

NEWSLETTER

To: All news media outlets



1 August 2019
Keihan Hotels & Resorts Co., Ltd.
THE THOUSAND KYOTO
<The · Thousand · Kyoto>

<The · Thousand · Kyoto>

【 THE THOUSAND KYOTO 】

The 'OKUTRIP KYOTO' sightseeing program: as selected by our hotel concierge

<New Program>

Encounter the Deep Kyoto "OKU" feeling through this traditional craft experience

"Grand Gozan Bonfire" helicopter cruising and guided tours of Shinto shrines and temples

The new Keihan Group flagship hotel: 'THE THOUSAND KYOTO', operated by Keihan Hotels & Resorts Co., Ltd. (Head office: Shimogyo Ward, Kyoto City. President: Toshihiko Inaki) has been rolling out the new component of its Kyoto Experience Program known as "OKUTRIP KYOTO" from June 2019.



The "OKUTRIP KYOTO" tourist experience program - thanks to our staff, who combed Kyoto on foot to put it together. We are proud to introduce this new initiative - bringing home the 'deep essence' of Kyoto and core insights into the city as part of a tourist experience program exclusively for staying guests.

Enjoy a ceramic art and painting experience at 'Kanoshokoku', one of the most famous potteries in Kyoto, with colors and precise patterned beauty that have won its global acclaim. Or why not tour a workshop for insights into Yuzen dyeing and Yuzen ceramic painting, try tea box production or a helicopter cruise, giving you an unmatched aerial vantage point of Kyoto and the 'Grand Gozan Bonfire' spectacular.

The program also gives participants the green light to visit private areas normally off-limits at Shinto shrines and temples within Kyoto prefecture.

The new 'OKUTRIP KYOTO' tourism experience program

1. <A 'Ceramic Art and Painting' experience at this century-old pottery>

'Kanoshokoku' - one of the most famous pottery hotbeds that bequeaths and preserves the 'Kyoto-yaki' ceramics tradition.

Valued by the finest restaurants and mastering sophisticated techniques unique to Kyoto, including blue and white, multi-colored, and gold-painted porcelain among others. With 'OKUTRIP KYOTO', paving the way to explore a pottery normally out of bounds, you can enjoy both 'hand-molded pottery' and 'ceramic painting' experiences.

【Summary】

Period: June 1 2019 (Sat.) - May 31 2020 (Sun.) *Certain dates excluded

Details of experience: Please choose from the following:

- Hand-crafted pottery experience (around 2 hours)
- Ceramic painting experience (around 2 hours)
- Hand-crafted pottery & ceramic painting experience (around 3 hours)

URL: <https://www.keihanhotels-resorts.co.jp/the-thousand-kyoto/en/okutrip/000276.html>



The 3rd Kanoshokoku



Image of ceramic painting



Image of pottery

2. <Yuzen Dyeing ~ An unforgettable way to experience the beauty of Kyoto~>

Visit the Kyoto Yuzen workshops, which are soaring to global prominence and enjoy commentary by artisans plus a range of programs helping you learn traditions, ceramic painting for example. Yuzen-dye ceramic painting to decorate tea boxes and production experiences are must-trys.

【Summary】

Period: Year-round

Details of experience: Please choose from the following.

* Commentary insights on the yuzen dyeing method from all craftsmen

- Studio tour (around 1 hour)
- Yuzen dyeing experience ~silk wrapping cloth~ (around 2 hours)
- Original tea-box making experience (around 1.5 hours)
- Yuzen-dye mini tea box ceramic painting experience (around 2 hours)
- Yuzen color painting experience and original tea box production (around 5 hours)

URL: <https://www.keihanhotels-resorts.co.jp/the-thousand-kyoto/en/okutrip/000277.html>



Image of tea box



Image of Yuzen
dyeing/coloring



Image of Yuzen coloring

3. <An aerial view of the 'Grand Gozan Bonfire' with our helicopter cruising>



Image of Grand Gozan Bonfire

In Kyoto, the 'Grand Gozan Bonfire' marks the end of the obon festival. In this, our stand-out summer feature, enjoy this bonfire famous nationwide from a superb aerial vantage point with our helicopter cruising program.

【Summary】

Event date: 16 August 2019 (Fri.)

Timing: 20:00～20:30

* First-come, first-served.

