

■ ■ March 2022 ■ ■

## Hello from Tokyo!

It's a balmy 22°C and spring is in the air, with cherry blossoms expected to be in full bloom in less than two weeks' time.

We've been busy, organizing events and going on more trips to be ready for when the border opens up. Japan has been gradually [raising the daily cap](#) on entrants since March and cut the quarantine period from seven days to three for both Japanese and certain foreign nationals.

In this issue,

- ✓ we talk about a recent **sustainability-themed event** we organized,
- ✓ discuss **how tourism can support and empower one of the most underrated yet beautiful places in Japan**,
- ✓ and take notes from **how technology utilized in a hotel in the UK is setting new industry standards for sustainability in hospitality**.

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## Organizing the “50th Anniversary Executive Networking”



*Photo by JMA*

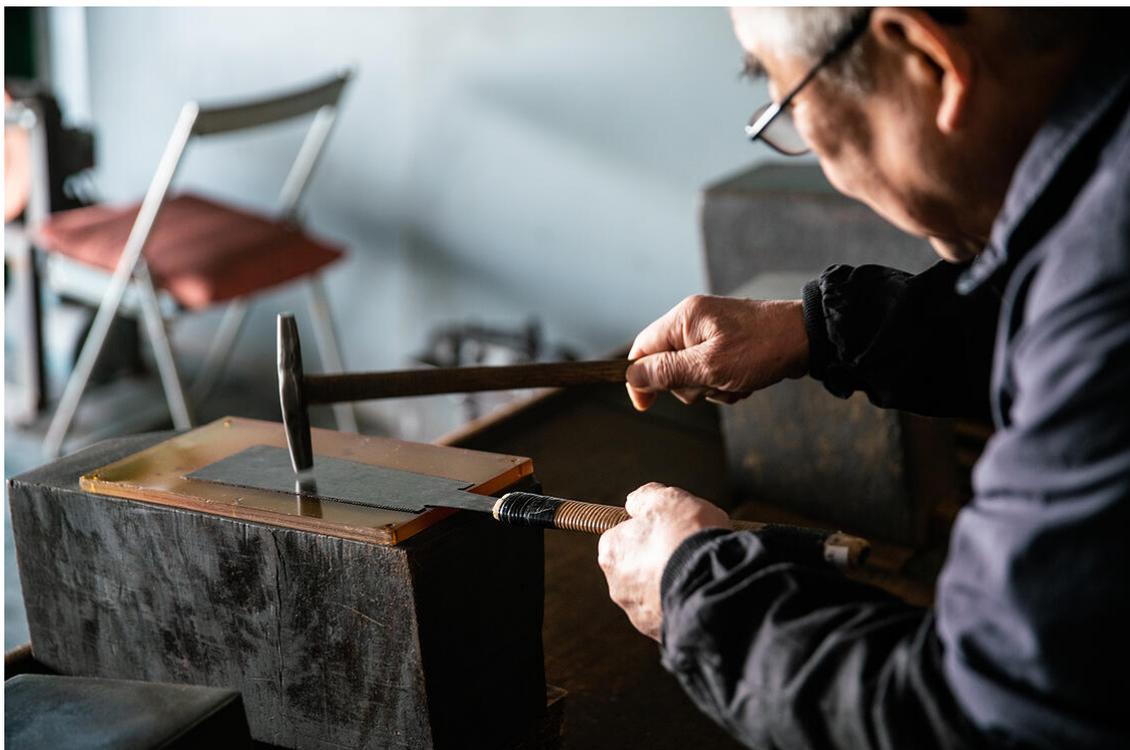
In February, we successfully organized an in-person event within Japan's Largest Exhibition for Hospitality, Food Service & Catering. In addition to being in charge of the planning and direction for the "50th Anniversary Executive Networking", Tricolage was also the appointed sustainability advisor for the event. We advised our event partners on sustainability measures to ensure it was held in the most sustainable way, and used this as an opportunity to galvanize our partners and guests into influencing their businesses and industries to contribute to a better future for society and the environment.

Read about why it is important to organize sustainable events, how we engaged our partners and guests, and what we learned from organizing this event.

[Read our blog post here](#)

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## How Tourism Supports and Empowers the Local Economy in Yatsugatake, Japan



*Photo by of Shinshu Saw craftsman by Chino DMO*

In Japan, tourism is an essential way to help revitalize rural communities and economies. Many rural regions in Japan are facing rapid depopulation, causing the

decline and eventual disappearance of towns and villages, as well as the traditions, culture, and knowledge that had developed and existed within them over the centuries.

In this blog, we give you a glimpse of one of the most fascinating places in Japan and discover how tourism can help bring socio-economic benefits to its communities. We are convinced that the most original and authentic way to experience a destination is also the most effective way to support local businesses and livelihoods, promote sustainable development, and keep precious cultural heritages alive.

[Read our blog post here](#)

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## Are You Ready For Japan's New Plastic Ordinance Coming in April?



From April 2022, a newly enacted “plastic recycling promotion law” will come into effect, where businesses that hand out designated “products using specified plastics” will be required to review their use of single-use plastic and set targets for reducing their usage of them.

In Japan, it is common for hotels to give out toothbrushes, hairbrushes, combs, shower caps, and so on. These items are among the 12 specified items targeted under the new law. Hotels as well as other businesses including supermarkets, and restaurants have to

announce publicly their plastic reduction targets and publish the amount of these single-use plastic items they distributed.

[Read more about the new cabinet ordinance here](#)

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## Is This the Ultimate Dream Hotel for #Sustainability Enthusiasts?



*Photo by Lamington Serviced Apartments*

room2 Chiswick in the UK is the first hotel in the world to be “whole life net-zero” - this means the emissions of its entire lifecycle are accounted for and rebalanced. This includes the hotel’s production and construction, materials used, operations, maintenance, refurbishment, and the eventual removal of the building.

Utilizing leading technology, the hotel uses 89% less energy per m<sup>2</sup> compared to typical hotels in the UK. This game-changing HOMETEL\* sets a new global standard in the hospitality industry in the fight against climate change, and proves that sustainability can be compatible with style and comfort.

*\*Hometel: Noun (Pron. ‘Home-Tel’) A space between home and a hotel.*

## Japan Covid-19 Update

As of 22 March 2022, in addition to Japanese nationals and returning foreign residents, foreign business travelers and students can enter Japan as long as they have the proper visa (which must be applied in advance and a sponsor in Japan is required). Tourists are still not allowed to enter, but the Omicron wave has peaked in Japan and the government has been gradually easing restrictions.

81% percent of the population has received at least one dose and 80% is fully vaccinated.

For more statistics on Covid-19 statistics and vaccination rates in Japan, refer to [Reuters' Covid-19 Tracker](#) and [Covid-19 Vaccination Tracker](#).

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**We would love to hear from you!** What do you want to see in our newsletter? Want to learn more about sustainable travel and events in Japan? [Get in touch!](#)

Read our past newsletters [here](#).



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