



Up-to-date Guide for Japan's Tourist Environment

Travel in Japan
in more convenient and comfortable ways



Sawachi-ryori (cuisine) served in Kochi



A woman wearing Japanese clothes



Mt. Fuji



Shinkansen (Bullet Train)



Cityscape of Ginza



Townscape of Takayama



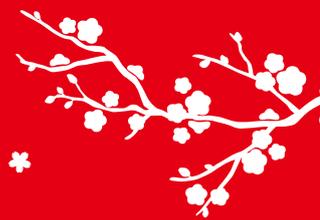
Terraced paddy fields of Asuka during the harvest season



National Treasure Hikone Castle and cherry blossoms



Snow-covered Kinkaku-ji Temple in Kyoto



Japan. Endless Discovery.

Up-to-date Japan's tourist environment you would want to know about

1. Access to travel information

Tourist information offices intended for foreign tourists have been established in Japan, where services such as travel consultation or guidance are provided in foreign languages, and it is expected that they will be established in more than 300 locations across the country by the end of 2012, which will have covered all the prefectures of the country. Each office provides information on its local tourist sites and relevant guide maps, and some of them provide support for hotel reservations or sell admission tickets for certain tourist attractions. As for the location and contact of each center, and the details of services provided, please refer to the websites of JNTO (Japan National Tourism Organization).

1 JNTO's website introducing tourist information offices

You can find the address of each tourist information office for foreign tourists and the content of its service provided.

URL : http://www.jnto.go.jp/eng/arrange/essential/v_office/v_office.php

2 Website of JNTO

You can browse information on tourist sites across the country, and search for information about hotels, restaurants, and transportation facilities.

URL : <http://www.jnto.go.jp/>



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2. Communication environment

▶ Cellular phone

Even if you do not subscribe to any international roaming service, you can use your cellular phone in Japan if you rent a SIM card (for a charge). Also, if your cellular phone is not SIM free, you may rent a cellular phone itself (for a charge). Relevant service providers have their counters in major international airports in Japan. As for those providing relevant service at New Tokyo International Airport (Narita Airport) and Kansai International Airport, please refer to the websites specified below.

1 Website listing providers that provide service concerning cellular phones at New Tokyo International Airport (Narita Airport)

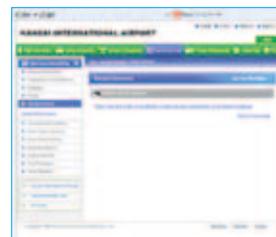
URL : http://www.narita-airport.jp/en/guide/service/list/svc_19.html#t1

2 Website listing providers that provide service concerning cellular phones at Kansai International Airport

URL : <http://www.kansai-airport.or.jp/en/service/rental/>



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▶ Internet access

Currently, "WiFi Spots" are being rapidly established throughout Japan, and most transportation hubs, such as airports and large-scale railroad stations, as well as large-scale hotels have "WiFi Spots". Also, an increasing number of individual restaurants and commercial facilities in town have installed "WiFi Spots," and the number of locations where a "WiFi Spot" has been established and registered on the website of the FREESPOT Association amounts to about 9,300 across the country (as of February 2012). You can search for information on "WiFi Spots" established in the country on the website of the FREESPOT Association.

3 FREESPOT MAP

URL : http://www.freepspot.com/users/map_e.html (in English)

4 Website showing charge-free WiFi Spots at New Tokyo International Airport (Narita Airport)

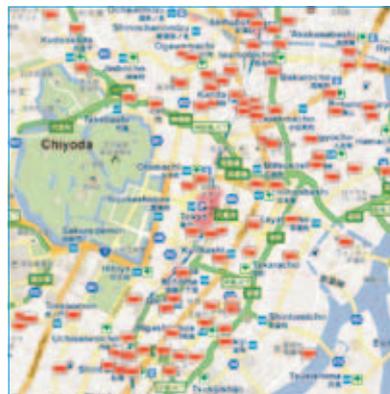
URL : http://www.narita-airport.jp/en/guide/service/list/svc_33_wire.html

5 Website showing charge-free WiFi Spots at Kansai International Airport

URL : <http://www.kansai-airport.or.jp/en/service/internet/>

6 Website showing charge-free WiFi Spots at Chubu International Airport (Centrair)

URL : <http://www.centrair.jp/en/service/sv-internet/>



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 WiFi Spots

3. Traffic and transfer related environment

▶ Public railroad

Various Japanese railroad and subway companies sell their own prepaid (※1) IC cards that can be used as a ticket, which include “Kitaca” (Hokkaido area), “Suica” (Eastern Japan), “TOICA” (Tokai area), “ICOCA” (Western Japan), “SUGOCA” (Kyushu area), “PASMO” (Tokyo metropolitan area), “Manaca” (Nagoya City), “Hayakaken” (Kitakyushu area), and “nimoca” (Fukuoka City). If you have one of these IC cards, you may also use the route bus service available in the area. Moreover, you may use this card for payment at shops in the station or certain convenience stores. Thus, these IC cards are very convenient and most Japanese own at least one of these cards. These cards are sold on an area-by-area basis, but they are interchangeable and accepted in other areas on a mutual-acceptance basis and if you hold just one card, you may use it throughout Japan. (※2) Besides, other types of passes such as a one-day free pass are sold by various railroad companies.

