

Contact:

Alexandra Huebner

ahuebner@bridgeny.com

+1-212-583-1043 (U.S.)

Hotel Okura Co., Ltd. Enhances Global Reservations Network

**One Global Network Will Book Reservations for
Okura Hotels & Resorts, Nikko Hotels International and Hotel JAL City**

April 9, 2012, Tokyo – [Hotel Okura Co., Ltd.](#) and [JAL Hotels Co., Ltd.](#), have announced that, starting on April 10, 2012, they will implement a global reservation booking system to serve all 79* hotels in their chains: [Okura Hotels & Resorts](#), [Nikko Hotels International](#) and [Hotel JAL City](#). The global network of 19 reservation centers and an online booking engine will streamline reservations and enhance guest services.

The global network offers 19 toll free numbers covering U.S., Canada, Mexico, U.K., France, Germany, U.A.E., South Korea, China, Hong Kong, Taiwan, Indonesia, Thailand, Malaysia, Singapore, India, Australia, New Zealand and Japan. In addition to English, assistance in local languages is available at most reservation centers. The U.S./Canadian center will also provide Spanish assistance.

“We are taking a big step towards globalizing the entire Okura group and strengthening our global sales network. Our impeccable services begin when a guest starts making a reservation, and we are constantly trying to improve in this area,” said Toshihiro Ogita, President of Hotel Okura Co., Ltd.

Detailed information about the global reservations network, including the toll-free numbers, are available at: <http://www.jalhotels.com/inquiry/phone.html>

Online reservations are available at: <http://www.jalhotels.com/> and <http://www.okura.com/>

*Including Okura Prestige Bangkok, opening in May, 2012

About Hotel Okura Co., Ltd.

Hotel Okura Co., Ltd., founded in 1958 and headquartered in Tokyo, opened its flagship hotel, Hotel Okura Tokyo, in 1962. The company has extensive business operations in the hospitality and related industries and manages [Okura Hotels & Resorts](#), which has built a network of 23 hotels with a total of 7,326 guest rooms in and outside Japan.

In 2010 Hotel Okura Co., Ltd. acquired the majority of shares in JAL Hotels Co., Ltd., also an international hospitality company headquartered in Tokyo. JAL Hotels manages 55 hotels with a total of 17,351 guest rooms in two groups: [Nikko Hotels International](#), an international luxury hotel group with properties on four continents, and [Hotel JAL City](#), a group of mid-priced business hotels in Japan.

The companies plan to open The Okura Prestige Bangkok and The Okura Prestige Taipei in 2012, and Hotel Nikko Guangzhou and Hotel Nikko Suzhou in China in 2013.

For more information, visit <http://www.okura.com/press/index.html> and <http://www.jalhotels.com/mediaroom/>