

# PRESS RELEASE

1<sup>st</sup> September 2017  
Ishin Hotels Group

## “the b tokyo shimbashi” Grand Opening on the 1<sup>st</sup> September, 2017 The ninth “the b” hotel in Tokyo

Ishin Hotels Group (President & CEO: Michael Nigitsch, Headquarters: Toranomom, Minato-ku, Tokyo) is proud to announce the opening of “the b tokyo shimbashi” (1-17-13 Nishishimbashi, Minato-ku, Tokyo Japan ) on the 1st September, 2017.



“the b tokyo shimbashi” is the group’s second newly-built property, and will be the ninth “the b” hotel in Tokyo. The exterior and interior design are reflecting Shimbashi’s special blend of tradition and innovation, along with a simple yet chic style that symbolizes the b brand promise of providing a balance between comfort and functionality. The new guest rooms offer a relaxing atmosphere and a wide choice of meaningful amenities, including free high-speed wi-fi. All 109 rooms are furnished with top quality beds and multifunctional shower heads.

The hotel is located in Nishi-Shimbashi, which is a business and vibrant entertainment district of central Tokyo. This is an excellent location with just a 6-minute walk to the “Shimbashi” JR and subway stations and yet a shorter

4-minute walk to Uchisaiwaicho subway station. Known for being Tokyo's first railway terminal, Shimbashi is also within easy walking distance from Ginza, the prominent shopping and entertainment center of Tokyo also offering plenty of delicious Japanese and international cuisine restaurants.

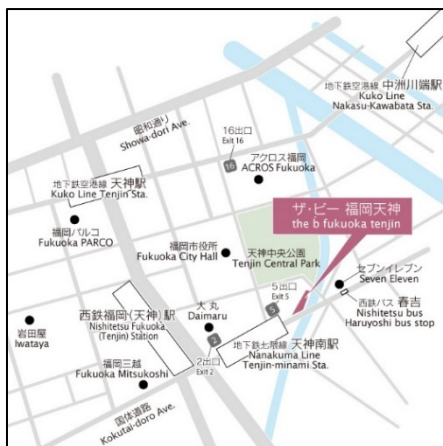
In recent years, major redevelopments partially transformed Shimbashi into a more sophisticated area that attracts many tourists and locals alike, whilst also keeping its historic charm. The future number of tourist arrivals is expected to grow as a result of various dynamic tourism promotional activities. “We are very excited to play an important role of providing fine levels of hospitality at a reasonable price point for all of our guests in this exciting area of Shimbashi with its long history, rich culture and a variety of attractions” said Michael Nigitsch, President & CEO for Ishin Hotels Group.

### About the b tokyo shimbashi

- Name: the b tokyo shimbashi
- Address: 1-17-13 Nishishimbashi, Minato-ku, Tokyo, Japan
- Opening: 1 September, 2017
- Scale 14 floors
- Guest rooms: 109

Room Type	Size (m <sup>2</sup> )	Unit
Superior Double Room	16	11
Superior Twin Room	26	4
Standard Double Room	14	80
Standard Twin Room	20	13
Universal Twin Room	26	1

#### ■ Access map



・4-minute walk from Uchisaiwaicho Subway Station

・6-minute walk from Shimbashi JR and Subway Stations

■ Exterior



■ Public Area





■ Guest Room



■ Bathroom



■ Breakfast



## About the b hotel

- 'b'est location and 'b'est available rate <http://tokyo-shimbashi.theb-hotels.com/en/>
- a comfortable, relaxing 'b'ed with duvet
- a tasty and healthy 'b'reakfast
- 'b'athroom with a 'b'ody rain / massage shower
- 'b' win program - An excellent 'b' loyalty program for our frequent guests
- 'b' connected - Free high-speed wi-fi

## Our future "the b" hotels

### Spring 2018 the b sapporo susukino



- Location: Minami 5-jo Nishi 6-chome Chuo-ku, Sapporo
- Guestrooms: 226

### Summer 2018 the b tokyo asakusa



- Location: 3-6 Nishiasakusa, Taito-ku, Tokyo
- Guestrooms: 166

### Summer 2018 the b kyoto shijo



- Location: 535 Karatsuyacho, Shijyodorihorikawa, Nishiiru, Shimogyo-ku, Kyoto
- Guestrooms: 146

### Spring 2019 the b osaka shinsaibashi



- Location: 4 Kitakyuhojimachi Chuo-ku, Osaka
- Guestrooms: 309

## Company profile: Ishin Hotels Group Co., Ltd.

Established:	January 2001
Capital:	JPY 100,000,000
Headquarters:	Hulic Kamiyacho Building 10F 4-3-13, Toranomon, Minato-ku, Tokyo 105-0001 Japan
Description of Business:	Hotel acquisition, ownership, operation and asset management
Representative:	Michael Nigitsch / President & CEO

- Official website: [www.ishinhotels.com/](http://www.ishinhotels.com/)