

EMURGO: Introducing More Merchants Accepting Cardano ADA

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EMURGO.IO

EMURGO is the official commercial arm of Cardano - the first third-generation blockchain to evolve through a research-driven approach. As such, EMURGO is working hard to add dynamic commercial versatility to the Cardano ecosystem. This whole-hearted effort to drive Cardano adoption includes bringing real utility to Cardano ADA by establishing retail stores & merchants that accept Cardano ADA as payment.

In June 2019, EMURGO organized and launched an opening event to celebrate the introduction of Cardano ADA payments at [Tamura](#) - a Japanese Yakiniku franchise restaurant owned by the popular Japanese comedian celebrity Kenji Tamura. These ADA payments were facilitated by the usage of the EMURGO-developed [Yoroi ADA Wallet](#) - a 5-star rated Cardano ADA light wallet for Android, iOS, Chrome, & Firefox. It was a highly successful launch event with complimentary giveaways and attended by passionate members of the local Cardano community. For more details on the event, you can read about it [here](#).

Following the momentum of this successful event, EMURGO has started to put forth more efforts to increase the number of stores and merchants accepting ADA payments utilizing the EMURGO-developed Yoroi ADA Wallet.

In this post, EMURGO would like to introduce some additional merchants in Japan who have introduced ADA payment options along with their reasons for doing so. We would like to extend special thanks to the assistance of one of our valuable Cardano community member, Mr. Miyatake in helping to achieve this for the overall Cardano community.

Hotel Palm Royal Naha Kokusai Street: ADA & Blockchain Payments Are The Future



Hotel Palm Royal Naha Kokusai Street is centrally located in the heart of Okinawa, a popular island tourist destination.

Hotel Palm Royal Naha Kokusai Street: With the worldwide fintech revolution already underway and blockchain technology evolving day by day, Hotel Palm Royal Naha believes that transfers of value using digital assets or cryptocurrencies will soon become a normal part of daily life.

Thus, we wanted to be a pioneer in raising awareness of and introducing modern payments of this kind, to fundamentally set us apart from other hotel facilities. We were and continue to be genuinely impressed by the vision & work of Charles Hoskinson - the co-founder of Cardano & ADA.

With that in mind, we wanted to play a part in helping spread awareness of Cardano ADA as a leading digital asset. At the urging of Mr. Miyatake - one of the passionate leaders of the Japanese Cardano community, we decided to implement the acceptance of customer payments in Cardano ADA.

(Words courtesy of Hotel Palm Royal Naha Kokusai Street)



Basic Information

Hotel website: <http://palmroyal.co.jp/>

Twitter: https://twitter.com/Palmroyal_NAHA

Hotel Address: [Okinawa Prefecture Naha City Makishi 3-9-10](#)

About Hotel Palm Royal Naha Kokusai Street

Hotel Palm Royal Naha Kokusai Street is a hotel located at the center of Kokusai Street. In August of 2019, an outdoor pool and poolside bar will be opened to welcome customers with local hospitality. Trip Advisor has listed the popular Hotel Palm Royal Naha Kokusai Street as #1 based on word-of-mouth reviews, out of 114 lodging facilities in Naha, for 13 consecutive months.



Pine Tree Bless: Blockchain Will Change The World Greater Than The Internet





Pine Tree Bless is a bar and restaurant located within "T Galleria Okinawa by DFS," in the heart of Naha City in Okinawa - a popular island tourist destination.

Pine Tree Bless: The Internet has changed our world much more than we could imagine at the time when it first started to gain mainstream acceptance. We feel that blockchain technology has the same, if not greater capability to change our world moving forward. Cashless payments are gaining traction around the world and blockchain technology is continuing to evolve and improve. Thus, we wanted to introduce support as quickly as possible for ADA & Cardano's third-generation blockchain, recognizing that cashless payments utilizing blockchain technology is the next wave of the future.



Hotel website: <https://pinetreebless.com/>

Instagram: https://www.instagram.com/pinetreebless_official/

Address: [Okinawa Prefecture Naha City Omoromachi 4-1 3F](#)

About Pine Tree Bless

Pine Tree Bless is a bar and restaurant located in in “T Galleria Okinawa by DFS,” in the heart of the new city of Naha City. It is a relaxing space where you can enjoy a hotel resort feeling in the heart of Naha. Transportation is convenient, as customers can use the parking lot attached to T Galleria Okinawa by DFS, and it is also directly connected to Yui Rail Omoromachi Station. Please take advantage of Pine Tree Bless on your next anniversary or special occasion with a loved one.

Conclusion

In order for the future of blockchain to become reality, the technology will need to permeate into daily life and gain recognition among the general public. EMURGO continues to build better user interfaces and experiences to allow for Cardano & ADA to play a larger mainstream role by addressing real use cases for Cardano. As the ADA cryptocurrency is one of the most well-known parts of the Cardano project, EMURGO is striving to increase the number of stores accepting ADA payments through our Yoroi ADA Wallet. If you have a chance to visit any of the stores mentioned here, please give it a try and try paying with ADA!

Don't forget to follow our and sign up for the EMURGO newsletter to always receive the latest news from EMURGO!



|| [Click here to subscribe to the EMURGO Newsletter](#) ||

EMURGO drives the adoption of Cardano and adds value to ADA holders by building, investing in, and advising projects or organizations that adopt Cardano's decentralized blockchain ecosystem. EMURGO leverages its expertise in blockchain R&D as well as its global network of related blockchain and industry partners to support ventures globally.

EMURGO is the official commercial and venture arm of the Cardano project, headquartered in Singapore, with a presence in Japan, the USA, India, and Indonesia. EMURGO works closely with IOHK and The Cardano Foundation to grow Cardano's ecosystem globally, and promote its adoption. Learn more about the project at <https://emurgo.io>

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About Yoroi Wallet

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- Yoroi Homepage: <https://yoroi-wallet.com/>