

## Keio Plaza Hotel News Release

### Keio Plaza Hotel Tokyo: Revising Its Executive Membership System

TOKYO - [Keio Plaza Hotel Tokyo](#) (KPH), one of Japan's most prestigious international hotels located in Shinjuku, Tokyo, will issue new and redesigned cards along with comprehensive revisions of our hotel membership system ([Executive card membership system](#)), which is one of our core customer hospitality services, as of October 1, 2015. We provide access to our luxury services hidden to cardholding members based upon the theme of "simple but refined hotel lifestyles." With the motif of our image mark of people from around the world holding hands in a "plaza" as the background for our newly designed cards, we will issue three different cards to reflect the three different levels of memberships. The entry level membership card called "Bloom" is pearl white in color. The mid-tier level membership card called "Prime" is gold in color and will be issued to customers who spend more than 100,000 yen per year at our hotel. The top tier membership card called "Royal" is black in color and issued to customers who spend more than 300,000 yen per year. All three of these memberships provide cardholders with access to special privileges and elegant services at our hotel.

The executive card membership system that is to be revised boasts of approximately 200,000 members, is free of charge and requires no maintenance fees (Excluding membership cards with credit card functions, which may require maintenance fees to be paid to the issuing credit card company). These cards also offer holders discounts of between 20% to 50% and membership points on special accommodations, preferential reservation service, complimentary early check in and late check out, and restaurant service usage. Our membership cards also provide holders with special pricing, preferential coupons for various services, and periodic information newsletters. The upcoming revisions will introduce three new categories of memberships with various special privileges including special preferentially priced services. Moreover, the ways which the points accumulated can be used will be expanded with each point being worth 1 yen in payment for service and original gift purchases. A special application, which can be accessed from both personal computers and smartphones, is expected to be launched from next spring and will allow members to confirm how many points they have accumulated. This increase in the way which points can be acquired and used will be promoted to acquire new members and to increase the number of stable repeat customers.

#### Newly Designed Cards



#### Revised Membership with New 3 levels

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

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