PRESS RELEASE

AGORA・KANAZAWA

200 Room New Brand Hotel in Katamachi Kanazawa
AGORA・KANAZAWA
Grand Opening – November 1st, 2019

Agora Hotel Alliance’s new brand hotel, AGORA・KANAZAWA (General Manager Koji Noda, Address: Katamachi 2-25-17, Kanazawa-shi, Ishikawa), was opened with 200 rooms on November 1st, 2019 as a hotel where guests are able to experience Japanese culture through the essence of the tea ceremony.

AGORA KANAZAWA is based on the concept of “Satei, a place to experience the town spirit. Proudly original with a sense of Kanazawa”, and incorporates the spirit of tea ceremony into its service to welcome guests. Guests are able to relax at Ichié・Lounge during their stay. Serving as a living room of Satei, the lounge is an access point through which guests can deeply experience the town of Kanazawa though a once in a lifetime encounter with Kanazawa’s townspeople and crafts.

Ichié・Lounge<2F>
In the lounge, only for hotel guests, green tea and tea sweets can be enjoyed as well as other free drinks that are served. There is a map of Kanazawa called “Machigokoro map”, shaped like a round window of tea room, which guides visitors to must-see spots recommended by Kanazawa townspeople and hotel staff. The map is used not only as a tool for providing information, but also as a resource for sharing guest’s exciting memories with others. It is a unique tool that helps guests to explore Kanazawa.

In the lounge, there are various craftworks made by artists working mainly in Kanazawa. Guests can purchase these craftworks, which will serve as long lasting memorabilia enabling them to reflect on their travels. Exhibitions by featured artists and workshops will be held to enable guests to experience the true culture of Kanazawa.

【For Inquiries from Media】
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Guest rooms are named for the four most important elements of tea ceremony, “Wa Kei Sei Jaku”, meaning harmony, respect, purity and tranquility. Rooms are true to Kanazawa style being both glamorous and also simple and comfortable. Guests can enjoy some relaxing time and brew tea from fresh leaves using the hotel’s original Kutaniyaki tea set.

<table>
<thead>
<tr>
<th>Room Type</th>
<th>Area (㎡)</th>
<th>Rates (per person • max. occupancy = 2 • includes sales tax • hotel tax not included)</th>
<th>Number of Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twin Bedroom-Sei (3~6F)</td>
<td>20</td>
<td>7,000 yen~</td>
<td>52</td>
</tr>
<tr>
<td>Twin Bedroom-Sei (7~11F)</td>
<td>20</td>
<td>7,500 yen~</td>
<td>65</td>
</tr>
<tr>
<td>Twin Bedroom-Sei (top floor)</td>
<td>8,500 yen~</td>
<td></td>
<td>13</td>
</tr>
<tr>
<td>Double Bedroom-Jaku (3~6F)</td>
<td>20</td>
<td>7,000 yen~</td>
<td>16</td>
</tr>
<tr>
<td>Double Bedroom-Jaku (7~11F)</td>
<td>20</td>
<td>7,500 yen~</td>
<td>20</td>
</tr>
<tr>
<td>Double Bedroom-Jaku (top floor)</td>
<td>8,500 yen~</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Japanese Modern Room-Wa (4~6F)</td>
<td>25</td>
<td>8,000 yen~</td>
<td>3</td>
</tr>
<tr>
<td>Japanese Modern Room-Wa (7~11F)</td>
<td>25</td>
<td>8,500 yen~</td>
<td>5</td>
</tr>
<tr>
<td>Japanese Modern Room-Wa (top floor)</td>
<td>9,500 yen~</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Japanese Modern Room-Kei (3~6F)</td>
<td>29</td>
<td>8,500 yen~</td>
<td>8</td>
</tr>
<tr>
<td>Japanese Modern Room-Kei (7~11F)</td>
<td>29</td>
<td>9,000 yen~</td>
<td>10</td>
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<tr>
<td>Japanese Modern Room-Kei (top floor)</td>
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<td>2</td>
</tr>
<tr>
<td>Universal Room (3F)</td>
<td>25</td>
<td>8,000 yen~</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total Number of Rooms</strong></td>
<td></td>
<td></td>
<td>200</td>
</tr>
</tbody>
</table>

**Dining • SohZa <1F>**

The restaurant name signifies “a place and time where people gather to socialize with each other in peaceful harmonious style”. We serve western cuisine using local Kanazawa ingredients that adopts Kanazawa food culture based on the concept of “Time in a future tea house”. Enjoy “Kanazawa terroir” with Japanese sake.

- **Hours:**
  - Breakfast: 7:00~10:00 (L.O.)
  - Dinner (Sun.~Thu.): 17:30~23:00 (L.O. 22:00)
  - (Fri., Sat., Days before a holiday): 17:30~25:00 (L.O. 23:30)

- **Breakfast menu:** buffet style
  - Oden, duck meat stew, Kinjiso (a Kanazawa local vegetable side dish), yellow tail and daikon, yellowtail sushi, etc. approximately 80 dishes

- **Dinner menu:**
  - Kanazawa pot-au-feu (1,600 yen)
  - Bouillabaisse (for 2 people, 2,980 yen)
  - Rockfish in baked pie wrap (2,000 yen) etc. ※ tax not included
■ Facilities <2F>

Guests can relieve their tired bodies and relax with a Spa treatment, in the Fitness room or in the large bath.

<table>
<thead>
<tr>
<th></th>
<th>Bath</th>
<th>Fitness</th>
<th>Laundry</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours</td>
<td>14:00～11:00</td>
<td>24Hours</td>
<td>24Hours</td>
</tr>
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</table>

- Spa treatment 「SANATIO KANAZAWA」

『SANATIO SPA』 is the original brand of Cred International and a world renowned hotel spa operating shops in Shinjuku, Odaiba, and Hakone in Japan, and also Vancouver, Canada, New York, in the USA and Sri Lanka.

We use “THÉMAÈ”, the spa brand, which was produced in 2007, in France. The name THÉMAÈ comes from Japanese tea ceremony “お点前”, and treatments are conducted with extreme care just like when a Japanese tea master prepares tea. This is a special massage care product having many cultural and ancestral wisdom connected to tea.

Hours : 16:00～25:00 (Last entry 23:30)

Menu:
- BODY THÉMAÈ Oriental Treatment 70minutes : 19,000yen 100minutes : 23,000yen
- FACIAL THÉMAÈ Hydration Strategy 70minutes : 19,000yen
- BODY & FACIAL THÉMAÈ Ceremony 100minutes : 26,000yen

※For SANATIO SPA customers, use of the large bath is included.
※Tax not included

■ Building Outline

Name : AGORA・Kanazawa

Address : 2 Katamachi, Kanazawa-shi, Ishikawa 920-0981

Access : Approximately 30 mins walk from Kanazawa station
         Approximately 13 mins by taxi
         Approximately 1 min walk from Katachi Chuo street bus stop
         Approximately 7 mins walk from Korimbo bus stop

URL : https://www.agora-kanazawa.com/

Opening Date : Friday, November 1st, 2019

No. of floors : 12 floors above ground

Site area : 1174.62㎡

Total floor space : 7614.25㎡

No. of guest rooms : 200 rooms

Adjoining Facilities : Reception, Guest lounge, Restaurant, Fitness gym, Spa treatment, Large bath, Shop, Laundry

Operation : AOGRA Hospitalities Co.,Ltd.