



June 30, 2022

**Flagship THE THOUSAND KYOTO
Rebranded to Drive Sustainability for the Keihan Group
Aiming for a Comfortable and Sustainable 1000-year Hotel
Implementing 100 SDGs Actions as a Sustainable Comfort Hotel**

The Keihan Group’s flagship hotel, THE THOUSAND KYOTO (Shimogyo-ku, Kyoto; Miwa Sakurai, General Manager), will undergo its first brand renewal since July 1 (Friday), 2022 to drive sustainability for the entire Keihan Group.

With our hotel’s new brand concept, the **1000 Year Hotel**, we bring you a moving experience from the Thousand-year Capital Kyoto in pursuit of a new **comfort and sustainability** that will last through the next one thousand years.

As SDGs become commonplace the world over, needs have shifted from consumption that is not only pleasant for individuals but also agreeable to nature, culture, and society. Since 2020, the Keihan Group has been involved in initiatives to solve social issues at each group company as part of the BIOSTYLE PROJECT. To strengthen our stance, our entire hotel will undergo a change as we update the concept of our flagship hotel from the “Personal Comfort Hotel” to the **“1000 Year Hotel”** and position the hotel as a “Sustainable Comfort Hotel” that thrives in front of Kyoto Station within the Thousand-year Capital Kyoto.

During the concept renewal, we will implement comfortable and sustainable experiences and actions unique to the **1000 Year Hotel**, offering activities that allow guests to enjoy the profound culture of Kyoto and coexistence with nature. With “Think 1000 year comfort.” as our slogan, we plan to implement 100 SDGs actions annually and offer commemorative stay packages, inhouse events with guest engagement, and more.



■ Rebranding Detail ①: THE THOUSAND KYOTO's 100 SDGs Actions

Think
1000
year
comfort.

Our hotel currently implements 50 SDGs actions, some of which is mentioned below. With "Think 1000 year comfort." as our slogan, we plan to think about the next one thousand years together with our guests and implement 50 more actions by the end of December 2022 for an annual total of 100 SDGs actions.

[Certification] First Accommodation Facility in Japan to Receive Three Gyoiko Zakuras under Sakura Quality Green

On May 10 (Tuesday), 2022, our hotel received three Gyoiko Zakuras (or three stars) under the Sakura Quality An ESG Practice certification system managed by the Tourism Quality Assurance Association. Our hotel is the first hotel or ryokan in Japan to receive this certification.

Sakura Quality is a Global Sustainable Tourism Council (GSTC)-recognized standard, meaning that our property has been recognized as an accommodation facility that implements globally recognized SDGs initiatives.

See here for details (Japanese site): <https://www.keihanhotels-resorts.co.jp/the-thousand-kyoto/plan/special-offer/an-esg-practice-02.html>



[Plastic-free] Wooden Key Cards and Renewed Amenities

As part of our promotion of a plastic-free property, from July 1 (Friday), 2022, room key card materials will be changed from plastic to bamboo. See here for our other plastic-free initiatives (Japanese site):

<https://www.keihanhotels-resorts.co.jp/the-thousand-kyoto/plan/stay/sdgs-no-plastic.html>



[Recycling] First Collection Site in Kyoto City for Used Stainless Steel Bottles

Our hotel is participating as a collection site in collaboration with Tiger Corporation's used stainless steel bottle collection site and recycling program. Our hotel is the first place in Kyoto City to become a collection site and the first accommodation facility in Japan to participate in the program. Guests can bring stainless steel bottles (including non-Tiger brands) that are no longer used at home and hand them to the hotel staff. The bottles are collected by a specialized recycling operator and made into recycled stainless steel materials and recycled resin products.

Details (Japanese site): <https://www.keihanhotels-resorts.co.jp/the-thousand-kyoto/plan/stay/tiger-bottle.html>



[Food] Development of a Menu using Substandard Onions to Reduce Food Loss

Our hotel has developed a new menu aimed at reducing food loss. At TEA AND BAR (our café & bar facility) and our online shop, we sell our original curry generously using Awaji Island onions, which are normally discarded due to their substandard quality.

Details (Japanese site): <https://www.keihanhotels-resorts.co.jp/the-thousand-kyoto/plan/restaurant/sustainable-menu.html>



[Coexistence with Nature] Promoting Rooftop Greening and Urban Beekeeping

Our hotel has formed a gardening club of volunteers promoting hotel rooftop greening by planting herbs and flowers. A small cycle is born as the honey



bees raised in our Urban Beekeeping Project pollinate the plants, and the pollen becomes the source of honey.

