



“LOHAS Hotels – where you can sleep soundly”

SUPER HOTEL

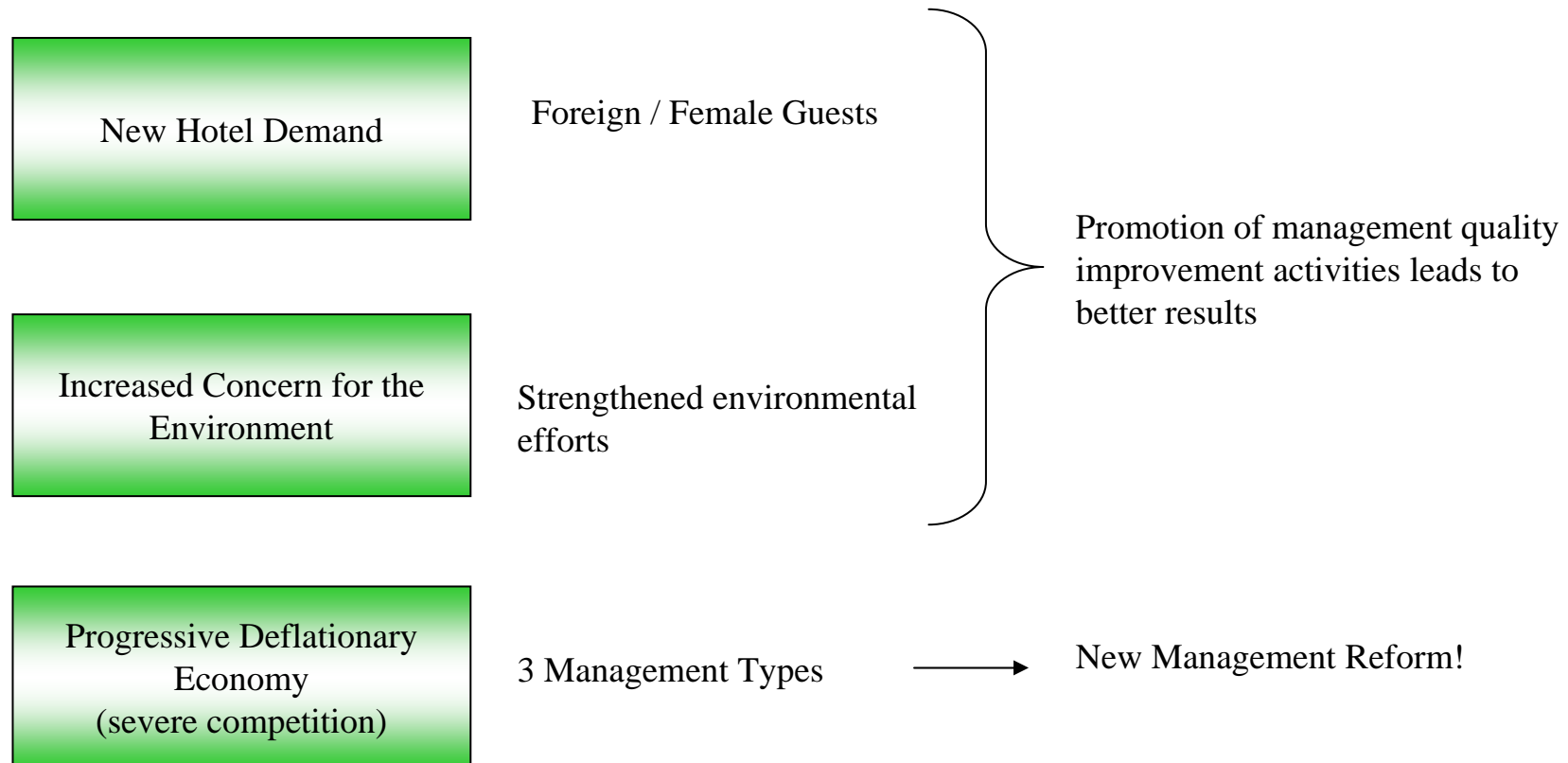
~ 2010 Japan Quality Award Reporting Conference ~

2011/02/24

Super Hotel Co., Ltd.

