



Press Release

May 16, 2018

Senko Group Holdings Co., Ltd.
Senko Creative Management Co., Ltd.

Name of Hotel in Shiomi, Tokyo Scheduled to Open in 2019 Finalized
"TOKYO EAST SIDE HOTEL KAIE"

Senko Group Holdings Co., Ltd. (Headquarters: Koto-ku Tokyo; President and Representative Director: Yasuhisa Fukuda) hotel operations and management group company Senko Creative Management Co., Ltd. (Headquarters: Koto-ku Tokyo; President and Representative Director: Hidemitsu Yokota) has finalized the name of the hotel it is constructing in front of Shiomi Station in Tokyo that is scheduled to open in the fall of 2019, as "TOKYO EAST SIDE HOTEL KAIE ("HOTEL KAIE")."



Image of exterior appearance



Image of lobby

■ About the name

With the hotel's unique location surrounded by waterways, the name "KAIE" has been coined from the Japanese character "櫂" meaning an "Oar" setting out for the future, combined with "会" representing staff greeting customers and providing them with an experience to cherish forever.

The sound of "KAIE" also resembles the French word "cahier," which means "notebook" and suggests that the hotel aims to deliver the most memorable experiences for customers.

■ About the logo

The character "櫂" has been depicted as an oar as well as a person rowing a boat. This represents the exciting opportunities for entertainment at Tokyo East Side. The "KAIE Blue" logo color has been chosen for its aquatic appearance as well as depicting the color of the sky during holiday season.

■ Hotel overview

1. Location: 2-8-11, Shiomi, Koto-ku, Tokyo, Japan
2. Access: 1-minute walk from Shiomi Station on the JR Keiyo Line
3. Building structure: steel-framed, 9 story building
4. Site area: 5,600 m²
5. Total floor area: 14,500m²
6. Total guest rooms: 226 rooms
7. Guest room types: double (approx. 23 m²~) 14 rooms, twin (approx. 28 m²~) 185 rooms, family (approx. 42 m²~) 16 rooms, 4-person (approx. 28 m²~) 10 rooms, special (approx. 135 m²) 1 room
8. Hotel facilities: restaurants x2, cafe & bar, multi-function room, fitness gym, etc.

* Subject to change as construction progresses.



Image of guest room (twin)

Abundance of comfort and plenty of space for use as a 3-person room.



Image of all-day dining room (2F)

Buffet-style all-day dining room also available to visitors other than hotel guests.

End.