Details (Japanese site): <https://www.keihanhotels-resorts.co.jp/the-thousand-kyoto/plan/stay/sdgs-honey.html>

Also see here for details about the main SDGs initiatives of each Keihan Hotels & Resorts Co., Ltd. group hotel: <https://www.keihanhotels-resorts.co.jp/sdgs/>

■ Rebranding Details ②: Programs for Enjoying the Culture of the Thousand-year Capital Kyoto and Coexistence with Nature

In line with our new 1000 Year Hotel concept, we offer programs inside and outside our hotel for experiencing sustainability unique to Kyoto. Not only can guests enjoy creating memories of their trip, but Kyoto locals can also participate in experiencing the culture, wisdom, and aesthetics of the Thousand-year Capital Kyoto.

THE THOUSAND SALON: Refreshment for the Soul, Your First Tea Ceremony

THE THOUSAND SALON is a culture school where guests can learn about the culture of Kyoto over several sessions.

As hotel visitors are also welcome to participate, the salon offers an opportunity to connect with people living in Kyoto and have fun learning about the wisdom and aesthetics of Kyoto.

In this program, we collaborate with Tankosha, a publisher of tea ceremony books. We also invite an instructor of the Urasenke school of tea ceremony who will teach you not only the basic etiquette of the tea ceremony so that you can enjoy your experience with confidence but also how to quietly reexamine yourself and experience the aesthetics of the tea ceremony culture, which places value on connecting with others and nature through a cup of tea.

This program is held in an effort to pass on to the next generation the tea ceremony culture established by Sen no Rikyu and that has taken root in Kyoto.

Dates: Once a month from July 4 (Monday), 2022

Times: From 6:30 p.m. (Approximately 1.5 hours)

Fee: 4,400 yen per session per guest (16,000 yen per guest for 4 sessions)

Participants: Up to 11 guests

Register here: <https://www.keihanhotels-resorts.co.jp/the-thousand-kyoto/plan/restaurant/salon-chanoyu.html>

THE THOUSAND
SALON

Collaboration with Kyoto's Tamba Wine

From chef-sommelier Wataru Iwata's desire to spread the allure of Japanese wine comes a collaboration with Tamba Wine from Kyoto's Kyotamba Town. THE THOUSAND KYOTO original wine sales and sustainable comfort tours are also in the works.

Dates: Autumn 2022 (Event details to be released on a later date)



We plan to continue holding OKUTRIP and sustainable workshops in the future.

Rebranding Detail ③: Inhouse Events with Guest Participation

As our hotel undergoes rebranding, we will host special limited-time inhouse events tailored to the 1000 Year Hotel. We hope that our guests will take advantage of our offer to experience sustainability that is unique to Kyoto.

Kyoto Uchimizu Daisakusen, a Solution to Heatwaves (35°C and over days from July 23 to August 23, 2022)

Experience “uchimizu”, an age-old practice that is still carried out today for surviving Kyoto’s hot summer. We will sprinkle water around the entrance of THE THOUSAND KYOTO from 10 a.m. on days when the temperature is expected to rise above 35 degrees. Guests can create memories of their trip while experiencing a natural way to cool off.

Dates: July 23 (Saturday; Taisho, the hottest time of the year) to August 23 (Tuesday; Shosho, the beginning of bearable hot weather), 2022

Fee: Free to participate



THE THOUSAND KYOTO meets MIYAMA

In collaboration with Rakuhoku’s Miyama Town, which is registered as a Best Tourism Village, our hotel holds an inhouse event for enjoying beautiful traditional crafts and foods that have been passed down through generations. Along with limited-time menus using ingredients produced in Miyama, our hotel hosts a mackerel sushi workshop that pays homage to Miyama’s Mackerel Road (Saba Kaido), which linked Miyama to the old capital of Kyoto.

Dates: Autumn 2022 (Event details to be released on a later date)

Keihan Group’s BIOSTYLE PROJECT – A Lifestyle Proposal that Actualizes SDGs

We aim to contribute to achieving SDGs while also actualizing healthy, beautiful, and high-quality lifestyles. Keihan Group advances “BIOSTYLE” as a lifestyle that contributes to the recycle-oriented society, and presents it to our guests. These activities are not limited to being bound by rules and enduring. We want to contribute to “make positive changes to people and earth by actualizing a bright recycle-oriented society that is fun, not demanding, and easily adaptable in daily lives. Keihan Group will do its best to promote various activities.

Also, the Urban Beekeeping Project and the New Diversity Management Selection 100 certification are certified under the BIOSTYLE PROJECT.



▶ “BIOSTYLE PROJECT” Information

<https://www.keihan-holdings.co.jp/business/biostyle/>

THE THOUSAND KYOTO (ザ・ サウザンド キョウト)

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>



<Inquiry Regarding this New Release/Interview Requests>

Keihan Hotels & Resorts Co., Ltd.

THE THOUSAND KYOTO, Public Relations / Brand Planning Office

TEL : 075-351-0186 FAX : 075-343-3722 Email : press@keihanhotels-resorts.co.jp