



TOKYO RESPONSIBLE TRAVEL

Trade Manual



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ABOUT THIS

A message from TCVB:

All too often big cities can be seen as impersonal, lacking the human dimension of smaller communities. In reality Tokyo, like many cities, is made up of lots of energetic, innovative communities. It's in these places that you will often find the most interesting things to see and do – and many of the best places to stay.

Our aim at TCVB is to help visitors to find and enjoy these special places. Often away from the main tourist routes are businesses and people that will benefit from tourism – and where visitors can enjoy experiences that will live long in the memory.

Travel Trade: Leading Responsible Tourism

We greatly respect the commitment of many travel companies to responsible travel. We understand you have the opportunity to influence, advise & educate travellers. We want to work together with the trade by putting forward travel options that offer the best of Tokyo, enabling tourists to interact with our city in a way that benefits the city over the longer term.

We are also aware that Tokyo, like many big cities, has some way to go in optimising sustainable practices. We hope this is a positive step forward and leads to greater progress in the future.

How responsible?

With the exception of some larger hotel brands, many of the features of this manual are truly local and small scale and therefore do not come with specific sustainability measurement standards or certification. Nevertheless, we want to highlight the good things they are doing that are obviously connected with responsible travel.

This is not exhaustive, and as the topic of responsible tourism gathers more momentum, we hope more investment in more rigorous standards will follow. We hope it will shine a spotlight on the Tokyo we want to highlight.

Yoroshiku Onegaishimasu, and welcome to Tokyo.

GSTC Criteria:

- Sustainable management
- Socioeconomic impacts
- Cultural impacts
- Environmental impacts

<https://www.gstcouncil.org/gstc-criteria/>



© Yikin Hyo

MORE THAN A METROPOLIS

The suburbs

It may be the bright lights and the iconic images of the throbbing metropolis that bring travellers to the city, but it is the people, the culture and way of life that they fall in love with and brings them back again. While the Shibuya, Shinjuku and Asakusa are essential boxes to check, there is so much more to experience in the lesser-known suburbs.

A small leap of faith to devote time and enjoy low-key, traditional and emerging cultures, will give discerning travellers a richer and more authentic Tokyo. They will also spread the benefits of tourism away from the hot spots.



The prefecture

Beyond the city limits, Tokyo has many undiscovered attractions way beyond the ultra modernity and emerging sub-cultures one typically thinks of. In rural Tokyo you can find inherited traditional crafts, the formation of local communities and places rich in untouched nature.



TOKYO ISLANDS



SLOW TOKYO



Immersive, authentic, off-track

Turn left, when everyone else is turning right to get under the skin of Tokyo. Whilst the majority of visitors opt to stay in Shibuya and Shinjuku, there are a few areas offering the chance to live as a local and contribute to dispersing tourism throughout the city. Relevant GTSC Criteria includes:

- Sustainable management
- Socioeconomic impacts
- Cultural impacts

KOENJI: THE ARTISANS VILLAGE

A hub of creativity and community-led loveliness



Koenji oozes character. The cosy narrow streets are home to a variety of thrift stores, vintage clothing, intimate bars and restaurants. What sets it apart is a collective of young artists & entrepreneurs with deep sense of community and a desire to allow travellers to connect with real Tokyo culture. It is perfect for those that want to set aside time in their travel to get to a deeper understanding of Tokyo people & alternative lifestyles.

The Sento Samaritan

Miho-san is your key to Koenji. She has developed the local Sento into a thriving centre for the local community. Her Kosugiyu team's innovations include: a linked workspace to the Sento, repurposing Japanese cedar wood-chippings for bathwater scenting, superfoods and local crafts. A community post it at the Sento allows residents to share issues and solutions to foster real neighbourly support.

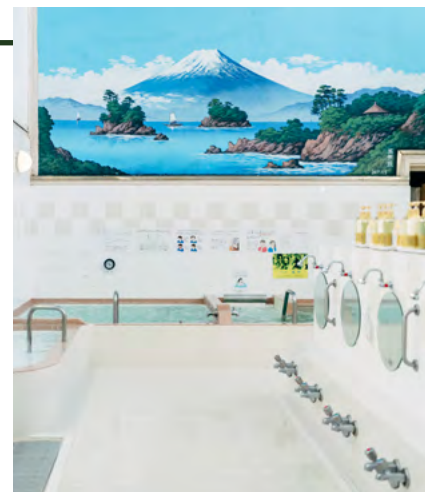


Insider Tour

In an exclusive arrangement for the trade, Miho-san or one of her team will give clients an insider's tour of the area and introduction to some of the community's personalities. Just mentioning them at of the bars or restaurants will ensure a heartfelt welcome.

Sento Culture

The Sento has played a huge part in communities particularly in the post-war aftermath when homes had no private bathing facilities. It was a chance for friends & families to catch-up, and for new members of the area to integrate. To this day, proud parents take their newborns to show them off to the neighbours. City life can be lonely, except in the Sento.



KOENJI: A DAY IN THE LIFE



Where to stay: BnA

For those really wanting a deep dive, this intimate artists residents, is the perfect base to immerse in the community. The vision of BnA's art director, a resident of Koenji, wanted a place the removed boundaries between visitors and locals. With only 2 modest double rooms this is far from a broad commercial proposition, but perfect for a certain type of more intrepid, artsy traveller.

Snapshots of Koenji

Koenji has plenty of experiences to offer those staying in the area or just dropping by for an afternoon or evening. It is a photographer's dream with little pockets of life compacted within several narrow streets. Other than the quirky shops, bars and restaurants, Koenji happens to be the setting for an Awa-Odori street festival in the summer, where thousands flock to join in the traditional dance. It is also home to Japan's one and only "weather shrine"!



