



THE ROYAL PARK  
I C O N I C



THE ROYAL PARK



THE ROYAL PARK  
C A N V A S



ROYAL PARK HOTELS

# Royal Park Hotels



August, 2019

Royal Park Hotels and Resorts Company, Limited.

**MITSUBISHI ESTATE GROUP**



## Index

1. Overview
2. Positioning Map
3. Brand Concept
4. Awards
5. Our Hotels
6. Newly Opened Hotels
7. Latest News

# 1. Overview

Royal Park Hotels and Resorts Company, Limited.

Principal Business Activities: Hotel Management and Operation

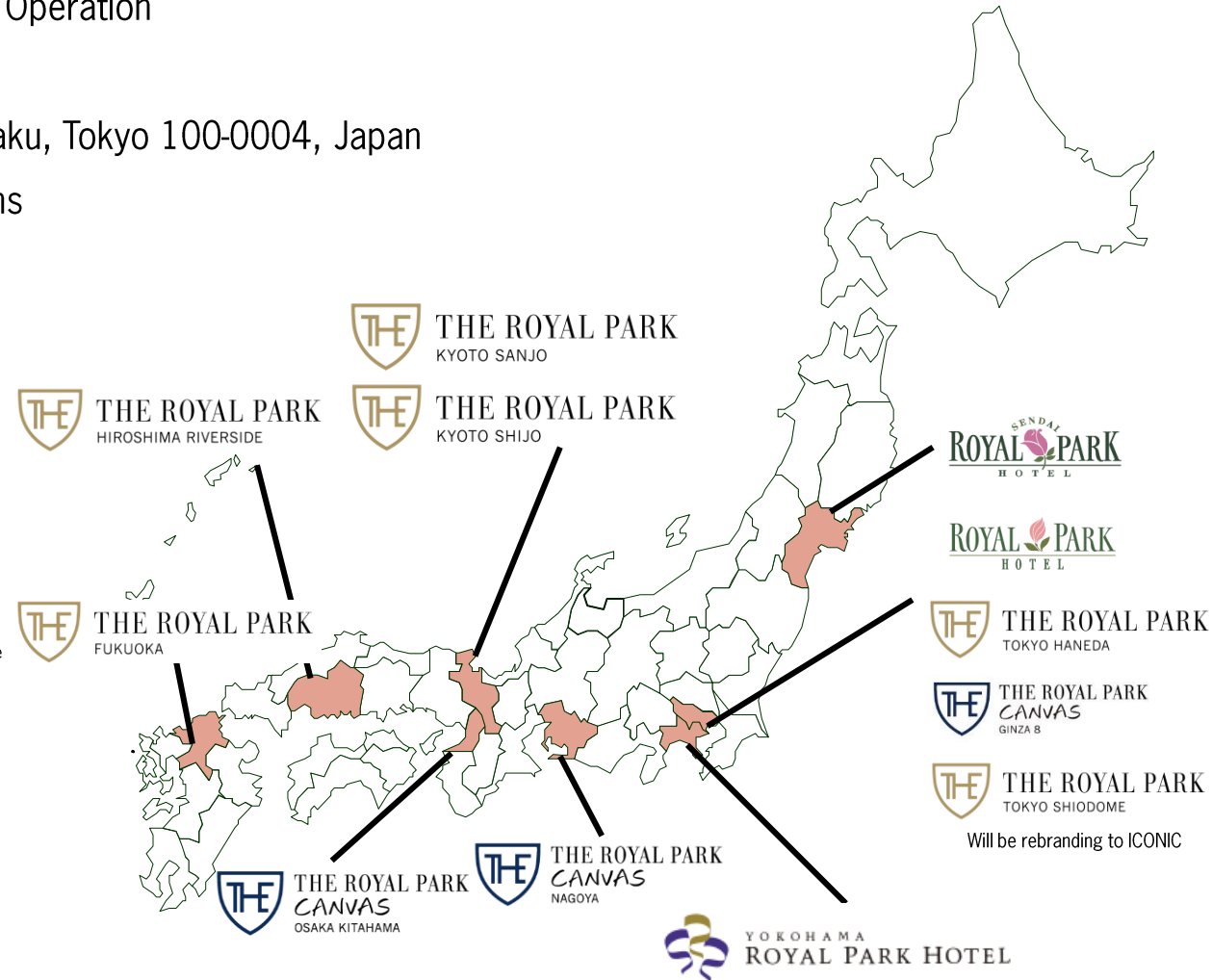
Establishment: November 11<sup>th</sup>, 2000

