

PRESS RELEASE

Press Release

October 2015
Ishin Hotels Group

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Ishin Hotels Group
Rebranded opening of the ǎ kyoto sanjo on 13th October, 2015.
(Former Sakuraan Higashiyama Sanjo Hotel)

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Ishin Hotels Group (President & CEO: Michael Nigitsch, Headquarters: Toranomom, Minato-ku, Tokyo) is proud to announce the grand opening of the ǎ kyoto sanjo (2-49-1 Sanjo Ohashi Higashi-iru, Higashiyama-ku, Kyoto) on 13th October, 2015

The boutique style hotel is perfectly located in central Kyoto, just about a minute walk from Sanjo Station on the Keihan Honsen line, Sanjo Keihan Station on Kyoto city subway Tozai Line, and the Sanjo Keihan bus stop for Kansai International Airport Limousine Bus.

Within walking distance of the ǎ kyoto sanjo, there are numerous restaurant areas such as the Kiyamachi and Pontocho districts as well as Gion's Hanami Koji street. In addition, famous and picturesque Kinkaku-ji Temple and Kiyomizu-dera Temple are easily accessible by the Kyoto city bus. Fushimi Inari Taisha shrine, which is popular among tourists from around the world, is easily reached by the Keihan Honsen line.

All our 58 guest rooms are non-smoking rooms. the ǎ kyoto sanjo has been tastefully decorated, all our double and twin rooms provide a fresh and warm atmosphere with a functional and practical overall space design. As part of the b hotels family, the ǎ kyoto sanjo will also offer free, high speed WIFI, an attractive loyalty program and a healthy and tasty breakfast.

Says Mr. Nigitsch: “We are indeed very excited to open our stylish, boutique b kyoto sanjo in such a convenient location in one of the most spectacular, history and culture rich cities of the world. Our team is already eagerly awaiting the unique opportunity to provide our b hotel style hospitality to all our guests. This hotel will also add to our successful and dedicated efforts to provide the b hotel Brand to third party owners and investors under either a management, lease or franchise concept. “ (For any inquiries about the b hotel Brand opportunities for owners / investors please contact: Tetsuya Hashiramoto)

This new boutique style hotel will mark the 12th b hotel for Ishin Hotels Group.

“ **the b hotels** ” is Ishin Hotels Group’s original Brand, and currently includes 11 selected service hotels in key locations in major cities in Japan :

- **Tokyo** : Roppongi, Akasaka, Akasaka-Mitsuke, Sangenjaya, Ochanomizu, Suidobashi, Ikebukuro, Hachioji
- Nagoya
- Kobe
- Hakata (Fukuoka)

« **the b hotels** » **Brand** :

Brand distinction through functionality and guest benefit / relevance :

- A ‘b’athroom with a ‘b’ody rain / massage shower
- A tasty and healthy ‘b’reakfast
- A comfortable, relaxing ‘b’ed with duvet
- A chic yet simple, functional and intelligent room design that provides a ‘b’alance between ergonomics and comfort.
- Free wifi, high-speed Internet
- An excellent ‘b’ loyalty rewards program for our frequent guests
- ‘b’est location and ‘b’est available rate

【Profile of the b kyoto sanjo】the **b** kyoto sanjo

- Hotel : the b kyoto sanjo
- Location : 2-49-1 Sanjo Ohashi Higashi-iru, Higashiyama-ku, Kyoto 605-0001
TEL : +81 (75)-762-1300 FAX: +81 (75)-762-1305
<http://kyotosanjo.theb-hotels.com/en/>
(To be published on 13th October)
- Grand Opening : 13th October, 2015
- Hotel Facilities : 58 guest rooms
- 16 Standard double
 - 3 Superior double
 - 4 Superior twin
 - 31 the b twin
 - 4 Japanese modern double
- Check in/Check out time: 15 : 00 / 11 : 00



“the b kyoto sanjo” exterior



“the b kyoto sanjo” guest room

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Company profile: Ishin Hotels Group Co., Ltd.

Established :	January 2001
Capital:	JPY 163,166,500
Headquarters:	Hulic Kamiyacho Building 10F 4-3-13, Toranomom, Minato-ku, Tokyo 105-0001 Japan
Number of employees:	19 (Group total: 657 as of September, 2015)
Description of Business	Hotel acquisition, ownership, operation and asset management
Representative:	Michael Nigitsch / President & CEO