuts in June, and the 292-room Best Western in Sapporo opens its door in August 2008.

Ten properties which are in various stages of re-branding, refurbishment, and construction are to be opened in 2009 -2010, including the 190-room Best Western Premier Osaka Bay (near Universal Studios, Japan) in July 09, 146 rooms Best Western Hotel Kagoshima in Kagoshima-city open in June 2009, Best Western Premier Hotel Kanazawa which has 193 rooms in Kanazawa-city Ishikawa prefecture will be opened in April 2010, Best Western Premier Hotel Hakodate, 181 rooms in Hakodate-city, Hokkaido will be opened in Autumn 2010.

Target clients for Best Western hail from around the globe, with an even mix of business and leisure travelers. Some properties in Japan are conveniently located in the heart of the city, providing well-situated facilities for business travelers, while some are perfect for leisure travelers, located within walking distance of shopping areas and tourist destinations. Whether for business or leisure, individuals or families, all Best Western Hotels provide high quality accommodation, superior level of service, and value for money.

Best Western already operates five properties in Japan: Best Western Takayama, Best Western Kochi, Best Western Premier Hotel Nagasaki, Best Western Joytel Osaka, and Best Western Wakayama. Altogether, these hotels achieved an average of 70% for year-round occupancy rates in 2007.

Best Western's confidence in Asia, is further stimulated by a strategy to add quality hotels in high-profile areas, offering accommodation that delivers value for money, continuing the hotel chain's ongoing efforts to maintain and upgrade standards and services, driving guest satisfaction, while increasing revenue for individual hotel owners. Best Western International aims to open at least 200 hotels within the region, become the largest hotel chain in Asia within 2010.

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