Headquarters: 1-6-1 Otemachi Chiyodaku, Tokyo 100-0004, Japan

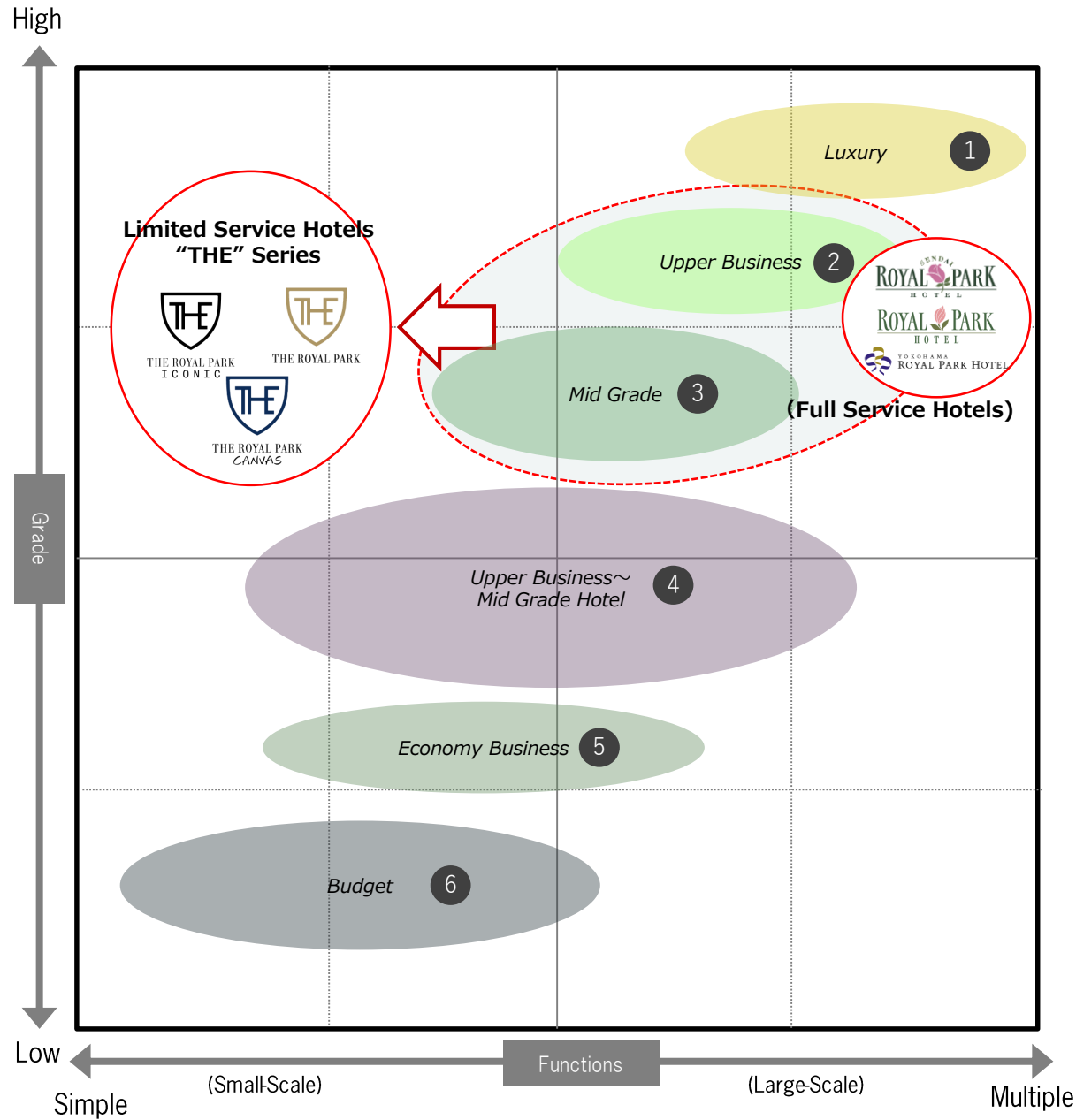
Total Number of Hotels: 12 Hotels, 2,920 Rooms

