

## "Welcome Board" - A Guide to Tokyo for Foreign Visitors

Tokyo Metro Co., Ltd. (Head Office: Taito-ku, Tokyo, President: Yoshimitsu OKU) recently began a new information service called "Welcome Board" for foreign visitors to Tokyo on a trial basis. Starting Saturday, November 30, Welcome Boards were set up successively near ticket gates at Ueno Station on the Ginza Line and Shinjuku Station on the Marunouchi Line. These attractive displays provide information on how to reach sightseeing spots in the city and how to use the Tokyo Metro system.

Japan is on track to record the largest number of foreign visitors in its history this year, thanks to the continuing Visit Japan Campaign of the government and private sector, the feeling that travel in Japan is now a bargain following the depreciation of the yen, and increased airline capacity, among other factors, and expects to achieve the government's target of an "annual 10 million inbound visitors" in 2013.

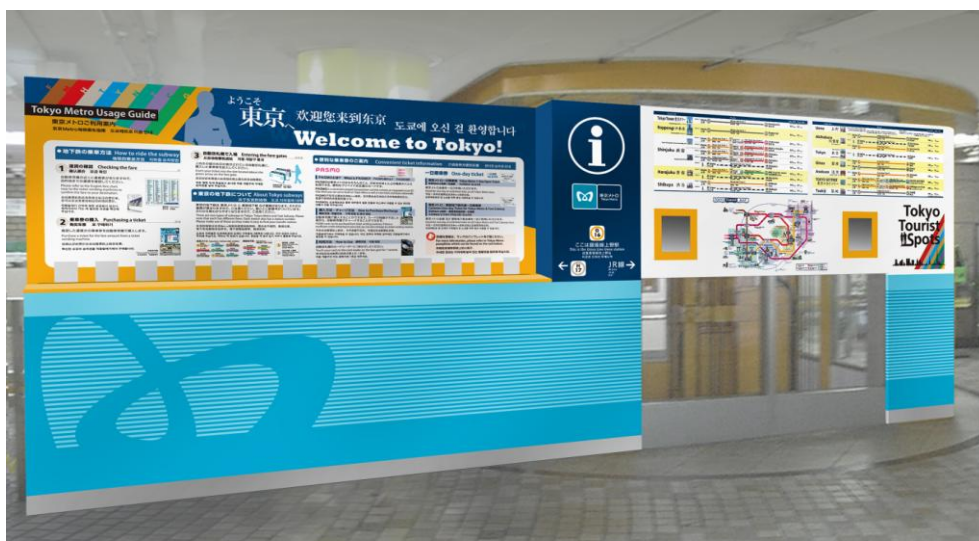
Tokyo Metro also aims to increase use by foreign visitors, and began installing Welcome Boards near ticket gates, which are the "face" of the station, so that foreign travelers visiting Tokyo for the first time can enjoy a pleasant, worry-free experience when they use the city's metro system.

With information in English, Korean, Chinese, and Japanese, Welcome Boards provide large, easy-to-understand explanations of how to travel to popular tourist spots like Ginza, Asakusa, Shinjuku, as well as how to find the correct metro fare, buy tickets, etc.

In its role as a "guide" to visitors in Tokyo, Tokyo Metro will continue to provide convenient, easy-to-understand information for travelers.

An outline of the Welcome Board project is presented in the attachment.

[Image of a Welcome Board in Ueno Station]



## **Outline of "Welcome Board" Service**

### **1 Installation locations and starting dates**

Ginza Line, Ueno Station: November 30, 2013 (Sat.)

Marunouchi Line, Shinjuku Station: December 3, 2013 (Tues.)

### **2 Contents**

#### **(1) Information on use of the Tokyo Metro system**

- How to ride the subway
- Subways of Tokyo
- Convenient tickets and passes (PASMO IC card, one-day open tickets)

#### **(2) Route guide to Tokyo tourist spots (Shinjuku, Ginza, Asakusa, etc.)**

- Route guide, fares, required travel times
- Tokyo Travel Map

#### **(3) Convenient pamphlets and route maps for sightseeing in Tokyo are available at these locations.**