

Promoting the appeal of Marunouchi area FAM Trip for business meeting planners around the world



● FAM Trip to advance the attraction of MICE

DMO TOKYO Marunouchi that seeks to attract MICE (Meetings, Incentives, Conventions, Exhibitions/Events) participated in the FAM Trip (organized by the Tokyo Convention & Visitors Bureau: TCVB) in the Marunouchi area on Wednesday, December 8, 2022. The aim was to show international business meeting planners the appeal of the Marunouchi area that is dotted with MICE-related facilities and unique venues that are well-suited for use in a variety of styles.

FAM Trip is short for Familiarization Trip. This FAM trip allowed planners to learn how to leverage the location for clients by fully experiencing Marunouchi area through unique activities and site inspections of hotels, unique venues., etc.

<Schedule>

10:00	Presentation at DMO TOKYO Marunouchi
10:10	Site inspection of the Palace Hotel Tokyo
11:00	City-explore by rickshaw
11:20	Nijubashi bridge (Imperial Palace Run program)
11:50	Lunch at the restaurant “THE UPPER”
13:00	Site inspection of The Peninsula Tokyo
14:30	Blind Experience (Team-building program)
16:00	Marunouchi Street Park on Marunouchi-Nakadori Street
17:00	Site inspection and dinner at Tokyo Kaikan

● Presentation at DMO TOKYO Marunouchi



Business meeting planners listening to a presentation

That day, business meeting planners from seven countries; the U.S.A., Germany, Denmark, Spain, Singapore, Indonesia and Vietnam, gathered in DMO TOKYO Marunouchi. The FAM Trip began with a presentation introducing the appeal of the Marunouchi area and DMO TOKYO Marunouchi's activities.

“While only about a third of the size of Central Park in New York City, this area is home to about 4,300 companies and is a business hub that makes up 25% of Japan's GDP. There are many MICE facilities within walking distance and many world class luxury hotels and unique venues. DMO TOKYO Marunouchi is an aggregation of these facilities and groups and supports MICE activities in the Marunouchi area as a one-stop portal.”

● Site inspection of the Palace Hotel Tokyo



On the balcony in guest room - Palace Hotel Tokyo

The first stop on the tour was the Palace Hotel Tokyo that is one of the leading five-star hotels in the Marunouchi area. The party inspected banquet halls for MICE events and a guest room with stunning view balcony where many international VIPs stayed.

● City-explore by rickshaw



The party lined up on rickshaws. Off they go!

In front of the hotel, rickshaw drivers welcomed the party for a quick city explore of Marunouchi. They went through the unique Marunouchi scenery including the cosmopolitan urban streets, the Imperial Palace, Tokyo Station, and Marunouchi-Nakadori Street covered in rich greenery. Comments like, “I could leisurely enjoy the Marunouchi streetscape,” and “It was a valuable experience and I am positive business meeting participants would enjoy it,” showed how visitors from overseas love authentic Japanese culture.

● **Nijubashi bridge (Imperial Palace Run program)**



Group photo in front of the Palace Plaza Nijubashi bridge

Next, the group went to the Palace Plaza to learn about the Imperial Palace Run program.

The program is to run through the outer gardens of the Imperial Palace with a coach from international sports manufacturer ASICS. You can refresh your body and soul by running the course with enjoying both urban landscape and green escape, and it is the perfect team building experience for MICE group.

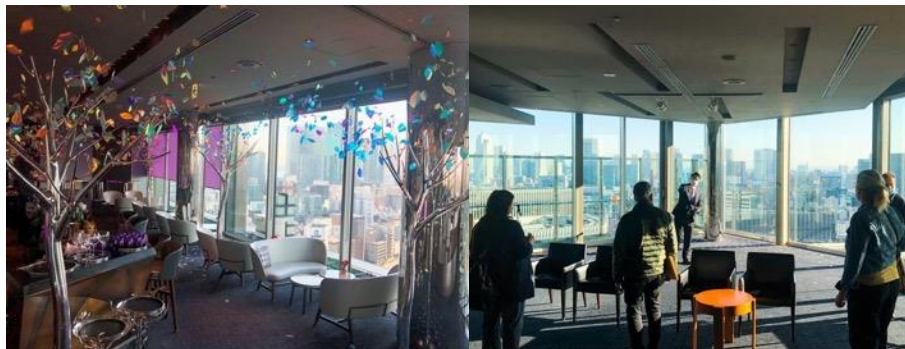
- **Lunch at the restaurant “THE UPPER”**



