



Tokyo's sightseeing and shopping guide for foreign visitors during summer holiday season

Launching of "TOKYO GUIDE" in 3 Languages

2nd Inbound Project - Let's ENJOY TOKYO is teaming up with large commercial facilities along Tokyo Metro Lines

Gurunavi, Inc. (Head Office: Chiyoda-ku, Tokyo / Representative Director, President: Seiichiro Kubo / Hereinafter "Gurunavi"), operating the website for Tokyo's going out information "Let's ENJOY TOKYO" together with Tokyo Metro Co., Ltd. (Taito-ku, Tokyo / President: Yoshimitsu Oku), will circulate "TOKYO GUIDE" during the summer holiday season between July 17 (Fri) and August 31 (Mon) as the 2nd phase in its Inbound project aimed at foreign visitors. The guidebook will introduce information on large commercial facilities located along the Tokyo Metro Lines and sightseeing spots.

Targeting foreign visitors coming to Tokyo during summer holiday season, a total of 65 thousand copies of "TOKYO GUIDE" will be circulated at Tokyo Metro stations and other places. The guide will be printed in 3 languages this time, adding Traditional Chinese to the English and Simplified Chinese of the previous edition. In addition to 6 areas covered previously, this guidebook will now include sightseeing information on 8 Tokyo areas with Nihombashi and Omotesando/Meiji-jingumae, etc., and 20 large commercial facilities helping the many tourists visiting Tokyo have a more enjoyable summer holiday season. Special pages have also been created to introduce "Gourmet", and other topics, in addition to the Japanese summer culture such as "Fireworks" and "Summer Festivals." On the "Gourmet" page, visitors can search for the featured restaurant cuisine on the Japan Restaurant Guide - "GURUNAVI.com" by reading a QR code on the page. "TOKYO GUIDE" provides information on the most convenient ways to enjoy Tokyo summer sightseeing and food by introducing original Japanese culture.

During the period of this project, campaigns will be held that offer free gifts or discount services at designated facilities subject to presenting this guidebook.

In Japan, inbound measures are being implemented with the aim of attracting 20 million foreign tourists a year by 2020. The number of tourists coming to Japan is increasing sharply in particular as a result of the recent depreciation of the yen and the tax - free system reforms. According to the research on foreign visitors conducted by the Japan Tourism Agency from this January to March, while tourists enjoy "Eating Japanese food" (95.4%), "Shopping" (82.0%), "Walking around downtown Tokyo" (67.0%) during their stay in Japan, a large number of answers also highlight the lack of information about "Free Wi-Fi" (52.8%), "Transportation means" (47.5%), and "Restaurants" (34.8%). There is an ever-increasing demand for information in foreign languages on Tokyo sightseeing, restaurants, shopping facilities, etc.

Let's ENJOY TOKYO will keep providing information for foreign visitors to enjoy Tokyo in comfort and ease.

<Contact information for inquiries about this subject>

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PRESS RELEASE

(Wednesday), July 15, 2015 Gurunavi, Inc. Tokyo Metro Co., Ltd.



<<Details>>

Period: July 17 (Fri) - August 31 (Mon)

Contents: The guidebook introduces information on sightseeing and commercial facilities along Tokyo Metro Lines and offers of free gifts or discount services at designated commercial facilities subject to presenting the guidebook.

<<Places to Circulate>>

Racks in 137 stations on Tokyo Metro and "Welcome Board" information boards for foreign tourists (In the following stations: Marunouchi Line Shinjuku, Ginza Line Ueno, Ginza Line Asakusa, Marunouchi Line Tokyo, Marunouchi Line Ikebukuro.)

<<Areas Introduced>>

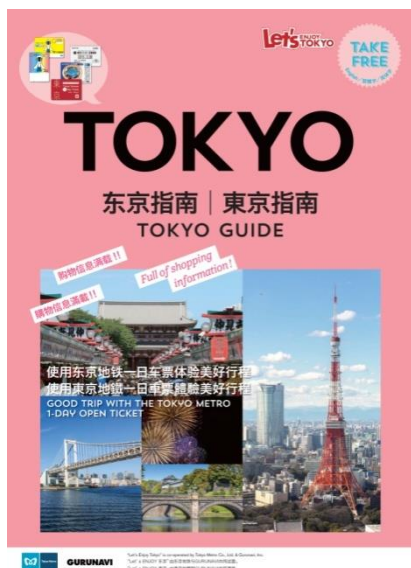
8 Main Areas in Tokyo:

Shinjuku, Ginza/Yurakucho, Tokyo/Nihombashi/Mitsukoshimae, Shibuya, Asakusa/Ueno, Omotesando/Meiji-jingumae 'Harajuku', Ikebukuro, Odaiba

<<Facilities Introduced>>

20 Large Commercial Facilities

TAKASHIMAYA SHINJUKU, LUMINE EST Shinjuku, Ginza WAKO, PRINTEMPS GINZA, Daimaru Tokyo, NIHOMBASHI MITSUKOSHI Main Store, SEIBU SHIBUYA, Asakusa EKIMISE, Laforet Harajuku, Madame Tussauds TOKYO, etc.



▲ Image of the guidebook front cover



▲ Image of the special pages

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