※1: With this prepaid system, cards can be recharged as many times as desired, and if there is any balance remaining in the charged amount, a refund can be made after deducting a handling fee (210 yen). Also, a deposit of 500 yen is required when an IC card is purchased, but this deposit will be refunded when the remaining balance is refunded. No handling fee will be charged for this refunding.

※2: Some cards are not accepted in other areas.

1 Photos of major IC cards

2 URLs of the websites introducing IC cards available in the Tokyo metropolitan area

(Suica/JR East) URL : <http://www.jreast.co.jp/e/pass/suica.html>
 (PASMO/ Pasmoco Co., Ltd.) URL : <http://www.pasmo.co.jp/en/>

It's better to use up the entire amount without a remaining balance!



▶ Rental car

Tourists from most of foreign countries may rent a car to drive in Japan if they hold an international driver's license. Also, in general, rental cars are equipped with a car navigation system as a standard feature, but even if a rented car is not equipped with such a system, tourists can rent it as an option. Recently, the number of rental car providers who rent out cars with navigation systems that supports foreign languages is increasing.

Incidentally, in Japan, the Road Traffic Act obliges all drivers to use child seats when they put children under six years on board. A child seat can also be rented when renting a rental car.

▶ Express bus

In addition to airplane and the Shinkansen (Bullet Train), express bus service is available as a means for long-distance travel, and relevant bus services intended for foreign tourists have been improving in recent years. Among others, a company named “WILLER EXPRESS” focuses their service particularly for foreign tourists, and while the websites are established in such foreign languages as English, Korean, Chinese (traditional Chinese), they sell special tickets that can be purchased only abroad.

Express bus takes more time to travel compared with air travel or travel by Shinkansen (Bullet Train), but fares are lower, and if a late-night bus is used, tourists may leave at night and arrive at the destination the following morning, which allows them to use their valuable time of stay more effectively.

3 Comparison of fares and times between express bus, air travel, and travel by Shinkansen

4 Website of “WILLER EXPRESS”

URL : <http://willerexpress.com/bus/pc/3/top/>

(in English, Korean, traditional Chinese)

| | Express bus | Shinkansen (Bullet Train) | Air travel |
|--------------------------|--|---|--|
| Tokyo – Osaka | Tokyo Station – Osaka Station From ¥4,000 8 hours | Tokyo Station – Shin Osaka Station ¥13,240 2 hours 30 minutes | Haneda Airport – Itami Airport ¥11,170 ~ ¥22,670 1 hour 10 minutes |
| Tokyo – Hiroshima | Shinjuku Station – Hiroshima Station From ¥6,700 11 hours 20 minutes | Tokyo Station – Hiroshima Station ¥17,540 3 hours 55 minutes | Haneda Airport – Hiroshima Airport ¥14,170 ~ ¥30,970 1 hour 30 minutes |

※The data for the express bus is based on a standard type late-night bus, and departure and arrival on weekdays.
 The data for the Shinkansen is based on non-reserved seats on Nozomi.
 The data for air travel is based on a special discount fare or normal fare.
 ※The above fares and times required are effective as of February 2012, and they may change according to the season and which flight is taken.

▶ Home delivery service

Japanese home delivery service is highly reliable and the loss of parcels is rare. Also, as delivery to most of towns is made almost on time on the day following the day it is dispatched, Japanese use home delivery service for business purposes on a daily basis. The delivery of ordinary suitcase costs 1,500 to 2,000 yen per piece.

If you dispatch your baggage from a hotel you are staying to a hotel for the next stay on the day before you start long-distance travel, you can travel at least only with your personal belongings.

Offices handling home delivery service are located in various places, but for foreign tourists, it is convenient to use one of the convenience stores established in about 44,000 locations across the country, or ask the front desk of a hotel or Japanese inn where they are staying.

4. Payment-related environment

In Japan, the number of shops and stores that accept payment by credit card is increasing, and besides hotels, Japanese inns and department stores that have accepted credit-card payment for many years, and credit card payment is now accepted at many of restaurants, supermarkets, electronics retail stores, and convenience stores. Also, most taxis in urban areas accept credit-card payment.

