

18-47

March 29, 2018

## Tokyo Metro to redesign its inbound travel website for foreign passengers visiting Japan!

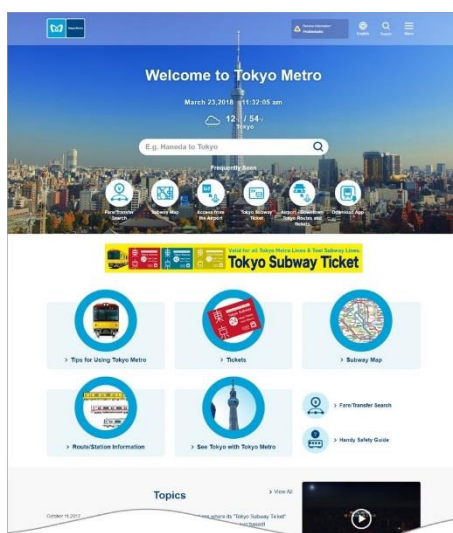
In order to intensify its efforts to provide information to foreign passengers visiting Japan, Tokyo Metro (Head Office in: Taito Ward, Tokyo; President: Akiyoshi Yamamura) will reopen its inbound travel website (<https://www.tokyometro.jp/en/index.html>) on Thursday, March 29, 2018 following a redesign.

This inbound travel website provides information in six languages—English, Korean, Chinese (simplified/traditional), Thai, French and Spanish—to foreign travelers to Japan who ride on Tokyo Metro subways. Such information includes that on special Tokyo Metro tickets and ways of getting to sightseeing spots located along Tokyo Metro lines.

With this redesign of the website, in addition to a revamping of the website's actual design, the website will be reborn into one that enables foreigners who are planning to travel to Japan for business or pleasure purposes to figure out what they want to know with regards to use of the subways. For example, users can make the direct transition from the website's Top Page to contents frequently necessitated by users, regardless of the company involved. This will result in improved access to information that users want to know about. In addition, the website will be made responsive\* in order to enhance convenience when accessed using smartphones and tablets, making it possible to comfortably find information that users seek not only before they visit Japan, but during their stay as well.

\*Displaying website contents using a layout and design suitable for the screen size of PC, smartphones, tablets and other devices, thereby making the website accessible on those various devices.

Going forward, Tokyo Metro will continue its endeavors to transmit information so that foreign passengers visiting Japan may enjoy their stay in Tokyo.



Top Page of inbound travel website (image representation)