© Tokyo Koenji Awa-odori



Scenes include:

- A ceremony to wish for good weather at Kisho Shrine
- Awa Odori festival in Koenji
- Street izakaya
- Front desk bar at BnA



YANAKA: YE OLDE TOKYO

Downtown Tokyo as it was

Yanaka is part of the old downtown area of Tokyo known as Yanesen. Yanaka itself is a bustling shopping street populated by visitors during the day and locals towards dusk. It has become one of the best areas for regeneration with quaint temples, narrow streets, wooden houses, cafes, stalls, and restaurants galore. Other than the main shopping street, spots to visit include an old cemetery lined with cherry blossom, Tennoji temple, with a centuries old sitting Buddha and gorgeous little back streets with long time residents going about their daily lives.



© Yikin Hyo

Hanare Hotel – in their own words

Our reception is located on the upper level of HAGISO where you find cafe, gallery, a salon and etc. You find your lodgings in the town. You take baths in your favorite Sento in the town. You find our recommended restaurants in the town. You find souvenir shops in shopping streets or alley. You try cultural activities in temples. You rent a bicycle in the shop. You have a breakfast at HAGI CAFE located on the lower level of HAGISO.

What to do

Yanaka is the perfect place for an explorational walk along the myriad backstreets and cultural highlights of the broader Yanesen area. For those lucky enough to be based in Hanare, they are able to give you a map of the area with their own recommendations. They also offer a guided “Town Walking Tour” to give a real insider’s perspective.



© Yikin Hyo



© Yikin Hyo

SHIMOKITA: HIPSTER HEAVEN



Quirky, vibrant, cool for school

7 minutes from Shibuya, Shimokita is to hipster what Harajuku is to “kawaii”. Primarily known for its staggering array of vintage clothing stores and fringe theatres, it has traditionally been a place for the youthful artsy crowd, with bars and cafes galore popping up along its narrow streets. A recently completed renovation project, the Shimokita Senrogai, worked closely with local residents and has retained the original charms of the area as well as providing the infrastructure to support more international tourism.

MUSTARD™ HOTEL SHIMOKITAZAWA

In tune with the vibe of the area, this brand new hotel is hipster to the core. Minimalist design for millennials (and under), the rooms (complete with a vinyl record player) are spacious & functional. This hotel has a strong ethos of being part of the Shimokita community, having a large onsite café used by locals and guests alike. In their words: “We try to make this hotel not only a ‘place to stay’, but also a ‘place to enjoy the town to the fullest’.”



What to do

The perfect place to “burabura” (stroll around), people-watch, explore little indie shops craft cafes & brewpubs – many hosting live music. Whether your taste is for organic, vegetarian, vegan or “oishi” restaurants you’ll be spoilt for choose. Vintage clothing has been taken to another level here, not only recycling, but re-making into high fashion items. Other things to do include perusing vinyl record stores, small art galleries, flea markets. Surely that’s enough!



RURAL TOKYO

Deep nature, community and spiritual immersion

Tokyo prefecture beyond the metropolis offers spectacular nature and enchanting rural villages. For travellers more interested in seeing traditional Japan and wishing to make a positive contribution to local communities and indigenous heritage, we are showcasing areas that are rarely accessed by Western travellers to this point. By directing clients to these areas you will be supporting the following areas of sustainability:

- Sustainable management
- Socioeconomic impacts
- Cultural impacts

MITAKE: SACRED SHINTO ENCLAVE

Mitake: The spirit of Tokyo

The area of Mitake on the outskirts of Tokyo prefecture is the Koyasan of Shintoism. It is built around a sacred mountain, Mount. Mitake, overlooking the whole of Kanto. Its shrine is said to ward off evil and bring good harvests and is cared for by over a dozen Shinto priest families who have formed a surrounding village. 2 hours from Tokyo in untouched nature, a visit here offers enchanting temple lodgings, abundant hiking options, unique cultural immersion and a deep spiritual retreat.



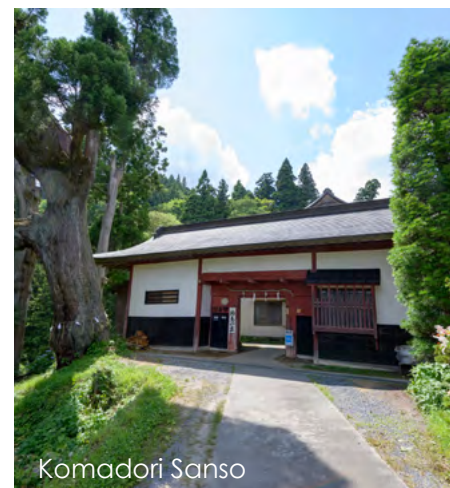
Snapshots of Mitake

A totally authentic temple stay, morning Shinto rituals, shrines steeped in folklore perfectly compliment a variety of hiking options which include:

- 1.5 hour climb up Mt. Hinode for a panoramic view over Tokyo
- A 2.5 hour trek through rock gardens, along the river and waterfalls
- A 5-hour course, up Mt Otake, for a great view of Mt Fuji

“After leaving Mitake, I realised the weight of the culture. I want to carry on the pride that has continued uninterrupted”

Keitaro Baba, 29, is the 18th generation of Komadori Sanso, a lodge with a history of over 300 years (pictured right). After the recent passing of his father, he is determined to follow in his footsteps and help visitors access and understand the spirituality of this sacred area.



