



AGORA PLACE

ASAKUSA

NEWS RELEASE (FOR IMMEDIATE RELEASE)

TOKYO, JAPAN, 31 October 2013 – AGORA PLACE ASAKUSA, a 145-guest-room hotel managed by AGORA Hotel Co. Ltd., has launched special services for Muslim guests.

“STYLE MY STAY.” This is our concept at AGORA PLACE ASAKUSA: instead of crowding rooms with amenities and gadgets, we offer simple, basic-service rooms and a range of items for purchase or rental at lifestyle shop on lobby floor from which guests can select just the things they want and personalize their stay. This makes sense both ecologically and economically, and since we opened last July has proved enormous success with people visiting Japan from overseas: inbound travelers now account for approximately 70% of our guests. Now, to make this popular accommodation style more available to Muslim travelers, we have begun offering Halal-certified products and other services tailored to their religious needs.

SERVICES ESPECIALLY FOR OUR MUSLIM GUESTS. Certified Halal Japanese green tea, rice crackers and other food items that make great gifts for people back home are available in our first-floor lobby shop. We also rent, free of charge, prayer rugs and iPads with an app indicating the direction of Mecca, and provide information about Halal restaurants, grocery stores and mosques in Tokyo.

HALAL-TRAINED STAFF. All our staff have completed Halal training (supervised by Malaysia Halal Corporation Co., Ltd.: www.mhalalc.jp) which covers the basic tenets of Islam, proper manners when welcoming Muslim guests, and Muslim travelers' customs. Our shop offers souvenir products that meet Muslims' health and safety requirements, as well as other services aimed at satisfying a greater number of Islamic visitors.

OUR GOAL: TO SERVE THE WORLD. AGORA PLACE ASAKUSA general manager Kageaki Jojima says, “AGORA PLACE ASAKUSA is a special place in the AGORA Hotel Alliance, offering flexible, economical and customizable limited-service stays. With the 2020 Tokyo Olympics on the horizon, we are committed to expanding the ‘Style My Stay’ concept for cater cultural compatibility with guests from every part of the world.”

[AGORA PLACE ASAKUSA]

Address: 2-2-9, Kotobuki Taito-ku, Tokyo, 111-0042, Japan
TEL: +81-3-3842-8421
Open: July 27, 2012
Stories: 10 stories above ground
Guest rooms: 145 rooms
Facilities operated: Hotel shop, restaurant "Asakusa Grillburg"
URL: www.agoraplace-asakusa.com

[AGORA Hospitalityies]

Official name: AGORA Hospitalityies Co. Ltd.
Representative: President & CEO, Aya Aso
Head office: Toranomom Dai-2 Waiko Bldg, 7F 5-2-6 Toranomom, Minato-ku, Tokyo, 105-0001, JAPAN
URL: www.agorahospitalities.com
Business: Management, repositioning, and development of hotels and Japanese-style inns
Affiliated companies: AGORA Hotel Management Nojiriko Co. Ltd.
AGORA Hotel Management Izu Co. Ltd.
AGORA Hotel Management Saga Co. Ltd.
AGORA Hotel Management Osaka Co. Ltd.
AGORA Hotel Management Sakai Co. Ltd.
AGORA Hotel Management Tokyo Co. Ltd.
AGORA Hotel Management Fukuoka Co. Ltd.
Hotels managed: Total no. of hotels: 8
Total no. of guest rooms: 783

Nojiriko Hotel EL BOSCO <http://www.nojirikohotel-elbosco.com/>

(Location: Nojiri, Shinano-machi, Kamiminochi district, Nagano prefecture; No. of guest rooms: 50)

Imaiso <http://www.imateiso.jp/>

(Location: Midaka Kawazu-cho, Kamo-gun, Shizuoka prefecture; No. of guest rooms: 53)

Nanzanso <http://www.nanzanso.jp/>

(Location: Nagaoka, Izunokuni City, Shizuoka prefecture; No. of guest rooms: 33)

Furuyu Onsen ONCRI <http://www.oncri.com/>

(Location: Furuyu, Fujicho, Saga-shi, Saga prefecture; No. of guest rooms: 38)

hotel AGORA osaka moriguchi <http://www.hotelagora-moriguchi.com/>

(Location: Kawahara-cho, Moriguchi-shi, Osaka; No. of guest rooms: 175)

hotel AGORA Regency Sakai <http://www.agoraregency-sakai.com/>

(Location: Ebisujima-cho, Sakai-ku, Sakai, Osaka; No. of guest rooms: 241)

AGORA PLACE ASAKUSA <http://www.agoraplace-asakusa.com/>

(Location: Kotobuki, Taito-ku, Tokyo; No. of guest rooms: 145)

AGORA Fukuoka Hilltop Hotel & Spa

(Location: Terukuni, Chuo-ku, Fukuoka, Fukuoka; No. of guest rooms: 48)