

A new style of minimalist hotel,  
designed especially for tourists



“karaksa”

Since ancient times, the *karakusa* motif has been treasured as a symbol of growth, prosperity and intangible bonds.

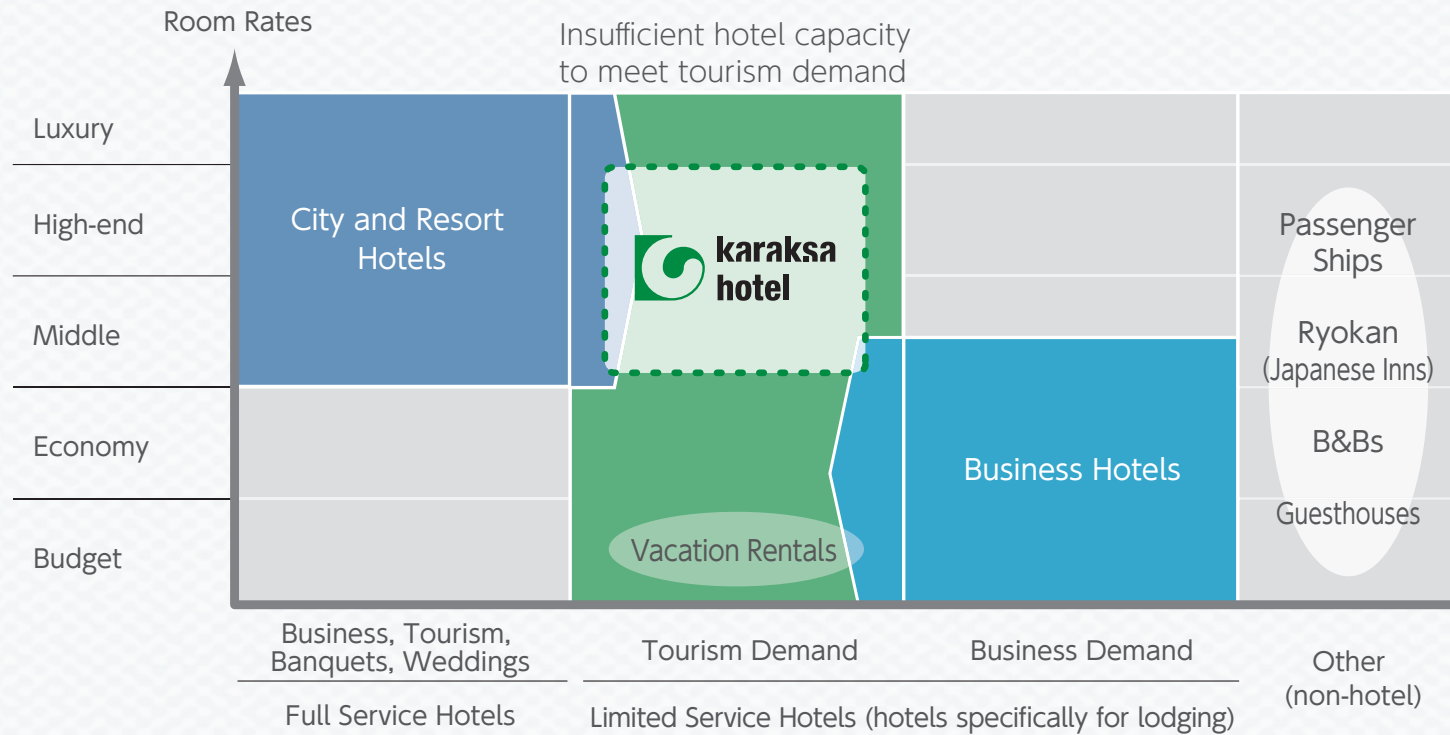


The corporate logo of the Xymax Group combines the *karakusa* motif with the traditional Japanese *tomoe* and *magatama* designs to express growth and development, as well as partnership and nobility of spirit.

The karaksa hotel brand incorporates our desire to create hotels loved across generations, as fresh and inviting as the *karakusa* arabesque itself.



The karaksa hotel concept is centered on accommodations specifically designed for tourists in the pursuit of comfort and convenience.



