

For Immediate Release



« The Okura Tokyo »  
**The 60th Anniversary Commemoration**  
Commemorative event starting in May

TOKYO, JAPAN, March 16, 2022 - Hotel Okura Tokyo Co., Ltd. has announced that it will celebrate its 60th anniversary in May 2022. Established in 1962 as a hotel born from Kishichiro Okura's wish “to create a truly Japanese hotel with elegance and comfort equal to the world's best luxury hotels,” The Okura Tokyo has welcomed many guests from both Japan and around the world. With the cornerstone of 60 years of gratitude, over the course of six months starting in May this year, we will develop a range of initiatives with the aim of contributing to the realization of the Sustainable Development Goals (SDGs) for the future.

**<The 60th Anniversary Commemoration Basic Policy>**

- ◆ We will realize sustainable items, such as regional and social contribution activities, cultural activities, sales activities centered on the SDGs, and projects that lead to job satisfaction for employees.
- ◆ We will create products and projects that our visitors can share and create together, and leave content that will last into the future.
- ◆ We will create products and projects that contribute to society through The Okura Tokyo Cultural Fund.

Shinji Umehara, General Manager of The Okura Tokyo says that, “The Okura was founded as a hotel that offers new values to welcome guests from all over the world, while providing services that are truly Japanese. At The Okura Tokyo, which opened two years ago in 2019, we are respecting the values of the past in mind while always considering the new, and we will continue to strive for our goals with a policy of valuing what has not changed and respecting what will change. In addition, in order to create the foundation for the future, we have set up a review committee centered on young employees with the objective of creating new customer segments, and to cooperate on creating new value.”

As the first part of our 60th anniversary commemoration, during the Golden Week period from May 4 to 7, 2022, we will hold an interactive event for children with unlimited potential to enable them to experience the richness of touching real things, which is possible only at The Okura Tokyo, called “**Real Things are Fun - Music and Food Lessons Encounters at the Okura**” (Attachment 1). The event will be held in conjunction with the “Music Festival for Children and Young People” (Organizers : Sony Music Foundation and the SUNTORY FOUNDATION for the ARTS. Venues : Suntory Hall and ARK Karajan Square, etc.), one of the world’s biggest true classical music festivals for children and young people, and will also include food and other elements that are unique to the hotel. In addition, we will also sell a stay plan which includes tickets for the festival performances held at Suntory Hall’s Main Hall (Attachment 2) and propose staycations that can be enjoyed by the whole family.

We will make further announcements on future events, but the ones that have been decided at present are as shown in Attachment 3.

■For inquiries about The Okura Tokyo and this press release, please contact The Okura Tokyo / PR

Hiroaki Matsumoto / Tetsuo Yabe / Kazuko Oguri TEL : +81(3)3224-6731 E-mail : pr@tokyo.hotelokura.co.jp

Event held in conjunction with the “Music Festival for Children and Young People”  
**“Real Things are Fun - Music and Food Lessons Encounters at the Okura”**

For children with limitless possibilities. The Okura Tokyo will provide our child guests with experiences of real richness whereby they can touch real things. This event will include experiences such as learning musical instruments from professional musicians, lessons on food, and lobby concert.

- ◇ Period : May 4 to 6, 2022 \* Food Lessons will only be held on May 4 and 5.
- ◇ Venue : Banquet rooms, 1st floor of The Okura Prestige Tower
- ◇ Price : Free for junior high school students and younger  
 \* ¥1,500 for adults (advance tickets ¥1,000), free parking.
- ◇ Sales period : Advance tickets and tickets for Food Lessons will be available from March 22.
- ◇ Official website : <https://theokuratokyo.jp/en/letter/news/60th-commemoration/>  
 \* Available on April 6.



\* Japanese-language only

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■ **Musical Instrument Experience (Violin, cello, drums, and harp)** No reservation required

Date and time : May 4 to May 6, 11:00 - 18:00 6 times a day Experience length : 20 minutes

Participants : Elementary school students and older

\* Preschool children can experience playing the drums. First come, first served basis. 5 participants per experience.

