

News letter

To the Press

**Para Art Exhibition Aimed at Eliminating Mental Barriers
“HAPPY SMILE ART in Mitsui Garden Hotels”
Receives Award at the 7th Japan Tourism Awards!
To be Awarded at Tourism EXPO Japan 2023 OSAKA/KANSAI on October 26, 2023**

Mitsui Fudosan Hotel Management Co., Ltd. (Head Office: Chuo-ku, Tokyo) received an award for its touring exhibition “HAPPY SMILE ART in Mitsui Garden Hotels” at the 7th Japan Tourism Awards, which are held as part of the Tourism EXPO Japan, one of the world’s largest travel festivals (sponsored by the Japan Travel and Tourism Association, the Japan Association of Travel Agents , and the Japan National Tourism Organization), and celebrate sustainable, outstanding initiatives by organizations, companies, bodies, and individuals from Japan and overseas that contribute to the development and growth of tourism.

“HAPPY SMILE ART in Mitsui Garden Hotels” is an event that exhibits and sells artwork created by persons with disabilities (para art).

This initiative was launched in 2021 for the purpose of showcasing para art, which has limited opportunities to be exhibited in such a manner, despite its high artistic value, to Japan and the world. Leveraging our ability to exhibit such artwork at hotels nationwide, we attracted upward of 22,000 visitors to these exhibitions across four venues in 2022. We aim to hold a total of 10 exhibitions by the end of this fiscal year.

This award was in recognition of efforts to utilize the public-facing nature of our hotels to both shine a light on the artistic qualities of persons with disabilities, and to pave the way for further contributions to the local community by uncovering local artists.

Mitsui Fudosan Hotel Management aims to help realize a kind society that values diversity by providing the “venue” for people, regardless of whether they have a disability, to come together and “connect” with one another.

Award theme

For presenting an “image of Japan valuing diversity” to the world by exhibiting and introducing “para art (artistic and cultural activities by persons with a disability)” at hotel lobbies nationwide



In addition, this award presentation and ceremony will be held as part of the Opening Ceremony of Tourism EXPO Japan 2023 OSAKA/KANSAI held at INTEX Osaka on Thursday, October 26, 2023.

Date/Time: Thursday, October 26, 2023 10:10 a.m.–11:00 a.m.

Venue: INTEX Osaka

Details: Please visit the Tourism EXPO Japan 2023 OSAKA/KANSAI website.

Website ▶<https://www.t-expo.jp/biz>

Media: For members of the press seeking an interview, please see the Tourism EXPO Japan homepage, and then visit our booth at the expo on the day.

Booth reception: October 26/27 *10:00 a.m.–6:00 p.m. on both days

■ About the Japan Tourism Awards

The Japan Tourism Awards recognize sustainable, outstanding initiatives by bodies, organizations, and companies in Japan and overseas that contribute to the development and growth of tourism. It aims to further an understanding of tourism, while using the award-winning initiatives as a model for contributing to the further development of tourism by promoting the award-winning initiatives broadly across all facets of society.

<https://www.t-expo.jp/biz/program/award>

■ Hotels Operated by the Mitsui Fudosan Hotel Management



Mitsui Garden Hotels established “Stay in the Garden” as its brand tagline based on a wish to provide rich and luxurious lodging experiences similar to staying in a garden, and offers 34 facilities both in Japan and overseas. While valuing the characteristics of each region across the country, it has arranged a richly unique design and “a breakfast guests can look forward to” that can be enjoyed by guests in various situations not limited to business use but also leisure trips, retreats, refreshment, and long-term accommodation, etc.

Mitsui Fudosan Hotel Management has also developed three facilities as THE CELESTINE HOTELS which are promoted as destination-type hotels where accommodation is the goal, and three facilities as “sequence,” next-generation lifestyle hotels where guests can enjoy “free time and ways to spend it” according to their own style. Based on the philosophy and concept of “a hotel that remains in memory” and “a hotel that satisfies the five senses of sensitive guests,” Mitsui Fudosan Hotel Management develops its brand which addresses diverse needs.

■ Mitsui Fudosan Group’s Contribution to SDGs https://www.mitsuifudosan.co.jp/esg_csr/

The Mitsui Fudosan Group aims for a society that enriches both people and the planet under the principles of harmony and coexistence, while working to link diverse values and achieve a sustainable society, and advances business with an awareness of the environment (E), society (S) and governance (G), thus promoting ESG management. By further accelerating its ESG management, the Group will realize Society 5.0, which the Japanese government has been advocating, and contribute significantly to achieving the SDGs. Additionally, the Group formulated the following Group guidelines related to “Realize a Decarbonized Society” and “Diversity & Inclusion Promotion” in November 2021, and “Biodiversity” in March 2023. The Mitsui Fudosan Group will continue to work toward solving social issues through neighborhood creation.

[References]

- Group Action Plan to Realize a Decarbonized Society
<https://www.mitsuifudosan.co.jp/corporate/news/2021/1124/>
- Formulated Diversity and Inclusion Promotion Declaration and Initiatives Policy
https://www.mitsuifudosan.co.jp/corporate/news/2021/1129_02/
- Mitsui Fudosan Group Biodiversity Policy
<https://www.mitsuifudosan.co.jp/corporate/news/2023/0413/>

* The initiative covered in this press release (Para Art Exhibition) is contributing to two of the UN’s SDGs .

Goal 10 Reduced Inequalities
Goal 17 Partnerships for the Goals



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