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**Simple and stylish:  
Japanese modern spaces  
for relaxation**

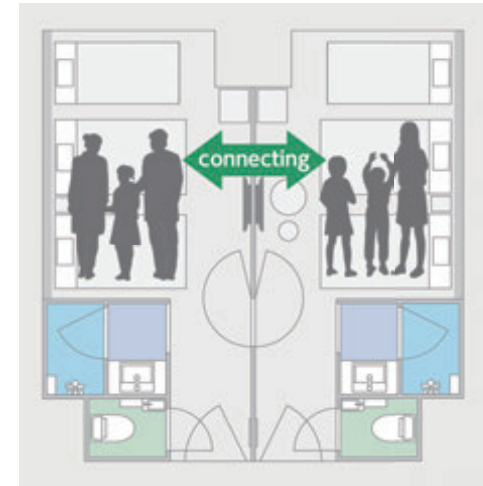
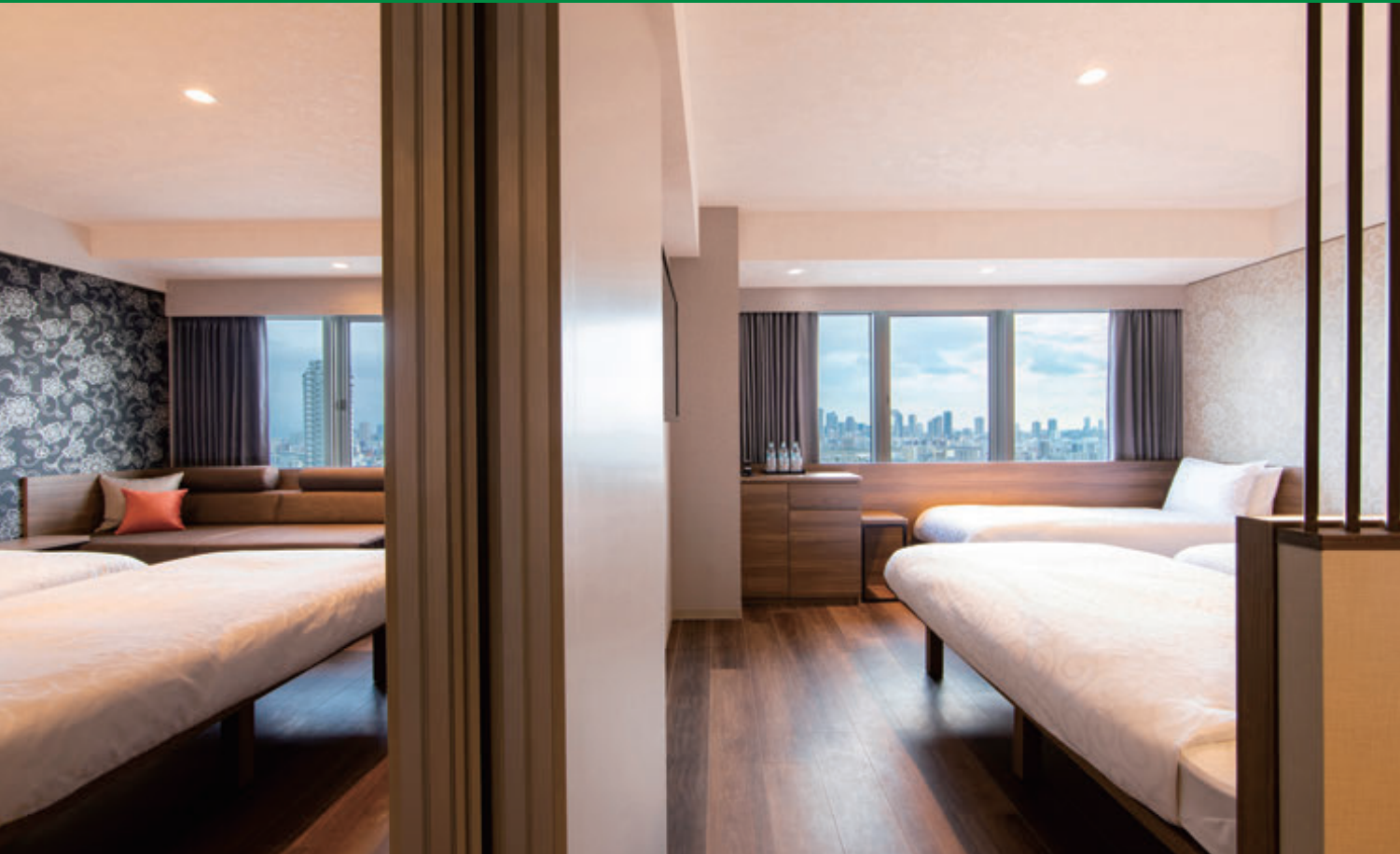
The karaksa motif adds elegant flair to the hotel ambiance.



