

13. Realization of one of the best tourism cities in the world

1. Overview

In order for foreign and Japanese tourists visiting Tokyo to enjoy sightseeing safely and comfortably, we utilize ICT* and other technologies to strengthen and promote multilingual support, and develop infrastructures to support the travel and stay of tourists throughout Tokyo.

In addition, we promote tourism that takes advantage of the diverse attractions of various areas in Tokyo, including Tama and Island areas.

Furthermore, utilizing the "Tokyo Tokyo Old meets New" logo and slogan, we effectively disseminate the appeal of Tokyo both within Japan and overseas and work to attract visitors in cooperation with various parts of Japan.

2. Legacy in a nutshell

Envisaging the Tokyo 2020 Games and beyond, promoting the establishment of a reception environment such as enhancing tourist information provision, multilingual, and promoting accessible accommodation, will realize "Tokyo Welcomes All Travelers", which will lead to the continuous reception of tourists after the Games. In addition, promoting the development of local tourism resources will realize "Rich Variety of Quality Experiences in Tokyo", which will invigorate each area in Tokyo after the Games.

Furthermore, through tourism promotions, etc. in the era of post COVID-19 and the permeation of the Tokyo brand will realize "The Global Appeal of Tokyo", which will lead to the continuous invitation of tourists after the Games.

Stakeholders	The national government, local governments, private companies, tourism-related organizations, etc.
Type of legacy	Economy & Technology
Geographical scope	All over Japan
Timing scope	Long term
Responsible for implementation	TMG
Source of legacy	Candidacy file, Action Plan for 2020, Future Tokyo: Tokyo's Long-Term Strategy
Associated SDGs	8-Decent Work and Economic Growth, 9-Industry, Innovation, and Infrastructure, 17-Partnerships

3. Development

(1) Why

Since the Games-related parties and others from both inside and outside Japan will visit Tokyo and Tokyo will attract attention from all over the world through the media during the Tokyo 2020 Games, the Games will be a great opportunity to disseminate the appeal of Tokyo and other parts of Japan to the world and further revitalize the tourism industry through collaboration between Tokyo and other parts of Japan.

To that end, taking the Games as an opportunity, it is important to ensure the development of an environment where all tourists visiting from both inside and outside Japan the Games can have a safe and comfortable stay in Tokyo so that they will be satisfied with sightseeing in Tokyo.

In addition, in order for these tourists to enjoy sightseeing in Tokyo, it is important to have them experience the diverse attractions of each area in Tokyo, including the Tama and Island areas, while promoting the development and dissemination of new enjoyment that can meet the diverse needs of tourists as well as the development and polishing of tourism resources through collaboration with various local entities.

Furthermore, it is important to achieve sustainable growth of the tourism industry by activating domestic travel through wide-ranging and organic collaboration among Tokyo and other parts of Japan and also by strategic transmission of the attractions of Tokyo and content development in preparation for the recovery of the inbound tourism.

(2) When

FY2013	The "Multilingual Support Council for the Tokyo 2020 Olympic and Paralympic Games" was established
FY2014	The "Policies for Establishing Inbound Tourism Infrastructure " were formulated *Formulated to show the direction of initiatives which Tokyo should work on in a body in order to systematically and intensively develop the infrastructures to support the travel and stay of tourists from both software and hardware aspects throughout Tokyo by the Tokyo 2020 Games, so that foreign tourists visiting Tokyo can enjoy sightseeing safely and comfortably
	The "Guidelines for Standardizing Guide Signs for Tourists" were revised
	The "Tokyo Branding Strategy" was formulated

