



The first joint campaign for foreign travelers during the Chinese New Year period, by Let's ENJOY TOKYO and large-size commercial facilities along Tokyo Metro Subway Lines

“Let's ENJOY TOKYO!” Campaign Starts

Site URL: <http://letsenjoytokyo.com/cn/course/> (Simplified Chinese)

Site URL: <http://letsenjoytokyo.com/en/course/> (English)

Gurunavi, Inc. (Head office: Chiyoda-ku, Tokyo; President, Representative Director: Seiichiro Kubo; hereinafter “Gurunavi”) and Tokyo Metro Co., Ltd. (Head office: Taito City, Tokyo; President: Yoshimitsu Oku) are pleased to announce to jointly launch “Let's ENJOY TOKYO!” campaign targeted for foreign travelers, mainly from Greater China during the Chinese New Year from Wednesday, February 18 until Saturday February 28 through “Let's ENJOY TOKYO” (<http://www.enjoytokyo.jp/>), the co-hosted web site featuring sightseeing spots in Tokyo.

With our hope that foreign travelers mainly from Greater China can enjoy their travels at good price, we introduce, through our web pages and leaflets, Tokyo's six areas popular among the foreign tourists: Shibuya, Ginza, Yuraku-cho, Shinjuku, Ikebukuro, Ueno, and Asakusa and seven large-size commercial facilities located in popular shopping areas covering Ginza, Yuraku-cho, and Shibuya, as well as offer campaigns that the travelers can get small gifts and discounts by showing the leaflet or a Tokyo Metro 1-day open ticket at designated facilities.

This unique campaign targeting foreign travelers mainly from Greater China during the Chinese New Year period is the first time project which is operated jointly by “Let's ENJOY TOKYO” and the large-size commercial facilities located along the Tokyo Metro lines

You can get the leaflets published in simplified Chinese and English through leaflet racks located at 137 Tokyo Metro Stations or “Welcome Boards” (tourist information boards for foreign tourists) installed in Shinjuku, Asakusa, Ueno and other locations. This campaign information are also released in the “Tokyo Sightseeing Guide” section in “Let's ENJOY TOKYO” (Simplified Chinese and English versions are available.)



《Details of the Campaign》

■ Period: (Wednesday), February 18 through (Saturday), February 28, 2015

■ Site URL : <http://letsenjoytokyo.com/cn/course/> (Simplified Chinese)
<http://letsenjoytokyo.com/en/course/> (English)

■ Contents

Through the leaflets and the website of "Let's ENJOY TOKYO", we provide the sightseeing information about Tokyo and commercial facilities located along the Tokyo Metro subway lines, as well as offer campaigns such that gifts or discounts are offered to those who present the leaflet or a Tokyo Metro 1-day open ticket at the designated commercial facilities.

■ Distribution Sites for Leaflets

The leaflet racks installed at 137 Tokyo Metro stations, and "Welcome Boards" (tourist information boards for foreign travelers) installed at Shinjuku Station (Marunouchi Line), Ueno Station (Ginza Line), Asakusa Station (Ginza Line), Tokyo Station (Marunouchi Line), and Ikebukuro Station (Marunouchi Line.)

《Sightseeing Areas Introduced in the Leaflet》

■ Six major city areas in Tokyo (Shibuya, Ginza/Yuraku-cho, Shinjuku, Ikebukuro, Ueno, and Asakusa)

《Commercial Facilities Introduced in the Leaflet》

■ SHIBUYA PARCO, Shibuya Mark City, LUMINE YURAKUCHO, YURAKUCHO ITOCia FOOD AVENUE, MARRONNIER GATE, Hankyu MEN'S TOKYO, Ginza Mitsukoshi * Generally-called name, Random order

▲ Image of the Poster Created in Chinese and English

▲ Image of the Leaflet