TYPES	BRANDS	HOTELS
Royal Park Hotel Full Service Hotel	  	3
“ICONIC” Premium Limited Service Hotel		1* <small>*The Royal Park Hotel Tokyo Shiodome will be rebranding to ICONIC</small>
“THE” Upscale Limited-Service Hotel		5
“CANVAS” Lifestyle Hotel		3

“THE” Series



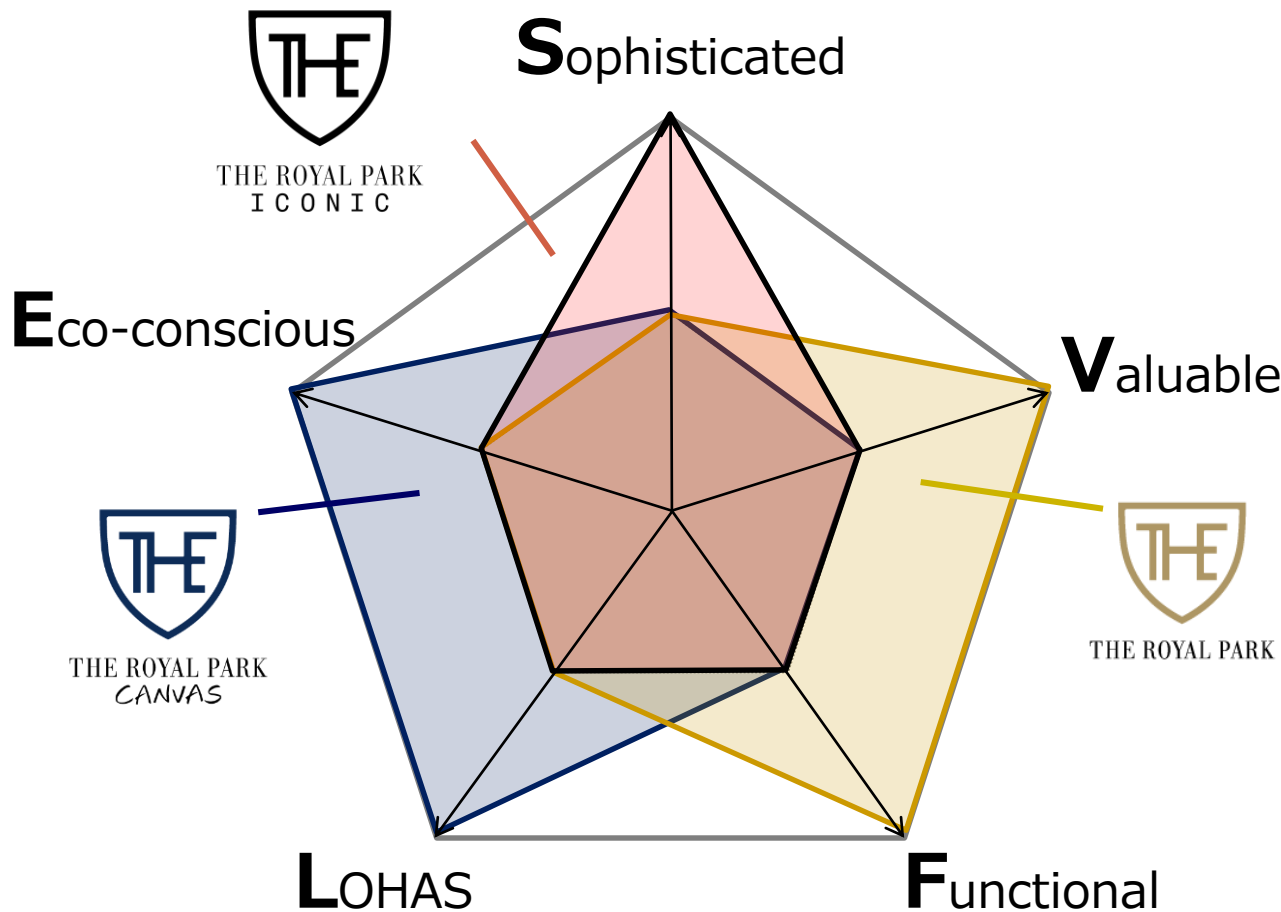
# 2. Positioning Map



No.	Hotel Image (example)
1	Penninsula Shangri-La Four Seasons Ritz Carlton Mandarin Oriental Park Hyatt Grand Hyatt
2	Hotel Okura Imperial Hotel Hotel New Otani Place Hotel Rihga Royal Hotel <b>Royal Park Hotel</b>
3	Hilton Sheraton Hotel Granvia Keio Plaza Hotel ANA Crown Plaza Hotel <b>The Royal Park Hotel Iconic</b> <b>The Royal Park Hotel</b> <b>The Royal Park Canvas</b>
4	Excel Hotel Tokyo Mitsui Garden Hteols Hotel Monterey Cross Hotel
5	Tokyu Inn Hotel JAL City Washington Hotel Hotel Sunroute
6	Hotel Mets APA Hotel Toyoko Inn

# 3. Brand Concept (THE)

**THE Series Concepts : "Hospitality integrating the City"**  
 Our 3 business lines ("SELF-V") each with a different approach and focus



## "SELF-V" ideas

### **S**ophisticated

Designed with sophisticated and open spaces and casual, comfortable services to disconnect from daily life

### **E**co-conscious

Only necessities with the required amounts.

### **L**OHAS

Promoting healthy life style through meals, good rest, events and accommodation deals.

### **F**unctional

Great service at an affordable price

### **V**aluable (high value added)

Seamless service with even smoother check-in and check-out

### 3. Brand Concept (ICONIC)

Flagship Line of our Premium Limited Service Hotel “THE” Series  
**The Royal Park Hotel (ICONIC)**



THE ROYAL PARK  
I C O N I C

# The art of time

~Have a memorable time ~

The name “ICONIC” embraces our wish to let guests have a truly memorable time our hotel.  
We take great care to provide services and facilities of the highest quality to ensure a comfortable and enjoyable stay.