Komadori Sanso

MITAKE ITINERARY



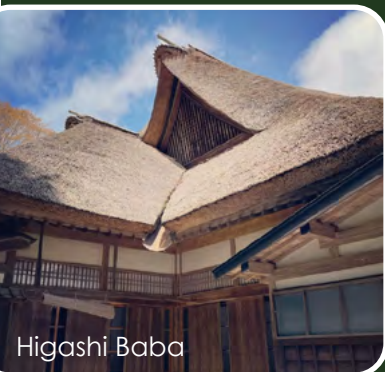
DAY 1

- Arrive at Mitake Station. Take a short bus ride to Takimoto Station then cable car to Mitake Station.
- Lunch at a soba restaurant, Momijiya
- Check in at Komadori Sanso or Higashi Baba
- Take preferred hiking course, explore the village at leisure.
- Dine on local cuisine and enjoy the unique Kagura performance (every 3rd Sunday)

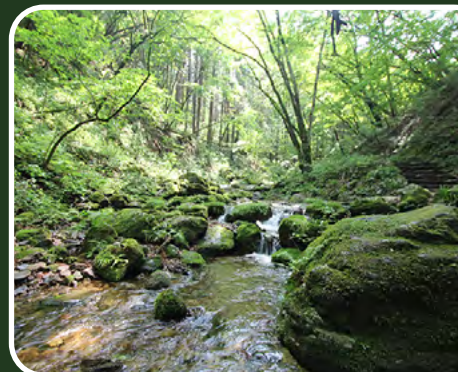


- 6.30am – Join the priest for morning prayers and/or take a blissful early AM stroll through the Mitake Shrine
- Breakfast at accommodation before another hike of your choosing. The recommended course is a 5-hour round trip course, up Mt. Odake for a spectacular view of Mt. Fuji.

DAY 2



Higashi Baba



OME: RURAL REGENERATION

The Marugoto Hotel Project

This innovative project is bringing new life (and tourism) to the JR Ome line and local communities. Rarely used station buildings and traditional housing are developing into boutique accommodation. Experience showcasing cuisine, culture & natural scenery offer the chance for immersive interaction with the local community. This endeavour, passionately led by Shimada-san (pictured right), is planned for completion in 2026, but a program is available for more intrepid travellers for the end of 2023.



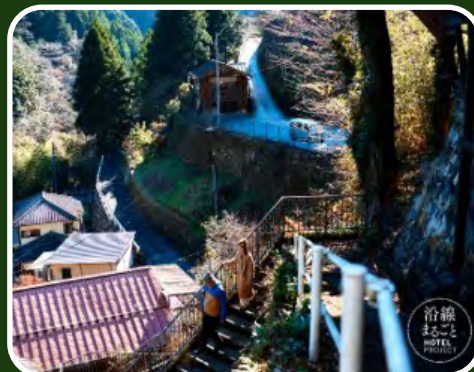
Snapshots of the villages

The picturesque villages dotted along the Ome line offer travellers the quaint rural community lifestyles one would expect to in deepest untouched Shikoku. Guest are met at the train station by their concierge and offered activities which include cycling, hiking, forest bathing and foodie tours.

The area, just over an hour on a straight run from Shinjuku offers breathtaking

natural scenery and 100% locally sourced cuisine. For clients passionate about sustainable tourism and connecting with untouched Japan it is unrivalled in its accessibility and originality.

Initially, only 1 lodging is available from the end of 2023, with 5-8 other boutique options under development. This manual is the travel trades very first glimpse of the project. You heard it here first ;-)



OME ITINERARY (COMING SOON)



DAY 1

Arrive midday for an Ozawa Sake Brewery tour or Forest Therapy/hiking at either Noborikei Trail or Hatonosu Gorge walk.

