

Keeping foreigners visiting Japan up to date on the goodness of Tokyo!

Tokyo Metro to offer “TOKYO EVENT NEWS”

New pamphlet bringing foreign passengers visiting Japan up-to-date event information

Will be printed monthly between July – October 2016

Every month between July and October, Tokyo Metro (Head Office in: Taito Ward, Tokyo; President: Yoshimitsu Oku) **will print “TOKYO EVENT NEWS,” a pamphlet for foreign passengers visiting Tokyo that features information on festivals, exhibitions and various other events held during their travels. Each monthly issue will be printed on the last day of the preceding month.**

“TOKYO EVENT NEWS” will be printed in English, traditional Chinese and simplified Chinese as the foreign-language edition of “Ensen Dayori,” a monthly pamphlet that features information on events taking place along Tokyo Metro lines. Unlike year-round pamphlets that cover sightseeing spots in Tokyo and Japanese culture, **“TOKYO EVENT NEWS” is intended to bring passengers up-to-date information on places they would want to go, sights they would want to see and things they would want to experience during their visit to Japan.** It will be available at the “Welcome Board” placed near the ticket gates of major Tokyo Metro stations.

The July issue of “TOKYO EVENT NEWS” (printed on June 30, 2016) will feature information on 25 exhibitions, plays, flower displays and other events categorized according to the event date and time. A special focus has been placed on the Tanabata Festival held in July.

As a guide to the city of Tokyo, Tokyo Metro will continue its active endeavors to provide foreign travelers visiting Japan and all of its other passengers with information and assistance in convenient and easy-to-understand ways.

Please view the attachment for an overview of “TOKYO EVENT NEWS.”



Cover of July issue (image representation)



Articles in July issue (image representation)

“TOKYO EVENT NEWS:” Overview

1. Name of publication

“TOKYO EVENT NEWS”

2. Languages available in

English, traditional Chinese and simplified Chinese

3. Size

210mm by 100mm in finished form (folded into eighths)

4. Availability start date

- July issue: June 30, 2016
- August issue: July 31, 2016 (tent.)
- September issue: August 31, 2016 (tent.)
- October issue: September 30, 2016 (tent.)

5. Locations available

“Welcome Board” placed near ticket gates at Ueno Station, Shinjuku Station, Tokyo Station, Ikebukuro Station, Shimbashi Station, Akihabara Station, Ginza Station, Roppongi Station, Omotesando Station, Shibuya Station and Meiji-Jingumae ‘Harajuku’ Station.

6. Main contents (July issue)

- Special feature on Tanabata Festival
- *Bon-odori* and other summer festivals, fireworks displays, and special exhibits at art and other museums
- *Asago-ichi* (Morning glory) fairs, *hozuki* (ground cherry) fairs, and other events related to flowers

[Reference 1] What is the “Welcome Board?”

This board contains information on passenger tickets, route guides leading to major sightseeing spots, condensed route maps for travelers and other information to help foreign passengers visiting Tokyo navigate the city smoothly and comfortably. It is placed at a total of 14 major Tokyo Metro Stations located closest to areas containing sightseeing spots and overnight accommodations frequented by foreign passengers.



Welcome Board (image representation)

[Reference 2] The “Tokyo Metro Guide” leaflet is another popular resource for foreign travelers!

Another popular resource available to foreign travelers is the “Tokyo Metro Guide,” which contains information on Tokyo Metro passenger tickets, places of interest along Tokyo Metro lines and other information that can be used year-round. This leaflet is available in English, simplified and traditional Chinese, Korean and Thai.