### 3. Brand Concept (THE)

With the term “THE” we stress our main goals,  
“Being THE number one hotel in town” and “Being THE hotel of choice for our customers”



## THE ROYAL PARK

Inviting you to enjoy our hotel’s atmosphere and comfort

Knowledgeable concierges impart exclusive information about the location

Spacious hotel to ease away travel tiredness

Interior and exterior design and amenities in tune with the characteristics of the location

More than comfortable. More than convenient. Fully embracing the city’s uniqueness

"Hospitality integrating the City"

# 3. Brand Concept (Canvas)

The name “CANVAS” portrays our goal to create a hotel where guests can utilize amenities and facilities in a way to suit their own personal style. It is similar to painting their own picture on a canvas.

## CANVAS MESSAGE

**MAKE  
IT  
HAPPEN**

This message conveys our wish to see our guests', locals' and our own dreams come true by taking action. We believe whatever the dream, big or small, the most important thing is to make it happens.



## CANVAS EXPERIENCE

It means that something is created when people gather. Just being there can create something. "When you meet someone new, something begins"

### <CANVASLOUNGE>

Fully accessible for all guests it is a functional and cool place for people to get together. A creativity-inducing space to spend some free time whether travelling for business or pleasure.



## CANVAS PHILOSOPHY: FUN. LOCAL. CONNECT

Our CANVAS PHILOSOPHY is based on 3 important ideas. Together with our range of services they create the CANVAS experience

### ■ WE HAVE FUN

We enjoy working at CANVAS and we believe our guests cannot enjoy themselves if we don't. We offer much more than just hotel rooms and services but also a place to enjoy. We share the space with our guests at CANVAS thus creating a chain of positivity.

