

Our Achievement: THE TOK



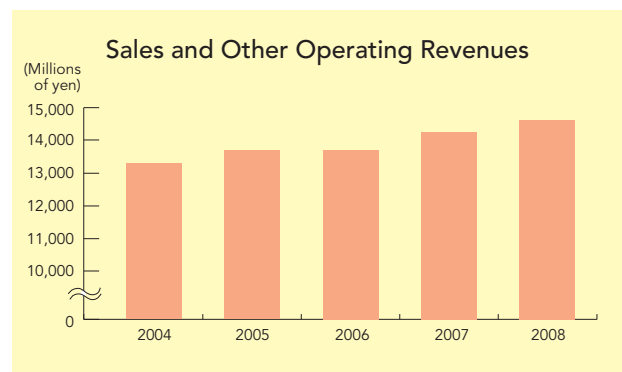
The Tokyo Dome Hotel utilizes the prime location of Tokyo Dome City to maximum advantage, creating an “entertainment-oriented hotel” that provides enjoyment and a playful feel.

The Tokyo Dome Hotel Group operates hotels in three locations across Japan, with the flagship hotel opened in June 2000. The Group continues to develop new business opportunities in cooperation with the facilities of Tokyo Dome City.

1. Record Performance in the Fiscal Year Ended January 31, 2008

The Tokyo Dome Hotel achieved the best results since its opening during the fiscal year ended January 31, 2008, with sales and other operating revenues of ¥14,606 million, and a room occupancy rate of 88.3 percent. This was due to an increase in foreign guests, the effectiveness of special campaigns and events held at Tokyo Dome, and greater revenues in the Wedding and Banquet divisions.

We plan to build on this strong performance with new and original campaigns, as well as events and promotions linked to the various facilities of Tokyo Dome City that will maintain this success.



YO DOME HOTEL



2. The Advantages to Being Free of the "Summer Slump"

The Japanese hotel industry suffers annually from a "summer slump." Business declines during the midsummer month of August, with nothing to equal the Christmas, year-end or New Year party season, and weddings and banquets are generally scheduled to avoid the heat. This is the busy season for the Tokyo Dome Hotel, however, as the number of visitors to Tokyo Dome City increases over the summer school holidays, and there are plenty of professional baseball games by the Tokyo Yomiuri Giants.

The weeks around February are also generally a slow time for events, but Tokyo Dome continues to host large-scale conventions such as the TOKYO International Great Quilt Festival, the Tableware Festival, and the Japan Grand Prix International

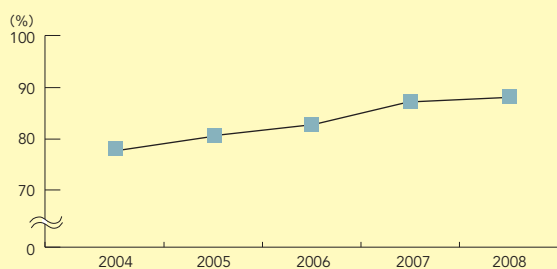
Orchid Festival. These three events alone attract some one million visitors, and the Tokyo Dome Hotel offers special accommodation packages for each of them.

The advantages afforded by Tokyo Dome City give the Tokyo Dome Hotel a competitive advantage in terms of guest drawing power even during times when other urban hotels are facing difficult times.

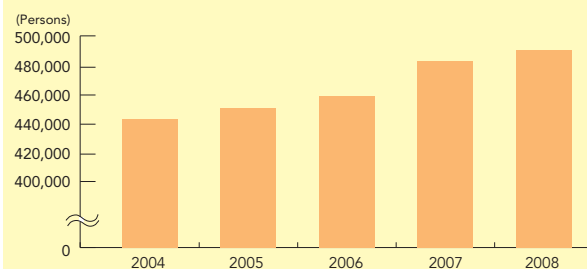
3. A Foundation of Safety and Peace of Mind

Safety is paramount in a hotel with a large number of guests. Providing guests with enjoyment and comfort begins by establishing a foundation for their safety and peace of mind. Based on this concept, the Tokyo Dome Hotel has established a three-stage crisis management criterion.

Guest Room Occupancy Rate



Number of Guests



An “Entertainment-Oriented Hotel” with a Playful Feel

Because it is located in Tokyo Dome City—one of the largest entertainment areas in the city—the Tokyo Dome Hotel seeks to offer more than just relaxation. Incorporating enjoyment and many playful touches, the hotel becomes part of the entire entertainment experience.

Services in Conjunction with Tokyo Dome City

The Tokyo Dome Hotel utilizes Tokyo Dome City to maximum advantage in providing services such as these that are closely connected to each facility.



The Artist’s Café (43F)

The Artist’s Café is a musical theme restaurant honoring artists that have given concerts at Tokyo Dome. Original goods from the various artists are on display in the gallery.

Bar 2000 (Twenty Oh-Oh) (6F)

Illumination displays from Tokyo Dome City shine through a counter window 18.44 meters long, the same distance as that between the pitcher’s mound and home plate. Patrons can sip special cocktails commemorating their favorite professional teams, and enjoy dishes beyond the ordinary appetizer that seek the perfect match of alcohol and food.

Original Entertainment Offerings from the Tokyo Dome Hotel

The Tokyo Dome Hotel offers entertainments with activities such as the following to appeal to an increasingly diverse range of guests.

- Stage shows for children featuring popular characters.
- Restaurant events combining cooking classes and dinners.
- Special accommodation packages such as for anniversaries or enjoying the night views.



The Tokyo Dome Hotel's Response to the "Hotel 2007 Problem"

The "Hotel 2007 Problem" refers to intensifying competition caused by the opening of a number of foreign luxury hotels in Tokyo through the end of 2007. This means that customers have a greater variety of hotels from which to choose. The Tokyo Dome Hotel has established a distinctive identity as an "entertainment-oriented hotel," although we recognize that there are still guests who prefer to stay at a newly opened hotel. To encourage these customers to return, the sales division has established a "remote president's office" on one of the floors in the hotel. This allows the sales team to quickly ascertain and resolve a variety of issues arising on site, providing a more attentive and focused service to help retain customers.