

# PLAZA EXPRESS

for executive international club members

"EIC Express" is relaunched as "PLAZA EXPRESS."

## Surpassing the unsurpassed

The improved membership system offers more advantages and greater ease.

## LATEST NEWS



*Hina-matsuri* (Girls' doll festival)



*Hanami* (Cherry blossom viewing)



*New website* <http://www.keioplaza.com>



KEIO PLAZA HOTEL  
TOKYO

Your  
membership  
just got a  
boost.

Vol. **58**  
Spring 2015



# Better and better

## New membership for smoother stays

This October will see major improvements in our membership system. Three different levels of membership will be established, making for a Keio Plaza Hotel experience that offers you more every step of the way. "Plaza thanks points" will become easier to collect, and members will enjoy greater convenience as well as an expanded variety of attractive advantages.



### Wider variety of members' exclusive advantages

**1** Members are always eligible to receive room rate discounts as members rates and a variety of special services.

#### Members rates' advantages

- Priority stay reservations
- Extended checkouts (upon request)
- Early check-in (subject to availability)
- Daily breakfast at the Cocktail & Tea Lounge
- Free use of the Luxe Lounge (in Keio Plaza Hotel Tokyo only)
- A counter for exclusive use when checking in (in Keio Plaza Hotel Tokyo only)

※ These privileges apply to guests staying at the members rates.

**2** Membership rewards will be classified into three different levels: "Royal," "Prime," and "Bloom." As your membership level advances, you will be able to access a wider variety of benefits.



Level	Amount spent in a year	Points obtained with the use of hotel facilities	
		Stay	Restaurant
Royal	JPY 300,000 or more	5pt	10pt
Prime	JPY 100,000 or more	3pt	7pt
Bloom	less than JPY 100,000	2pt	5pt

※ The point will be earned for each 100 yen expended (tax excluded).  
 ※ Some exceptions apply.

## Keeping in better touch with our guests from outside Japan

### A new look for our non-Japanese webpages, and a new Facebook presence

The Keio Plaza Hotel fully renewed its websites in four non-Japanese languages this spring, improving their content and usability. In addition, the hotel now has Facebook pages in English and Thai. This makes it easier than ever to stay informed of the hotel's seasonal events, new services, and the gourmet restaurants beloved by guests from around the world. Online and off, we are always here for you.



Website

Facebook



## More rewards for staying than ever before

Gain more "Plaza thanks points" when staying than ever before, regardless of your membership level. Enjoy your stay at the Keio Plaza Hotel, gather more points, and make the most of it. (Beginning in October 2015)



## Earn and use your points in various ways.

Your points can be employed more flexibly. Settle accommodation charges, reduce dining or drinking expenses at restaurants and bars, upgrade your guestroom, or take home some original items or special gifts, for example. Points will be equally valid at the Keio Plaza Hotel in Shinjuku, Tama, Hachioji, and Sapporo. As one example, points earned during a business trip to Tokyo can be redeemed later while staying at our Sapporo hotel on vacation.

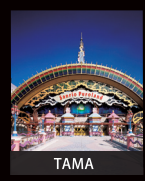
※ For more details on what your points can do for you, be sure to see coming issues of PLAZA EXPRESS.

### KEIO PLAZA HOTEL FAMILY



Keio Plaza Hotel Tokyo—Luxury in the heart of Tokyo

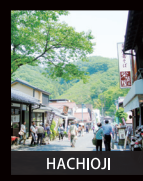
SHINJUKU



Keio Palza Hotel Tama brings you to Sanrio Puroland, the home of Hello Kitty.

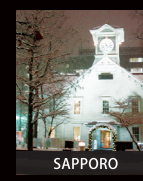
©'15 SANRIO APPROVAL No.F0603193

TAMA



Keio Plaza Hotel Hachioji stands close to Mt. Takao, a three-star tourism spot for immersion in nature.

HACHIOJI



Keio Plaza Hotel Sapporo is a gateway to the joys of Northern Japan, from unforgettable food to skiing adventures.