### ■ WE THINK LOCAL

We establish a good relationship with our neighbours and contribute to wealth of the neighbourhood CANVAS is situated in. We introduce unique local brands, services, customs and more to our guests. We want to bring out positive values through connecting guests and locals

### ■ WE ARE CONNECTED

We love all the connections being created around CANVAS. Beyond the conventional relationship between guests and staff, we care about people's feelings and like to share them. CANVAS creates opportunities to connect with others







# 5. Our Hotels

	Sendai Royal Park Hotel	Royal Park Hotel	Yokohama Royal Park Hotel	The Royal Park Hotel Shiodome*	The Royal Park Hotel Fukuoka	The Royal Park Hotel Kyoto Sanjo	The Royal Park Canvas Nagoya	The Royal Park Hotel Tokyo Haneda
								
Opening date	1995/4/8	1989/6/1	1993/9/15	2003/7/1	2011/7/30	2011/10/8	2013/11/1	2014/9/30
Location	Izumi Park Town, Izumi-ku, Sendai-City, Miyagi	Kakikara-cho, Chuo-ku, Tokyo directly connected to "Suitengumae" Sta.	Yokohama-city, Kanagawa Yokohama Landmark Tower 3min, walk from "Minatomirai" Sta.	Higashi Shimbashi, Minato-ku, Tokyo 3min, walk from "Shinbashi" Sta.	Hakata-ku, Fukuoka 3min, walk from "Hakata" Sta.	Nakagyo-ku, Kyoto 3min, walk from "Sanjo" Sta.	Nakamura-ku, Nagoya 5min, walk from "Nagoya" Sta.	Ota-ku, Tokyo directly connected to Haneda Airport International Terminal Building
Scale	7-story above the ground 1-story below the ground	20-story above the ground 3-story below the ground	49th~70th F. a part of B1~4th F.	24th~38th F. a part of B1~1th F.	8-story above the ground 1-story below the ground	9-story above the ground 1-story below the ground	12-story above the ground —	8-story above the ground —
Number of rooms	110 rooms	417 rooms	603 rooms	490 rooms	174 rooms	172 rooms	153 rooms	313 rooms
Total floor area	7,279tsubo 24,064㎡	17,217tsubo 56,917㎡	23,970tsubo 70,239㎡	9,390tsubo 31,041㎡	2,610tsubo 8,630㎡	2,257tsubo 7,464㎡	1,733tsubo 5,729㎡	3,521tsubo 11,295㎡
Incidental facilities	6 banquet halls wedding hall 5 eating and drinking facilities beauty salon Garden Chapel	12 banquet halls wedding hall 8 eating and drinking facilities Fitness facility Japanese-style garden	12 banquet halls wedding hall 8 eating and drinking facilities Fitness facility Chapel (70th F.)	banquet hall 5 meeting rooms 5 eating and drinking facilities Fitness facility spa facility convenience store	eating and drinking facility	eating and drinking facility cafe(※) Bamboo crafts shop(※)  (※tenant stores)	eating and drinking facility large public bath convenience store(※) Car rental service(※)  (※tenant stores)	2 meeting rooms eating and drinking facility

\*The Royal Park Hotel Tokyo Shiodome will be rebranding to Iconic

# 5. Our Newly Opened Hotels

## THE ROYAL PARK KYOTO SHIJO



Address 668 Nijohanjikicho, Bukkoji Agaru, Karasuma-dori, Shimogyo-ku, Kyoto 600-8412

Building 9<sup>th</sup> Floor Height 30.1m

Total Floor Space 5,465.8m<sup>2</sup>

Rooms Total 127 rooms  
 Double (22~23m<sup>2</sup>) 20 rooms  
 Twin (23~30m<sup>2</sup>) 105 rooms  
 Suite (46~47m<sup>2</sup>) 2 rooms