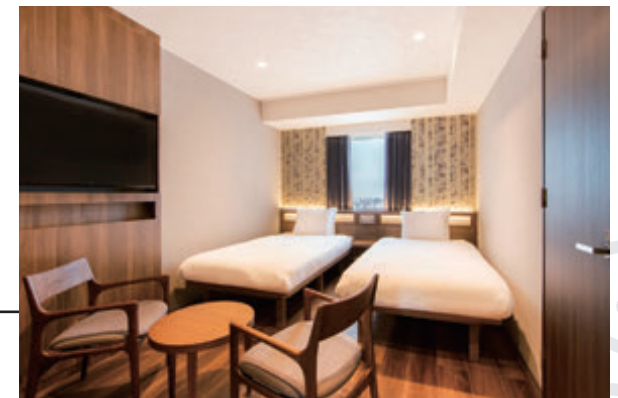
**Guest rooms over 20m<sup>2</sup>.  
A variety of room  
types to suit travelers' needs**

**Connecting rooms**

Connecting doors are equipped between the majority of our guest rooms. Ideal for families and group travelers who require more space to enjoy their stay together.



In the connecting rooms, guests can use bathrooms in two locations, making them convenient for larger groups.



**Twin rooms as karaksa standard**

karaksa hotels are designed for tourists. Instead of single rooms, we have made twin rooms our standard.

**karaksa hotel**

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**Separated restrooms and showers. Our simple yet functional guest rooms are perfect for group use**

Internet connection

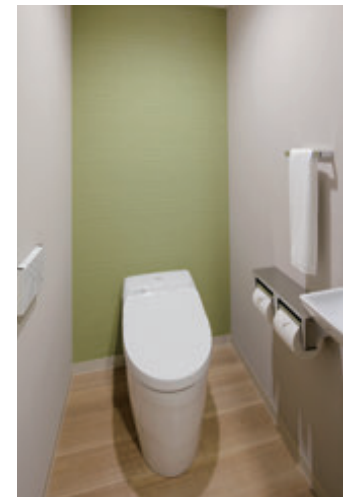
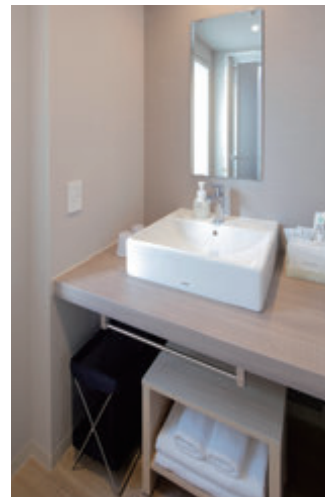
We offer a pleasant and fully equipped internet environment, with free Wi-Fi provided throughout the hotel and USB ports in the headboards of all guest rooms.



 **FREE Wi-Fi**



Bulky suitcases fit neatly under the bed. (TOKYO STATION)



Shower rooms

A user-friendly design with shower rooms separated from sinks and toilets.

 **karaksa hotel**

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## Facilities and services to make your stay more comfortable and enjoyable

### Restaurant

Most locations provide buffet-style breakfast in our bright, open restaurants.



A pristine lobby greets guests upon arrival.



Our breakfast menus include allergen indications.



Free welcome drink service available, alongside a laundry corner convenient for longer stays.

 **karaksa hotel**

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## We provide a full range of services for foreign tourists

Front

Over 40% of our staff are foreign nationals, and we can accommodate 12 languages, including Japanese (as of March 2024).



