

REPORT | DMO TOKYO Marunouchi 5th Anniversary Event Held at Unique Venue



The rooftop of the Science Museum with the night view of Marunouchi

On October 25, 2023, member companies, representatives of the MICE industry, meeting planners, and event planners for global companies based in the Marunouchi area were invited to DMO TOKYO Marunouchi Day, a reception party celebrating the fifth anniversary of DMO TOKYO Marunouchi's founding.

In prospect of hosting large-scale MICE events in the future, this party organized in collaboration with member companies to promote networking and communication among industry representatives. This event was held as part of “Program to Improve Competitiveness in Attracting Overseas Meetings and Incentive Travel” by the Japan Tourism Agency and “Unique Venue Development Support Program” by the Tokyo Convention & Visitors Bureau.



The rooftop of the Science Museum turned an event venue. Left: Before Right: After

The Science Museum is located in Kitanomaru Park, adjacent to the Imperial Palace in the heart of Tokyo. This marks our first challenge to use its rooftop as a unique party venue for MICE. On the day of the event, artificial grass reused in Marunouchi Street Park* was laid across the roof's surface and a stand was set up in the center of the space. The rooftop space certainly turned an attractive party venue where guests enjoyed a pleasant conversation overlooking a spectacular city view of Marunouchi and the rich green of the Imperial Palace Garden. The rooftop space certainly turned an attractive party venue where guests enjoyed a pleasant conversation overlooking a spectacular city view of Marunouchi and the rich green of the Imperial Palace Garden.

*Marunouchi Street Park: A seasonal event with the aim of creating a space where large numbers of people can congregate on Marunouchi-Nakadori Street and Gyoko Avenue.



Approx. 200 guests attended to the party.

● “MICE Destination Marunouchi”



Left: Environmentally friendly “WASARA” Plate was used

Right: The menu featured vegetables that would typically be discarded

Holding the event atop the Science Museum, which had never been used as a venue for MICE events before, posed a number of challenges, particularly in the form of catering requirements and restrictions. To overcome these challenges, the secretariat worked with member companies to ensure that the food hygiene standards imposed by the public health center were met. Such efforts included the installation of containers on the roof, as well as careful consideration given to catering foods and the manner in which they were prepared.

The event was also designed to limit CO2 emissions as much as possible. In addition to offsetting any unavoidable CO2 emissions by purchasing J-Credits*, we strived to use foodstuffs that would typically be discarded, put kitchen refuse from the cooking process into compost, operated on a set number of orders to reduce food waste, opted for "WASARA" that uses surplus resources such as bamboo and sugar cane as raw materials, and distributed all invitations electronically. This event incorporated various workarounds and problem-solving efforts that will aid us in hosting future MICE events from the perspective of sustainability, such as the elimination of plastic and the shift to paperlessness.

*J-Credits: The Scheme is designed to certify the amount of greenhouse gas emissions reduced and removed by sinks within Japan.



Left: An original cocktail featuring Marunouchi Honey



Right: Signboards that use easy-to-understand pictograms

● Marunouchi-style Hospitality

Member companies the Peninsula Tokyo, the Imperial Hotel Tokyo, Tokyo Kaikan, the Tokyo Station Hotel, and Palace Hotel Tokyo teamed up to serve canapés based on the theme of “Marunouchi and sustainability”. As part of efforts to promote local production for local consumption, Team Marunouchi gave its unique touch to a special menu featuring a welcome drink made with Marunouchi Honey*, as well as a taste of Japanese-style hospitality in the form of a tea ceremony service by Ippodo Tea Marunouchi.



Left: Serving a sustainable menu affording chefs from each hotel



Right: Guests flocked to see the Green tea ceremony of Ippodo Tea in person

The event was designed to promote Marunouchi to guests as an ideal MICE destination from start to finish. The venue served as a platform for promoting each member company while also embodying a sense of unity and hospitality from Team Marunouchi. This collaborative effort was evident through various initiatives such as a prize raffle, guest souvenirs, and other contributions, all provided by the member companies.

*Marunouchi Honey: harvested on the building's rooftop in Marunouchi as an environmental project called “Marunouchi Honey Project”.



Left: Souvenirs from Palace Hotel Tokyo, Tokyo Kaikan, the Tokyo Station Hotel, the Peninsula Tokyo, the Imperial Hotel Tokyo, and Marunouchi Hotel

Right: Drinks were provided by Suntory Holdings Limited



Left: DJ and projection mapping brought the venue to life

Right: Guests delighted in the chance to win big at the prize raffle

● **5th Anniversary Achieved Thanks to Close Collaboration with Member Companies**



Mr. Koichi Okizaki of Palace Hotel Tokyo (left of photo) and Mr. Hiroaki Fujii, Secretariat General of DMO TOKYO Marunouchi (right of photo)

Five star hotels and banquet hall members representing DMO TOKYO Marunouchi collaborated as one team to lead the event success in prepare for prospective large scale MICE events in Marunouchi in future. Mr. Koichi Okizaki, Director of Global Sales and Marketing of Palace Hotel Tokyo, played a pivotal role in forging this collaboration of catering services. Mr. Okizaki provided us with the following comment on the significance of holding this event.

“DMO TOKYO Marunouchi has led the way in focusing on MICE in Marunouchi, an area with a concentration of a large number of facilities and shops that can be used for versatile purposes on a level rarely seen anywhere in the world, and has steadily worked to raise the appeal of the area over the past five years. In a society with a heightened concern for safety and peace of mind following the COVID-19 pandemic, this experience of hosting an event with member companies of DMO TOKYO Marunouchi will prove to be of great benefit in bolstering the area’s competitive edge in the years to come.”



Left: Staff from each hotel work together across corporate boundaries preparing for the event

Right: Commemorative photo of all the staff before the opening

Mr. Okizaki also noted how establishing close communication ties and sharing knowledge through the event between what would normally be competitors benefited the industry as a whole.

“Of all the negative impacts brought about by the COVID-19 pandemic, the one most keenly felt by the tourism industry is the shortage in human resources. The reality is that, even with a resurgence in demand, ongoing labor shortages are resulting in an inability to meet this demand. In this context, I feel that the connections made with other hotels have paved the way for further mutual cooperation. With the many restrictions and regulations that need to be cleared in order to provide outdoor catering services, this event provided a vital first-hand experience for the future, in addition to the opportunity to share know-how with other member companies and related parties. While we may be competitors in the general sense, for MICE it all comes down to area. With this in mind, we hope to work with DMO TOKYO Marunouchi and other member companies on a broad range of other projects in the future.”

Mr. Hiroaki Fujii, Secretariat General of DMO TOKYO Marunouchi, thanked Mr. Okizaki and the other member companies who worked tirelessly to prepare for the event as follows.

“We hear a lot about the difficulty that any single company has in hosting a large party attended by over 1,000 people due to the recent labor shortage. Hopefully, this event demonstrates a way to hold large events based on a scheme where multiple member companies collaborate on providing a high level of services to guests. Working with professionals from every field to come up with solutions for hosting the event on the rooftop of the Science Museum, which had never been used as a venue for MICE events before, was also an incredibly gratifying and enriching experience. We hope to draw on this experience to uncover other new, unique venues in the future.”

DMO TOKYO Marunouchi has been involved with a broad range of activities since its founding in 2018. While there were times when regular activities proved difficult, such as when faced with the unprecedented COVID-19 pandemic, it is thanks to all the help and support of member companies and other industry professionals that we were able to host this fifth anniversary party. Looking ahead, we hope to continue to work with all of our partners in enhancing the image of the Marunouchi area. Please look forward to further DMO TOKYO Marunouchi activities coming soon.