

January 15, 2023

Keio Plaza Hotel Hachioji
First Hotel in Japan to Open “My Melody” and “Kuromi” Guest Rooms,
Popular Hello Kitty Guest Rooms Also Open in the Summer of 2023

Tokyo, Japan – [Keio Plaza Hotel Tokyo](#) (KPH), one of Japan’s most prestigious hotel companies operating hotels in the Shinjuku district of Tokyo and other locations, is proud to announce that our Keio Plaza Hotel Hachioji will open theme guest rooms based upon “Hello Kitty” and “My Melody / Kuromi”, highly popular characters of the “Hello Kitty” Japanese cartoon series produced by the Sanrio Co., Ltd.. Two rooms in each theme for a total of four new theme rooms will be opened in the summer of 2023.



The room motif features an original “Hello Kitty” character named “New Princess Kitty”, and “Princess Kitty” has been designed exclusively for the Keio Plaza Hotel with shining eyes and rosy pink cheeks to make her appear especially cute. The room is designed along the concept that this is the princess’ room, where “Princess Kitty” is gorgeously dressed. The Japan’s first themed room is based upon the motif of “My Melody” and “Kuromi”, and features the innovative coloring designs with their theme colors to give the room a fashionable sense. The room is created in the image of “My Melody”, who is a very honest and good-natured girl, and “Kuromi”, who is My Melody’s rival, enjoying their parties each other. Also, rooms are facilitated with a space that is a little higher than the floor, one of the Japanese traditional architectural styles, for the guests to have relaxing time.

The Keio Plaza Hotel Tama, where the Sanrio Character’s themed rooms have enjoyed strong popularity since their opening in 2014 as reflected by the average occupancy rates of over 80% and supported by strong demand from female and family guests ceased its operations as of January 15, 2023. The hotel stopped operating its existing themed rooms, with their facilities and services to be concentrated at the Keio Plaza Hotel Hachioji. In the summer of 2023, the Keio Plaza Hotel Hachioji will work with the local community and leverage the opening of new Sanrio Character’s themed rooms to promote even wider usage by Sanrio character fans from all around the world.

About Keio Plaza Hotel Hachioji

[Keio Plaza Hotel Hachioji](#), located in the vicinity of JR Hachioji Station, which is a hub to Tokyo and Yokohama in a suburban of West Tokyo. Surrounded by beautiful environments such as Mt. Takao, an oasis for people to rest, meet, and conduct business, it is a city hotel in the real sense of the word. For more information, please visit our [website](#) or [Instagram](#).

About the Keio Plaza Hotel

[Keio Plaza Hotel Tokyo \(KPH\)](#), 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 15 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 [wedding kimono experience](#), [tea ceremony](#) and [many others](#). For more information about our facilities and services, please visit our [website](#), [YouTube](#), [Facebook](#) or [Instagram](#).

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