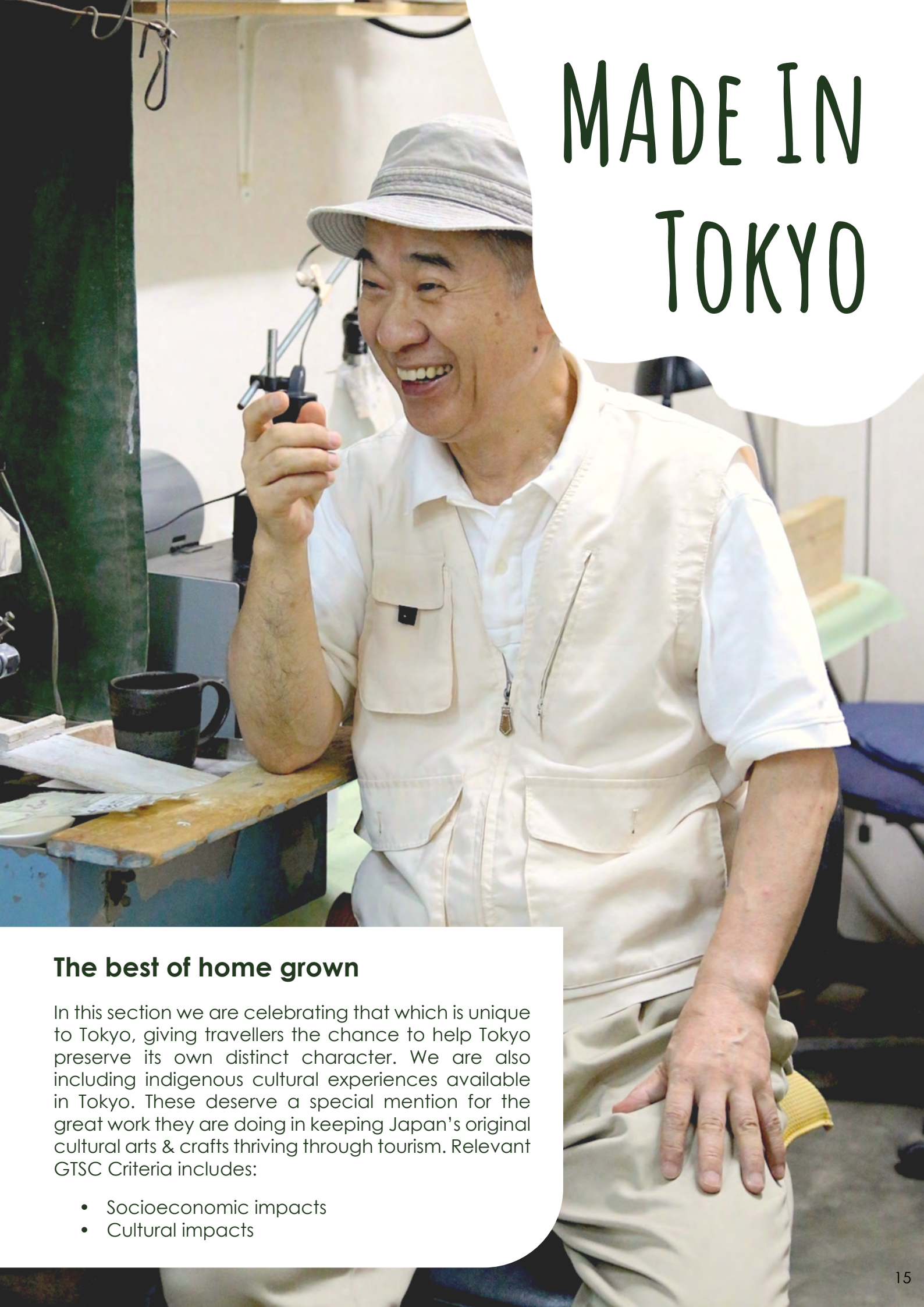
- Check-in at Kozato Hotel
- Explore the local villages by bicycle and enjoy the hotel sauna
- Pairing dinner of locally sourced cuisine with Ozawa sake. Enjoy the peaceful rural surroundings and drinks by the evening bonfire



DAY 2

- Meditation time by the river
- Breakfast of fresh ingredients from Okutama & Ome
- Morning exploration of villages or trail hiking
- Lunch at recommended local café Yamahato before returning to Tokyo or onwards to Yamanashi

MADE IN TOKYO



The best of home grown

In this section we are celebrating that which is unique to Tokyo, giving travellers the chance to help Tokyo preserve its own distinct character. We are also including indigenous cultural experiences available in Tokyo. These deserve a special mention for the great work they are doing in keeping Japan's original cultural arts & crafts thriving through tourism. Relevant GTSC Criteria includes:

- Socioeconomic impacts
- Cultural impacts

ARTS & CRAFTS

Edo Kiriko - Kobayashi Studios

Edo Kiriko, now a wildly popular traditional artwork, first made its appearance in the 1800s in the capital (then known as Edo) and soon spread throughout the country. The delicate thinness & detailed craftsmanship set it apart from other glassware in the world. The Kobayashi family have continued the tradition of Japan's finest glassware for four generations. At their studio in Sumiyoshi, you can witness the masters in action in a 2 hour immersive experience.

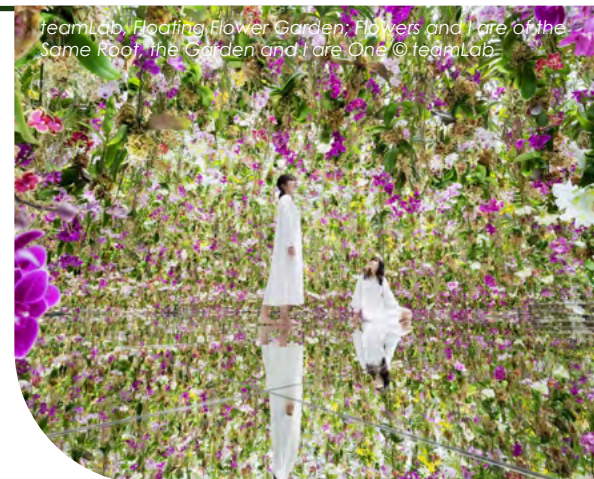


Noh Theatre – My Taiken

One of the oldest surviving forms of theater in the world, Noh has been designated an Intangible Cultural Heritage by UNESCO. MyTaiken unveils the mysteries of the art form with a theatre that opens its doors exclusively for travellers. Its practicing Noh masters offer an introduction about the origin and meaning of Noh and a private demonstration in a 1.5 hour experience in central Tokyo. The experience can also be customised to client preferences.

TeamLab Planets Tokyo

No one showcases the wonders of nature quite like TeamLab Planets Tokyo. One of their latest masterpieces celebrates a “one of a kind” Japanese orchid - allowing visitors to immerse themselves in over 13,000 live flowers. The exhibit also inspired a Ramen dish, lavishly decorated in edible flowers, at their onsite Vegan Ramen restaurant. The exhibit has thankfully been extended until the end of 2023. Not to be missed.



Kintsugi – Wabunka

Kintsugi Life is an artistic collective formed around master kintsugi and lacquer craftspeople. Their Roppongi Hills shop, 'g KEYAKIZAKA', is the setting for an experience wherein guests can repair beloved items in a single day. They also learn about Kintsugi, which has its roots in Japanese Zen Buddhism and wabi-sabi philosophy- beauty in imperfection. This is an opportunity to learn not only the history and techniques of kintsugi, but how it expresses and has influenced Japanese aesthetics.