President Ryosuke Yamamoto

Hotel Industry Changes and Responses



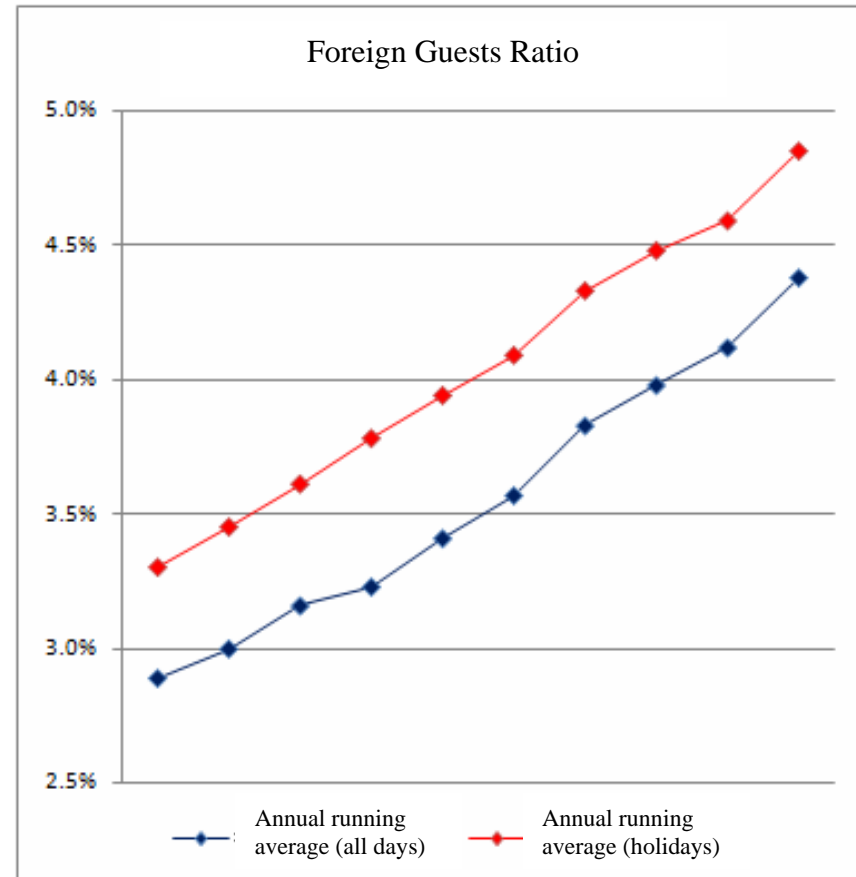
Foreign Guests – Responses and Results



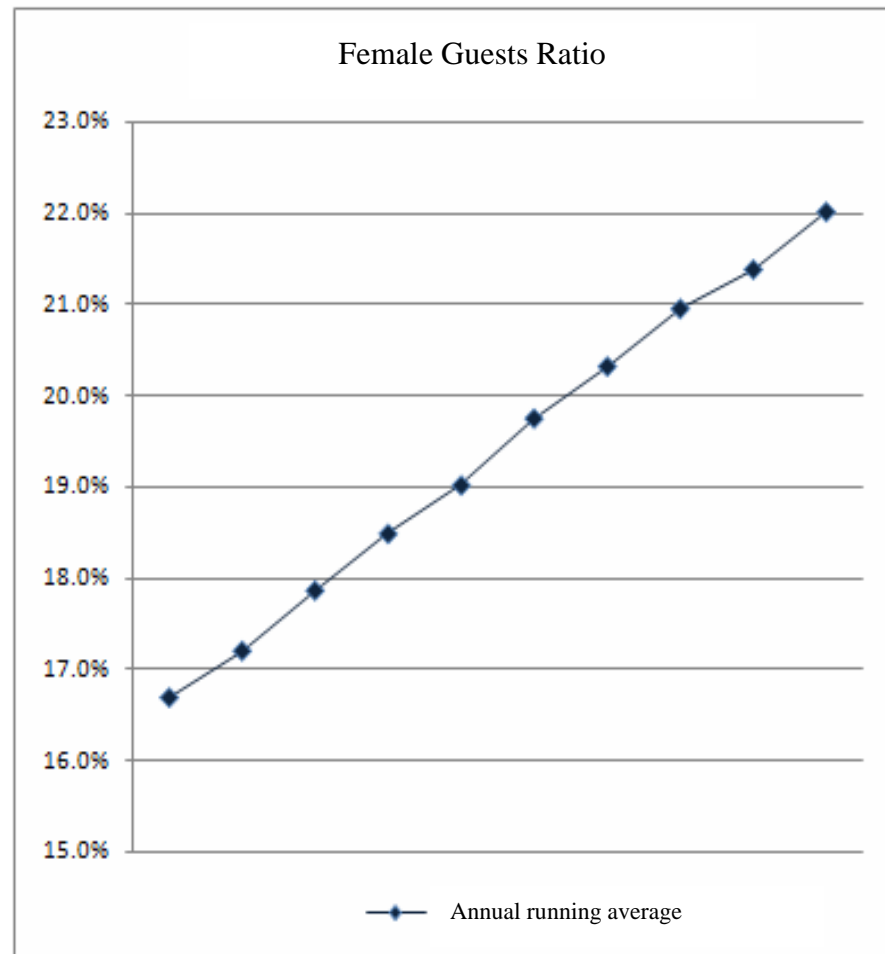
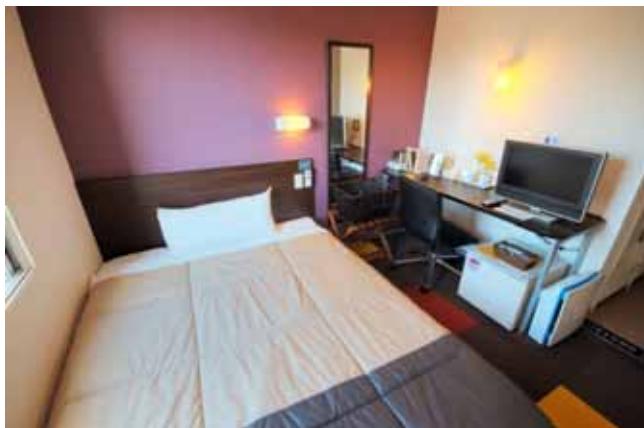
English Website
(Chinese and Korean also)



WELCOME FLOOR



Female Guests – Responses and Results



Environmental Burden Reduction ~ Together with Guests ~



“Eco Accommodation”

Selected as Ministry of Environment Carbon Offset Model Business

Objectives

Popularization / promotion of carbon offset approaches by becoming a model for others through implementation of business improvements based on expert advice.

Utilization of business content and results as improvement insight / guidelines to promote future carbon offset efforts.

Broad sharing of achievements through public seminars at fiscal year end.



What are Carbon Offsets?

In some areas, society members are aware of and voluntarily make efforts to reduce greenhouse gas emissions. In other areas, it is difficult to achieve reduction in emissions volume. Carbon offsets are a means of making up for some or part of those emissions through the purchase of greenhouse gas emission / absorption credits from other locations where emissions reduction / absorption projects and activities have been successfully implemented.

Environment Minister's Award for Global Warming Prevention Activities

Super Hotel has received the “Environment Minister’s Award for Global Warming Prevention Activities” in recognition of its hotel service industry leading-edge environmental burden reduction activities, including its “Eco Discount Activities” and “Eco Accommodation”.