Other Facilities Restaurant · Lounge

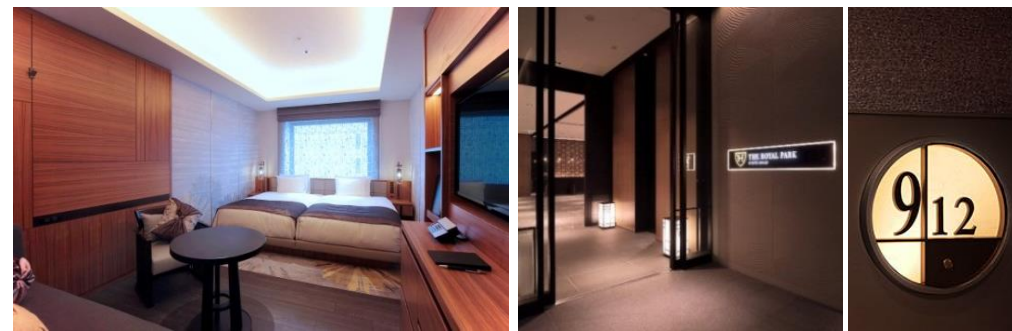
Opened April, 2018

Awards “Michelin Guide Kyoto·Osaka”  
 2 Black Pavilions Hotel (2019)

### ■ Rooms

Guest rooms recreate the feeling of the four seasons combining modern and traditional design

- Flower and bird arts, carpet with flowers of the four seasons
- Shadow picture lightning, cushions with Indian ink painting



### ■ Concept “A box of Kyoto Sweets ”

Kyoto sweets are traditionally presented in a simple box filled with delicious and beautifully crafted confectionery. The scent of Kyoto welcomes our guests.

Calm comfort and functionality paired with a sensory experience awaits our guests at the “New Kyoto”.



### ■ Reception



# 5. Our Newly Opened Hotels



## THE ROYAL PARK HIROSHIMA RIVERSIDE



Address 7-14, Kaminoboricho, Hiroshima Naka-ku, Hiroshima 730-0014

Building 14<sup>th</sup> Floor

Total Floor Space 4,779.59m<sup>2</sup>

Rooms Total 127 rooms  
 Single (15.6m<sup>2</sup>) 12 rooms  
 Double (17.4~17.6m<sup>2</sup>) 87 rooms  
 Twin (21.4~36.7m<sup>2</sup>) 25rooms  
 (Triple possible 12 rooms,  
 Universal single 3 rooms)

Other Facilities Restaurant · Banquet room

Opened Oct, 2018

### ■ Rooms



### ■ Restaurant



### ■ Concept “Water Colour - go with the flow”

The hotel is located alongside the river, in the town of water, Hiroshima.

Designs are based on the colours and shade of the ocean and rivers and the beauty of the four seasons in Hiroshima

Lobby



# 5. Our Newly Opened Hotels



Address 8-9-4 Ginza, Chuo Ward, Tokyo 104-0061

Building 14<sup>th</sup> floor, Height:47.7m

Total Floor Space 4,618m<sup>2</sup>

Rooms Total 121 rooms  
 Double (17.4~24.9m<sup>2</sup>) 38 rooms  
 Twin (20.1~30.3m<sup>2</sup>) 83 rooms  
 Concept Room(25m<sup>2</sup>) 2rooms

Other Facilities Café, Lounge, Music Library, Fitness Gym, Restaurant

Opened March, 2019

## ■Contemporary Art



Chim ↑ Pom  
 It's the wall world, 2015/2019  
 Photo: 宮島徑  
 © Chim ↑ Pom  
 Courtesy of the artist and MUJIN-TO Production

## ■CANVAS LOUNGE



## ■Rooms



## ■CANVAS KITCHEN



## ■Concept "MAKE IT HAPPEN"

A simple and modern of hotel to help us reconnect with ourselves through interesting encounters and new experiences.

## ■ TIMELESS TRADITIONS & MODERNITY

With its 400 years of history Ginza combines both deep-rooted traditions and daring innovations making it one of the most iconic places in Japan.