INDIGENOUS CULINARY ARTS



Sokkon Cha & Kaiseki

The tea ceremony here is an immersive but also highly innovative and truly memorable experience. Over two hours, guests will discover the culture and wonder of this mesmerising ritual but also the hospitality – the food and sake pairing – that usually surrounds the ceremony. The experience begins with a traditional omogashi sweet, followed by the tea ceremony, held inside a tiny wabi-sabi style teahouse created inside Sokkon's basement space. Located near Omotesando.

Sougo – Shojin Ryori

This is an ancient plant-based style of cooking established in the 3th century by Zen Buddhist monks. The dishes are meat free, distinctive for their beauty and purity. They convey the profound spirit of Buddhism, the beauty of the seasons, and respect for all living things. This ever so stylish restaurant in Roppongi, from chef and owner Daisuke Nomura, brings a fresh and modern approach. It also makes it accessible and “oishii” for vegans, vegetarians and meat-eaters alike. As much of the produce used is Tokyo grown scoring visitors even more good karma points.



Amezaiku

Part theatre, part sweet treat, Amezaiku are sugar sculptures that originated in 8th-century Japan. Made by pulling and shaping molten sugar, artisans would create edible, life-like sculptures with the appearance of glass. Ameshin is among few remaining makers in Tokyo and has a small workshop where visitors can learn how to make their own amezaiku, in the shape of a rabbit, in a guided, 90-minute session.

Folklore: Mixology & Terroir

A new outlet from the Mixology group, “Folklore” in Ginza applies Japanese master craftsmanship to the art of cocktails. It uses sake, tea, shochu, and domestic spirits, to make new cocktails blended with Western liquors while incorporating the terroir (regional culture) of the production area into the drinking vessels and ingredients.



RESPONSIBLE RESTAURANTS

Komorebi

Komorebi, located in Nerima, celebrates the quality of Tokyo-made ingredients through its French cookery techniques and the traditional craft Japanese tableware its dishes are served on. It works closely with local suppliers, and over 90% of the ingredients used at the restaurant are sourced from within Tokyo prefecture, including Nerima vegetables, Akikawa Kuroge Wagyu Beef, and Ome city river fish.



MIKUNI MARUNOUCHI

This popular French restaurant in Ginza offers healthy seasonal dishes centred on natural vegetables from Tokyo and carefully selected ingredients from all over the country. Many of its dishes feature native Edo-Tokyo vegetables to convey the important food culture that has been forgotten, and all are served on Japanese made pottery made from Japanese soil.

Matsunozushi. Edomae-style

Matsunozushi, one of Tokyo's most iconic sushi restaurants, started by the Tezuka family as a street stall in 1910. Four generation later, head chef Yoshi (Tezuka) will introduce guests to the history and culture of Sushi, while serving a combination of the freshest fish, fine Edo-Style Sushi craftsmanship, and delicate Japanese cuisine. They are also featured in the [blue seafood guide](#) for using ethically sourced seafood.



Ae – Ash

Located in Shibuya, Ash is a minimalist zero-waste café-bar serving drinks and snacks. Everything it does is with sustainability in mind – uniforms are made from recycled paper, menus and payments are digital, leftover ingredients such as citrus peels are used to create their zero-waste classic cocktails, and coffee grounds are donated to local farms to use as compost.

ECO TOKYO

Light Footprint Travel & Experiences

Activities that involve the great outdoors of Tokyo. In this section we are showcasing local experiences providers giving travellers the chance to explore Tokyo with a low carbon impact but high impact in terms of gaining good karma points. Relevant GTSC Criteria includes:

- Socioeconomic impacts
- Environmental impacts

ECO TOURING



Tokyo Bike Rentals

Now a global brand, making and renting out bikes, it has humble origins in Yanaka, where it developed the concept of "Tokyo Slow" - immersive, low impact travel around the city. Its current flagship store, located 15 minutes from Tokyo station in Kiyosumi-Shirakawa. It's a great place to start the day with quality coffee, countless ideas for the day ahead and a colourful range of bicycles for touring the streets of Tokyo. Naka-meguro, one of the best kept secret viewing spots for sakura is another option for a 1 day bike rental.

DIG Tokyo Tours

Koenji resident Andy, launched DIG Tokyo Tours with the aim of crafting unique, socially responsible and immersive experiences in the captivating local neighbourhoods on Tokyo's inner west-side. A solo operated Tokyo cycling, street-food and walking tour provider, Andy can remove any FOMO* by using his in-depth insider knowledge and network to provide unforgettable, authentic local experiences.

**Fear of missing out*



Tokyo Great Kayaking Tour

Its 5 routes of the city include an evening tour to see the spectacular illuminations over the Sumida River and a special cherry blossom route along sakura lined canals. These tours offer a unique way to interact with a local guide, see major landmarks and attractions, and learn the history of the city. The same company also offer fantastic cycling tours in which the guides place an emphasis on educating travellers on local history and culture, as well as exploring off-track Tokyo.

Tokyo Terra Farm

Have the chance to be utterly overwhelmed by cuteness at this delightful community farm experience provider. Mainly designed to encourage increased connectivity with food sources and more time outdoors for children, Tokyo's Earth farm offers year round harvesting opportunities for all willing participants, including international tourists. Located near Ome on the outskirts of Tokyo, it is a little inaccessible and at present best-suited to the most determined of intrepid, ethical travellers.



