

# MICE hotel special

(Publicity)

## Making the most of any meeting

Michiru Mekata  
CONTRIBUTING WRITER

**M**ICE, a tourism business genre, is an acronym that stands for Meetings, Incentives, Conferences and Exhibitions. Many countries, businesses and people have been focusing on MICE to bring economic growth. Each segment of MICE is equally important. Even a small corporate meeting with a handful of participants could become an important MICE if it involves using meeting rooms, dining and drinking facilities and accommodations. As for the term's origin, it started to be used from around 1994 in Australia, where many large-scale international conferences and events were being held. MICE has served as an important catalyst for driving an economy forward. Turning to Japan, major conventions and exhibitions have also been actively

held. In the area of conventions, large-scale academic meetings and international conferences have been organized under the support of the government at such main cities as Tokyo, Nagoya, Kyoto and Osaka. As the country's industries grew rapidly after World War II, mega-events were organized, such as the annual Tokyo Motor Show, recently being held at the Makuhari Messe exhibition center in Chiba Prefecture. Until now, however, both the country and its citizens had been unfamiliar with the concept of combining the four elements of MICE on a horizontal, integrated level. Many business and public relations opportunities available through MICE have so far been overlooked. Thus, the government's Japan Tourism Agency has deemed 2010 the "Japan MICE Year" to review such conditions and to improve the situation. Now, MICE is

gaining attention at every level. Expectations are especially mounting toward the areas of meetings and incentives. Many global businesses are enhancing their ability to design, operate and manage their original MICE without the help of the government or professional MICE service companies. MICE is expected to grow steadily as a core element in any marketing activity. Whether in Japan or in the world, MICE will continue to be an effective means for grasping customers' expectations, satisfying their needs and achieving business growth—ultimately contributing to the national and global economies. Introduced in this section are some of the leading hotels in Japan proposing attractive services that highlight their respective, distinctive locality, looking to make sure a MICE stay in each location becomes more enjoyable and memorable.

### TOKYO

#### Round-the-clock services cater to jet-setters

**I**n the heart of Tokyo is the vibrant and exciting business district and shopping haven of Shinjuku. Hilton Tokyo, an established operation with over 45 years' history, is on the west side of Shinjuku Station. With overseas guests making up a constant 70 percent of the guest composition for many years, it was an obvious decision for the hotel to concentrate its efforts more on international MICE guests. Packages this year consist of a combination of special discounts for incentive groups and meetings. "To celebrate the World Cup year, we've named our three top offers internally as the Hilton Tokyo Hat Trick," said General Manager Naoki Oto. "One is advertised as Advanced Purchase Group Rates, a special generous discount plan offered only at Hilton Tokyo. This starts from ¥10,000 for a single room up to ¥21,000 for a triple room. "Another is an all-Hilton offer of a Discounted Day Delegate Rate that covers the room hire, basic sound and lighting, wired microphone, podium, LCD,

projector and screen, signage, all-day tea or coffee, buffet lunch, mints and pens and paper on tables for ¥15,000 per person. "The third offer is also available at all Hilton Hotels and is called Book Now & Save. It gives savings options of any of the following six depending on the total accommodation count: one in 35 room nights complimentary, 25 percent allowable attrition exempting cancellation fees, double Hilton HHonors Base points for attendees, complimentary meals for up to four staff members, 2 percent rebate on room revenue, and 500 Hilton HHonors points per paid group room night." The offer is subject to availability. Other notable, special guest attractions one can look forward to at Hilton Tokyo includes its constant availability of several multilingual staff fluent in English, French, German, Korean or Chinese. Inquiries from around the world are also quickly responded to regardless of location, thanks to the fine Hilton network spanning the globe. "That's the invisible part, but we have invested and continue to spend huge



Hilton Tokyo's new ballroom "Kiku" opened last year.

amounts of money to refine and update our systems, hardware and software," Oto said. Another highlight of this hotel is its 24/7 mind-set. "By listening to the voices of our jet set guests that are continuously on the move around the globe, we found it absolutely necessary to have our dining, working and relaxation operations open round-the-clock. A warm meal, a workout at the gym or even working at erratic hours can help a guest get over jet lag quickly," Oto said. "Such an offer of service also corresponds to the character of the exciting Shinjuku area, where everything is always on the move 24 hours a day, seven days a week."

