

# A time to appreciate strength, beauty, and generosity

## Experience Hina-matsuri, the Girls' Doll Festival

On the third day of the third month, Japan celebrates Hina-matsuri, often translated as the Doll Festival or Girls' Day. It was once exclusively for young girls but is now a popular day among all women in Japan. At Keio Plaza Hotel Tokyo, we give all our springtime guests, from February 1 through March 28, the opportunity to reflect on, and be thankful for, the growth and health of the girls and the women in their lives, with our special Hina-matsuri exhibition.

This year, we will again be displaying, in the 3rd floor main lobby, our prized centerpiece of Hina-matsuri, a tiered stand of dolls — including the Emperor and Empress, ladies in waiting, and musicians — representing key figures from the court of Japan's Heian period (794–1185 AD). Surrounding the display, and throughout the hotel, is our colorful collection of 6,800 hanging silk ornaments, which are said to bring good luck to girls and ward off evil spirits. Each one has been handmade exclusively for Keio Plaza Hotel Tokyo.

In addition, starting February 1, nine of our restaurants and lounges will be serving delicious dishes with seasonal ingredients and special cocktails all inspired by Hina-matsuri, allowing you to fully enjoy the special tastes of spring.



## Understanding Japanese hospitality through the art of tea

Initially practiced predominantly by men, Japanese tea ceremony became part of a woman's education during the Meiji period (1868–1912), which helped to popularize the tradition around Japan. This year, along with our Hina-matsuri display, we will be holding an exhibition to introduce you to the beauty of tea ceremony.

On display will be exquisite tea bowls, lacquerware tea caddies, tea whisks, and other equipment used during tea ceremony, courtesy of visiting professor Hiroichi Tsutsui of Kyoto Prefectural University. Through this exhibition, we hope you will gain a deeper understanding of Japan's spirit of hospitality.

### Special advantages exclusive for Executive Card members

The Keio Plaza Hotel Tokyo offers special room rates for members.



Please visit our "Executive Card" membership webpage: [www.keioplaza.com/member/](http://www.keioplaza.com/member/)



### Member rate advantages

- Priority stay reservations
- Extended checkouts upon request (Prime: until 1:00 p.m. / Royal: until 3:00p.m.)
- Free use of the fitness room, and Sky Pool (summer only)
- Special "Pillow Menu" available upon request
- Fruit plate service for stays longer than seven nights
- Free parking
- Extra fees for the Express laundry service will be waived (for Royal members only)

### Keio Plaza Hotel Family

Keio Plaza Hotel Tama | Keio Plaza Hotel Hachioji | Keio Plaza Hotel Sapporo



Starting in March, take your photo with Hello Kitty at Keio Plaza Hotel Tama

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FEBRUARY / MARCH / APRIL 2019



KEIO PLAZA HOTEL  
TOKYO

# plaza life



## Putting some spring in your step

PLUS

- A new season of benefits
- In full bloom
- A time to appreciate strength, beauty, and generosity



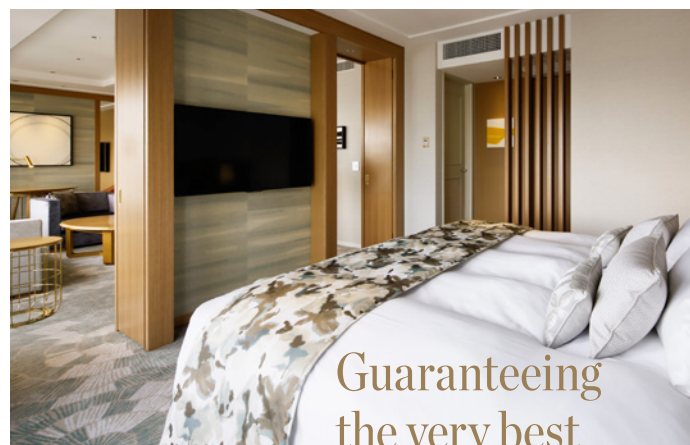


# A NEW SEASON of BENEFITS

## Announcing our updated membership scheme

At Keio Plaza Hotel Tokyo, we deeply value our guests and are pleased to offer special benefits to our Executive Card members. This year, we will be bringing members even more comfort.

