



A hotel that will move guests through discoveries of exotic Kyoto and
a new way to relax

EN HOTEL Kyoto

Opening Wednesday, March 25, 2020

The COURT Co., Ltd. (Minato-ku, Tokyo; President: Tetsuya Hashimoto; hereafter The COURT), operator of 17 hotels across Japan, opens the EN HOTEL Kyoto in Shijo Karasuma which is one of the biggest areas of Kyoto.



The COURT's EN hotel brand is based on the concepts of "the fusion of Japanese and local culture" and "contrast" and launched in 2016 with the opening of its first property in Shibuya. This was followed by its second property in Fujisawa in 2018. At the new EN HOTEL Kyoto, many guests from overseas will be able to experience EN (an emotional bond) with Kyoto through a unique and profound experiences within the city and the Shijo Karasuma area in particular.

EN HOTEL Kyoto moves guests emotionally through the contrast between "motion (discovery)" and "stillness (relaxation)." It offers them a seemingly conflicting means of enjoying their journey through "the fun of discovery through activity" and "comfort that quietly permeates the spirit."

Business Background

The COURT, which operates a hotel business that includes the EN brand, started with new leadership after Fosun Groups subsidiary IDERA Capital Management, Ltd., acquired all of The COURT's stock in July 2019.

Fosun Group, a leading Chinese conglomerate listed on the Hong Kong Stock Exchange, is involved in a broad variety of businesses, from pharmaceuticals and healthcare to finance and fashion based on its principle of "family happiness." IDERA Capital Management is involved in the asset management of the nearly 6,900 rooms in group hotels, which includes Hoshino Resorts TOMAMU in Hokkaido.

The COURT is working to create a "Hospitality & Happiness Platform" that is uniquely Japanese in line with Fosun Group's principle of "family happiness." It will take advantage of EN HOTEL Kyoto's opening to strengthen the branding of EN, and become a hotel business that offers happiness to guests through experiences for overseas tourists that incorporate Japanese pop culture and the unique history, culture and nature of the area surrounding each hotel.

As the core of The COURT's hospitality business, the EN brand will deliver this value in Japan and overseas.



EN HOTEL Kyoto's Features

The EN HOTEL theme: “Discover, Relax, Repeat.”

Offering spaces and services that balance “discovery that stimulates intellectual curiosity” with “comfortable relaxation”

Jointly Created by European and Japanese Staff

Spanish branding boutique Erretres participated in the development of EN HOTEL Kyoto's concept, while interior design was handled by Atelier Temma, which has been involved in the design of numerous hotels and commercial facilities. Inoue Kogado(KYO-HYOGU) and SECAI Inc., future leaders of Kyoto's traditional crafts industry, were responsible for the production of the art and design of each guest room floor. The result is a photogenic space that makes guests feel almost as if they have wandered into an otherworldly Kyoto.

Additionally, a large number of ideas were also proposed by students from the Kyoto City University of Arts as part of a local university-industry collaboration. A portion of these suggestions have been incorporated into the hotel's design and services.

Gate & Approach

The design of the hotel's approach matches the unique exterior of the building, which is based on a theme of “Modernized ZEN.” It presages the “discoveries of exotic Kyoto” that await guests.

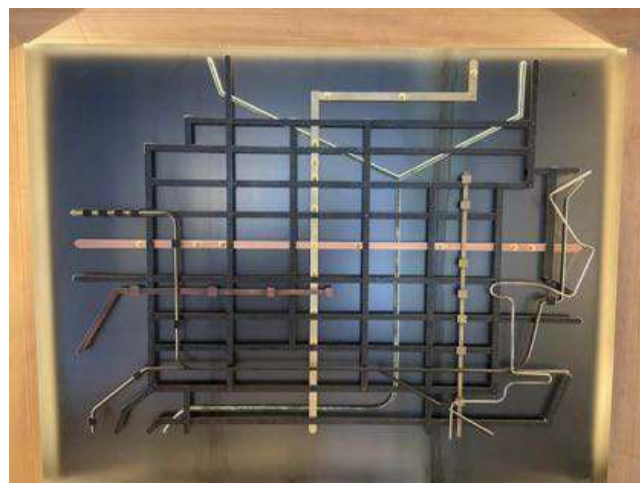




First Floor Entrance and EN LOBBY Community Space

The first-floor entrance and community space, with their brilliant and bustling atmosphere, symbolize “motion (discovery).”

