

## Remodeling and construction rush in high end hotel industry in Japan

In the old-town area of Takayama City in the Japanese Alps, one after another new hotels are being built while existing hotels are going through a large scale renovation trend. As the roads open up for the summer traffic rush, the competition for customers is sharply increasing as hotels make marked progress in their marketing for high-end affluent customers, with business and young couple consumers also in their focus.



Among those involved in the building boom is the Takayama Green Hotel. In their Imperial Tower is the 60,000yen a night luxury suite. Equipped with an outdoor open air Japanese style hot spring, the Japanese or Western style

rooms are designed by skilled Japanese carpenters and give a magnificent view of the Japanese Alps.

With special access via a dedicated front desk and elevator, the high class rooms begin on the 7th floor and rise up to give



a panoramic view of the surrounding countryside. The hotel manager commented that their purpose is to accommodate each and every customer's unique and diverse needs, from those on a business trip to customers in search of a truly Japanese experience.

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<http://www.yomiuri.co.jp/e-japan/gifu/news/20080410-OYT8T00806.htm>