Contactless check-in / check-out and payment options are available in five languages. (Excluding Tokyo Ginza)



Our hotels offer free Wi-Fi and are fully equipped with universal power outlets and other multi-outlet plugs for international electrical appliances.

Our official website is available in six languages. Online reservations can be made in five languages.

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We have also introduced a system that allows video calls to professional interpreters.





## Growing business tailored to a wide range of needs

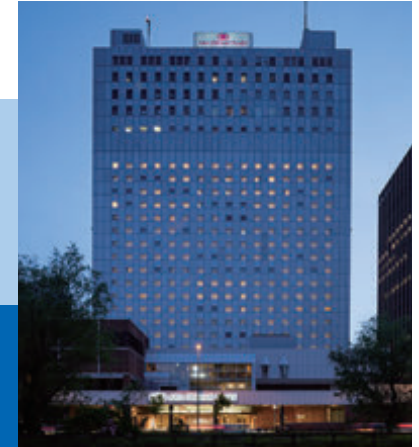


Our rapid business expansion leverages the strengths of the Xymax Group. We offer optimal solutions suited to individual landowners' needs.

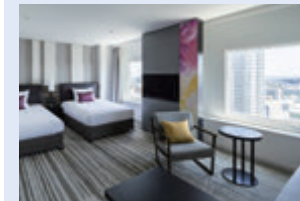
Business type	Hotels	Number of guest rooms
Owned / Operated	<b>karaksa hotel Sapporo</b> (Opened in January 2018)	385
	<b>karaksa hotel premier Tokyo Ginza</b> (Opened in May 2019)	
	<b>karaksa hotel TOKYO STATION</b> (Opened in July 2019)	
Leased land / Building owned / Operated	<b>karaksa hotel Osaka Namba</b> (Opened in November 2017)	112
Master lease / Operated	<b>karaksa hotel grande Shin-Osaka Tower</b> (Opened in November 2019)	491
	<b>karaksa hotel colors Tokyo Yaesu</b> (Opened in March 2023)	
<b>Total guest rooms</b>		<b>988</b>

Proven track record in managing international hotel brands

ANA Crowne Plaza Sapporo



Managing full-service hotels as a master lessee, the Xymax Group supports all aspects of business, including tenant management and building maintenance, while outsourcing operations to IHG Hotels & Resorts.



Scale: 26 floors above ground, 3 basement levels  
 Guest rooms: 412  
 Banquet rooms: 20  
 Restaurants and bars: 6