SAPPORO

### What happens to your current Executive Club membership when the system changes?

Your current Executive Club membership will remain valid under the new system. Your membership level will depend on the extent of your patronage of the Keio Plaza Hotel. All points you have gained by then can be used under the new system. Nothing will be lost, while much will be gained.

※ As the membership system changes, certain regulations will also change, such as those regarding the term of validity of the points.

### More contact through PLAZA EXPRESS—now, six issues a year

PLAZA EXPRESS will bring the Executive Club members many types of information—from things to see and do in Japan and perspectives on Japanese culture to member advantages at the Keio Plaza Hotel, and beyond. Now published six times a year.



### The Keio Plaza Hotel featured on the Japan National Tourism Organization's website



The Japan National Tourism Organization (JNTO) puts out "JAPAN Monthly Web Magazine," a recent issue of which featured the Keio Plaza Hotel. Topics included the hotel's in-house events celebrating Japanese culture, our renowned restaurants, and Hello Kitty Rooms.



©1976, 2015 SANRIO CO., LTD. APPROVAL No. SP551854

# Fresh views on traditional Japan

*Hina-matsuri*  
(girls' doll festival)  
—a traditional rite of spring

For centuries, Japan has welcomed the spring with the *Hina-matsuri* festival, an event characterized by colorful, gorgeous decorations and dolls. Until the end of March, the whole of the Keio Plaza Hotel will be celebrating this tradition. Elegant hanging ornaments and rare antique *goshō ningyō* (dolls cherished by the Imperial Family) will be on display. Also, nine of the hotel's restaurants are offering *Hina-matsuri* specials.



## Activities

*Hanami* (cherry blossom viewing) in Tokyo:  
Let joy bloom!

*Hanami*, or the appreciation of blossoming cherry flowers, is an essential part of Japan's spring. Near the Keio Plaza Hotel lies Shinjuku Gyoen, where some 1,300 cherry trees of about 65 species blossom over a month or so. Tokyo has numerous excellent spots for *hanami* — Ueno Onshi Park, Chidori-ga-fuchi, and many others. Enjoying the trees from a boat on the Sumida River, with its views of the new Skytree Tower, is particularly recommended.

## Special room rates for Executive International Club members

The Keio Plaza Hotel Tokyo is pleased to offer special room rates for members. Members staying at those rates will be able to use the Luxe Lounge along with all other membership conveniences.

Type of Room	Special Member Rates (JPY)		Normal Room Rates (JPY)	
	Single	Double/Twin	Single	Double/Twin
Standard	26,230	30,850	38,840	45,604
Deluxe	27,250	31,880	54,284	61,048
Plaza Premier	29,210	33,840	54,284	61,048
Plaza Luxe	27,250	31,880	49,532	56,296

※ Until September 30th, 2015



## CONTACT

### SHINJUKU

**Keio Plaza Hotel Tokyo**  
2-2-1 Nishi-Shinjuku,  
Shinjuku-ku Tokyo 160-8330 Japan  
Tel: +81-3-3344-0111 Fax: +81-3-3345-8269  
URL: <http://www.keioplaza.com>  
<https://www.facebook.com/keioplazahotel.en>  
E-mail: [customer-rlt@keioplaza.co.jp](mailto:customer-rlt@keioplaza.co.jp)



### LOS ANGELES

**Los Angeles Sales Office**  
617 South Olive Street, Suite 1215 Los Angeles,  
CA 90014 U.S.A.  
Tel: +1-213-362-7767 Fax: +1-213-362-7772  
Toll Free: +1-800-222-5346

### LIFESTYLE

*Preferred*  
HOTELS & RESORTS

  
**Howard**  
HOTELS • RESORTS • SUITES  
福華大飯店

### KEIO PLAZA HOTEL FAMILY

• Keio Plaza Hotel Tama • Keio Plaza Hotel Hachioji  
• Keio Plaza Hotel Sapporo