The first thing to catch guests’ eyes as they come in the hotel entrance is a giant metal map of Kyoto. Lined up on the wall to the right of the map are more than 100 Kyoto guide cards, or “Exploration Cards,” which are original to the hotel. Each card introduces a unique and “deep” topic related to the surrounding Shijo Karasuma area. Guests are free to gather cards that match the desired theme of their trip to create their very own guidebook. At the rear of the EN LOBBY is a space where guests can enjoy the hotel’s select Japanese teas that are brewed using water heated in a traditional iron teakettle used in the tea ceremony and drawn using a bamboo ladle.



**EN HOTEL**

First Basement Floor EN LOUNGE

The first basement floor represents “stillness (relaxation).” Within its calm & cozy atmosphere guests can relax to their heart’s content alone or with friends as they enjoy the hotel’s select coffee and Japanese tea. They are also free to interact with the other guests sitting next to them.



A breakfast consisting of a variety of fruit and bread from Shinshindo, one of Kyoto’s oldest bakeries, is also available for guests in the EN LOUNGE every morning (7:00 AM – 10:00AM).



**EN HOTEL**

Guest Room Floor Design

The area around the elevator lobbies on each of the guest room floors (2nd-11th floors) has been designed and decorated in unique and photogenic ways to tell a story based on the theme of "wandering into an otherworldly Kyoto."

Inoue Kogado(KYO-HYOGU) and SECAI Inc., future leaders of Kyoto's traditional crafts industry, planned and executed the art and designs of the guest room floors.



2F TRIP



3F LOTUS POND – HASUIKE



4F JAPANESE CARP

5F GIRL IN KYOTO

Coming Soon



6F KAMO-RIVER



7F ZEN



8F HANAFUDA



9F FESTIVAL OF KYOTO



10F HARMONY & TRANQUILITY



11F EN-SO

Design: SECAI Inc.

A creative company involved in hotel, restaurant and event design. SECAI specializes in creating new value with design planning that incorporate the unique history and story of each space. It is currently building an art collection focused on ukiyo-e woodblock prints from Japan's Edo period, while also being involved in a variety of cultural programs.

Art Execution: Inoue Kogado(KYO-HYOGU)

Founded in 1957, Inoue Kogado(KYO-HYOGU) inherits the techniques and skills of its founder, who was involved in the restoration of numerous cultural assets at the Kyoto National Museum's Conservation Center for Cultural Properties. It is involved in: the creation and repair of hanging scrolls and folding screens from Shinto shrines, Buddhist temples, and individual artists; sukiya architecture interior construction; and the craft of mounting works of art onto scrolls, frames and folding screens.

Based on a theme of collaboration between traditional materials and art, Kogado has become involved in modern architecture in recent years, adding a Japanese flair to the interiors of hotels and stores. It is involved in a broad range of activities, which includes exhibiting its works overseas.



Guest Rooms

EN HOTEL Kyoto offers a wide variety of room types (twin, double, triple and quad) to allow guests, from couples to groups, to enjoy their journey together in the same room.



All rooms also feature a small separate Japanese-style seating space that imparts them with a Japanese feel. Each room is intended to enable guests to have a comfortable and relaxing time during their trip. High-speed Wi-Fi is also available in every room.



