



## Higashiyama Niseko Village, a Ritz-Carlton Reserve

### Company Description

**[The Legacy of Excellence: The Ritz-Carlton Hotel Company]** The Ritz-Carlton Hotel Company, L.L.C. is an American multinational company that operates the luxury hotel chain known worldwide for its exceptional standards of service and elegance. The brand's roots trace back to Swiss hotelier César Ritz, often called the "King of Hoteliers." In the late 19th century, he revolutionized the industry by introducing private baths in every room and personalized attention to guests at his landmark properties in Paris and London.

The modern iteration of the company began in 1983, when the brand was reorganized in Atlanta, Georgia. Under the leadership of William B. Johnson and later as a key part of Marriott International's luxury portfolio since 1998, The Ritz-Carlton has expanded into a global powerhouse. Today, it operates over 100 hotels and resorts in major metropolitan areas and exclusive vacation destinations across the globe, maintaining a consistent level of prestige that few other brands can match.

**[The Gold Standards: A Culture of Service]** What truly distinguishes The Ritz-Carlton from its competitors is its unwavering commitment to its corporate philosophy, known as the "Gold Standards." This framework encompasses the Credo, the Motto, the Three Steps of Service, and the Service Values. The Motto—"We are Ladies and Gentlemen serving Ladies and Gentlemen"—is perhaps the most iconic phrase in the hospitality world. It elevates the role of the employee, emphasizing that service is an honorable profession performed by individuals of character and grace.

A cornerstone of this culture is "Empowerment." Every employee, regardless of their position, is authorized to spend up to \$2,000 per guest, per day, to resolve a problem or create a memorable experience without needing managerial approval. This trust in the staff fosters a sense of ownership and allows for the creation of "Wow stories"—legendary moments of service that go far beyond expectations.

**[Global Influence and Japan Operations]** In Japan, The Ritz-Carlton has built a formidable presence since the opening of its first property in Osaka in 1997. Following its success, the brand expanded to Tokyo, Kyoto, Okinawa, Nikko, Niseko, and Fukuoka. Each Japanese property integrates local aesthetics and cultural nuances with the brand's international sophistication, offering a unique blend of "Omotenashi" (Japanese hospitality) and The Ritz-Carlton's legendary service.

From a recruitment and branding perspective, the company focuses on attracting talent who aspire to be part of an elite professional community. They seek individuals who do not just perform a job but who embody the values of the brand. This focus on human capital ensures that even as the company grows, the intimate and personalized feel of a Ritz-Carlton stay remains intact. For those in the recruitment advertising industry, highlighting the professional growth and the prestigious environment of the "Ladies and Gentlemen" is key to conveying the brand's unique employee value proposition.

### Company Details

**Head Office**  
Japan

**Main Business**  
高級ホテルおよびリゾートの運営・管理、ならびにレジデンス（分譲住宅）の管理。

**President**  
アンソニー・カプアーノ (Anthony Capuano / 親会社マリオット・インターナショナルCEO)

**Established**  
1983年（現在の法人として設立。ブランドの起源は1898年のパリに遡る）

**Capital**  
非公開（マリオット・インターナショナルの完全子会社）

**Number of Employees**  
Over 1,000

**URL**  
<https://www.ritzcarlton.com/ja/>

### Offices

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**Main Office**

919-28 Soga,, Abuta-gun Niseko-cho  
Hokkaido, Japan, 0481522

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