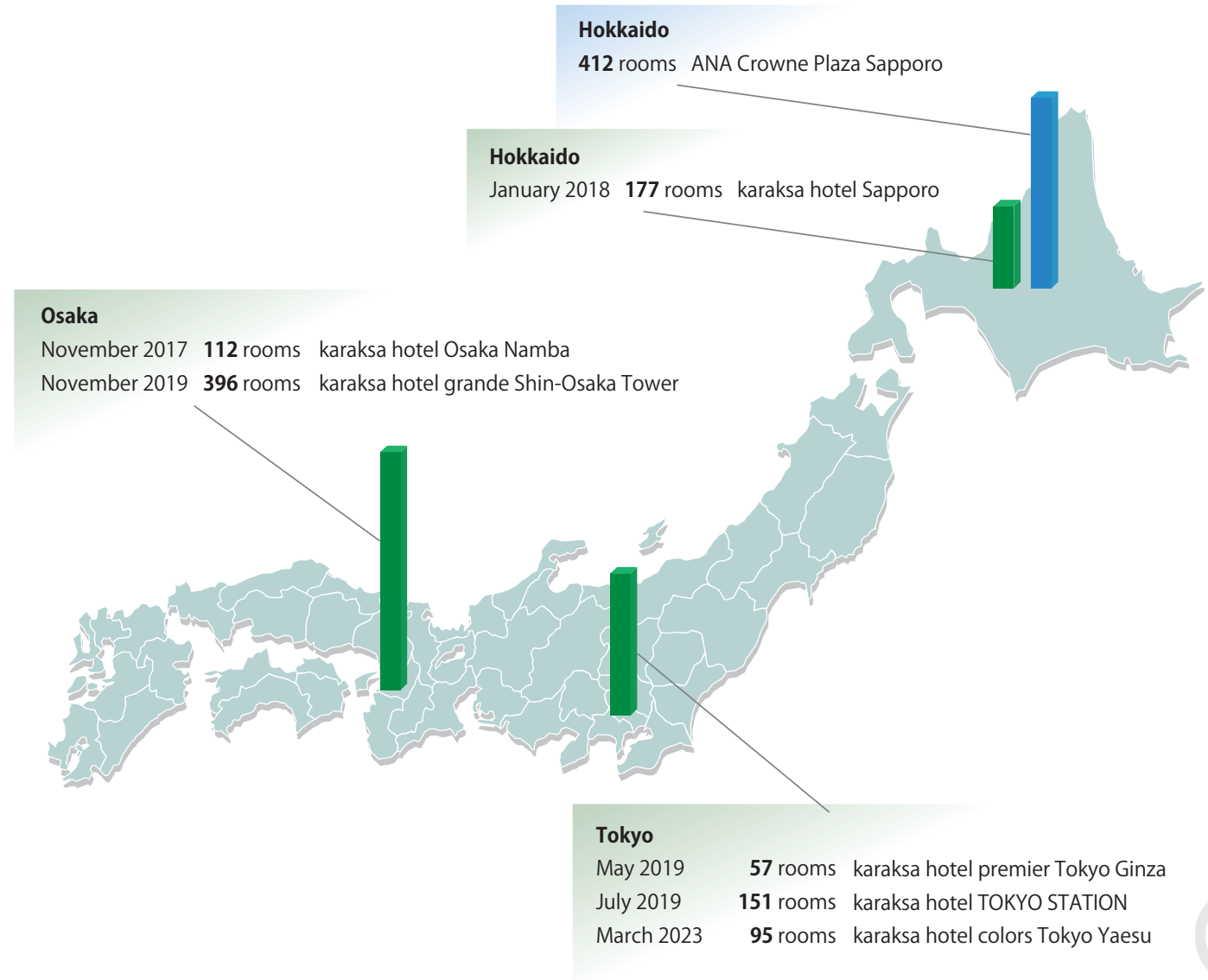
 **karaksa hotel**

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## Developing and operating in major Japanese tourist cities



We currently operate six hotels in major cities across Japan, and manage the full-service ANA Crowne Plaza Sapporo.



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**At karaksa hotels,  
we provide convenience  
and comfort for tourists**



Our karaksa hotel locations have excellent access to train stations and bus stops, and are close to entertainment districts, like Susukino (Sapporo) or Dotonbori (Osaka).

■ karaksa hotel Sapporo (177 rooms)



A perfect base for sightseeing, located near Susukino and Odori Park.



karaksa Hot Bath: Both indoor and outdoor open air baths separated for men and women will soothe the fatigue of your journey.

■ karaksa hotel TOKYO STATION (151 rooms)



Great location—five minutes from Tokyo Station, with many bus terminals close by.

■ karaksa hotel Osaka Namba (112 rooms)



Five minutes on foot from Dotonbori and Shinsaibashi-suji shopping street.

 **karaksa hotel**

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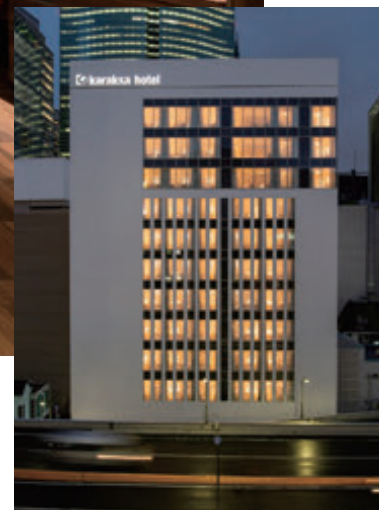
## Our first premier brand hotel in the cultural hub of Ginza

This hotel's concept is "Sharing precious moments with your loved ones." Guest rooms mainly consist of twin rooms from 26 m<sup>2</sup> to 43 m<sup>2</sup>, featuring large windows overlooking the Ginza district. This hotel also features an exclusive free guest lounge.

