



## IMPERIAL HOTEL TOKYO

FOR IMMEDIATE RELEASE:

April 20th, 2021

### Keiko Takahashi to be Appointed Overseas Director of the Imperial Hotel's Singapore Sales Office

Tokyo, Japan; April 20th, 2021: The Imperial Hotel Co., Ltd. has announced the appointment of a new director at its Singapore sales office, effective May 1st. Replacing its current director there, Koji Shimada, the new director for its Singapore based sales activities will be Keiko Takahashi, presently of the Sales Planning Division in the hotel's Tokyo Sales Department. She will be the first and youngest female overseas sales manager in the Imperial's history.

Since its opening in 1890, the Imperial Hotel has welcomed many foreign guests, from state guests and movie stars to business executives and leisure guests, under the corporate philosophy of providing the best hotel services in the world. Regarding the overseas market strategy for its accommodations facilities sector, the hotel has aimed for a well-balanced market mix to capture demand in from the Americas, Europe, and Asia. Currently Imperial Hotel, Ltd. operates among its global sales offices an office in Singapore for the Asian region, a sales office in New York for the Americas region, and a General Sales Agent in Taiwan. Two years ago, foreign guest patronage remained at approximately 50 percent, mainly from the Americas and Asia. However, due to travel restrictions caused by the new coronavirus that has spread all over the world since last year, the number of foreign arrivals has dropped sharply, and the ratio of foreign guests is currently less than 2 percent.

Keiko Takahashi has been in the forefront of the Imperial Hotel's SDG initiatives, with a background in tourism management and studying sustainable tourism at university in the UK. After joining Imperial Hotel, Ltd., she was assigned to the International Sales Division, working as a sales representative responsible for embassies of several countries such as Finland and the Philippines. She was also in charge of marketing to major global companies, arranging international conferences and serving guests. She is active in promoting Tokyo as a MICE destination, assisting meeting planners solve issues commonly experienced while holding events in this particular metropolitan area.

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In order to increase the number of visitors to Japan from Asia, the figures for which are expected to recover relatively quickly after the corona crisis, the Singapore sales office will carry out sales activities aimed at corporations while approaching individual wealthy travelers.

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### Singapore Sales Office

Address: 80 Robinson Road # 10-01A, Singapore 068898

Telephone: + 65-6420-6800

Facsimile: + 65-6826-4086

Opening date: October 1st, 2014

Keiko Takahashi



July 2011: Graduated from the University of Winchester, UK

April 2012: Joined Imperial Hotel Co., Ltd.

October 2012: Accommodation Department, Guest Room Reservation Section

April 2015: Tokyo Sales Department Sales Section 2

April 2016: Tokyo Sales Department International Sales Division

October 2020: Sales Planning Section, Tokyo Sales Department

May 2021: To be appointed Director of Singapore Sales Office.