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## Fujita Kanko Launches Hotel Rewards Program for International Guests

November 10, 2016, Tokyo – Leading Japanese hospitality company [Fujita Kanko Inc.](#) launched a campaign to promote its hotel loyalty program to international guests. Enrollment can be done online at: <http://fgmc.fujita-kanko.com/>

Guests can earn and redeem points with the program's membership card at 54 Fujita Kanko properties including: all Washington Hotels and Hotel Gracery properties, Hotel Chinzanso Tokyo, Hotel Fujita, Hakone Hotel Kowaki-en, Hakone Kowaki-en Miyama Furin, B&B Pansion Hakone, Hakone Kowaki-en Yunessun, Hakone Kowaki-en Morinoyu, Ito Kowaki-en, Yufuin Ryokuyu, Towada Hotel, Taiko-en and Camellia Hills Country Club. Guests can also enroll at each of the above hotels' front desk.

Guests earn points for money spent at these properties, and can redeem the points for future hotel stays and services. In addition, members of the program are offered special discounts as well as late check-out (subject to availability).

"Our properties throughout the country are receiving an increasing number of international visitors, and we hope they take advantage of our loyalty program," said Akira Segawa, Fujita Kanko's president. "We want our international guests to discover diverse attractions and experience Japan by visiting different regions and participating in a variety of activities."

Hotel Chinzanso Tokyo, the company's one-of-a-kind five-star flagship, for example, offers unique cultural activities for international guests such as [kimono rentals and fittings](#) and [traditional Japanese tea ceremonies](#) performed at an authentic tea house. Fujita Kanko is also a pioneer as an onsen (Japanese hot spring) resort developer and operates traditional Japanese-style inns and onsen facilities.

Fujita Kanko is aggressively expanding its network of properties with new hotel openings. The company opened Hotel Gracery Naha and Hotel Gracery Kyoto Sanjo North in 2016. Scheduled openings in 2017 include [Hakone Kowaki-en Tenyu](#), a new upscale Japanese hot spring resort, in April; Hotel Gracery Kyoto Sanjo South in May; and Kisarazu Washington Hotel in December. The company also plans to open hotels in overseas markets: Seoul, Korea in 2018 and Taipei, Taiwan in 2019.

### About Fujita Kanko

Fujita Kanko Inc., established in 1955, is a publicly-traded tourism industry corporation headquartered in Tokyo. In addition to its core hospitality business, the company operates wedding and banquet facilities, high-end resorts, leisure facilities and related services. It has 70 properties/facilities, including its five-star flagship, [Hotel Chinzanso Tokyo](#), and 31 mid-priced hotels throughout Japan in the [Hotel Gracery](#) and [Washington Hotels](#) groups.