

SORANO HOTEL



Press

July 25, 2023

SORANO HOTEL Concierge joins the Japan Concierge Association The first from the Tachikawa/Tama area out of 92 members

The SORANO HOTEL [Tachikawa, Tokyo; Tachihi Hospitality Management Co., Ltd.; Hiroyuki Sakamoto, COO] announced that on June 21, 2023, after rigorous screening, the hotel's Concierge Rieka Toya became the 92nd in Japan and the first in the Tachikawa/Tama area to become a Japan Concierge Association Member. (The number of members is up to date as of the end of June 2023.)

Toya, who joined the SORANO HOTEL (May 2020) for the hotel's grand opening, has a unique career – after graduating from an American university, she returned to Japan to teach ballet at the ballet company she belonged to and went to the U.S. again to work as a dancer for California Disneyland and FOX Channel. At her previous workplace in the lodging business, she was inspired by the professional values of hospitality consultant Naoki Kano (former member of Les Clefs d'Or) and joined the Sorano Hotel to pursue a hotel concierge career. Three years after the hotel's opening, Toya was officially approved as a Hotel Concierge Member.

As stated on the official Japan Concierge Association website, the role of the concierge is “to lead the humanware in Japan, which promotes a tourism-oriented country”. Along with improving guest satisfaction, the association places great importance in developing local tourism. The existence of a certified concierge is not only meaningful for the hotel but also very meaningful for the local community. The local tourism industry has high expectations as the Japan Concierge Association network that spreads across Japan enables frequent exchange of information and provides increased opportunities to spread the allure of the Tama area. There is no doubt that the presence of the first Hotel Concierge out of the Tachikawa/Tama area will greatly contribute to the promotion of regional tourism.

Toya's next goal is to become a member of Les Clefs d'Or, which presents a challenge as the association only accepts applicants with at least five years of concierge experience. We look forward to Toya's upcoming success in the future.

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*The photographs seen in this release can be downloaded here: <https://xgf.nu/Wsuh9>
Available till August 24 (Wed), 2023 / PW: sora)

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