We will create an opportunity for children to directly learn the fun of playing instruments from professional musicians. Members of the JAPAN POPULAR CLASSICS ORCHESTRA (JPCO), which is garnering attention as an up-and-coming orchestra, will teach violin, cello and drums, and Ginza Jujiya Harp & Flute Salon instructor Kana Tsukima will teach the joy of playing the harp, thus enabling children to experience music from real instruments.

■ **Food Lessons** Reservation required

Date and time : May 4 and 5, 11:30 - 13:30 Lesson length : 120 minutes

Extra charge : Adults : ¥10,000 Children : ¥3,000 (including meals)

\*Including 1 admission ticket of “Real Things are Fun” per 1 adult

Participants : Elementary school students and older (Accompanied by guardian. Reservation required)

\* Children under school age can accompany to watch.

In addition to seeing an authentic table setting by qualified personnel who have passed skill tests, participants can experience tastes using traditional consommé and learn table manners. Children can enjoy a consommé, main dish and dessert course menu with their guardians at a table they have set personally.



■ **Play Area** No reservation required

Date and time : May 4 to 6, 11:00 - 19:00 Participants : No age limit

An amusement corner where children of all ages can enjoy a musical scale step lights, drum touch games, balloon art and other open-air festivals.



■ **OKRAULO, Lobby Concert Special Edition** Free admission, no reservation required

Date and time : May 4, 14:00 - 14:45

Venue : Main lobby (The Okura Prestige Tower 5F)

This will be a special edition of our free concert series held in the main lobby. Ten years have passed since the revival of the “OKRAULO,” a vertical flute invented by our founder Kishichiro Okura (one type of Japanese bamboo flute “shakuhachi”). A unit led by Akihisa Kominato, who has been giving musical performances since 2011, produces unique sounds that blend together the expressiveness of the shakuhachi with the lightness of flutes.

For inquiries about events :

Event Reservation : TEL : +81(3)3224-7688 (Mon. – Fri. 10 : 00 - 17 : 00 / except holidays)

<Overview> The Music Festival for Children and Young People

Period : May 4 to 7, 2022

Venue : Suntory Hall Main Hall and Blue Rose (Small Hall)

ARK Karajan Place and other designated facilities around Akasaka ARK Hills in Minato-ku, Tokyo

Official Website : <https://www.kofes.jp/en/ Presented by Sony Music Foundation / SUNTORY FOUNDATION for the ARTS>

Stay and Learn  
**2022 Golden Week Special Stay Plan**

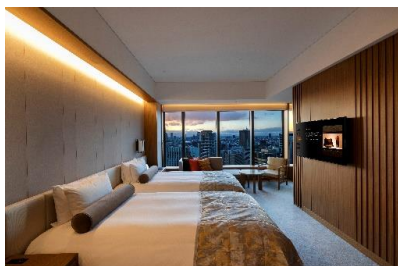
While the music and food experience event “Real Things are Fun” is being held, our guests can enjoy our stay plan that includes tickets to a performance at Suntory Hall’s Main Hall and special events in the banquet rooms.

In addition to having great access to the hall (5 minute walk), this plan is perfect for family use during Golden Week holidays, and includes free parking.

Start of reservations : From April 1, 2022



\* Japanese-language only



**1 night, 2 days plans to 3 nights, 4 days plans    Check-in May 4 to 7**

- Guest room : Prestige room
  - Rate : 1 room for single use : ¥65,000～ / for twin use : ¥65,000～ / for triple use : ¥77,100～ per night
  - Benefits :
    - ◆ Dining Credit (Per room per night : ¥10,000) \* Can be used at hotel restaurants, bars, for room service and at the Spa ANNAYAKE
    - ◆ “Real Things are Fun” Tickets
    - ◆ Suntory Hall Main Hall Concert S seat ticket on the day of your stay (1 guardian and 1 child ticket)
- \* For stays longer than 2 nights, tickets for the appropriate number of nights will be included.

