



From "Waste" to "Value": Apartment Hotel Brand Section L Begins Tokyo-First Launch of "Giving Bag" Initiative

19 December 2025, Tokyo

A sustainable travel initiative converting unwanted guest items into local charitable donations.

Section L (Headquarters: Chiyoda-ku, Tokyo; Representative Director: Howard Ho), an extended-stay apartment hotel operator, launched the "Giving Bag" initiative across 6 of its Tokyo properties on December 16, 2025:

Section L Hamamatsucho

Section L Tsukiji

Section L Kuramae

Section L Yushima

Section L Ueno-Hirokoji

Section L Shimbashi West

This project provides travelers with a seamless way to contribute to local society by collecting pre-loved items left behind during their stays and donating them to community charities.

Background

As sustainable tourism grows in global importance, travelers increasingly seek environmentally conscious and community-minded ways to spend and travel.

Across the global hotel industry—pioneered by luxury hotels in Paris and beyond—the "Giving Bag" movement is rapidly gaining traction as a model for redirecting travel leftovers back into local communities.

At Section L, long-stay guests frequently expressed a desire to travel lighter when leaving Japan, coupled with a hesitation to throw away items that were still in good, usable condition. The Giving Bag program bridges this gap by transforming guest surpluses into something that can be given back to the local community.

How Giving Bag Works

1. Room Setup: A dedicated "Giving Bag" is placed in guest rooms.
2. Guest Action: Guests place gently used clothing, daily essentials, or travel items they no longer need into the bag.
3. Collection & Inspection: Housekeeping staff collect the bags after check-out and verify item conditions.
4. Local Donation: Items are donated directly to The Salvation Army's community bazaar initiatives.

Key Program Features:

Turns unused travel goods into valuable community resources.

Offers guests an effortless, friction-free way to give back.

Fosters circularity through partnerships with local charitable organizations.

Reduces hotel operational waste and minimizes environmental footprint.

Note: Item donation guidelines vary by facility. Suitcases are accepted provided they include working locks and fully functional wheels.

About Giving Bag

Giving Bag is a US-founded social enterprise that specializes in collecting unused items from hotel guests and lodging facilities to drive recycling and social impact.

Co-founders Quinn Cox and Lilia Karimi are alumni of the Cornell University School of Hotel Administration, sharing an academic background with Section L's founding team. Driven to solve waste management challenges in hospitality, they developed the concept during their studies to simultaneously reduce hotel disposal costs and enhance brand sustainability.

Recognized as a next-generation platform uniting hotel operations with social responsibility, Giving Bag was awarded the Travel + Leisure Global Vision Award for Sustainability in 2025 and continues to expand across North America and internationally.

Partner Charity: The Salvation Army Bazaar Operations

Established in 1969 in Suginami-ku, Tokyo under the ethos of "Restoring People and Possessions," The Salvation Army bazaar program now operates multiple local branches, including a major hub in Kinshicho, Sumida-ku.

Donated items such as clothing and everyday household goods are resold through community bazaars, with proceeds directly funding support programs for individuals in need.

Featured Outlet: ReShare Store TOKYO (Azabu Branch)

Opened in April 2025 in Moto-Azabu, Minato-ku, the ReShare Store TOKYO Azabu branch serves as an accessible, community-facing retail venue for donated items.

Store Name: ReShare Store TOKYO Azabu Branch

Address: 1F Azabu Residence, 3-12-47 Moto-Azabu, Minato-ku, Tokyo

Items collected through Section L's "Giving Bag" initiative reach those in need through these retail and bazaar channels, creating a circular system where travel surpluses are repurposed into meaningful social resources.

About The Salvation Army (Japan):

The Salvation Army operates social welfare and community assistance programs designed to support individuals facing hardship. By delivering clothing, essential supplies, and neighborhood care, the organization works toward an inclusive society where "no one is left behind."

Official Name: The Salvation Army (救世軍)

Territorial Commander: Stephen Morris

Established in Japan: September 1895

Headquarters: Kanda Jimbocho Building, 2-17 Kanda Jimbocho, Chiyoda-ku, Tokyo

Looking Ahead

Section L aims to expand the "Giving Bag" program across its entire portfolio, targeting 1,000 donated items annually. Through this initiative, Section L continues to build a sustainable, community-centric hospitality model that meaningfully connects global travelers with local neighborhoods.

About Section L

Section L is a hospitality management company founded in 2020 specializing in extended-stay apartment hotels and proprietary hotel technology. The company manages the "Section L" brand and develops InterSection—a proprietary hotel operations software and guest community platform.

The majority of Section L's founding team graduated from Cornell University's Hotel School, bringing extensive leadership experience from global luxury chains (such as Shangri-La and Four Seasons) and real estate investment funds.

Operating on an asset-light model via Management Contracts (MC) with institutional real estate investors, Section L converts traditional business hotels and residential properties into high-performing apartment hotels. Today, the group operates 12 properties across Tokyo, welcoming over 200,000 guests from 96 countries while maintaining industry-leading guest satisfaction scores and Gross Operating Profit (GOP) margins.

Company Profile:

Company Name: K.K. Section L (Section L Co., Ltd.)

Leadership: Representative Director & CEO: Howard Ho | Directors: Shinya Tawada, Akihiro Kitagawa

Headquarters: WeWork Kanda Square, 2-2-1 Kanda Nishikicho, Chiyoda-ku, Tokyo

Established: February 2020

Official Website: <https://section-l.co>