

June, 2017

**Keio Plaza Hotel Tokyo Starts Casual Kimono (Yukata) Experience  
Providing Richer Cultural Experiences to Overseas Guests**

TOKYO - [Keio Plaza Hotel](#) (KPH), one of Japan's most prestigious international hotels located in Shinjuku, Tokyo, will collaborate with JTB Japan Travel Corp. and Keio Department Store Co., Ltd. to provide the [“Easy Kimono \(Yukata\) Experience Plan”](#) as part of the JTB Group's “Sunrise Tour Plan” targeting overseas visitors from June 13, 2017. Our hotel staff will provide rental Japanese *yukata* (casual kimono) and will help guests take photographs within our hotel. Thereafter, guests can wear their *yukata* to visit various destinations outside of our hotel. This service is provided to raise the customer satisfaction of overseas visitors by fulfilling their growing desire to experience Japanese culture, and is one of numerous experience programs offered by our hotel including Japanese wedding kimono experience, tea ceremony experience, traditional craft exhibitions and other events.

Two plans will be offered, including the standard *yukata* plan for both male and female guests (JPY5,400 per guest, including tax) and the premium *yukata* plan for female guests (JPY7,000 per guest, including tax). Both plans include traditional Japanese accessories including “geta” shoes, “kanzashi” ornamental hair combs, and “kinchaku” handbags. Reservations for this experience program will begin being taken from June 13, 2017 at the JTB Sunrise Tours desk within our hotel and via the hotel website. The rental *yukatas* and assistance in wearing them will be provided at the “Keio Department Store Costume Office” located on the third floor of the hotel. Also, staff will help guests take photographs at scenic photographic spots within our hotel before leaving the hotel to enjoy various destinations around Tokyo dressed in *yukata*.

The fact that overseas visitors from over 100 different countries account for approximately 75% of total guests is a reflection of the Keio Plaza Hotel's efforts to make guests' stays as comfortable and enjoyable as possible through the provision of various Japanese cultural experience programs, including live “koto” Japanese harp performances, Japanese craft exhibitions, and tea ceremonies, in addition to complimentary Wi-Fi, exchange for 14 different foreign currencies and other services. The “Easy Kimono (Yukata) Experience Plan” has been created in response to the popularity of the “Japanese Wedding Kimono Experience Plan (details written below)” started in October 2015 and to provide guests with a more casual way to experience traditional Japanese fashion.



**[New Cultural Experience Program: “Easy Kimono \(Yukata\) Experience Plan”](#)**

**Period:** Weekdays only. Limited to 6 guests per day (2 guests at a time)

**Service Hours for Dressing:**

10:00a.m.-4:00p.m. (Time required for dressing: 30 to 40 minutes)

\*Please return kimono by 6:00p.m.

\*Casual Kimono can be returned by 12:00 noon the following day with additional JPY2,000 charge.

**Price** \*including tax:

**Standard Plan** JPY5,400

Women: Choose from 24 different designs, fit women to 170 centimeters tall (in universal size)

Men: Choose from 6 different designs, fit men to 185 centimeters tall (in medium/large/extra-large)

**Premium Plan** JPY7,000

Women: Choose from 10 different designs, fit women to 170 centimeters tall (in universal size)

\*Premium Plan is available only for women

**Details:**

- Yukata and accessory rental (including traditional Japanese shoes, ornamental combs, handbags)
- Dressing service
- Local maps of the Shinjuku area
- Photograph services at scenic spots within our hotel

**Reservations:** at the JTB Sunrise Tours desk on lobby 3<sup>rd</sup> floor or  
visit our website [www.keioplaza.com/offers/easykimono.html](http://www.keioplaza.com/offers/easykimono.html)

**Traditional Japanese Bride: A Genuine Japanese Wedding Kimono Experience**

**Period:** Weekdays only. Limited to 2 couples per day

**Time:** 1 hour experience between 10:00a.m.-4:00 p.m.  
(Time required for dressing is approximately 30 min)

**Price** \*including tax:

Female: JPY32,400 (Maximum height is 170cm, or size 15)

Male: JPY32,400 (Maximum height 185cm, or 100cm chest size)

Couples: JPY54,400

**Details:**

- Kimono rental  
(including traditional Japanese shoes, ornamental combs)
- Dressing service
- Use of photographic locations

**Photographic locations:**

include hotel lobby and two other locations below

- “Takasago” Japanese wedding ceremony room
- “Carillon Garden” balcony on the 4<sup>th</sup> floor
- “Imperial Suite Room”
- “Soujuan” Traditional Kaiseki cuisine restaurant

\*Our hotel staff will escort our guests to the photograph locations and assist them in taking photographs using our guests’ own cameras.

**Option:**

- Hairdressing done by professional hairdresser from JPY14,400
- Photograph services provided by professional cameraman from JPY 16,200

**Reservations:**

For reservations and information, please contact “Guest Relations Desk,” Dial #7 from within our hotel.  
Reservations for this service should be made by 4:00 p.m. of the third day prior to the actual service.

**About the Keio Plaza Hotel**

[Keio Plaza Hotel Tokyo](#), located in Shinjuku at the very heart of the nation’s capital Tokyo, is one of Japan’s leading international hotels. Our hotel boasts of over 20 restaurants and bars, and we host a wide range of local and international guests who visit us for our welcoming facilities, warm hospitality and unique services that allow them to experience Japanese culture, including our [Hello Kitty themed rooms](#), [wedding kimono fitting experience](#), [tea ceremony](#), [ikebana experience](#) and [many others](#). For more information about our facilities and services, please visit our [website](#), [YouTube](#), [Facebook](#) or [Instagram](#).

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