

Press Release

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HOTEL THE MITSUI KYOTO Launches Family-Friendly Summer Programming

Kyoto, Japan – This summer, [HOTEL THE MITSUI KYOTO](#) presents a collection of bespoke experiences tailored for families and culture-seeking travelers. From a new "Kids Hotelier Academy" to exclusive VIP seating at the city's renowned Gion Festival, guests of all ages find unforgettable memories in Japan's historic capital.



Kids Hotelier Academy (August 1-31 | ¥5,000): Providing young guests (ages 3-12) an immersive introduction to the world of hospitality, budding hoteliers shadow the meticulous staff to gain insights into Japanese hospitality and culture in their own pint-sized uniforms, rented for the occasion. The 40-minute experience options include:

- Concierge – Personalize guest room setups, adding a special touch to the guest experience.
- Ambassador – Partake in a traditional Japanese tea ceremony while outfitted in traditional jinbei garments.
- SPA Therapist – Learn the art of making bath bombs for use in summer spa treatments.
- Chef Experience – Hone culinary skills with a pizza-making class led by a FORNI Chef.
- Pastry Chef Experience – Decorate shortcakes with creativity and style.
- Bartender – Mix and serve refreshing non-alcoholic cocktails alongside the hotel's bar staff.

Reserved Gion Festival Seating (July 17, July 24 | 30 Raised Seats | ¥18,000): Held annually since 869, the Gion Festival is one of Kyoto's most iconic celebrations. Originally held to appease the gods during an epidemic, it now promotes good health and wards off evil spirits. HOTEL THE MITSUI KYOTO is the only hotel with reserved seating along the parade route, providing unparalleled views of the parade's highlight, the Tsujimawashi. During this maneuver, massive floats execute 90-degree turns with the help of bamboo poles.

Summer Afternoon Tea (July 1-August 31 | ¥7,100 for two drinks or ¥7,700 unlimited drinks): A treat for all ages, this limited-time Afternoon Tea is inspired by the vibrant street food that has become a cherished tradition during Japan festivals. The menu includes savory bites like Takoyaki, or cooked octopus arancini, along with sweet delicacies such as a Taiyaki cookie sandwich, a fish-shaped pastry with a mousseline sauce. Guests also receive a traditional paper fan – a classic festival accessory – as a special keepsake.

The "Family Moment" package is available with Deluxe or Garden Room bookings from July 1 to September 12. This offer includes a second adjacent room at half the price, with complimentary perks, such as an extra bed and free upgrades when available. Rates start at ¥271,343 for two rooms (including tax and service charge).

Summer programming and the "Family Moment" package are subject to availability. To book a stay or make a reservation, visit <https://go-hotelthemitsui.reservation.jp/en/searchInput> or call +75 468 3100.



HOTEL THE MITSUI

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ABOUT HOTEL THE MITSUI KYOTO:

HOTEL THE MITSUI KYOTO, recently 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. The first hotel in Japan to receive a Forbes Travel Guide Five-Star rating in the first year of operation, 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.
