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## **HOTEL OKURA GROUP PARTNERS FOR FIRST TIME WITH DISCOVER THE WORLD**

SCOTTSDALE, AZ, June 13, 2013—Hotel Okura Group, incorporating JAL Hotels, has partnered for the first time with Discover the World Marketing to provide regionalized sales coverage in Europe and Southeast Asia.

“We were founded on the principle that our hotels must consistently offer the best accommodation, cuisine, and service so we wanted to partner with the best sales and marketing development company and that is Discover the World Marketing,” said Kenji Goto, Executive Director & Managing Corporate Executive Officer of Hotel Okura Co., Ltd. “They have the global reach as well as knowledgeable and experienced personnel that made it a simple decision for us.”

Jenny Adams, CEO of Discover the World Marketing said, “We are pleased to have the opportunity to welcome Hotel Okura Group to these markets and in our family of clients. Discover will manage existing key accounts and develop new revenue streams in corporate and leisure segments with dedicated regional sales directors based in London (covering the UK, France, Germany, Italy, Switzerland) and Singapore (covering Singapore, Malaysia, Indonesia and Thailand)”.

For more information about Discover the World Marketing, visit [discovertheworld.com](http://discovertheworld.com), or call (480) 707-5566 or +44 207 107 2303.

### About Discover the World Marketing

Discover the World Marketing has earned a reputation as a leader in global travel distribution and its success in developing a worldwide network of 80 offices in more than 60 countries capable of exceptional representation performance is unmatched. With a portfolio of 73 clients utilizing its sales, marketing and business process outsourcing services, Discover the World Marketing remains a dominant innovator for the travel industry.

### About Hotel Okura Group

Hotel Okura Co., Ltd., founded in 1958 and headquartered in Tokyo, opened its flagship hotel Hotel Okura Tokyo in 1962. The company has extensive business operations in hospitality and related industries and manages Okura Hotels & Resorts, a network of 25 hotels with a total of 7,769 guest rooms in and outside Japan. In 2010 Hotel Okura Co., Ltd. acquired the majority of shares in JAL Hotels Co., Ltd., another international hospitality company. JAL Hotels manages 51 hotels with a total of 15,905 guest rooms in two groups: Nikko Hotels International, an international luxury hotel group with properties on four continents, and Hotel JAL City, a group of mid-priced business hotels in Japan. Visit [www.okura.com](http://www.okura.com) for more information.

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