

# **DirectRooms.com – Anticipation Builds Ahead of Pan Pacific Open in Tokyo from 26 September to 2 October 2010**



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Author: Lek Boonlert

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DirectRooms.com is pleased to announce the annual Toray Pan Pacific Open Tennis Tournament, to be held from the 26th September to the 2nd October 2010 at Tokyo's Ariake Coliseum.

The world's top female tennis players and scores of enthusiastic fans will descend on Tokyo this autumn for the tournament. The champion stands to win more than \$2 million US, making this one of Asia's most lucrative professional tournaments.

The Toray Pan Pacific Open is a Tier I event on the Women's Tennis Association circuit. There will be a singles' competition as well as a doubles' tournament. Past winners of the Open include legends Martina Navratilova and Steffi Graf, and more recent superstars Lindsay Davenport and Venus Williams.

Tickets are now available for purchase at the Ariake Coliseum box offices or through various online retailers.

The tournament venue is located at 2-2-22 Ariake, Koto-ku, Tokyo. The coliseum is easily accessible by train—take the Ariake-Tenisunomori or the Kokusai-Tenjijo.

"It's not often that world-class women's professional tennis comes to Tokyo, so this is a very exciting event," said Lek Boonlert, head of marketing at DirectRooms.com. "We are expected quite a crowd for the tournament, and we anticipate that [cheap Tokyo hotels](#) will be hard to come by this September."

Boonlert and DirectRooms.com recommend inquiring early about special rates and promotions for area hotels, especially those located near the Ariake Coliseum. Making reservations early will ensure tennis fans are able to secure fantastic cost-effective accommodation.

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**About**

**DirectRooms**

DirectRooms is an independent discount hotel reservations company based in Asia. Established and online since 2000 with over 50,000 hotels worldwide.

Contact Details: For further information please contact Lek Boonlert:

**For further information please contact Lek Boonlert:**

Email: [lek@directrooms.com](mailto:lek@directrooms.com)

Tel: + 66 (0)76 241 145

Website: <http://directrooms.com>

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