

March 24, 2026

Traditional Japanese Tea Ceremony Room "Sho-fu-an" within Keio Plaza Hotel Tokyo to Resume Operations from Monday, April 6, 2026**- Certified Japanese Tea Ceremony Master to Provide Tea Ceremony and "Tencha" Tea Preparation Experiences with English Commentary for Small Groups of Guests -**<https://www.keioplaza.co.jp/en/guide/shofuan/>

Keio Plaza Hotel Co., Ltd. will resume operation of its Japanese tea ceremony room "Sho-fu-an" on the 10th floor of its Main Tower from Monday, April 6, 2026. The tea ceremony room had been closed since May 2024 for floor renovation work.

"Sho-fu-an" is a traditional Japanese tea ceremony room established when the Keio Plaza Hotel Tokyo first opened in 1971. To commemorate the room's reopening, the Keio Plaza Hotel Tokyo will offer two types of Japanese cultural experiences for small groups of guests, including the "Tea Ceremony Experience" and "Tencha Tea Preparation Experience," both featuring English commentary and performed by a tea ceremony master. During the "Tea Ceremony Experience," guests will enjoy matcha tea and Japanese sweets while a tea ceremony master offers an introduction to the tearoom. In the "Tencha Tea Preparation Experience," guests will personally prepare matcha themselves.

Located in Tokyo's new central business district in Shinjuku, the Keio Plaza Hotel Tokyo offers exceptional convenience as a base for both tourism and business. Given that 80% to 90% of the hotel's guests are inbound travelers, the hotel has developed various Japanese cultural experiences and workshops to enrich their stays. The reopening of "Sho-fu-an" will further enhance the value of guests' stay at the hotel.

Tea Ceremony Experience / Tea Preparation Experience Overview

- Venue: 10th Floor, Main Tower / Japanese Tea Ceremony Room “Sho-fu-an”

- Duration and Experience Details:



(1) Tea Ceremony Experience (About 1 hour)

After an explanation and demonstration of the traditional Japanese tea ceremony, guests will enjoy savoring matcha tea and “wagashi” Japanese sweets.

1. At the start of the program, guests will perform a symbolic purification ceremony at the “Tsukubai” stone basin, as part of the etiquette before entering the tea ceremony room through the “Nijiriguchi” entrance and receive an explanation of the hanging scroll displayed in the “tokonoma” alcove.

2. After watching a tea ceremony master prepare the matcha tea, guests will be served the freshly prepared matcha tea and wagashi sweets. Guests will experience a sharpening of their senses and a Zen-like state as part of this “ichigo ichie” once-in-a-lifetime encounter with one of Japan’s most symbolic forms of traditional hospitality.

(2) Tencha Tea Preparation Experience (About 1 hour 30 minutes to 2 hours)

Following the Tea Ceremony Experience, this program allows guests to personally practice the act of preparing matcha, to deepen their connection with the spirit of the tea ceremony. Guests will be able to taste and compare the differences between matcha prepared by a tea ceremony master and matcha prepared by the guests themselves.

*No dress code requirements

*Photography permitted for personal use only

■Operating period: Monday, April 6 to Sunday, August 30, 2026

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
“Sho-fu-an” Tea Ceremony Room	✓ Only April, May and June	-	✓ Only July and August	-	-	-	✓

■Times held: A total of 4 sessions will be held each day from 11:00 a.m., 2:00 p.m., 3:00 p.m., and 4:00 p.m.

*Schedule subject to change without notice, *Schedule after September is undecided

■Capacity: Up to 4 people per session

■Instructor: Tea Ceremony Master Sento Soei Yano

■Fee (Includes matcha and sweets, service charge and tax):

	Tea Ceremony Experience	Tencha Tea Preparation Experience
Guests staying at Premier Grand	Free	JPY 10,000
Other hotel guests	JPY 5,000	JPY 10,000

■Reservations & Inquiries: Reservations is taken by Guest Relations

TEL: +81-3-3344-0111 (Main) *Guest Relations Operating Hours: 10:00 a.m. - 6:00 p.m.

WEB: <https://www.keioplaza.co.jp/en/guide/shofuan/>

*Reservations required at least 2 days in advance *Cash payment only

Sento Soei Yano Profile



Trained in the Japanese tea ceremony from childhood under the guidance of both her grandmother and mother, she earned the title of Tea Ceremony Master from the Dainippon-chado-gakkai (Japan Tea Ceremony Society). As a specialist in Japanese tea ceremony who continues to diligently refine her skills and participate actively in the field, Sento serves as an instructor for both traditional Japanese tea ceremony and tea preparation experiences at numerous hotels in Japan as part of her work contributing to the preservation of Japanese culture through the tea ceremony. Furthermore, she continues to share the joys of tea ceremony and the amazing qualities of Japanese hospitality with the world.

About the Tea Ceremony Room “Sho-fu-an”



“Sho-fu-an” is a traditional Japanese tea ceremony room established at the time of the hotel’s opening in 1971. It offers an authentic space featuring a “Sukiya-style” Japanese residential architecture within the skyscraper Keio Plaza Hotel Tokyo. This tea ceremony room is highly regarded by international guests as a place to fully experience the world of “Wabi-cha” traditional Japanese tea ceremony complete with English explanations.

■ About Keio Plaza Hotel

Opened in June 1971 as Japan's first skyscraper hotel at the very heart of the nation's capital Tokyo, Keio Plaza Hotel has been one of Japan's leading international hotels. The hotel has been a pioneer in innovating hospitality by introducing barrier-free access, nursing rooms and childcare facilities, the first ladies' plan in a Tokyo hotel, a sake bar and non-alcoholic cocktails. The hotel boasts various restaurants and bars, and hosts a wide range of local and international guests who visit for its open and welcoming facilities, top-notch services, and warm hospitality. It strives to be a plaza with the energy to create new and fascinating events for every guest. For more information about its facilities and services, please visit <https://www.keioplaza.com>.

Hotel information

Company name: Keio Plaza Hotel Co., Ltd.

Address: 2-2-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo, Japan

President: Katsuyoshi Wakabayashi

Keio Plaza Hotel opened: June 5, 1971

Business overview: International hotel and tourism, and related businesses based on the Act on Development of Hotels for Inbound Tourists

Company website: <https://www.keioplaza.com/>

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