

NEWS



IMPERIAL HOTEL

FOR IMMEDIATE RELEASE:

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Imperial Hotel First in Customer Satisfaction For 15th Consecutive Year

Tokyo, Japan; November 10th, 2023: Based on results of last year's Japanese Customer Satisfaction Index (JCSI) survey, Tokyo's world renowned Imperial Hotel topped 2023 customer satisfaction index survey of city hotels conducted by the JCSI, the leading such survey in Japan.

The JCSI is Japan's largest customer satisfaction survey, based on the statistical analysis of responses from a total of more than 170,000 users. During the year, the survey will be carried out 4 times and cover some 400 companies and brands in over 30 industries. The results of the third survey, released on November 7th, 2023, covered 80 brands in the categories of city hotels, business hotels, auto dealerships, domestic long-distance transportation, educational services, life insurance, and non-life insurance.

Imperial Hotel was ranked No.1 in all 6 areas of customer expectations, perceived quality, perceived value, customer satisfaction, recommendations, and loyalty.

Tokyo's 133 year old Imperial Hotel is the traditional hotel of choice for visiting royalty, celebrities and business leaders in the Japanese capital.

For further details, kindly refer to the website of the Service Industry Productivity Conference.

Overview of survey results: (Japanese only)

https://www.jpc-net.jp/research/assets/pdf/honbun2023_03.pdf

Details of survey results: (Japanese only)

https://www.jpc-net.jp/research/assets/pdf/shosai2023_03.pdf