**4 nights, 5 days Plan    Check-in May 4 / Check-out May 8**

- Guest room : Prestige room
- Rate : 1 room for single use : ¥237,152～ / for twin use : ¥237,152～ / for triple use : ¥275,872～ per night
- Benefits :
  - ◆ Dining Credit (Per room, 4 night stay ; ¥40,000) \* Can be used at hotel restaurants, bars, for room service and at the Spa ANNAYAKE
  - ◆ “Real Things are Fun” Tickets
  - ◆ Suntory Hall Main Hall Concert S seat ticket (1 guardian and 1 child ticket) \* Includes tickets for 4 days, from May 4 to 7.
  - ◆ “Food Lessons” ticket (1 adult, 1 child) \* Can be chosed either May 4 or 5

<Reference> Schedule for concerts included with the stay plans

May 4 (Wed. / Nat'l Holiday)	Opening Gala Concert	Starts 14:30 and ends 16:00 (For children over 4 years old)
May 5 (Thu. / Nat'l Holiday)	Classic Anime × Screen!	Starts 16:30 and ends 17:30 (For children over 4 years old)
May 6 (Fri.)	My First Opera “Hansel and Gretel”	Starts 17:00 and ends 18:15 (For children over 4 years old)
May 7 (Sat.)	Closing Concert	Starts 19:00 and ends 21:00 (For elementary school students and older)

\* The rates are per room, inclusive of service charge and consumption tax, but exclusive of accommodation tax.

\* Cancellations within 14 days of your stay will be subject to a cancellation charge.

\* Children under 11 years of age can stay free of charge under this plan.

\* There are extra fees for additional S seat tickets at the Suntory Hall concerts and for additional participants for “Food Lessons.”

Reservation & Inquiries about the stay plans :

Room Reservation : TEL : +81(3)3224-6666 (Mon. - Sat. 9:00 - 18:00 / Sun. & Nat'l Holidays 9:00 - 17:00)

## Future Plans for the 60th Anniversary Commemoration

### ■ The 60th Anniversary Menu

Our hotel restaurants and bars will reproduce popular menu items from the past, and also offer plant-based menus made from plant-derived ingredients.

### ■ Okura Beef Special Menu

We will enhance our menu using our original Wagyu “Okura beef” for The Okura Tokyo. We will purchase Tajima cattle reared at a designated farm in the rich natural environment of Masuda City, Shimane, to contribute to sustainable production and consumption via waste-free consumption and strengthened traceability.

### ■ Okura Museum of Art “Basho-fu Cloth Exhibition” - Co-sponsored Special Talk Event To be held on July 5, 2022

The Okura Tokyo Cultural Fund was established on our 55th anniversary with the hope that artistic and cultural support activities will lead to a brighter future. The fund is receiving donations through a number of events such as Lobby Concert 25 and the Hotel Okura Music Award. The donations and proceeds primarily go toward children's artistic and cultural activities, and nine grants have been provided so far since the fund's establishment in 2017. In the future as well, we will make maximum use of this fund and we will expand our social contribution cycle through products and projects outside the frame of special events.

<Results of donations and grants since 2017>

[https://theokuratokyo.jp/en/company/mecenat/cultural\\_fund/](https://theokuratokyo.jp/en/company/mecenat/cultural_fund/)

<Donations>

<https://culfun.mecenat.or.jp/project/fund/detail/1410>

\*Japanese-language only.



**SUSTAINABLE DEVELOPMENT GOALS**



The Continuing to uphold its founding principle of “communicating Japan’s beauty and mind to the world,” the hotel was reborn in 2019 under the name “The Okura Tokyo.” Reflecting this new era, we uphold our vision for the hotel by striving to convey Japan’s charms, and by providing functions fit for the international city of Tokyo. This vision connects our hotel business directly to actions to promote the realization of the sustainable society advocated by the United Nations (SDGs), and going forward we will strengthen all actions and initiatives and strive company-wide to further promote them.

The Okura Tokyo supports the Sustainable Development Goals (SDGs) and NIPPON FOOD SHIFT.