Convenience stores are very convenient facilities where a wide range of daily necessities are provided. They are established in about 44,000 locations across the country, and many of them are very conveniently located, so that you can find at least one of them near almost every railroad station and large-scale hotel.

5. Currency exchange

There are not many exchange shops in town, but ATM placed in post offices, Japan Post Bank offices, etc., located nationwide (automated teller machine, about 26,400 machines established across the country) allows you to withdraw cash using credit cards issued by overseas financial institutions. Each ATM has a sticker on it, where the term “International ATM Service” is indicated and a logo specified in the figure on the right of it.

Also, Seven Bank’s ATM is placed in all the stores of “Seven-Eleven” (a convenience store) which has about 14,000 stores nationwide, as well as in some stores of Ito-Yokado (supermarket) (about 16,000 ATMs in total placed nationwide), and this allows you to withdraw cash using credit cards issued by overseas financial institutions.

“Seven-Eleven” is very convenient as almost all the stores are open 24 hours a day, and cash withdrawal is possible at any time. You can find the locations of ATMs placed by the Japan Post Bank and Seven Bank on your credit card company’s website.

1 Sign posted at Japan Post Bank’s ATM corner

2 Indication of credit cards issued by overseas financial institutions that can be accepted by Japan Post Bank’s ATM

3 Seven-Eleven store and ATM

URL : <http://inbound.standard.navitime.biz/sevenbank-english/Index.act> (Search page on Seven Bank’s ATM in English)

4 ATM locator sites of credit card companies

MASTER URL : <http://www.mastercard.us/cardholder-services/atm-locator.html>

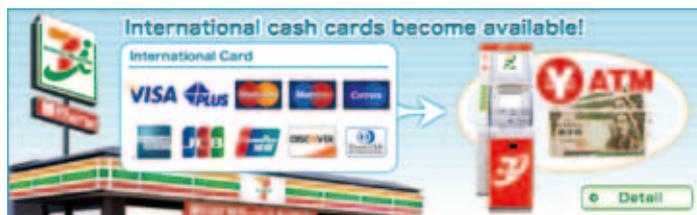
VISA URL : <http://www.visa-news.jp/visitjapan/atm/>



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6. Medical service

When you get injured or fall ill during your trip, you should consult the AMDA International Medical Information Center. The AMDA International Medical Information Center provides foreign visitors with information on medical service in Japan, and offers them services including free of charge telephone interpretation service during medical examinations.

1 How to contact AMDA International Medical Information Center

TEL : Tokyo 050-3598-7574 (office) 03-5285-8088 (consultation)

Osaka 06-4395-0555

Machida 042-799-3759

URL : http://amda-imic.com/lng_eng/



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Overview of Foreign Visitor Reception Environment Improvement Program

Selecting 45 areas across the country, the Japan Tourism Agency is working to improve the environment that ensures foreign tourists can travel, stay, and sightsee with comfort and peace of mind to encourage their visits and enhance their satisfaction, thereby increasing the number of repeaters.

Case Examples of Foreign Visitor Reception Environment Improvement Program

Strategic Hubs and Regional Hubs Involved in Foreign Visitor Reception Environment Improvement



Strategic hubs [17hubs]
Sapporo, Hakodate, Noboribetsu, Narita, Urayasu, Ginza, Akihabara, Oshiage, Narihira-bashi, Kamata, Yokohama, Fujikawaguchiko/Fuefuki, Nagoya, Kyoto, Osaka, Kobe, Hiroshima, Fukuoka

Regional hubs [28 hubs]
Kushiro/Teshikaga, Hirosaki, Hiraizumi, Sendai/Matsushima, Lake Tazawa, Kakunodate, Atzuwakamatsu, Kusatsu, Kawagoe, Kamakura, Hakone/Yugawara, Atami, Yuzawa, Tateyama Kurobe, Kanazawa, Takayama, Minami-izu, Ise-Shima, Izumisano, Naruto/Minami-awaji, Nara, Tanabe/Shirahama, Western part of Tottori Prefecture, Matsue, Matsuyama, Kochi, Nagasaki, Beppu, Kagoshima, Yaeyama

● **Strategic Hubs** : Areas that many foreign tourists currently visit
● **Regional Hubs** : Areas that an increasing number of foreign tourists are expected to visit in the future
*Selected in consideration of the relevant area's positive attitude toward foreign visitor reception environment improvement of the area, and based on the evaluations of the Foreign Visitor Reception Environment Improvement Council

Example of Implementation—1 Kanazawa

In Kanazawa, foreign residents introduce local tourist resources in detail while developing stories from a foreigner's viewpoint, and prepare and distribute tourist guide maps with a focus on the country-by-country tourist interests.