■ karaksa hotel premier Tokyo Ginza (57 rooms)



In the free lounge, guests can enjoy a buffet as well as seasonal drinks and light dishes. Alcoholic beverages including wine are available from the self-service open bar in the evenings.



Guests may also enjoy a relaxed in-room breakfast carefully crafted according to Japanese sensibilities.

 **karaksa hotel**

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Specially designed Serta mattresses, wool mattress pads and heat-retaining duvets are all included for a guest experience that's guaranteed to leave you refreshed.



## A new hotel in Yaesu, Tokyo founded on data analysis for diverse travelers

By analyzing data from existing karaksa hotel locations, in 2023 we opened a new hotel in Tokyo's Yaesu district, with consideration for travelers' diverse trip styles, values and needs.

- karaksa hotel colors  
Tokyo Yaesu  
(95 rooms)



Breakfast is served in the lounge, which also features lounge hours. The space can be used freely when waiting for the bullet train or bus, and visitors are also welcome.



The lounge features a kids space, making it perfect for families, too.

 **karaksa hotel**

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Quadruple and Wide Twin rooms are great for up to four people, while Comfort type rooms include projectors and washer / dryer units.

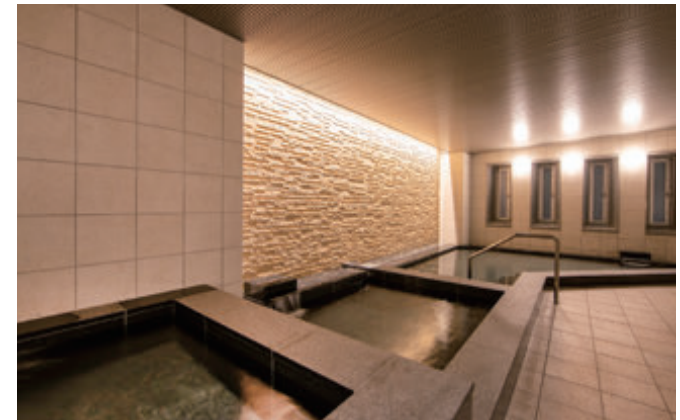
**Our largest  
karaksa hotel  
with 396 rooms  
in Shin-Osaka**

Just a five-minute walk from Shin-Osaka Station, this hotel is perfect for tourists traveling further afield, not just within Osaka, but to Kyoto, Nara, Kanazawa, Hiroshima and other destinations from their karaksa hotel travel base.

- karaksa hotel grande  
Shin-Osaka Tower (396 rooms)



The breakfast buffet features over 40 menu options, including local fare from Osaka and the surrounding area.



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High floor guest rooms (15th floor up) feature breathtaking views. There are also 160 connecting rooms, a popular option for accommodating up to six people.

The large hot baths are a great way to refresh after a long day of travel. The men's side has a dry sauna, while the women's side has a steam sauna.

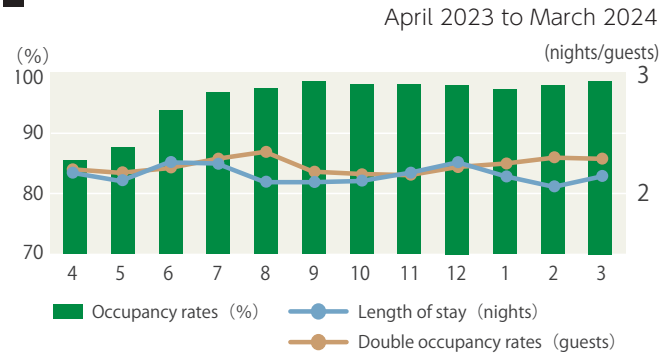


# karaksa hotels by the numbers



The karaksa hotel brand operates in major cities across Japan. Unique strategies to identify international tourists' needs have led to record-breaking success.