BOUTIQUE TOKYO



Indie, authentic, experiential

Classical, modern Ryokan or something just a bit different, here is our list of the best of boutique. Stays at these properties offer clients the chance to immerse themselves live, breath and sleep somewhere uniquely Tokyo at the same time as rewarding originality, authenticity and things bold enough to stand alone. Relevant GTSC Criteria includes:

- Socioeconomic impacts
- Cultural impacts

TOKYO ORIGINALS

Ito Ryokan

A 70 year old Japanese-style home in Nihonbashi Ningyocho offering a true homely experience: the fragrance of the tatami & wooden interior; exchanges of "Tadaima" & "Okaeri" between guests & staff; cultural activities such as "shamisen", calligraphy, tea ceremony, cooking and "rakugo". In August 2023, a VIP room with a "tsuboniwa" garden will be opened.

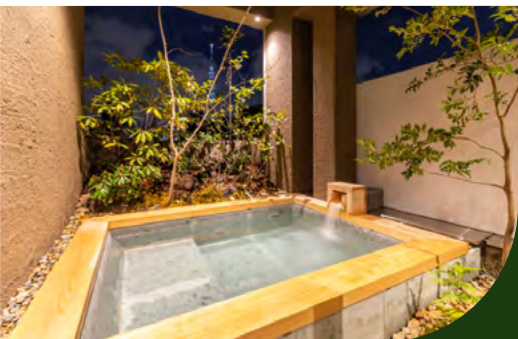


Araiya

Live like a local in your own "machiya" (traditional wooden townhouse), tucked away in a residential area of central Tokyo. However, very few residents get to live in the historic style and ambiance that Araiya – once a rice shop serving the local community – delivers. Up to a maximum of five guests are looked after by their very own concierge.

K5

Perhaps Tokyo's most fashionable small boutique hotel at the moment, the K5 in the storied Nihonbashi area proudly boasts of its ethical, low-impact approach – "existing with nature in the city". There are only 20 rooms, each and every one of them unique and utterly awesome, and you'll also find a restaurant and 'beer-hall' style bar. For the seriously-hip – and ethical – only.



Cyashitsu Ryokan Asakusa

It only takes a brief glance at the website to know 'they got it right'. Small and intimate, modern yet ever-so-tasteful, always welcoming and close to many of the capital's big-ticket sights in Asakusa. A truly boutique experience, the antitheses of a large mega-chain-hotel.

Andon Ryokan

When it opened as "Tokyo's first designer ryokan" twenty years ago, the idea was to welcome overseas guests as a local. And this is why they invite you to eat, as they do, from the family table when you visit 'Andon' – this is an immersive, insiders Japan-experience.



RESPONSIBLE HOTELS



Hotels setting an example

With an abundance of hotels to choose from in Tokyo, we have reviewed the policies and accreditations of many of the major hotels and hotel groups to identify those that place an emphasis on sustainable policies. This list is not exhaustive so please be sure to consider other hotels for yourselves. This is just to give you a bit of a head start. Relevant GTSC Criteria includes:

- Sustainability Management
- Socioeconomic impacts
- Cultural Impacts
- Environmental impacts

RESPONSIBLE HOTELS



ANA InterContinental Tokyo

Located in Akasaka, the hotel has been actively driving awareness of the importance of social responsibility. ANA InterContinental Tokyo has been steadily implementing multiple actions to enforce sustainability to become a socially responsible organization. This includes "IHG Green Engage", an online environmental sustainability system to measure and manage the impact on the environment and food resource recycling using compost production equipment.

The Capitol Hotel Tokyu

The flagship hotel of the Tokyu group, The Capitol Hotel Tokyu, was Japan's first global brand hotel in 1963, just prior to the Tokyo Olympic games. It now leads the way with a comprehensive sustainability strategy including a Green Coin and Green Card Programme, wooden straws and initiatives targeting sustainable gastronomic practices.



Hotel Chinzanso Tokyo

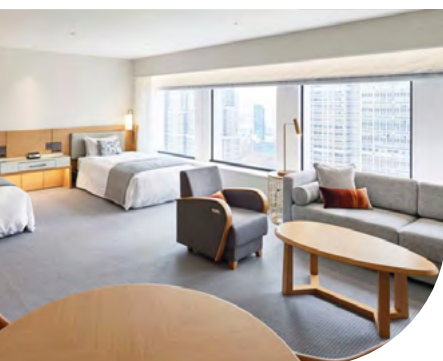
A tranquil oasis in the bustle of Tokyo, built in an area with rich and colorful 700-year history. Culture and history abound along the lush garden that have been preserved by its owners over the generations. The love of nature is apparent in the myriad eco-friendly activities including plastic reduction, flora & fauna preservation and youth engagement programs in the hotel gardens.

Hotel Gajoen Tokyo

Upon its opening in 1928, it became a hotspot for Tokyo's high society. It has since been carefully transformed to a boutique hotel with enchanting Japanese traditional art throughout the premises and tranquil Japanese gardens. By day, explore its surroundings - the ever so hip Meguro - filled with local shops and cafes, with a canal lined with cherry blossoms in spring.



© Hotel Gajoen Tokyo



Keio Plaza Hotel Tokyo

As solid, trusty and reliable as they come. As a staple hotel for much of the travel trade it is great to see that the Keio is Ecomark accredited and thorough in its SDG policies. They include commitments to a barrier free and universal service for guests, extensive eco measures including its own water purification facility. There are also progressive work satisfaction options for employees.

