

Bringing a fresh breeze to the American Hotel Industry Japan's "Omotenashi" cleaning service makes its U.S. Debut ~Launching at a Hotel in San Antonio Texas~

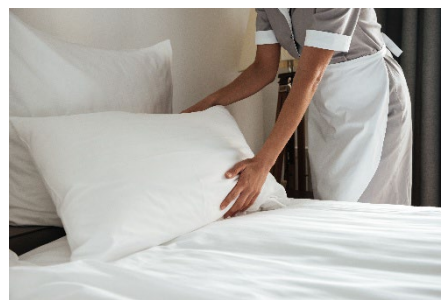
"[Global Gates USA Inc.](#), a wholly owned subsidiary of [Global Gates Co., Ltd.](#)—a company known in Japan as "the company that creates cleanliness" (Head Office: Tokyo, Japan; CEO: Masayuki Umemura)—has officially signed a room cleaning services agreement in May 2025 with *Sleep Inn at Six Flags San Antonio*, a hotel located in San Antonio, Texas, USA. Starting in June 2025, the company will begin offering guest room cleaning services in the U.S., leveraging the cleaning techniques and management expertise it has developed over many years in Japan.

This initiative represents a groundbreaking step in integrating Japan's renowned attention to detail, operational efficiency, and spirit of *omotenashi* (hospitality) into the American hotel industry. It is a pioneering effort to merge a Japanese-style cleaning management system with U.S. hotel operations, creating a unique fusion of global quality standards and cross-cultural innovation.

With this U.S. launch as a starting point, Global Gates aims to further expand its operations across the United States and into international markets.

『Background of U.S. Expansion』

Since its founding in 2013, our company has grown into a specialized room cleaning management firm, responsible for cleaning over 4,000 hotel rooms daily ranging from luxury hotels to business hotels across Japan. In April 2024, with the aim of introducing Japan's unique high-quality *Omotenashi Cleaning* system and services to the world, we established a local subsidiary, **Global Gates USA Inc.** In November of the same year, we opened our U.S. headquarters in San Antonio, Texas, and officially began operations. In the United States, it remains common for hotels to handle room cleaning internally, with in-house staff. Unlike Japan, the practice of outsourcing to specialized external cleaning companies has not yet become widespread. Recognizing this difference, we saw an opportunity to bring the advanced cleaning techniques and management systems we have refined in Japan into the U.S. hotel industry. By doing so, we aim to create new value—both for American hotels and for our own continued global development.



<Media Contact>

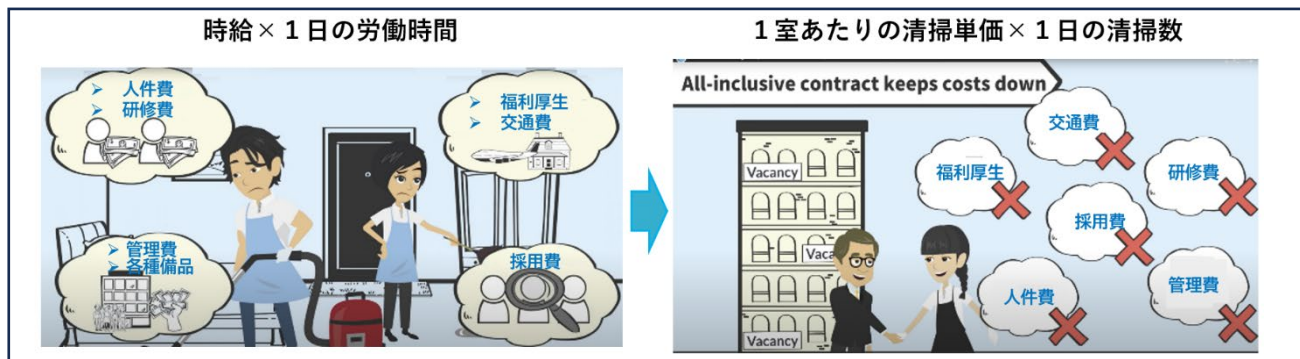
PR Representative: Yuki MasamiTEL : Phone (Office): +81-3-5652-3188

Phone (Mobile): +81-80-9527-4065 Email: promotion@g-gates.com

Proposal for Profit Maximization in the U.S Hotel Industry

In the U.S. hotel industry, many housekeeping staff are members of labor unions, which makes flexible management of employment and labor costs difficult. Our company proposes a system that reduces the risks associated with fluctuating labor costs and enables flexible staffing based on seasonal demand through outsourced cleaning services.

As the only provider of “Japanese-style outsourcing Housekeeping cleaning services” in the U.S, we help hotel operators achieve both operational efficiency and improved quality, supporting sustainable growth.



Future Developments ~U.S. Expansion and Global Growth strategy~

***The global cleaning services market exceeded USD 390 billion in 2023 and is projected to reach USD 800 billion by the end of 2036, growing at a CAGR of 7% during the forecast period from 2024 to 2036.**

Leveraging Japan's unique business models—such as the trusted "Japanese brand" of cleaning quality and a room-based outsourcing model—we are accelerating our global expansion, starting with North America. Going forward, we plan to establish training labs in various regions to develop cleaning staff into knowledge-based **cleaning professionals**, rather than mere laborers. In addition, we will promote the collection, standardization, and quantification of cleaning-related data. By connecting cleanliness to ESG-oriented management, we aim to contribute to building a sustainable society—both by optimizing human resources and by protecting the global environment.

[* According to Research Nester](#)

About Global Gates USA , Inc.



Global Gates
cleaning

『[Global Gates Co., Ltd.](#)』

■ **Location :** Tokyo

■ **President:** Masayuki Umemura

■ **Date of Establishment :** May.21.2007

■ **Business Type:** Trading, Housekeeping Management, Facility Management, Quarantine

cleaning

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■Affiliations and Partnerships

- Japan Building Maintenance Association
- Asia Business Leaders Association/ Global Leaders Council
- Japan Accommodation related Consortium (JARC)/ Fukuoka Association of SME Executives
- Japan Hotel Housekeeping Association/ Tokyo Hotel and Ryokan Life Sanitation Trade Association

【[Global Gates USA Inc.](#)】

- **Location** : America, Texas, San Antonio
- **CEO** : Umemura Masayuki
- **Date of Establishment** : Apr.01.2024
- **Business Type** : Housekeeping management, Other cleaning management.

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