Example of Implementation—2 Kyoto

In Kyoto a Call Center that provides support in English, Korean, and Chinese was opened to help foreign tourists who have language problems while sightseeing at tourist attractions or during shopping, and an interpretation service is provided for foreign tourists to interpret their questions and consultations.



Example of Implementation—3 Takayama

In Takayama City, tourist signs and tourist guide maps in town are provided in multiple languages. In addition, digital signage in multiple languages is placed at route bus stops, leaflets in multiple languages are published, and information in buses, such as destinations, is displayed in multiple languages.



Tourist signs in town



Digital signage for boarding guides in multiple languages at a bus terminal



Leaflet for bus service in multiple languages

Example of Implementation—4 Kochi

In Kochi, resident foreign students, etc., select recommendable tourist spots and restaurants from a foreigner's perspective and prepare and distribute tourist guide maps with a focus on the country-by-country tourist interests.



Overseas Offices of JNTO

| Location | Address | TEL | FAX | URL |
|---------------------------|--|----------------|----------------|---|
| Seoul Office | Hotel President 2F 188-3, Eulchiro 1-ga, Jung-gu, Seoul, Korea | 02-777-8601 | 02-777-8612 | http://www.welcometojapan.or.kr |
| Beijing Office | Unit 2801 28th Floor SK Tower, No.6 Jia Jianguomenwai Avenue, Chaoyang District, Beijing 100022 China (北京市朝陽區建國門外大街甲6號 SK大廈 28層 01單元) | 010-5971-2736 | 010-5971-2739 | http://www.welcome2japan.cn/ |
| Shanghai Office | Room 1412, Ruijin Building, 205 Maoming South Road, Shanghai 200020, CHINA (中国上海市茂名南路205号 瑞金大廈1412室) | 021-5466-2808 | 021-5466-2818 | http://www.welcome2japan.cn/ |
| Hong Kong Office | Suite 3704-05, 37/F., Dorset House, Taikoo Place, Quarry Bay, Hong Kong | 2968-5688 | 2968-1722 | http://www.welcome2japan.hk/ |
| Bangkok Office | 10th Floor Unit 1016, Serm-Mit Tower, 159 Sukhumvit 21Rd, Bangkok 10110 | 02-261-3525 | 02-261-3529 | http://www.yokosojapan.org |
| Singapore Office | 16 Raffles Quay, #15-09 Hong Leong Building, Singapore 048581 | 6223-8205 | 6223-6035 | http://www.jnto.org.sg/ |
| Sydney Office | Suite 1, Level 4, 56 Clarence Street, Sydney NSW 2000, Australia | 02-9279-2177 | 02-9279-3166 | http://www.jnto.org.au |
| London Office | 5th Floor, 12/13 Nicholas Lane, London, EC4N 7BN, U.K. | 020-7398-5670 | 020-7626-0224 | http://www.seejapan.co.uk/ |
| Frankfurt Office | Kaiserstrasse 11, 60311 Frankfurt am Main, Germany | 069-2-03-53 | 069-284-281 | http://www.jnto.de/ |
| Paris Office | 4, rue de Ventadour 75001 Paris, France | 01-42-96-20-29 | 01-40-20-92-79 | http://www.tourisme-japon.fr/ |
| New York Office | 11 West 42nd Street, 19th Floor New York, NY 10036, USA | 212-757-5640 | 212-307-6754 | http://www.japantravelinfo.com |
| Los Angeles Office | 340 E. 2nd Street, Little Tokyo Plaza, Suite 302 Los Angeles, CA 90012 | 213-623-1952 | 213-623-6301 | http://www.japantravelinfo.com/ |
| Toronto Office | 481 University Avenue, Suite 306, Toronto, Ontario M5G 2E9 Canada | 416-366-7140 | 416-366-4530 | http://www.jnto.go.jp/canada/ |

Tourist Information Center - Japan (TIC-JAPAN)

TIC is a general tourist information center operated by the Japan National Tourism Organization (JNTO) for foreign tourists. TIC's main services are providing tourist information covering all of Japan and offering tourist brochures and maps prepared in foreign languages.

Please drop by TIC when you are in Tokyo.

1st Fl, Shin-Tokyo Bldg., 3-3-1, Marunouchi, Chiyoda-ku,
Tokyo 100-0005

TEL: +86-3-3201-3331

FAX: +86-3-3201-3215

Office hours: 9:00-17:00 (Closed on Jan. 1)

URL: <http://www.jnto.go.jp/eng/arrange/travel/guide/tic.html>



Japan Tourism Agency
Ministry of Land, Infrastructure, Transport and Tourism



Japan National Tourism Organization

10th Floor, Tokyo Kotsu Kaikan Building, 2-10-1Yurakucho,
Chiyoda-ku, Tokyo 100-0006
TEL: 03-3216-1901 FAX: 03-3214-7680