

Press Release

Royal Park Hotels and Resorts Company, Ltd. proves its sustainability commitment with a new range of biodegradable straws and fair trade wines and coffees

Until January 2020 the Japanese hotel operator will roll out its eco-friendly action starting with 5 of its hotels. Royal Park Hotels and Resorts company, Ltd. (<http://www2.royalparkhotels.co.jp/en>), whose mother group Mitsubishi Estate Group signed last year the United Nations Global Compact, will switch to certified biodegradable drinking straws as a contribution to reduce environmental impact. It will also include fair trade labeled wines and coffees into its beverage offering.

Tokyo, Thursday 1st August, 2019 ---- Royal Park Hotels and Resorts Company, Ltd. (hereinafter RPHS) makes a clear statement to further enhance its sustainability approach and reduce environmental impact. Between June this year and January 2020 RPHS will introduce biodegradable drinking straws made from polylactic acid (PLA) resin derived from renewable biomass such as fermented corn starch, thus replacing around 280,000 plastic straws per year. The company took the decision after due consideration of various options. The new biodegradable drinking straws, certified by the Japan BioPlastic Association, have a reduced impact on the environment.



Within the same timeframe RPHS will start to actively support fair trade actions which aim to improve social and environmental standards for producers and workers in developing countries. Initially RPHS will offer its guests fair trade wines and coffees, certified by Fairtrade or Fair for Life.

Back in April 2018 the Mitsubishi Estate Group, including RPHS, signed the United Nations Global Compact, a global voluntary initiative based on CEO commitments to implement a global framework of universal sustainability principles. RPHS seized the opportunity of the groups heightened awareness of environmental issues and the general acceptance of the SDGs (Sustainable Development Goals, as set within the United Nations Development Programme) to start implementing a set of new actions.

The sustainability-enhancing actions will commence with five hotels of RPHS, namely the Sendai Royal Park Hotel, the Royal Park Hotel in Tokyo (Nihonbashi), the Yokohama Royal Park Hotel, The Royal Park Hotel Shiodome and The Royal Park Canvas - Osaka Kitahama. The initiative is planned to be rolled out to other hotels of the group in due time.

In addition to these new actions above, hotel guests have already been given the option to influence their environmental impact deciding whether and when fresh sheets and towels were wanted.

The Royal Park Hotel Group's CANVAS line has an amenities pick-up service in shared areas where guests can pick up anything they need in necessary amounts rather than providing complete sets in all rooms independent of guests' requirements.

"Like many of our customers we feel an increasing responsibility towards sustainability and the protection of our environment", exclaims Shinya Mizumura, President of Royal Park Hotels and Resorts Company Limited. "We are certain that many of our guests will want us to put into action what we agreed to as part of Mitsubishi Estate Group in the United Nations Global Compact and show initiative to truly be part of a positive change. These actions are steps in the right direction."

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Link to images

Main Visual: <http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/08/Main-Visual.jpg>

Wine: <http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/07/wine1.png>

Coffee: <http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/07/Coffee.jpg>

International Fairtrade: <http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/07/International-Fairtrade.jpg>

Fair for Life: <http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/07/Fair-for-Life.png>

About Royal Park Hotels and Resorts Company, Ltd

The Royal Park Hotels and Resorts Company, Ltd, which forms part of the Mitsubishi Estate Group, one of the leading real estate developers in Japan, currently operates 12 hotels with a total of 2,920 rooms all in the Upper Grade to Mid Grade segment. The company's THE series concept includes three lines with differentiated focus ranging from the functional and value-adding The Royal Park, to the eco-conscious and healthy lifestyle promoting The Royal Park Canvas and the sophisticated The Royal Park Iconic. Following the launch of the new The Royal Park Canvas Osaka Kitahama the hotel group plans to launch a further 7 hotels with a total of 1,530 rooms between 2020 and 2024.

More information about Royal Park Hotels and Resorts Company, Ltd is available at <http://www2.royalparkhotels.co.jp/en> (website).

News Release (PDF): http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/08/20190801_RoyalParkHotels_SDGs_FNL.pdf

Fact Book: <http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/07/RPH-Fact-Book-201908-EN.pdf>

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