



GINZA • TOKYO
BY THE ASCOTT LIMITED

NEWS RELEASE

lyf Ginza Tokyo Opens Today **The first lyf-branded property in Tokyo**

TOKYO, JAPAN, November 30th, 2023—The Ascott Limited, the leading Singapore-based global hospitality operator with operations in more than 220 cities in 40 countries and regions, is pleased to announce the opening today of the lyf Ginza Tokyo in the world-renowned Ginza shopping, dining and cultural area of Tokyo – the first lyf-branded property in Tokyo and the second in Japan.



lyf Ginza Tokyo

lyf Ginza Tokyo is a one-minute walk from Kyobashi and Takaracho subway stations in one of Tokyo's main business districts, and a seven-minute walk from Tokyo station, which for many visitors is the gateway to the city; it is also just a ten-minute walk to the center of the Ginza. With its many art galleries, the Ginza has more recently become known additionally as a cultural destination. The hotel also offers easy access to other popular tourist destinations such as Asakusa and Tsukiji.

lyf Ginza Tokyo
2-5-4 Kyobashi, Chuo-Ku, Tokyo,
104-0031, Japan
lyf 銀座東京 〒103-0031 東京都中央区京橋 2-5-4
Email: enquiry.ginza@the-ascott.com
@lyf.ginza <https://www.instagram.com/lyf.ginza> #livelythere

A New Way to Belong



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Based on the lyf (pronounced "life") brand concept "A New Way to Belong," the new hotel will be a place where guests from Japan and overseas can mix with local people and form communities where new ideas and values are born. Both hotel guests and those living and working locally will be invited to join the "lyf Community" and connect with each other by accessing lyf social media accounts and joining onsite community events.

Helping to ensure guests get the most out of their stay, staff known as "Ambassadors of Buzz" will organize events and help guests connect with influencers and business leaders in the local community, taking advantage of the hotel's proximity to the Ginza area of Tokyo, an area with a rich international flavor.

lyf Ginza Tokyo will offer 140 guest rooms in a variety of sizes, from compact studios to larger two-bedroomed rooms. Orange, the color used to depict the Ginza subway line, features prominently in the hotel, and the exterior and interior of the property are decorated with graphics specially designed around the theme of "Ginza" and "lyf;" These were created in collaboration with three local artists and aim to depict the enjoyment guests will experience during a stay at lyf Ginza Tokyo. One depicts a large number of free and unique living creatures, expressing the diversity embodied by lyf; another imagines what shopping will be like in the future Ginza.



Guest room "Big Bed"



Guest room "All Together"

The property includes a coworking space and communal lounge called "CONNECT," where guests can relax and work efficiently, making use of the hotel's high-speed internet connection and plentiful power outlets. There is also a kitchen area called "BOND" equipped where guests can socialize. Other shared spaces include a "WASH & HANG" launderette and a gym called "BURN."



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CONNECT



BOND

The Café & Bar “REFUEL +” on the ground floor will open from 7:00 am and offer a variety of menu items throughout the day, including a healthy breakfast option allowing guests to choose from a selection of croissants, yoghurt, fruits, juice and coffee.



BURN



REFUEL +

lyf Ginza Tokyo Champion (Residence Manager) Eri Inoue commented, “We are pleased to open our first lyf-branded property in the bustling Ginza area of Tokyo, a place where tourists and business people from Japan and overseas congregate. We look forward to many moments when people come together at the lyf, make new acquaintances, and create a community.”

lyf Ginza Tokyo

Location:	Kyobashi 2-5-4, Chuo-ku, Tokyo, Japan
No. of guest rooms:	140
Facilities:	Coworking lounge, social kitchen, launderette, gym, café & bar
Official website:	https://www.discoverasr.com/en/lyf/japan/lyf-ginza-tokyo
Tel:	+81 3-3528-6505

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About lyf

lyf (pronounced "life") is a hospitality concept that provides coliving spaces for digital nomads, technopreneurs, creatives and self-starters to "live your freedom" in a dynamic environment. The apartments, social spaces and experiential programmes at lyf properties are designed for guests to forge connections and to nurture a strong sense of community. About lyf:

<https://www.discoverasr.com/en/lyf>

lyf Ginza Tokyo Instagram: @lyf.ginza <https://www.instagram.com/lyf.ginza/>

lyf Tenjin Fukuoka Instagram: @lyf.tenjin <https://www.instagram.com/lyf.tenjin/>

About The Ascott Limited

Since pioneering Asia Pacific's first international-class serviced residence with the opening of The Ascott Singapore in 1984, Ascott has grown to be a trusted hospitality company with more than 940 properties globally. Headquartered in Singapore, Ascott's presence extends across more than 220 cities in over 40 countries in Asia Pacific, Central Asia, Europe, the Middle East, Africa, and the USA.

Ascott's diversified accommodation offerings span serviced residences, coliving properties, hotels and independent senior living apartments, as well as student accommodation and rental housing. Its award-winning hospitality brands include Ascott, Citadines, lyf, Oakwood, Quest, Somerset, The Crest Collection, The Unlimited Collection, Preference, Fox, Harris, POP!, Vertu and Yello; and it has a brand partnership with Domitys. Through Ascott Star Rewards (ASR), Ascott's loyalty programme, members enjoy exclusive privileges and offers at participating properties.

A wholly owned business unit of CapitaLand Investment Limited, Ascott is a leading vertically-integrated lodging operator. Harnessing its extensive network of third-party owners and in-market expertise, Ascott grows fee-related earnings through its hospitality management and investment management capabilities. Ascott also expands its funds under management by growing its sponsored CapitaLand Ascott Trust and private funds.

For more information on Ascott's industry record of close to 40 years and its sustainability programme, please visit www.discoverasr.com/the-ascott-limited. Connect with us on [Facebook](#), [Instagram](#), [TikTok](#) and [LinkedIn](#).

Media Contacts

Ms. Risa Miyajima, Ms. Yoko Nishimura, Ms. Emiri Nishimura

Public Relations

The Ascott Japan (represented by Current Global)

Email: Ascott_jp_pr@CurrentGlobal.com

lyf Ginza Tokyo
2-5-4 Kyobashi, Chuo-Ku, Tokyo,
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