

November 2018

Sunshine City Prince Hotel
Announcing the birth of a hotel floor for all fans of Japan’s subculture,
including those from other countries, in Tokyo’s Ikebukuro district!

In April 2019 (tentative), Sunshine City Prince Hotel (3-1-5 Higashi-Ikebukuro, Toshima-ku, Tokyo; Tsuyoshi Okumura, General Manager) will open a new floor taking Japanese subculture as its theme. This **concept floor** will be designed to motivate trips to Japan by overseas fans of Japanese anime, manga, and other elements of Japanese subculture, and make their stay at the hotel even more fun.

Located on the 25th floor of the hotel, the concept floor will consist of four **common-use areas** and 20 **concept rooms**, and have features differing from hotel floors having only rooms for guests.

Taking “a dream-come-true experience of a stay surrounded by things you love” as its watchword, this floor will be designed especially for guests from other countries who love anime, manga, and other elements of Japanese subculture. It will make their stay a dream-like one unlike anything they have experienced before.

Instead of having the same contents throughout the year, the floor will change the tie-up contents in step with the going needs and with the right timing, for use by a wider circle of fans.



Common-use area: event space
(conceptual depiction)



Common-use area: library space
(conceptual depiction)



Twin room A
(conceptual depiction)

Together with the Shinjuku and Shibuya districts, the Ikebukuro district of Tokyo’s Toshima Ward, in which our hotel is situated, is one of the three major subcenters of Tokyo. It is gaining wider recognition in other countries as an area driving Japanese subculture, which is distinguished by anime, manga, and other elements.

To begin with, our hotel is next to Otome Road, which is famous as a pilgrimage stop for “fujoshi”. It is also near Sunshine 60, which is a center of entertainment facilities such as J-World Tokyo and Pokémon Center Mega Tokyo that are highly popular with international visitors, as well as the Animate Ikebukuro Store, a must stop for lovers of animated character goods. The area has also consequently come to the fore as one thronged with mainly female fans of anime and manga from inside and outside Japan.

In addition, the district is holding various events and leading a large-scale area redevelopment project from 2019 to 2020. Toshima Ward, in which it is located, has become the first ward in Japan to be designated a Culture City of East Asia. Based on this dramatic transformation as an underlying theme, its entertainment value will rise even higher and increase the fun for visitors strolling around the area as a whole. Taking the opportunity presented by this area development, our hotel is making plans to reinforce arrangements in the service aspect as well so guests will be able to enjoy Ikebukuro to their heart’s content while staying on the concept floor. These plans include an original area excursion passport based on partnership with entertainment facilities and subculture shops in the area.

***Please note that, in January 2019 at the earliest, we will announce the opening contents for the floor beginning in April**

©For inquiries regarding this news release
 Contact: Hamada or Hirata, Business Strategy, Sunshine City Prince Hotel
 Email: ph-s-hamada@princehotels.co.jp
 TEL: 03-5954-2250 / FAX: 03-3988-1110

The concept floor born of desires to give more fans, even those from other countries, a special

In April 2016, we launched a “concept room” program limited to one room per day. Over the ensuing roughly two and a half years, we tied up with anime contents for more than 10 works, including “Yuri!!! on ICE” and “Gintama.” In almost all cases, the rooms for these works were completely booked out soon after they were available for reservation, and many people who wanted to make reservations were unable to do so. Although we lengthened the program period each time, there were still many people who could not get a reservation. As for guests from other countries, there were some reservations by those residing in Japan, but those outside Japan generally could not make reservations because of the very high number of reservations by Japanese guests. As a hotel, this situation was a concern for us.

In addition to the interior decoration and set of original goods, the concept rooms have so far had a notebook for comments by guests. Many guests have left comments expressing their joy and excitement, such as “I don’t want to leave,” “I want to live here,” and “I stayed awake all night to enjoy the room.” Seeing these comments in the notebook deepened our desire to provide something better to more guests. This led to our decision to remodel an entire floor and turn it into a concept floor.

Main works for the concept rooms so far



Yuri!!! on ICE (Western-style room, left: bedroom, right: living room)

© Hasetsu Chominkai/Yuri!!! on ICE Production Committee



Gintama (Japanese-style room)

© Sorachi Hideaki/Shueisha, TV Tokyo, Dentsu, BNP, Aniplex

Floor production for the enjoyment of even overseas fans of Japanese

The remodeling work is proceeding in collaboration with Relia, Inc. and Tokyo Otaku Mode Inc., and will turn the floor into a new symbol of our hotel. We are going to produce the floor with a view to heightening recognition among overseas fans in particular, and provide them with information about it.

Concept floor producer: Naomitsu Kodaka, Tokyo Otaku Mode, Inc.

It has been said for some time that the subject of domestic consumption, inclusive of tourism, is shifting from goods to experiences. In recent years, consumption by people from other countries visiting Japan has also been gradually shifting from massive spending on goods exemplified by “bakugai” (explosive purchasing) to having new experiences. In this context, the Japanese subculture centered on anime has an especially strong popularity outside Japan as well. For its many devoted fans, Japan is a country they long to visit. The concept floor at the Sunshine City Prince Hotel will surely be a dream-come-true place for international tourists who love Japanese anime and will probably come in increasing numbers, as it will allow them to shrink their distance from the works. In this project as well, we are making full use of the diverse know-how we have accumulated through our dissemination of information to overseas fans of Japanese anime and mail-order sales of related products. Together with Sunshine City Prince Hotel, we are determined to deliver a wonderful experience that will be fondly remembered by all anime fans inside and outside Japan.

The information, conceptual drawing, and floor plan in this release are as of November 9, 2018, and subject to change.