

FOR IMMEDIATE RELEASE:

July 18th, 2025

## Imperial Hotel, Tokyo Receives

### Forbes Travel Guide VERIFIED™ Responsible Hospitality Certification

Tokyo, Japan; July 18th, 2025: The Imperial Hotel, Tokyo has been awarded the VERIFIED™ Responsible Hospitality certification by Forbes Travel Guide, a globally recognized and independent authority in luxury hospitality.

Forbes Travel Guide's VERIFIED™ Responsible Hospitality is an official certification of sustainability for luxury hotels in more than 80 countries. The designation is awarded to properties that meet over 100 rigorous standards aimed at protecting the environment and support the well-being of employees, guests and their communities.

<https://www.forbestravelguide.com/collections/responsible-hospitality>

The Imperial Hotel, Tokyo received this certification in recognition of several initiatives, including reducing plastic use by reviewing in-room amenities, offering vegan menus options in its dining and lounges, and introducing CO2-free electricity. The hotel was also the first company to receive the highest "5 Sakura" rating in the *Sakura Quality An ESG Practice* (<https://www.sakuraquality.com>) certification system, which honors lodging facilities engaged in sustainable practices aligned with SDGs.

Reference: Imperial Hotel Tokyo Initiatives

The Imperial Hotel, founded as "Japan's guest house" upholds the philosophy of its first chairman, Eiichi Shibusawa, to "respond to and contribute to the needs of society." In this spirit, the hotel actively promotes initiatives to contribute to the achievement of the SDGs (Sustainable Development Goals).

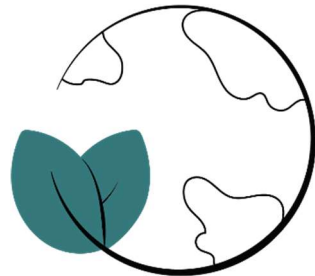
We offer products and services that unite "luxury" and "sustainability," and we will work with our guests toward a sustainable future.

[https://www.imperialhotel.co.jp/en/sustainability/topics/tokyo-sdgs?stt\\_lang=en](https://www.imperialhotel.co.jp/en/sustainability/topics/tokyo-sdgs?stt_lang=en)

Page 2

Imperial Hotel, Ltd.

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**RESPONSIBLE HOSPITALITY**  
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Wellbeing – Environment – Community

Forbes Travel Guide VERIFIED™ Responsible Hospitality