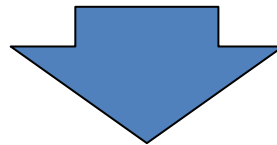
Environment Minister's Award for Global Warming Prevention Activities



with Ryo Matsumoto, Minister of Environment

Severe Competition following the Lehman Shock

- Intensified customer acquisition competition with overnight stay price wars in response to reduction in overnight business guest numbers
- City Hotel displays SH prices
- Variable price sales are being implemented at some hotels to ensure adequate profits



In order to avoid unlimited price competition, we are taking advantage of our low-cost operational strengths to improve service and sell product at suitable prices.

Severe competition after Lehman's Fall

Serviceability Improvement

Work Schedule

Revenue Management focused on
Competitive Trends

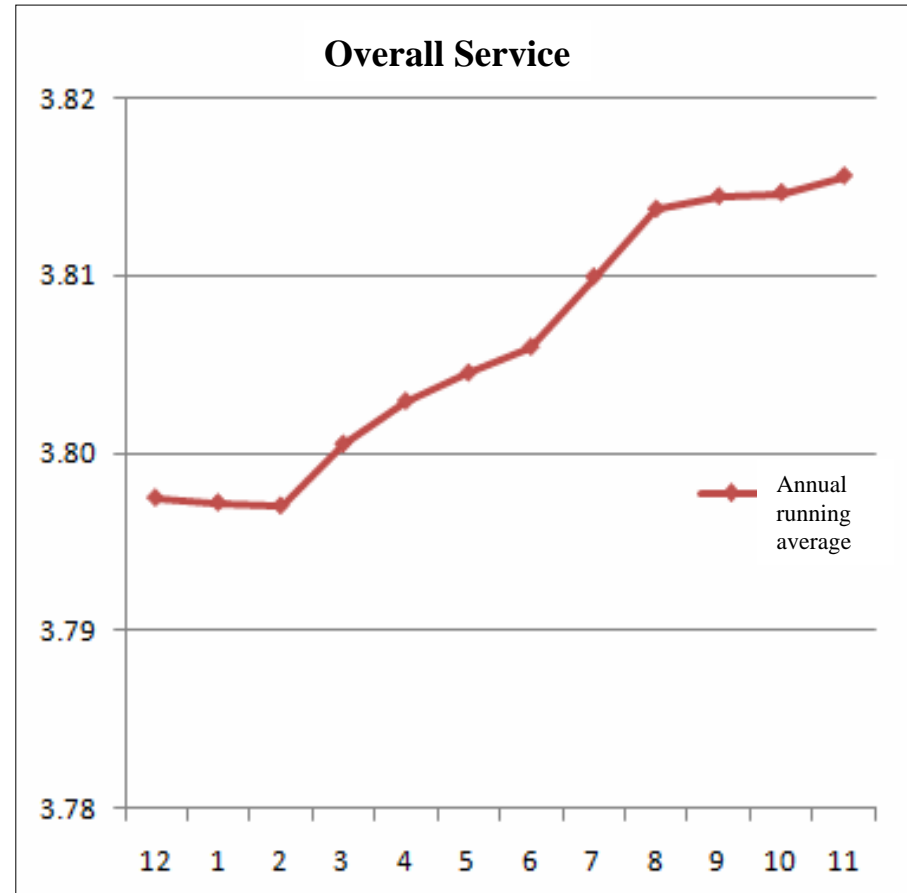
Numerical Management

Nurturing human resources that can use
new management

No.2 Training

3 Types of Management

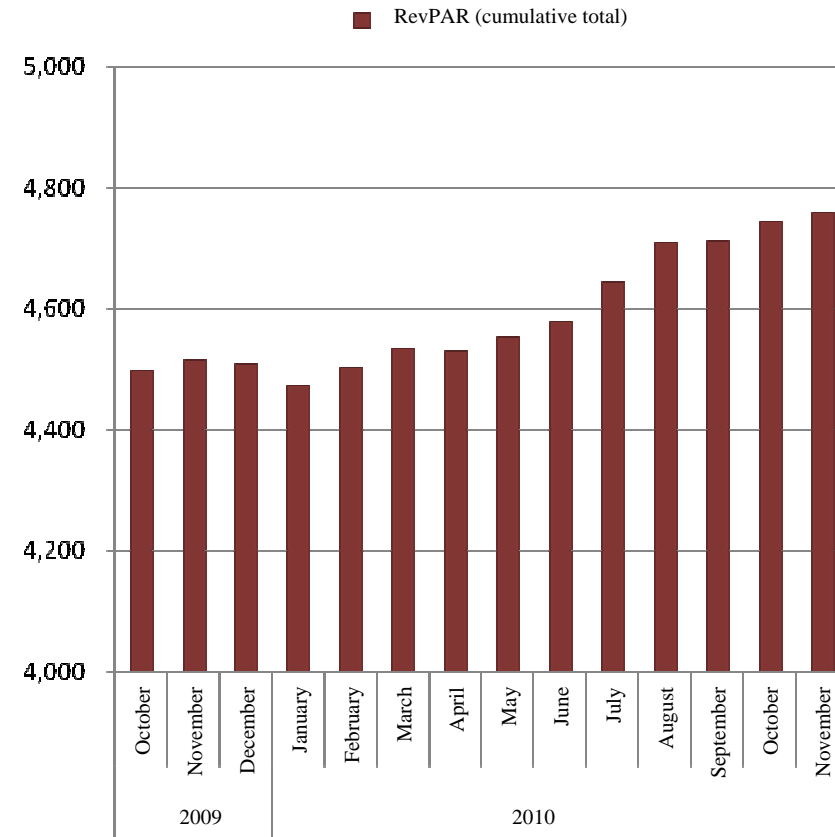
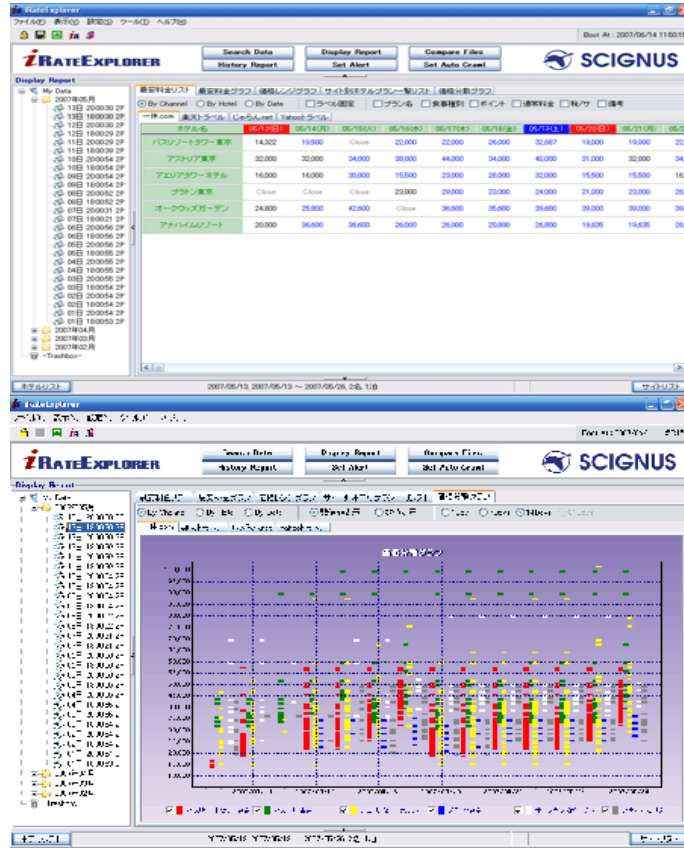
New Approach in the Changing Business Hotel Environment



Staffing needs / work distribution by day / time to provide a uniform level of service for guests