#### An array of exquisite choices awaits guests

**J**ust a few minutes' walk from Roppongi Station sits Grand Hyatt Tokyo at Roppongi Hills, one of Japan's largest private urban cultural centers. While retaining the air of a boutique hotel, Grand Hyatt Tokyo is also a very sophisticated conference venue, offering an experience in authentic hospitality. The hotel has 13 multipurpose rooms and a 2,800-sq.-meter conference and meeting space with advanced technology and a dedicated team of planning specialists. Determined to be the name for excellent service, its team of Convention Service executives function as the main hotel liaison and work closely with every meeting organizer to ensure each event's success. The team is further supported by a Meeting Butler, who promptly responds to any MICE request. The meeting rooms are installed with the latest high-tech equipment such as the 3-Chip DLPTM Projector, wireless LAN and high-speed Internet connections. Videoconferencing services are also offered. All of the above is supported by the hotel's team of fully trained IT professionals. There are 389 guest rooms and suites decorated using a selection of natural woods and fabrics, creating a soothing residential ambience. The spacious

rooms allow for baths with both normal shower heads and rain shower heads along with deep bathtubs, so guests can unwind and relax in style. Wining and dining is definitely an indispensable pastime for any MICE event. Grand Hyatt Tokyo satiates any gastronomic or connoisseur with its 10 restaurants and bars serving Italian, French, Japanese or Chinese cuisine. From a casual buffet to a formal dinner, quality dining occasions can be arranged that represent culinary authenticity, originality and service. On the lobby floor is Fiorentina, the place for authentic Italian cuisine. Its Pastry Boutique features international award-winning cakes, pastries, sweets and chocolates by the hotel's famed patissiers. The French Kitchen, open all-day, has a bar and open kitchen and serves classic bistro dishes that can be enjoyed at its outside terrace, weather permitting. A French Kitchen special is the Chef's Table, where a personal chef cooks for guests in a private room equipped with a kitchen. Japanese cuisine Shunbou brings out the true flavors of market-fresh ingredients, while Roku Roku sushi bar has become an irresistible stopover for sushi lovers. At The Oak Door, the grilled dishes are skillfully paired with fine New



Grand Hyatt Tokyo's conference room has the latest high-tech equipment.

World wines from its wine cellar. At Chinaram, Cantonese dishes and other regional favorites can be savored. Meanwhile, the teppanyaki restaurant Keyakizaka features a vast array of fresh seasonal ingredients prepared in front of your eyes. Finally, Maduro, the luxuriously designed bar in a discreet location, offers nightly live entertainment. On the fifth floor and available to hotel guests and private members, the Nagomi Spa and Fitness is a peaceful, 1,300-sq.-meter facility that includes eight private spa treatment rooms for health and relaxation. Overlooking a 20-meter by 7-meter red granite swimming pool and an illuminated whirlpool bath, the gym offers a full range of Technogym training machines, together with fitness professionals who assist with training sessions.

### YOKOHAMA

#### Special plans help visitors experience Japan

**T**he shape of this seaside hotel resembles a yacht's sail and has become an iconic image of the Minato Mirai skyline in Yokohama. InterContinental Yokohama Grand aims to provide a unique experience of the locality, which, in accordance with the hotel brand's overall global concept, makes a MICE stay at this hotel as iconic as the architecture. InterContinental Meetings, a global strategic MICE program of the InterContinental Hotels & Resorts launched on a pilot basis from April, included InterContinental Yokohama Grand as one of the 10 hotels selected in prominent locations such as Hong Kong, Paris and London to prove the efficacy of the program. InterContinental Meetings is a fusion of the InterContinental brand with the needs of those sponsoring meetings and events. There are three major features to the program: experience-providing meeting plans rich in regional uniqueness and originality; Internet-based, progressive,

convenient tools for seamless, speedy and efficient provision and confirmation of information vital for any MICE operation; and exclusive, attentive service of the special InterContinental Meetings event team. "Above all, the first feature highlights and provides the most exciting, rich local experience to the MICE delegates and their partners staying at any InterContinental," said Masumi Inoue, public relations manager at the hotel. "In our case, we have prepared 10 plans under the title of Insider Collection for our MICE guests to enjoy some of the authentic experiences of Yokohama." Insider Collection is further broken down into five themes for execution. The first approach focuses on location and suggests an exhilarating outdoor party above the sea at the Osanbashi Pier or a tranquil moment to appreciate Japanese aesthetics at the Sankeien Garden. The second suggests learning about Japanese customs and culture through a kimono-wearing session or a lecture on



The sail-shaped hotel is an icon of Yokohama's skyline.