The party enjoying lunch at THE UPPER

After fully enjoying the morning portion of the FAM Trip, the group went to the rooftop restaurant THE UPPER, where they dined on the restaurant’s famous casual French cuisine.

- **Site inspection of The Peninsula Tokyo**



(Left) PETER, a restaurant on the top floor (24th floor)
(Right) The Sky Room event space on the same floor

The afternoon began with a site inspection of The Peninsula Tokyo, a five-star luxury hotel. The party toured the venue that can be adapted to different event purposes and scales, like theater-style meetings, cocktail parties, or small-group dining.

● **Blind Experience (Team-building program)**



Mohamed Omer Abdin (Specialist, Sustainability Philanthropy and Partnership, Santen Pharmaceutical Co.; center of the photo) and planners participating in the Blind Experience

After arriving at DMO TOKYO Marunouchi, the group met with members of the CSR Group in the Planning Development Division of Santen Pharmaceutical Co., a global pharmaceutical manufacturer based in the Marunouchi area. The CSR Group came as guests to talk about the Blind Experience, a program that promotes understanding of vision impairments and teaches the importance of communication. Then, the party tried various out-of-the-ordinary experiences wearing an eye mask, led by Mohamed Omer Abdin who is completely blind. The program of synchronizing their breathing without relying on sight was a valuable experience to realize the importance of psychological safety and communication.

● **Marunouchi Street Park on Marunouchi-Nakadori Street**



Iconic signage of the Marunouchi Street Park

As the final part of the FAM Trip, the party moved on Marunouchi-Nakadori Street that is a unique and iconic venue of the area where the Marunouchi Street Park (MSP) was held at the largest scale to date. MSP is a social experiment to test the future shape and methods for the use of Marunouchi-Nakadori Street. In 2022, the MSP area was expanded from Marunouchi-Nakadori Street to also include Gyoko-dori Street for the largest scale of this event to date. Participants commented, “It is fantastic how they could energize the area using a public street in a business center of Japan” and “MSP is also set up in spring and summer, and I would definitely like to experience Marunouchi in all the different seasons.”



Group photo in front of Tokyo Station after the MSP inspection

● Site inspection and Dinner at Tokyo Kaikan



Night scenery from the balcony of the Tokyo Kaikan chapel



(Left) The planners enjoying a short break at MAIN BAR
(Right) Special cocktail that is popular for its gentle flavor

The last spot on the tour was the Tokyo Kaikan. After seeing the chapel that provided fantastic views of night scenery, the party went to the authentic bar.

*The party enjoyed a special cocktail that was inspired by a collaboration cocktail with sake breweries introduced during Otemachi, Marunouchi, and Yurakucho Bar Hopping Week.

*Cocktail fair planned by DMO TOKYO Marunouchi and held from November 24 to December 7, 2021.



After an entire day together, the planners had become very friendly with each other.

To close the day, they shared their thoughts on the FAM Trip while enjoying Japanese-style cuisine at Yachiyo in the Tokyo Kaikan.



The dishes from Yachiyo with graceful presentation



Lastly, the planners received souvenirs of a reusable bag with the DMO TOKYO Marunouchi logo and sustainable salt produced under the supervision of Yu Sugimoto, the Head Chef of the Imperial Hotel Tokyo that is a DMO member company.

The FAM Trip designed to showcase the appeal of Marunouchi area enabled MICE planners learn how to leverage this area for their clients. DMO TOKYO Marunouchi will continue to work hand in hand with its member companies to promote urban area-wide MICE.