	<p>*Formulated with the aim of establishing the "Tokyo brand" as a travel destination chosen by tourists around the world in anticipation of the delivery of the Tokyo 2020 Games and the post-Games</p>
FY2015	<p>The "Multilingual Support / ICT Promotion Forum" was held (implemented every year to FY2020)</p> <p>*This forum was organized by the Multilingual Support Council for the Games, to conduct activities including advanced initiatives for multilingual support, introduction of ICT technology trends, explanation of initiatives to promote ICT throughout society, and introduction of advanced cases implemented by local governments and private companies</p>
FY2016	<p>"PRIME Tourist Destination City Tokyo: Tokyo Tourism Strategy Action Plan 2017" was formulated</p> <p>*Formulated with the aim of developing comprehensive and systematic measures from a medium- to long-term perspective in order to quickly and accurately respond to rapid changes in the environment surrounding tourism</p>
FY2017	<p>An iconic catchphrase to promote sightseeing in Tokyo overseas "Tokyo Old meets New" was announced</p> <p>"PRIME Tourist Destination City Tokyo: Tokyo Tourism Strategy Action Plan 2018" was formulated</p>
FY2018	<p>"PRIME Tourist Destination City Tokyo: Tokyo Tourism Industry Promotion Action Plan - Key Initiatives for the Tokyo 2020 Games-" was formulated</p> <p>*Formulated based on "Tokyo Tourism Strategy Action Plan 2018", in order to encourage the tourism industry to make great strides while taking the Games as an opportunity, by selecting measures that should be prioritized in anticipation of the Games, accelerating initiatives, and utilizing the results as a legacy after the Games, as well as implementing continuous initiatives throughout the Games</p>

(3) Who

TMG

(4) How

① Development of an environment and hospitality that allows foreign tourists to stay comfortably

A. Promotion of multilingual support

<Promotion of multilingual support>

- At the "Multilingual Support Council for the Tokyo 2020 Olympic and Paralympic Games" that is promoting initiatives through collaboration between the public and private sectors, we establish the basic concept of multilingual support, which is based on Japanese and English services and using pictograms*. In consideration of demand, regional characteristics and visibility, we promote multilingual support that includes Chinese, Korean, and other languages, as required.

<Image of a multilingual speech translation app "VoiceTra">^[1]



- We promote specific initiatives of multilingual support while mutually referring to the measures of various entities by gathering examples of multilingual support initiatives, posting on a portal site and sharing information and know-how.
- In order to effectively utilize ICT and a multilingual speech translation app "Voice Tra", etc. as multilingual support tools, we promoted functional enhancement and utilization by local governments through the expansion of information sharing and demonstration opportunities regarding the latest technology trends by the "Multilingual Support (/ ICT) Promotion Forum" etc.

<Development of an environment where foreigners can travel smoothly without dissatisfaction and anxiety>

- In anticipation of the Tokyo 2020 Games, we enrich information displayed on road guide signs by adding highway route numbers in addition to adding an English expression and pictograms.
- We promoted the addition of an English expression on road regulatory signs (temporary stop, slowdown) around the competition venues and sightseeing spots.
- In accordance with the "Guidelines for Standardizing Guide Signs for Tourists (Pedestrian

<Addition of an English expression on road regulatory signs>^[2]



[1] National Institute of Information and Communications Technology (NICT) 's website: <http://voicetra.nict.go.jp/>

[2] Strengthening of Policies to Realize the "Three Cities" (FY2018) (TMG)

Edition)", we maintain and update the tourist information signs for areas where foreign tourists frequently visit.

- With reference to the initiatives of the Shinjuku Terminal Council, at Tokyo Station, Shinagawa Station, and major terminal stations, we establish an environment where foreigners can travel smoothly without dissatisfaction and anxiety through the spread of multilingual information displays, the utilization of pictograms, and the thorough uniformity and continuity of expression in cooperation with the related entities.
- In order to promote the development of navigation apps that can be used indoors, for example at terminal stations, we make electronic digital maps open data in cooperation with the national government and conduct demonstration experiments using ICT around Shinjuku Station.
- On the metropolitan subways, we expand the installation of multilingual in-vehicle LCD monitors, and the multilingual support for guide signs and ticket vending machines. In addition, we extend the deployment of concierges (station guides) who can speak English at stations that foreign tourists visit very often.
- We promote the development of multilingual guide signs so that foreigners can travel smoothly and spend comfortable time even in waterfront spaces.
- In order to improve convenience for visitors to the islands including foreign tourists, we install multilingual information signs in passenger waiting spaces and airport terminal buildings in the Tama and Island areas.
- We promote the installation of multilingual guide signs so that foreign tourists can travel smoothly and spend comfortable time in parks, zoos, cultural property gardens, etc., which serve as the competition venues, etc.
- We introduce guide services, etc. using ICT in metropolitan zoos and gardens.