Cozy Twin



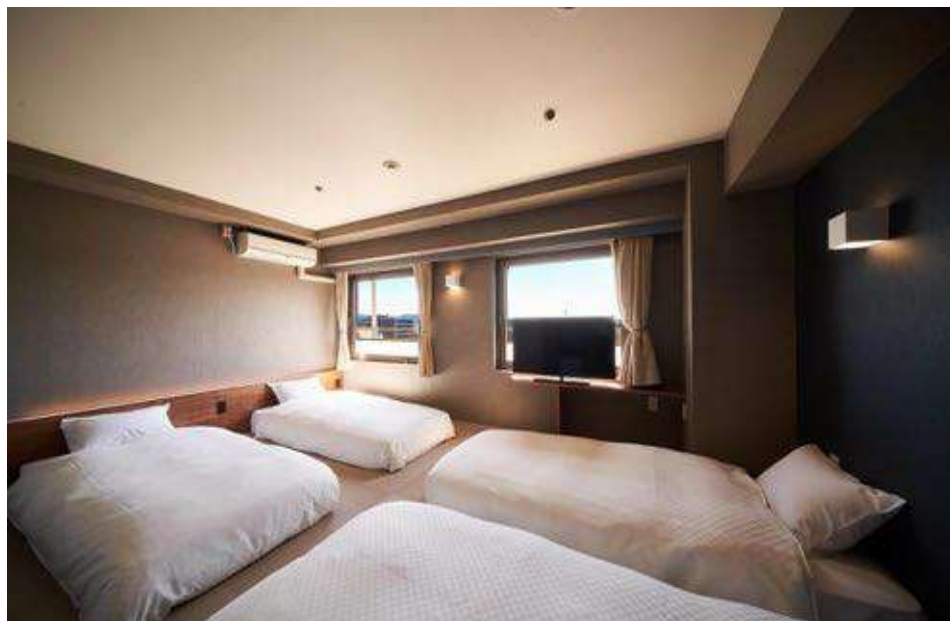
Cozy Double



Cozy Triple



EN Triple



EN Quad



About EN HOTEL Kyoto

<Name>

EN HOTEL Kyoto

<Address>

698 Myodenji-cho, Shijo-sagaru, Nishinotoin-dori, Shimogyo-ku, Kyoto, 600-8472, Japan

<Access>

6 minutes walk from Exit 26 of Karasuma Station on Hankyu Kyoto Line 6 minutes walk from Exit 2 of Shijo Station on Karasuma Subway Line

<Tel>

+81-75-361-0505

<Manager>

Shunya Suzuki

<Number of Rooms>

108 (all non-smoking)

Room Types	Room Size	Number of Rooms	Price*
Cozy Twin	15 m ²	50	From 10,000 JPY
Cozy Double	15 m ²	20	From 10,000 JPY
Cozy Triple	17 m ²	9	From 12,000 JPY
EN Triple	20 m ²	9	From 15,000 JPY
EN Quad	20-23 m ²	19	From 18,000 JPY
Universal Single	15 m ²	1	From 10,000 JPY

*Consumption tax and Kyoto accommodation tax excluded

< Capacity >

271 person

<Check-In>

3:00 PM

<Check-Out>

10:00 AM



About The COURT Co., Ltd.

Operates 17 hotels throughout Japan, from Hokkaido to Okinawa. As a professional hotel management group, The COURT is working to become a completely unique hospitality platform.

- Name The COURT Co., Ltd.
- Foundation February 22nd, 1984
- Head Office S-Gate Akasaka Sannno 4th floor 2-5-1 Akasaka, Minato-ku, Tokyo, 107-0052, Japan
- Director CEO Testuya Hashiramoto
- Employees 350
- Total Rooms 1,869
- Website www.courthotels.co.jp

EN HOTEL

- EN HOTEL www.en-hotel.com
- EN HOTEL Kyoto www.en-hotel.com/kyoto/
- SHIBUYA HOTEL EN www.shibuyahotel.jp/
- FUJISAWA HOTEL EN www.courthotels.co.jp/fujisawa/new/jp/

About Fosun Group

A global company listed on the Hong Kong Stock Market with a market capitalization of about 1.3 trillion yen and total assets of about 10 trillion yen. Involved in a diversity of businesses, its core businesses include pharmaceuticals and healthcare, financial asset management, fashion and food. At Fosun International's foundation is its philosophy of "family happiness" and this influences its fundamental business model of providing products and services that make every-day families' lives richer and happier. Hospitality is another of Fosun's core businesses, and it boasts Club Med, a world-famous resort hotel operator, as one of its subsidiaries.

About IDERA Capital Management Ltd.

Founded in 2001, IDERA Capital Management's mission is to establish Japan's leading "Hospitality & Happiness Platform" based on Fosun Group's philosophy of "family happiness." IDERA is primarily involved in fund and asset management. In the area of hospitality, it handles asset management of both the Hoshino Resorts TOMAMU in Hokkaido and more than 4,500 rooms in its own business and resort hotels. As a co-sponsor partner with Mitsui Co., Ltd., it also provides support to MIRAI Corporation, a real estate investment trust. Including MIRAI's properties, IDERA's asset management business is responsible for 6,900 rooms in group hotels.

For Press Inquiry

The COURT CO., Ltd.
Naoki Fuchinoue / Sako Ayano
Mail: pr@courthotels.co.jp