## Occupancy rates • Length of stay • Double occupancy rates

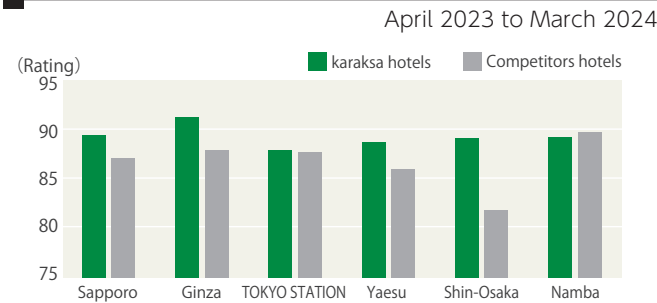


### Average for all hotels

- Occupancy rates: 95.3%
- Length of stay: 2.12 nights
- Double occupancy rates: 2.20 guests

Achieving record-high annual average occupancy rates by attracting long-term travel groups.

## Review rating

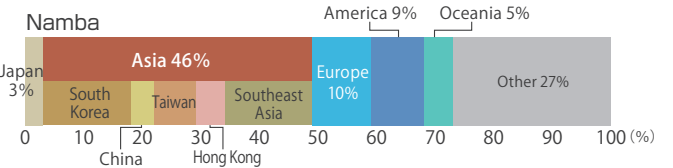
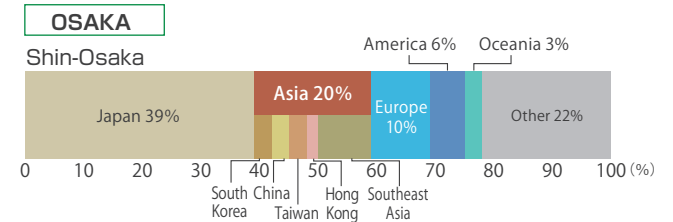
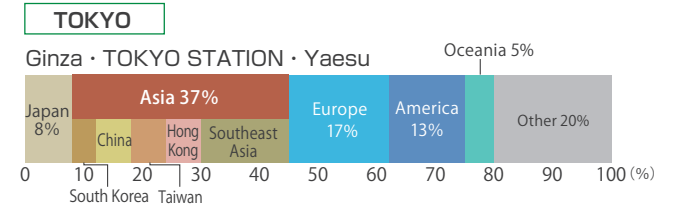
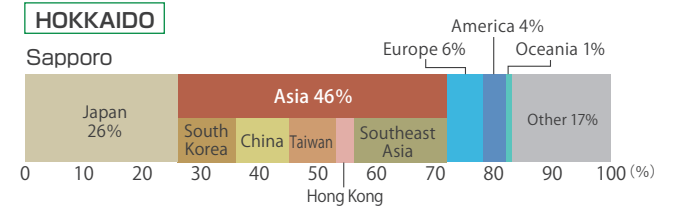


### Average for all hotels

- Review rating: 89.2
- High review rating leads to new customer acquisition.

## Guest demographics for each hotel area

April 2023 to March 2024



### Average for all hotels

- Ratio of foreign guests: 77.0%
- Overall, the percentage of Asian guests is quite high, but each area has unique characteristics.

## As SDG-certified locations karaksa hotels promote sustainable operations



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As of 2024, all six karaksa hotels have acquired "3 Gyoikou-Sakura" certification under the "Sakura Quality An ESG Practice" (commonly known as Sakura Quality Green) international standard certification system that certifies accommodation facilities that have implemented SDG-related initiatives.



Sakura Quality Green is a quality certification program focused on the SDGs that evaluates accommodation facilities based on 172 criteria relating to environmental and community considerations, and sustainable corporate governance.

### ■ Sustainable initiatives at karaksa hotels

We are working alongside our guests, our staff and the Xymax Group on initiatives related to safety and security, the environment, employee friendliness and job satisfaction.



