

P R E S S R E L E A S E



SHANGRI-LA HOTEL, TOKYO
HOLDS “MY TOKYO” PHOTO CONTEST

Tokyo, 24 July 2014 – To celebrate its very own home city, Shangri-La Hotel, Tokyo presents “My Tokyo” Photo Contest, giving guests a chance to win a five-night stay in the Presidential Suite with round-trip Cathay Pacific business class flights tickets to the city. Participants may also submit their photos through Instagram using the hashtag #mytokyophoto.

This contest is made possible by the generous sponsorship of [Cathay Pacific Airways](#), [Takashimaya](#) and [All Nippon Airways Co., Ltd. \(ANA\)](#), while it is supported by [JNTO \(Japan National Tourism Organization\)](#) and [TCVB \(Tokyo Convention & Visitors Bureau\)](#).

Located at the heart of Japan’s capital, above Tokyo Station, Shangri-La Hotel, Tokyo is a sanctuary high above Japan’s bustling capital. The first property of Hong Kong-based Shangri-La Hotels and Resorts in Japan, it was voted the number one luxury hotel in the world by TripAdvisor in 2012. In 2013, Shangri-La Hotel, Tokyo also topped the list of The World’s Best Hotels of 2013 according to Institutional Investor’s annual poll.

Shangri-La Hotel, Tokyo was inspired by the legendary land featured in James Hilton’s novel *Lost Horizon*, published in 1933. The name Shangri-La encapsulates serenity and hospitality delivered from the heart and the hotel is proud of its dedication to corporate social responsibility and the environment.

With an unparalleled location adjacent to the home of the Shinkansen, from where guests can utilise an exclusive Meet & Greet service direct to the bullet train platforms, Shangri-La Hotel, Tokyo boasts views west over Tokyo Station, the Marunouchi business district and the Imperial Palace. To the east, the tallest tower in the world – the Tokyo Sky Tree – stands over Tokyo Bay.



Shangri-La Hotel, Tokyo Holds “My Tokyo” Photo Contest

Page 2 of 4

There has never been a better time to visit Tokyo, where the number of tourists from overseas has reached its highest level, thanks to a lower yen and a renewed buzz in the city following the successful bid to host the 2020 Olympic Games, and Mount Fuji’s recognition as a Natural World Heritage Site.

The “My Tokyo” Photo Contest is a celebration of the world’s largest city, offering prizes to both international guests and domestic residents.

International visitors may send in their own image of Tokyo with a brief description and stand a chance to win a five-night stay in the Presidential Suite at Shangri-La Hotel, Tokyo with round-trip business class tickets courtesy of Cathay Pacific Airways and a Takashimaya shopping voucher worth ¥100,000. Luxury prizes will also be awarded to four runner-ups.

Domestic residents’ photo entries should depict Tokyo as they would like to introduce the city to foreigners and include a brief description to win a five-night stay in the Presidential Suite at Shangri-La Hotel, Tokyo and 100,000 Sky Coins courtesy of ANA. Luxury prizes will also be awarded to four runner-ups.

The winning images will be decided by three judges – film director and photographer [Kazuaki Kiriya](#), photographer [Rowland Kirishima](#) and calligraphy artist [Sisyu](#). These will be based on creativity of interpretation and the quality of the images.

The submission deadline will be 15 September 2014, with winners revealed in October 2014. To find out more, go to our [campaign website](#).



Shangri-La Hotel, Tokyo Holds “My Tokyo” Photo Contest

About Shangri-La Hotel Tokyo

The 200-room Shangri-La Hotel, Tokyo opened on 2 March 2009 as Shangri-La Hotels and Resorts’ first property in Japan. The hotel occupies the top 11 floors of the 37-floor, mixed-use Marunouchi Trust Tower Main building, located adjacent and with direct access to Tokyo Station, which serves as the terminus of the Shinkansen bullet train network that extends nationwide, as well as the city’s railway hub that connects local train and subway lines with regional services. The hotel’s dining facilities include Piacere, a signature Italian restaurant; Nadaman, which serves authentic Japanese *Kaiseki* cuisine; and The Lobby Lounge. CHI at Shangri-La features ancient Chinese healing therapies and is the first CHI spa to open in Japan. CHI offers six treatment rooms that are the largest self-contained spa suites in Tokyo.

About Shangri-La Hotel and Resorts

Hong Kong-based Shangri-La Hotels and Resorts currently owns and/or manages more than 80 hotels under the Shangri-La brand with a room inventory of over 34,000. Shangri-La hotels are five-star deluxe properties featuring extensive luxury facilities and services. Shangri-La hotels are located in Australia, Canada, mainland China, Fiji, France, Hong Kong, India, Indonesia, Japan, Malaysia, Maldives, Myanmar, Philippines, Singapore, Sultanate of Oman, Taiwan, Thailand, Turkey, the United Arab Emirates and the United Kingdom. The group has a substantial development pipeline with upcoming projects in mainland China, India, Mauritius, Mongolia, Myanmar, Philippines, Qatar, Sri Lanka and the United Arab Emirates. For more information and reservations, please contact a travel professional or access the website at www.shangri-la.com.

For further information, please contact the hotel at (81 3) 6739 7888, or visit www.shangri-la.com.

P R E S S R E L E A S E



Shangri-La hotel

TOKYO

Shangri-La Hotel, Tokyo Holds “My Tokyo” Photo Contest

Page 4 of 4

PRESS CONTACT: Mayumi Fujitani
Director of Communications
Shangri-La Hotel, Tokyo
Tel: (81 3) 6739 7252
E-mail: mayumi.fujitani@shangri-la.com

Hiroko Nakanishi
Assistant Communications Manager
Shangri-La Hotel, Tokyo
Tel: (81 3) 6739 7253
E-mail: hiroko.nakanishi@shangri-la.com

For digitised pictures of the group's hotels, please go to <http://www.shangri-la.com/imagelibrary>.