* Programs may be cancelled due to weather or other reasons.

URL: <https://www.keihanhotels-resorts.co.jp/the-thousand-kyoto/en/okutrip/000281.html>

4. <Go deeper into Kyoto than ever before with our “OKU” program of shrine and temple visits>



Special guided tour of nationally and globally acclaimed World

Heritage Temples

Gain new insights into temples as you visit famous historical sites and scenic spots.

Enjoy the exceptional art and history synonymous with the Buddhist world to the full.



Special visit to a shrine dating back over 1,000 years

A special guided visit to the normally off-limits inner sanctum of the shrine by the staff.

An unforgettable deep “OKU” experience, into the heart of the shrine.



Private night visits - including areas normally off-limits

Attractions on offer include viewing by night, temple teahouse ceremony, enjoying tea service/religious homily and viewing of areas normally off limits.

■ Our other experience programs on offer



Image of Zazen experience

As well as all of the above, we also offer access to normally closed temples, seated Zazen meditation and special access to ‘areas synonymous with Shinsengumi special police’ among other programs for your enjoyment.

In line with the key concept of our institution, namely: “ Leveraging the abundant wisdom of Kyoto as a ∼ Personal Comfort Hotel ∼”, our Thousand Concierge offers bespoke proposals tailored to the needs of our guests.

* All images shown are for illustrative purposes only. * All copyright to the shrine and temple images shown is retained by the corresponding shrines

About <OKUTRIP KYOTO>



▲ Starting from the letter 'O', viewing a background of 'OKUTRIP KYOTO' logo. Match this with the 'O' in THOUSAND=1000.

Centering on the policy of 'Tourism co-creation', one of the key thrusts of the Keihan Group long-term management strategy for the target year of 2026, a <Tourism experience program> to bring home all the charm of Kyoto to hotel guests, the fruits of over 1,000 km walking the length and breadth of the city.

Unique content of 'OKUTRIP KYOTO', which bringing home the experience of "deep Kyoto" in a package tailored to each customer's needs.

<'OKUTRIP KYOTO' Concept>

Now relish knowing, feeling and enjoying "Deep Kyoto". Welcome - step in and experience the 'real' Kyoto. Places no guidebook will show you, people you'll never otherwise meet and stories you'd never normally hear - welcome to 'Deep Kyoto' - an experience even most locals will never enjoy.

1. SPECIAL Encounter that sought-after experience you never thought possible. Navigate toward 'special treatment' ~
2. LOCAL ~ Enjoy as-yet undiscovered encounters. Navigate toward 'local immersion' ~
3. PERSONAL ~ Indulge in what you like best. Navigate towards 'piquing your curiosity' ~

THE THOUSAND KYOTO

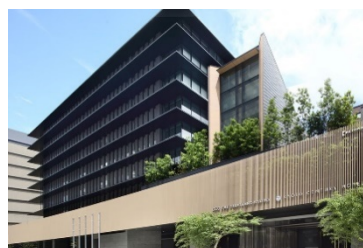
Location: 570 Higashishiokoji-cho, Shimogyo Ward, Kyoto City 〒600-8216

Access: Around 2 minutes' walk east of JR Kyoto Station

Opening date: January 29, 2019 (Tue.)

No. of floors: B1~9F (guestrooms: 3F~9F / 222 rooms)

HP: <https://www.keihanhotels-resorts.co.jp/the-thousand-kyoto/en/>



THOUSAND STORIES KYOTO

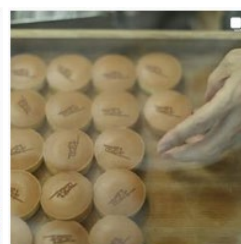
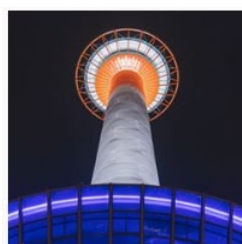
#ThousandStoriesKyoto

The official Instagram account, where hotel staff who know Kyoto inside out give their take on the best in hidden recommended spots, scenery and so on.

Reflecting the name of our hotel, we will continue collating until we reach a total of 1000 pointers.

The #ThousandStoriesKyoto initiative started back in August 2018 with a wish for all parties concerned to get the very most out of core Kyoto travel experiences.

www.instagram.com/thousand_stories_kyoto/



<Enquiries about this release / coverage>

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