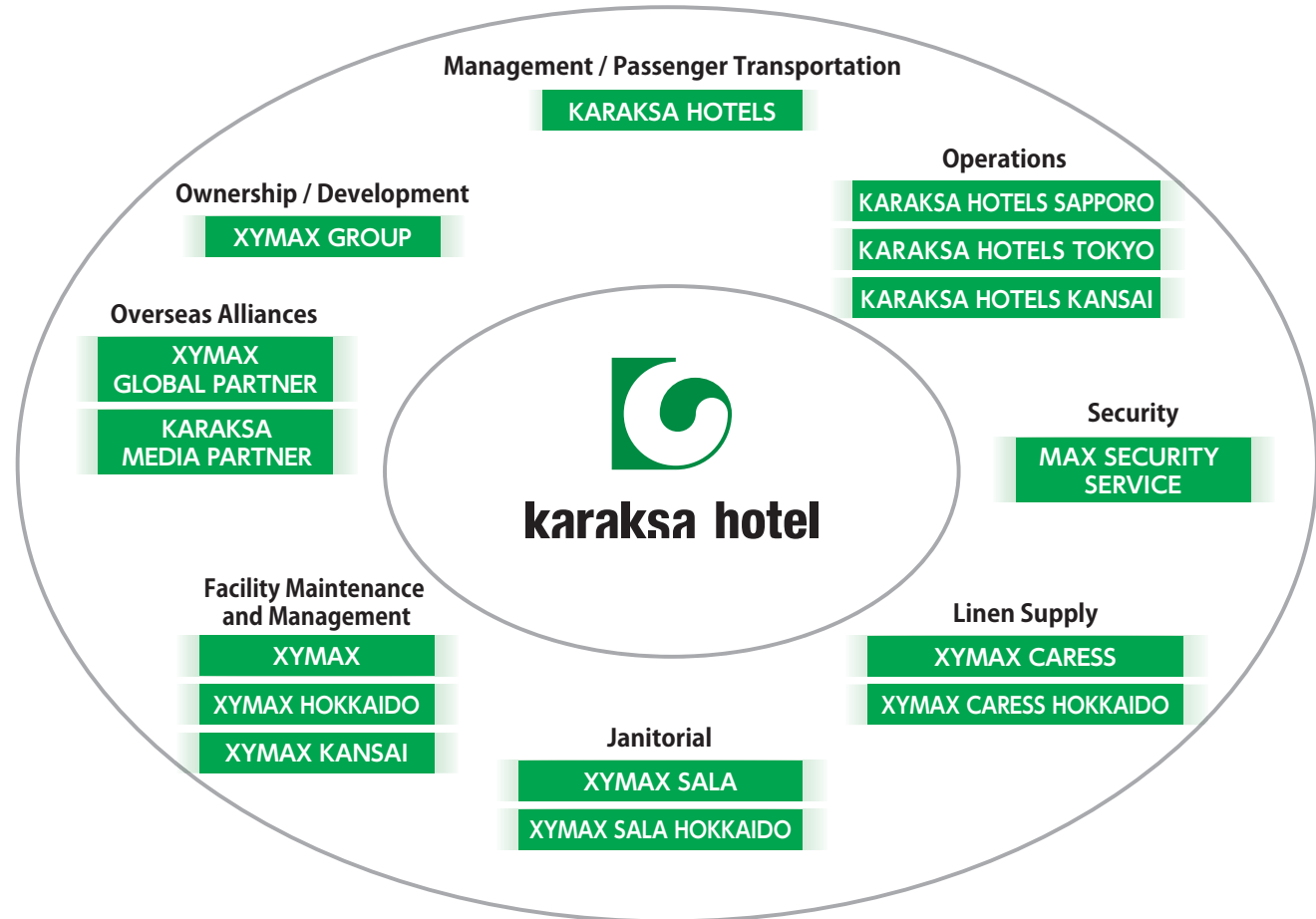
For more details please visit our website.



**One-stop shop for  
all hotel operations  
and services**



From hotel development to operations, the Xymax Group provides a complete range of services leveraging the functions, wealth of experience and expertise of each Group company.



“karaksa hotel” creates new value for Japanese hotels with tourists as our main target



 **karaksa hotel**

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## Company Profile

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Company Name	■ (Japanese Name) 株式会社からくさホテルズ (English Name) KARAKSA HOTELS Corporation
Established	■ January 23, 2003
Capital	■ 28 million yen
Shareholders	■ XYMAX GROUP Corporation (100% investment)
Address	■ 1-1-1 Akasaka, Minato-ku, Tokyo 107-0052, Japan
URL	■ <a href="http://karaksahotels.com">karaksahotels.com</a>
Business Services	■ Hotel management / operations management
Board of Directors	■ Ryosuke Sato, President, Representative Director Kenji Hisamori, Director Tomohiko Miyajima, Director Kenji Yoshimoto, Director