RESPONSIBLE HOTELS

Imperial Hotel, Tokyo

Founded in 1890, the hotel has a rich story to tell, inheriting Frank Lloyd Wright's design and welcoming numerous celebrities and heads of state, including Marilyn Monroe. It is EcoMark certified and has published a comprehensive sustainability report as part of its commitment to the SDGs since 2020, and this year it presented a decarbonisation roadmap.

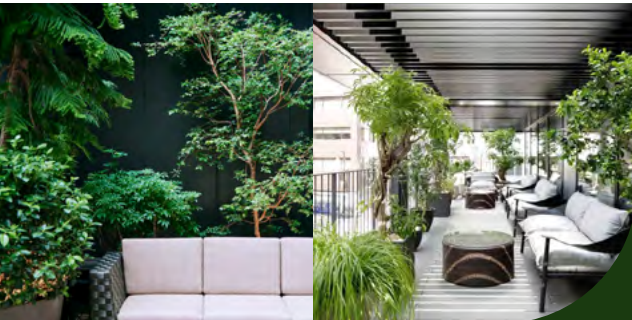


Mitsui Fudosan Hotel Management Co., Ltd.

This hotel group have accredited properties all around Japan, including Tokyo, under the Mitsui Garden Hotels, The Celestine Hotels, and sequence brands. All of these progressive, modern chains have set six goals to focus on including local produce and consumption, reduction of plastic resources and environmental impact, and implementation of social contributions.

Hotel New Otani Tokyo

Since its opening in 1964, harmonizing with the environment has been a priority for the hotel and included a major remodelling of "The Main" building, completed in 2007. Prior to this their "Hybrid Hotel Project" was launched, which included energy saving aircon & kitchen systems, a biotope stream in its garden to attract fireflies, a water recycling plant and composting from their own kitchen. The composting produces vegetables which served at some of their restaurant.



NOHGA HOTEL (UENO/AKIHABARA)

Super trendy hotels in lesser known bases in Tokyo. A good match for a younger demographic in terms of aesthetic and ethos. A strong focus on supporting the local neighbourhood, maxing greenness, and eco-friendly energy control and waste measures.

The Okura Tokyo

"A hotel with Japanese characteristics that will satisfy distinguished guests from all over the world" was the vision of founder Kishichiro Okura (1882-1963). To this day its commitment to showcasing Japanese beauty, culture and originality runs through comprehensive eco & socially responsible policies.



RESPONSIBLE HOTELS



OMO5 Tokyo Otsuka by Hoshino Resorts

Hoshino Resorts is using its considerable pulling power to base and engage clients in the lesser known area of Otsuka. The hotel is as much, if not more, about showcasing the area than the property itself – making a concerted effort to strengthening cooperative relationships with local restaurants, cafes, bars, shops, museums, and other businesses.

Palace Hotel

A Tokyo icon - situated at 1-1-1 Marunouchi overlooking the Imperial Palace Gardens with a legacy going back more than half a century. From the distinctive "omotenashi" to the subtle Japanese touches throughout, the wholly Japanese-owned and managed hotel is home-grown through and through. Their sustainability practice extends to food & plastics waste reduction, community initiatives, preserving culture & art and decarbonising.



RIHGA Royal Hotel Tokyo

RIHGA Royal Hotel Tokyo is situated in Waseda, a land of culture and tradition, adjacent to Okuma Garden offering beautiful views of the season's landscapes. As well as having an Ecomark, It also offers extensive information on its Eco practices – plastic minimisation, reducing food waste, biodegradable straw and paperless operations.

Shiba Park Hotel

A pioneer in wearing its heart on its sleeve in its desire to connect people, towns and history through a "library hotel" concept. It has a juicy SDGs related policy that is particularly comprehensive on environmental. Examples include Millenium Organics Amenities (plant based and chemical free), Eco amenities (avoiding plastic usage), Bamboo materials, Rainforest Alliance certified products and recycled paper water bottles! Bravo.



Super Hotel Premier

An ultra-modern Japanese hipster chain advocating LOHAS (lifestyles for health and sustainability) and services based on the themes of 'natural', 'organic' and 'smart'. It is characterized by efficient, eco-friendly services and also healthy breakfast in their restaurants.