## ■Restaurant



# 5. Our Newly Opened Hotels



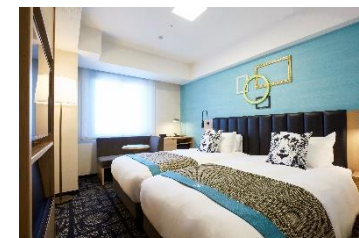
## Newly Opened on June 7<sup>th</sup>, 2019

Address	1-9-8 Kitahama, Chuo-ku, Osaka 541-0041	
Building	13 <sup>th</sup> floor, Height:48.7m	
Rooms	Total	238 rooms
	Comfort Double (14.8~18.2㎡)	86 Rooms
	Standard Twin(21.7~23.4㎡)	90 Rooms
	Superior Double(22.6~24.3㎡)	20 Rooms
	Superior Twin (24.4~27.8㎡)	40 Rooms
	Universal Twin (21.7㎡)	1 Room
	Suite (45.2㎡)	1 Room
Other Facilities	Lounge, Fitness Gym, Laundry, Amenities rentals, Ironing space on each floor	



■ Breakfast  
Enjoy toast with the topping of your choice along with a bowl of warm soup.

■ Rooms  
Simmons® Beds are available for all rooms at the hotel.



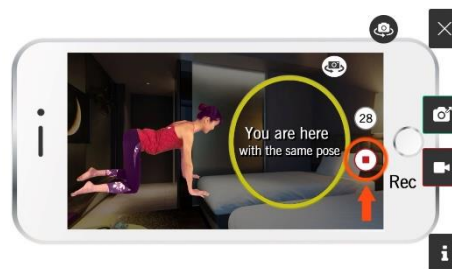
■ CANVAS Coffee  
Coffee blend of your choice.  
Free Coffee for guests staying at the hotel.

“Is it a HOTEL or a CANVAS?”  
It’s more fun to spend my time in the lounge than just staying in my room.  
I am fully enjoying the experience and encounters.

Meet someone and something new begins.  
Giving you possibilities beyond “just a hotel”.

### “TRANSFORMED CLASSIC”

The Interior design concept expresses hospitality combined with photogenic and modern room designs.



■ CANVAS Stretch  
It aims to counteract travel-related tiredness and provide an energy boost with original contents created and taught by World Yoga Champion, Yukari Miwa, via interactive TV in rooms and AR (augmented reality) app for smartphones.

■ CANVAS LOUNGE  
Floor space: 190㎡, Capacity: 120 people  
Creating regular events with the collaboration of local companies and organizations matching our philosophy thus providing an opportunity to guests and locals to meet.

