



## PALACE HOTEL TOKYO

### **Palace Hotel Tokyo Nurtures Business Best Practices**

*Cultivating Tokyo develops ways and means of a more enriching experience of the city*

TOKYO, Japan (25 June 2014) – As a sequel to its recently launched Palatial Pursuits initiatives in the arts, [Palace Hotel Tokyo](#) is paving new roads into the city’s dynamic business scene with Cultivating Tokyo.

The new experience available to business travellers, as well as leisure travellers, shifts gears on the usual array of amenities by re-forging the anchor on each and every Palatial Pursuit – in this case, a bespoke two-hour or four-hour private session with a connoisseur on etiquette in Japan.

“Packages that include complimentary Internet connectivity, daily pressing service and overnight shoe shining have a place in every cityscape, but here, the business traveller who will really make an impression is the one who can illustrate that they’ve made an effort to understand the subtle nuances of the local culture, whether it’s the gentleman who knows how to host a business dinner or the lady who can speak some basic Japanese,” said Executive Director and General Manager Masaru Watanabe.

As a foundation, Cultivating Tokyo starts business travellers off with two nights’ accommodation in a Club Deluxe Room or Executive Suite. The stay comes with full [Club Lounge access and privileges](#), including:

- Private check-in & check-out
- Dedicated concierge service
- Daily buffet breakfast
- Daily afternoon tea service
- Daily evening cocktails & canapés
- Complimentary use of the Club Lounge’s private meeting room

Beyond these perks, and the hotel’s efforts to serve as the traveller’s residence and office while in Tokyo, it’s with personalised sessions on etiquette that Cultivating Tokyo really makes a difference.

Etiquette in Tokyo, perhaps more than in any other city in the world, is very refined and deeply rooted in customs. Indeed, the well-recognised two-handed proffering of a business card, the recipient’s two-handed acceptance and studied consideration of the same, is widely believed to have originated in Japan.

The exchange of business cards, or *meishi koukan*, is all important as a tone-setter for any meeting. But so are many other ways and means of doing business. Cultivating Tokyo anticipates the executive traveller’s needs – whether he or she needs a tutorial on forms of address, on body language, on best practices at meal times – and elevates the possibilities.



## PALACE HOTEL TOKYO

And hotel guests need not book the Cultivating Tokyo stay experience to avail themselves of the benefit. The service is also available to book (in advance) à la carte via the concierge desk.

Nor is the scope of Cultivating Tokyo limited to the specific wants of business travellers. Whether an executive with adventurous family in tow or a leisure traveller keen to firm up one's in-country savvy, the new experience enables a deeper appreciation of the destination.

Package rates start at JPY 112,000 for Club Deluxe Rooms and JPY 216,000 for Executive Suites.

To book Cultivating Tokyo, please visit [www.en.palacehoteltokyo.com/special\\_offers](http://www.en.palacehoteltokyo.com/special_offers).

### ABOUT PALACE HOTEL TOKYO

Opened in May 2012, [Palace Hotel Tokyo](http://www.palacehoteltokyo.com) commands some of the city's most exclusive real estate and stands as heir to a legacy going back more than half a century as one of the city's most iconic hotels.

As the anchor to a USD 1.2 billion mixed-use development - built entirely from the ground-up - the hotel features 290 rooms & suites, 10 restaurants & bars, an evian SPA and incomparable views of the city's most rarified green space - the Imperial Palace gardens.

Drawing deeply from the country's history, culture and art, the much talked-about new addition to Tokyo's hotel scene has redefined luxury in Japan with grace, elegance and authenticity.

Located at 1-1-1 Marunouchi, the hotel is a 10-minute walk from landmark Tokyo Station and mere steps away from Marunouchi Naka Dori, one of Tokyo's most upscale shopping and dining destinations.

For more information, please visit [www.en.palacehoteltokyo.com](http://www.en.palacehoteltokyo.com) or contact:

#### Japan

Palace Hotel Tokyo  
[press@palacehotel.jp](mailto:press@palacehotel.jp)

#### Southeast Asia & Hong Kong

Balcony Media Group  
Jim Sullivan  
[jsullivan@balconymediagroup.com](mailto:jsullivan@balconymediagroup.com)

#### All other regions

Berkati Marketing Communications  
Tiana Kartadinata  
[tkartadinata@berkati.com](mailto:tkartadinata@berkati.com)

#### USA

JG Black Book PR  
Erin McKeon  
[erin@jgblackbook.com](mailto:erin@jgblackbook.com)

#### United Kingdom

Mason Rose  
Public Relations  
[pr@masonrose.com](mailto:pr@masonrose.com)