Japanese mannerism for guests' entertainment. The third is more action-oriented: Participants can take a hand in seaweed planting at the seaside Nojima Park or attempt to make their own traditional Japanese toy under the guidance of a skilled craftsman. The fourth becomes more interactive, beckoning all to join in a big treasure hunt in Chinatown or enter a sushi-making contest. Finally, the fifth approach invites people to have a break and relax over a cup of Chinese tea and Chinese sweets, or freshly whisked Japanese green tea together with Japanese confectionaries.

### HOKKAIDO

#### Combining heritage with nature's majesty

**P**erched atop a sacred mountain of the Ainu people, the Windsor Hotel Toya became world-famous for hosting the G-8 Hokkaido Toyako Summit in 2008. "This is a resort hotel for a long-term stay to enjoy the vast nature, scenic beauty and the wildlife of Hokkaido," said Michiko Honda, director of marketing at the hotel. By early October, autumn leaves turn gold, orange and red, and squirrels dart here and there, stocking their precious acorns ready for their long winter sleep. In November, Jack Frost creeps quietly over, bringing a fine sprinkling of snow. Eventually, the entire landscape becomes buried in a thick blanket of powder snow ideal for skiing and a lovely moment by the fireplace. Come spring and summer, a wide variety of Windsor activities, including tennis, bicycling, horse riding, golf, rafting, canoeing and nature trekking, can be enjoyed in the dynamic scenery of pine forests, blue sea, crystal-clear river

and the volcanic lake that is sometimes accentuated by the mystic gush of mist. To make the stay all the more enjoyable, the Windsor Hotel Toya also has a fine selection of excellent restaurants, including the Michelin three-star Michel Bras Toya Japon French restaurant and the three-star Japanese restaurant Arashiyama Kitcho. Other fine tastes served at its refined eateries include soba, sushi, "teppanyaki" and pizza. Another delightful service of this hotel is its spa, which gives original, exclusive treatments using natural herbs following a detailed, careful consultation, as well as the natural hot-spring bath offering a panoramic view of the surrounding natural scenery. The efforts of the hotel to become a fine resort and spa hotel do not end here. "Paying due respect and gratitude to the Ainu people's local heritage, we have defined the one week before and after the autumnal equinox as Platinum Week, for



The Windsor Hotel Toya commands a panoramic view of Lake Toya.

introducing the Ainu culture to our hotel guests," Honda said. "Well aware of the social role and responsibility our hotel bears, we also have started holding a unique joint session for the Ainu people to have a cultural exchange with Native Americans. The spiritual exchange exceeding verbal communication is truly touching and inspiring. Through such activities, we hope we can contribute to the development of the local community and to Hokkaido."



Hilton Tokyo's New Ballroom 'Kiku', where meetings are convened and meaningful relationships created.



Hilton Tokyo 6-2, Nishi-Shinjuku 6-chome, Shinjuku-ku, Tokyo 160-0023, Japan Tel: 03-3344-5111 Fax: 03-3342-6094

hilton.co.jp hilton.com

©2010 Hilton Tokyo



## INTERCONTINENTAL MEETINGS.

We understand what it takes to make life easier to the planner in creating memorable meetings and highly rewarding occasions for those attending.

I-I-I Minato Mirai, Nishi-ku, Yokohama 220-8522 Japan  
Tel: +81.45.223.2222 Fax: +81.45.221.0650  
info@icyokohama.com

www.intercontinental.com



Savor refined cuisine and glorious nature at our magnificent resort destination



The Windsor Hotels INTERNATIONAL  
Windsor Hotel Toya Search

Shimizu Toyakocho, Abutagun, Hokkaido Japan 049-5722