



FOR IMMEDIATE RELEASE:

October 28th, 2025

Imperial Hotel First in Customer Satisfaction For 17th Consecutive Year

Tokyo, Japan; October 28th, 2025: Based on results of Japanese Customer Satisfaction Index (JCSI) survey, Tokyo's world renowned Imperial Hotel topped 2025 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 users. During the year, the survey will be carried out 5 times and cover some 400 companies and brands in over 30 industries. The results of the fourth survey, released on October 28th, 2025, covered 82 brands in the categories of city hotels, business hotels, domestic long-distance transportation, educational services, life insurance, non-life insurance, international aviation, and Limited Express.

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

Tokyo's 135 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/honbun2025_4.pdf

Details of survey results: (Japanese only)

https://www.jpc-net.jp/research/assets/pdf/shousai2025_4.pdf