On April 1, 2019, we are introducing an updated and improved membership scheme. Instead of flat rates on rooms, we will be offering members daily variable rates. This will allow us to ensure that members are always given the best we have to offer.



## Guaranteeing the very best

Our new membership scheme makes two promises to our members.

The first is our Best Rate Guarantee. If you make a reservation on our website or directly by phone at least 72 hours before 2:00 p.m. on the day of your stay, we promise to give you the lowest possible rate, compared with information available on online booking sites at the time. If you find a lower price, let us know within 24 hours of making your reservation and we will match it. All you need to do is fill out the form on the reservations page of our website and we will review it and get back to you within 24 hours. Please be sure to refer to our list of exceptions (top right).

This guarantee can be applied to our five room categories. The club categories include check-in/check-out at their respective executive counters.



*As we work through a complete renovation of each of our hotel's rooms, we will see to it that you stay in the most recently renovated room or a bigger room within the same category of your booking*

Our second promise is to deliver the best possible room in the category you select. As we work through a complete renovation of each of our hotel's rooms, we will see to it that you stay in the most recently renovated room or a bigger room within the same category of your booking, based on availability at the time you check-in.

We are also offering the following additional benefits to our members:

- Bloom members can receive two points for every ¥100 they spend.
- Prime members can extend their check out time from 11:00 a.m. to

1:00 p.m. and receive three points for every ¥100 they spend.

- Royal members can check out at 3:00 p.m. and receive five points for every ¥100 they spend. Royal members can also check in and out at the Premier Counter and have exclusive access to the Luxe Lounge (South Tower, 34F).

Reward points will only be earned if you make a reservation directly with the hotel.

Check-out times can be extended upon request.

For more details, visit  
[www.keioplaza.com/member/bestrate/shinjuku/](http://www.keioplaza.com/member/bestrate/shinjuku/)

### Exceptions to our Best Rate Guarantee

- 01 Best room rates cannot be applied to special rates, such as corporate contract rates, group rates, or convention or event rates.
- 02 Best room rates cannot be claimed when using special membership deals, such as resort discounts, credit card memberships or cardholder benefits, or through other organizations that require membership.
- 03 Best room rates will not be applied if we are unable to verify the price you submit, such as with reservations sold by internet auction, joint purchases, or resale.
- 04 Best room rates cannot be applied if payment needs to be made in advance of your stay, such as with debit cards, electronic payments, and some credit cards, or in conjunction with coupons or vouchers.
- 05 Best room rates cannot be applied to discounted nightly rates for multi-night stays, early bird discount rates with a fixed timeframe for a reservation, flash sale rates with a fixed date and timeframe for a reservation, or similar schemes.
- 06 Best room rates cannot be applied to rooms packaged with transportation, meals, or other offers.
- 07 Best room rates cannot be applied when there are restrictions on check-in/check-out times, or on day-use rates.
- 08 Best room rates can only be applied when comparison rates are in Japanese yen.



## In full bloom

## Exhibition of ikebana using sakura

There is something special about each season in Japan, and spring is the time for *sakura*, the country's celebrated cherry blossoms. From March 30 to April 15, we are honoring the delicate beauty of the season with our exhibition "Dreams of Spring and Sakura Cherry Blossoms". In our 3rd floor lobby, we will have on display a 2.7 meter tall flower arrangement featuring *sakura* from around Japan.

The highlight of our exhibition will be a live display of *ikebana*, or flower arrangement, on April 4 at 5:00 p.m. by renowned *ikebana* artist Hiroki Maeno, who will also give a talk on the value of the ancient art of *ikebana* to contemporary Japan.

## Ikebana workshops

Create your own *ikebana* masterpiece at one of our 45-minute *ikebana* workshops, which we offer to our overseas guests, as well as visitors to the hotel. Instruction is provided by Hiroki Maeno — known for the scale of his beautiful *ikebana* arrangements. These workshops, designed for small groups, are held twice a month, starting at 4:30 p.m., in a private room in the hotel.