CERTIFIED HOTELS

Hotel Name	Standard	URL (related to sustainability)
HOTEL NIWA TOKYO	Eco Mark	https://www.hotelniwa.jp/hospitality/stay/safety.html
IMPERIAL HOTEL TOKYO	Eco Mark	https://www.imperialhotel.co.jp/e/tokyo/pdf/sustainability_report_2022.pdf
KEIO PLAZA HOTEL TOKYO	Eco Mark	https://www.keioplaza.com/sdgs/index.html
mesm Tokyo Autograph Collection	Sakura Quality An ESG Practice Standard	https://www.gstcouncil.org/sakura-quality-an-esg-practice-standard-gstc-recognized/
Millennium Mitsui Garden Hotel Tokyo	Eco Mark	https://corp.gardenhotels.co.jp/eng/environment/
Mitsui Garden Hotel Ginza Premier	Eco Mark	https://corp.gardenhotels.co.jp/eng/environment/
Mitsui Garden Hotel Ginza-gocho	Eco Mark	https://corp.gardenhotels.co.jp/eng/environment/
Mitsui Garden Hotel Gotanda	Eco Mark	https://corp.gardenhotels.co.jp/eng/environment/
Mitsui Garden Hotel Jinguaien Tokyo Premier	Eco Mark	https://corp.gardenhotels.co.jp/eng/environment/
Mitsui Garden Hotel Kyobashi	Eco Mark	https://corp.gardenhotels.co.jp/eng/environment/
Mitsui Garden Hotel Nihonbashi Premier	Eco Mark	https://corp.gardenhotels.co.jp/eng/environment/
Mitsui Garden Hotel Otemachi	Eco Mark	https://corp.gardenhotels.co.jp/eng/environment/
Mitsui Garden Hotel Roppongi Tokyo Premier	Eco Mark	https://corp.gardenhotels.co.jp/eng/environment/
Mitsui Garden Hotel Shiodome Italia-gai	Eco Mark	https://corp.gardenhotels.co.jp/eng/environment/
Mitsui Garden Hotel Toyosu PREMIER	Eco Mark	https://corp.gardenhotels.co.jp/eng/environment/
Mitsui Garden Hotel Ueno	Eco Mark	https://corp.gardenhotels.co.jp/eng/environment/
NOHGA HOTEL AKIHABARA TOKYO	Eco Mark	https://nohgahotel.com/akihabara/en/aboutus/#environment
NOHGA HOTEL UENO TOKYO	Eco Mark	https://nohgahotel.com/ueno/en/aboutus/environment/
PALACE HOTEL TOKYO	Eco Mark	https://en.palacehoteltokyo.com/hotel-overview/sustainability-concept/
RIHGA ROYAL HOTEL TOKYO	Eco Mark	https://www.rihga.co.jp/en/sustainability
sequence MIYASHITA PARK	Eco Mark	https://corp.gardenhotels.co.jp/eng/environment/
sequence SUIDOBASHI	Eco Mark	https://corp.gardenhotels.co.jp/eng/environment/
Super Hotel Premier Akasaka	Eco Mark	https://www.superhoteljapan.com/en/otoku/lohas-stay/
Super Hotel Premier Tokyo-eki Yaesu Chuo-guchi	Eco Mark	https://www.superhoteljapan.com/en/otoku/lohas-stay/
Super Hotel Premier Ginza	Eco Mark	https://www.superhoteljapan.com/en/otoku/lohas-stay/
THE CELESTINE GINZA	Eco Mark	https://corp.gardenhotels.co.jp/eng/environment/
THE CELESTINE TOKYO SHIBA	Eco Mark	https://corp.gardenhotels.co.jp/eng/environment/
The Peninsula Tokyo	EarthCheck	https://www.peninsula.com/en/global-pages/sustainable-luxury

Hotels are certified either:

- by GSTC-Recognized standards for Hotels
- ecolabels
(As of 10/03/2023)

**GTC- Recognized Standards for Hotels
Eco Mark Program (JEA)**

CONTENTS

Theme	Area	Item Type	Name & URL
Slow Tokyo	Koenji	experience	Kosugiyu
	Koenji	accomodation	BnA
	Yanaka	accomodation	hanare
	Shimokitazawa	accomodation	MUSTARD™ HOTEL SHIMOKITAZAWA
Rural Tokyo	Mitake	accomodation	Komadorisanso
	Mitake	accomodation	Higashibaba
	Ome	accomodation	Marugoto Hotel Project
Made in Tokyo - Arts & Crafts	Ginza	experience	Noh Theatre
	Sumiyoshi	experience	Edo Kiriko
	Toyosu	experience	TeamLab Planets Tokyo
	Roppongi	experience	Wabunka
Made in Tokyo - Indigenous Culinary Arts	Aoyama	experience	Sokkon Cha & Kaiseki
	Roppongi	restaurant	Sougo – Shojin Ryori
	Asakusa	experience	Amezaiku
	Ginza	restaurant	Mixology
Made in Tokyo - Responsible Restaurant	Nerima	restaurant	Komorebi
	Ginza	restaurant	Mikuni MARUNOUCHI
	Omori	restaurant	Matsunozushi
	Shibuya	restaurant	Ae – Ash
Eco Tokyo	Kiyosuimishirakawa & Nakameguro	experience	Tokyo Bike Rentals
	Koenji	experience	Cycling Tours
	Nihonbashi	experience	Kayaking
	Okutama	experience	Tokyo Terra Farm
Boutique Hotels	Nihombashi Ningyocho	accomodation	Ito Ryokan
	Takanawa	accomodation	Araiya
	Nihonbashi	accomodation	K5
	Minowa	accomodation	Andon Ryokan
	Asakusa	accomodation	cya shitsu ryokan
Responsible Hotels	Akasaka	accomodation	ANA InterContinental Tokyo
	Akasaka	accomodation	The Capitol Hotel Tokyo
	Edogawabashi	accomodation	Hotel Chinzanso Tokyo
	Meguro	accomodation	Hotel Gajoen Tokyo
	Shinjuku	accomodation	Keio Plaza Hotel Tokyo
	Ginza	accomodation	Imperial Hotel, Tokyo
	Multiple locations	accomodation	Mitsui Fudosan Hotel Management Co.,LTD
	Akasaka	accomodation	Hotel New Otani Tokyo
	Ueno	accomodation	NOHGA HOTEL UENO TOKYO
	Akihabara	accomodation	NOHGA HOTEL AKIHABARA TOKYO
	Toranomon	accomodation	The Okura Tokyo
	Otsuka	accomodation	OMO5 Tokyo Otsuka by Hoshino Resorts
	Marunouchi	accomodation	Palace Hotel
	Waseda	accomodation	RHGA Royal Hotel
Hamamatsucho	accomodation	Shiba Park Hotel	
Multiple locations	accomodation	Super Hotel Premier	

How to contact:

Please talk to your Japan DMC about making contact with the local suppliers. If they/you need further info please get in touch with Japan-san at the following address: contact@japan-san.net

THANK YOU

(FOR BEING EVER SO RESPONSIBLE)

@Marugoto Hotel