

Beat: Business

FAIRFIELD BY MARRIOTT CONTINUES ITS LARGE-SCALE BRAND EXPANSION IN JAPAN

SIX HOTELS SLATED TO OPEN BY AUGUST 2021

PARIS - TOKYO, 24.03.2021, 11:22 Time

USPA NEWS - Fairfield by Marriott, part of Marriott Bonvoy's portfolio of 30 extraordinary brands, announced on March 09, the upcoming openings of six new Fairfield properties in Japan. The new hotels that are slated to open in 2021 include: Fairfield by Marriott Mie Odai, Fairfield by Marriott Kyoto Minamiyamashiro, Fairfield by Marriott Tochigi Nikko, Fairfield by Marriott Wakayama Kushimoto, Fairfield by Marriott Wakayama Susami and Fairfield by Marriott Gifu Takayama Shokawa.

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The openings continue the momentum of the innovative "Michi-no-eki" project, bringing six more Fairfield by Marriott hotels to key locations near roadside rest stations called "Michi-no-Eki", across four prefectures in Japan. The new hotels are situated close to national parks and UNESCO World Heritage Sites, providing guests easy access to many undiscovered destinations.

"We are excited to continue the Fairfield by Marriott brand expansion in Japan this year, with the opening of six more hotels in collaboration with our partner, Sekisui House," said Rajeev Menon, President, Asia Pacific (excluding China), Marriott International. "These new openings underscore Marriott International's commitment to growing our presence in Japan to serve travelers here. As we see the growing demand for self-drive travel, the new hotels will deliver on the brand's principles of friendly service and warm hospitality in undiscovered destinations across Japan."

Each one of the new hotels takes inspiration from its natural surroundings, delivering the beauty of simplicity for guests who appreciate a calming and reliable experience. Each of the hotels' public areas serves as a flexible social space to share and connect with other travelers or simply to relax. Guests can expect a harmonious balance of functionality, comfort and enriching décor in natural materials and carefully selected amenities.

- Fairfield by Marriott Mie Odai (72 rooms, opened March 9th, 2021)
- Fairfield by Marriott Kyoto Minamiyamashiro (50 rooms, planned opening March 12th, 2021)
- Fairfield by Marriott Tochigi Nikko (91 rooms, planned opening March 22nd, 2021)
- Fairfield by Marriott Wakayama Kushimoto (90 rooms, planned opening April 14th, 2021)
- Fairfield by Marriott Wakayama Susami (90 rooms, planned opening June 9th, 2021)
- Fairfield by Marriott Gifu Takayama Shokawa (64 rooms, planned opening summer 2021)

"Fairfield by Marriott offers travelers access to remote destinations in Japan whilst ensuring that guests can count on The Fairfield Promise "" from the hotel's level of service to accommodations, if a guest is ever not satisfied with their stay, Fairfield will make it right," said Masahiro Taguchi, Project Director of Fairfield by Marriott's Michi-no-Eki portfolio. "We look forward to welcoming more travelers to discover the wonderful secrets of rural Japan, including its beautiful landscapes, local produce and cuisines, traditional crafts and historic destinations."

Source: Marriott International Inc.

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

Article online:

<https://www.uspa24.com/bericht-18441/fairfield-by-marriott-continues-its-large-scale-brand-expansion-in-japan.html>

Editorial office and responsibility:

V.i.S.d.P. & Sect. 6 MDSIV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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Editorial program service of General News Agency:

UPA United Press Agency LTD
483 Green Lanes
UK, London N13NV 4BS
contact (at) unitedpressagency.com
Official Federal Reg. No. 7442619