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Fujita Kanko Eyes Asian Travelers with Seoul Office Opening

July 23, 2012, Tokyo – Fujita Kanko Inc., a leading Japanese hospitality company headquartered here, announced it will open its second overseas office in Seoul, South Korea, on August 1st.

The company's first overseas office in Shanghai was opened in 2010. Fujita Kanko plans to incorporate it next month to continue building its Asian business base, and will use both offices to maximize sales and marketing and business development efforts in the region.

South Korea is currently Japan's largest inbound market, according to the Japan National Tourism Organization, followed by China and Taiwan. China and South Korea are also Japanese travelers' top two destinations. Fujita Kanko will leverage its expertise in hospitality, leisure travel, meetings, weddings and banquets to build local business as well.

"Opening the Seoul office and incorporating our Shanghai office demonstrates our firm commitment to the Asian market," said Kazumasa Suezawa, Fujita Kanko's President & CEO. "We are a pioneer in the Japanese tourism industry, with a proud 57-year history and the most upscale properties in Japan. Our campaign to aggressively globalize our clientele is the beginning of a new chapter for us. We will expand our overseas bases wherever we see opportunities, because we are eager to introduce our unique properties – including our flagship, [Hotel Chinzanso Tokyo](#) – to international upscale travelers."

Fujita Kanko owns Chinzan-so, renowned for its majestic 16.3-acre Japanese botanical garden in the center of Tokyo, and is rebranding Four Seasons Hotel Tokyo at Chinzan-so to "Hotel Chinzanso Tokyo" as of January 1, 2013. Fujita Kanko will directly operate the hotel, consolidating its operations with the company's 20 banquet/meeting facilities and six restaurants at Chinzan-so. Hotel Chinzanso Tokyo will debut with 259 guest rooms and 36 meeting rooms. The company plans a major investment in renovating the hotel. Room reservations are now available online at <http://hotel-chinzanso-tokyo.jp/>, or by telephone, +81-3-3943-0996 (9:00-20:00 in Japan).

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Fujita Kanko Inc.

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's subsidiaries include wedding and banquet facilities, high-end resorts, leisure facilities and related services. The company has over 50 properties/facilities including 28 mid-priced hotels throughout Japan in two chains: Gracery Hotels and Washington Hotels.