Work Schedule

New Approach in the Changing Business Hotel Environment



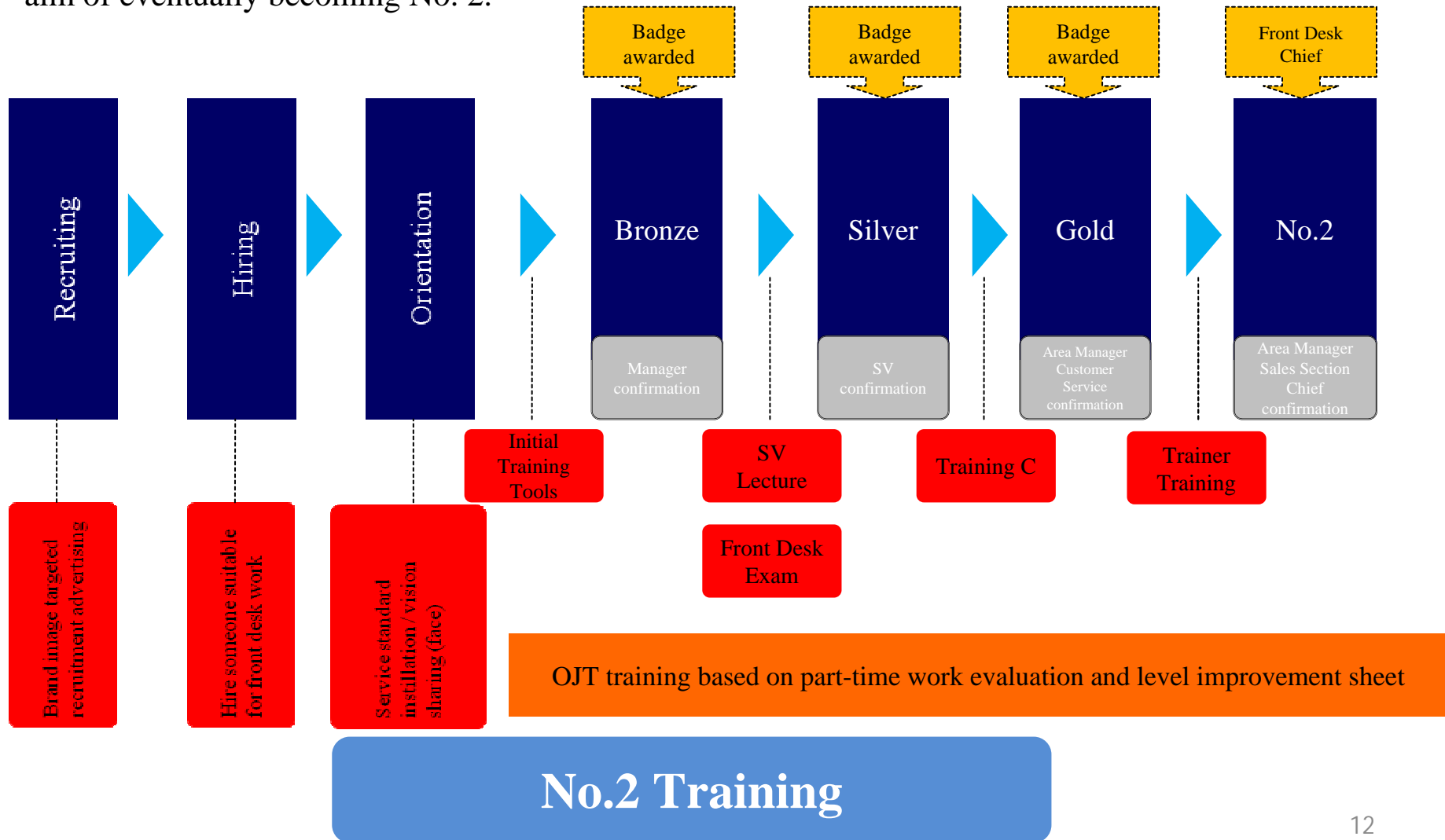
Maximize revenue by selling products at optimal times / prices based on demand projections to appropriate customer groups

Numerical Management

New Approach in the Changing Business Hotel Environment



Our No. 2 Training Program is comprised of a 3-stage training process – Bronze, Silver, Gold – following the recruiting / hiring and orientation process. Goal setting is done at each stage with the aim of eventually becoming No. 2.





We hope to broaden our circle of gratitude / affection!
Thank you for your attention!