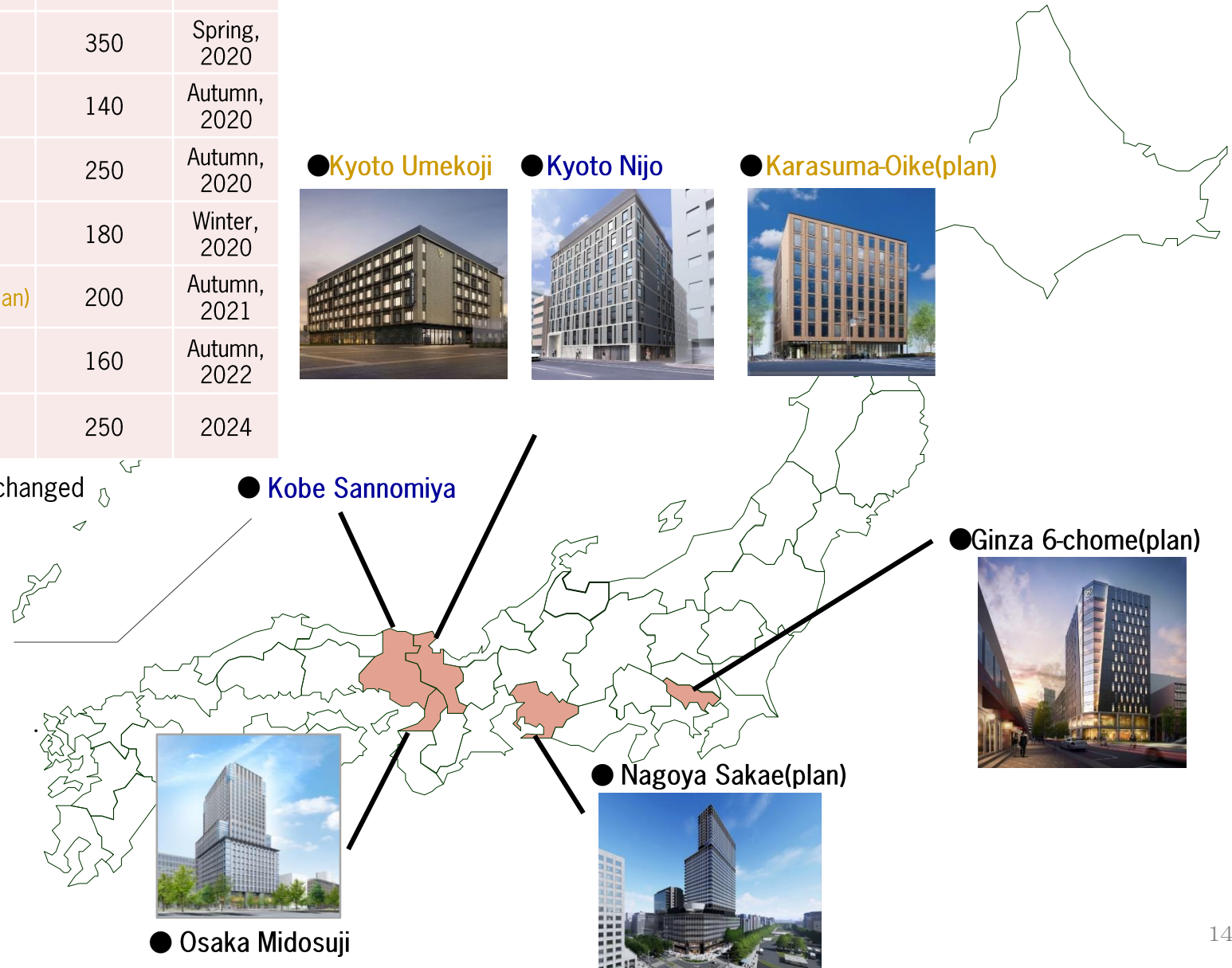


■ Bar Counter  
Coffee, soft drinks, paninis, alcohol, snacks, otsumami appetizers  
All items ¥500 (tax included)

## Further hotel launches

Hotels	Rooms	Schedule
The Royal Park Hotel Iconic Osaka Midosuji	350	Spring, 2020
The Royal Park Canvas Kobe Sannomiya	140	Autumn, 2020
The Royal Park Hotel Kyoto Umekoji	250	Autumn, 2020
The Royal Park Canvas Kyoto Nijo	180	Winter, 2020
The Royal Park Hotel Kyoto Karasuma-Oike (plan)	200	Autumn, 2021
Ginza 6-chome hotel (plan)	160	Autumn, 2022
Nagoya Sakae hotel (plan)	250	2024

As of June 5. These may be subject to changed



● **Kyoto Umekoji**

● **Kyoto Nijo**

● **Karasuma-Oike(plan)**

● **Kobe Sannomiya**

● **Ginza 6-chome(plan)**

● **Nagoya Sakae(plan)**

● **Osaka Midosuji**

■ Contact Details for the Media

Please contact us via Email ([RPH@bluemoonmarketing.jp](mailto:RPH@bluemoonmarketing.jp)). (English or Japanese)

Royal Park Hotels and Resorts Co., Ltd. Overseas PR Agency  
Bluemoon Marketing Inc.

(Contact: Ayako Noda, Asami Yanagisawa, Maaya Kinoshita)

E-mail: [rph@bluemoonmarketing.jp](mailto:rph@bluemoonmarketing.jp)

+81-3-6880-9121 (Mon-Fri: 9:00-18:00 / JST) \*English available