

Press Release

March 18, 2024

HOTEL THE MITSUI KYOTO Renewal Programming Embraces the Fresh Green Season

Kyoto, Japan – After Sakura’s bright blooms, Kyoto transforms into a lush paradise during “Fresh Green Season,” symbolizing renewal and growth. HOTEL THE MITSUI KYOTO invites guests to experience this restorative time with new programming, including exclusive seating at the beloved Aoi Festival; honey afternoon tea and evening Champagne experience; and rejuvenating dry brushing spa treatments.

**Aoi Festival Experience**

On May 15, HOTEL THE MITSUI KYOTO presents an exclusive Aoi Festival experience, the oldest festival in Kyoto and annual celebration of the Shimogamo and Kamigamo shrines. Originally conceived to invoke bountiful harvests, this time-honored tradition has evolved into a cherished event representing spring growth and community spirit.

- **Reserved Festival Seating** (24 Raised Seats | ¥25,000): The only hotel with reserved festival seating, HOTEL THE MITSUI KYOTO offers guests premium views at the start of the parade, positioned in front of the Kenreimon gate, overlooking the Kyoto Imperial Palace Garden. The experience includes curated amenities, such as traditional fans, sweets and souvenirs, official guidebook and commemorative tickets. English narration through an earphone guide is also available to accompany the vibrant displays and rich history.

**A BUZZ FROM THE BEES**

HOTEL THE MITSUI KYOTO proudly supports the role bees play in the ecosystem, especially during peak pollination of “Fresh Green Season.” From April 27 to June 30, seasonal afternoon tea and evening Champagne experiences highlight rare and exquisite honeys in collaboration with A BUZZ FROM THE BEES, renowned for its natural honey products sourced from the wild and pristine forests of Western Australia.

- **Honey Afternoon Tea** (¥7,100 includes two drinks | ¥7,700 unlimited drinks): An array of savory and sweet dishes that highlight three distinct honeys, each offering a unique taste and aroma. Dishes include green pea soup with honey granola and a buzz-worthy honey mousse. Featured honey includes:
 - Known as "healing honey," **Jarrah Honey** is harvested once every two years and has high antimicrobial activity
 - Extracted from the flower of the Marri tree, **Redgum Honey** features a sweet aroma and mild taste
 - **Blackbutt Honey** has a mild sweetness akin to brown sugar syrup and is named after the blackbutt tree's root color
- **Miracle Honey Evening Champagne** (¥9,500): An evening menu at THE GARDEN BAR features specialty appetizers and oven-baked pizza, Champagne and honey-accented Old Fashioned, Daiquiri and Spritzer cocktails.

HOTEL THE MITSUI

K Y O T O

Kumano Dry Brushing Treatments

New SPA treatments – available March 15 to June 30 – revitalize the skin and enhance blood circulation incorporating the use of a handmade Kumano brush. Meticulously crafted from high-quality natural materials, like fine animal hair or plant fibers, this reflects Japan's centuries-old tradition of brush making and HOTEL THE MITSUI KYOTO's commitment to collaborating with local craftsmen.

- **Kumano Brush Body Drainage Therapy** (75 mins | ¥27,800): This original treatment uses a Kumano brush to stimulate lymphatic circulation throughout the body, followed by an oil treatment to promote hydration and relaxation.
- **Kumano Brush Total Drainage Therapy** (105 mins | ¥36,800): In addition to body brushing, the face is also brushed to reduce dullness and swelling, leaving the skin brighter.



Promotions are subject to availability. To learn more or to book a stay, visit www.hotelthemitsui.com or call +75 468 3100.

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ABOUT HOTEL THE MITSUI KYOTO:

HOTEL THE MITSUI KYOTO, recognized in *Condé Nast Traveler's* 2024 Gold List of "The Best Hotels and Resorts in the World," is the first of the HOTEL THE MITSUI brand of iconic, ultra-luxury properties, designed to embody and reflect the harmony between the natural environment, the four seasons and the five senses. Located in the heart of Kyoto, adjacent to the legendary Nijo-jo Castle, a UNESCO world heritage site, the hotel is an idyllic sanctuary honoring ancient Japanese traditions and embodying the legacy and spirit of Kyoto. The hotel is built on a 250-year-old historic site that was once the home of the executive branch of the Mitsui Family, carefully designed to reflect a luxurious ambiance of refined sophistication. As the first hotel in Japan to attain a Forbes Travel Guide Five-Star rating in its debut year, and consistently secured a Five-Star award for three consecutive years, HOTEL THE MITSUI KYOTO is an awe-inspiring feast for the spirit and the senses and a cultural gateway to discover everything Kyoto has to offer.