<Support for tourism businesses>

- We provide multilingual call center services (in English, Chinese, Korean, French, Thai, German, Italian, Spanish, Portuguese, Russian, Vietnamese, and Indonesian) for accommodation facilities, restaurants, retailers, and taxi operators in Tokyo.
- We support initiatives to accept foreign tourists taken by accommodation facilities, restaurants and retailers in Tokyo including the introduction of credit card payment terminals and multilingual tablets.

- In order to promote the establishment of a reception environment for foreign tourists, we support taxi operators in Tokyo intending to introduce tablet that can be utilized for multilingual support and electronic payment.

<Multilingual support for medical information, disaster prevention-related information, etc.>

- Based on the needs of foreign tourists, etc., we promote initiatives to enrich multilingual support for providing medical institution information on the website.
- We deploy 70 ambulance teams that can take actions in consideration of customs of different cultures, etc., utilizing multilingual speech translation apps at 26 fire stations in Tokyo, and build a rescue and ambulance transport system that can accommodate invalid foreigners.
- We utilize translation apps, etc. to establish a system that can support emergency services and help desks at fire stations in multiple languages.
- We post disaster prevention-related information on digital signage* at fire stations, etc. in multiple languages to convey safety and security information to foreigners.
- We promote multilingualization of evacuation routes and methods, etc. at airports and accommodation facilities so that foreigners can utilize them with peace of mind.
- We prepare and distribute service manuals so that staff can support the introduction of an appropriate medical institution according to the symptom in the event that a foreigner becomes ill at an accommodation facility, etc., as well as support the establishment of a reception environment for foreign patients corresponding to the local conditions in municipalities.

B. Improvement of reception environment for foreign tourists

<Enhancement and enrichment of tourist information functions>

- We operate the Tokyo Tourist Information Center and promote setting up tourist information desks.

<Tokyo Tourist Information Center (at TMG Building)> [3]



- We provide tourist information in multiple languages with digital signage installed in walking spaces and tourist information desks in 10 areas that foreign tourists visit very often and around the competition venues for the Games, and provide tourist information in multiple languages.

- We promoted the development of Wi-Fi antennas in walking spaces and metropolitan facilities in 10 areas that foreign tourists visit very often. We support the initiatives of municipalities.

<TOKYO FREE Wi-Fi area sign> [4]



- At the Disaster Prevention Center, we implement special opening at night for people who cannot visit during the day and night tours that allow visitors to experience disaster occurring at night, and promote the development of new experience programs and refurbishment of facilities using ICT, so as to provide more effective opportunities for experiential learning about disaster prevention even to foreigners with various cultural backgrounds and disaster prevention awareness.
- In order to promote cashless* payment at metropolitan facilities, we implemented demonstration experiments of QR-code payment at Ueno Zoological Gardens. In addition, we introduced credit card payment systems, contactless electronic money systems and the QR code payment systems at museums.
- On the metropolitan subways, we establish a free Wi-Fi environment at train stations so that foreign tourists can smoothly obtain information necessary for transfer, etc. In addition, we introduced a free Wi-Fi environment in trains.

[3] PRIME Tourist Destination City Tokyo: Tokyo Tourism Industry Promotion Action Plan ~Key Initiatives for the Tokyo 2020 Games~

[4] Future Tokyo: Tokyo's Long-Term Strategic Vision (TMG)

<Nurturing of volunteers>

- Through collaboration with municipalities, companies, organizations, etc., we nurture 50,000 hospitality language volunteers for foreigners, and utilize e-learning that anyone can feel free to learn hospitality and simple expressions in foreign languages so as to further expand hospitality.
- We nurture volunteer leaders who will serve as the core of tourism volunteers and act as instructors, so as to raise the level of tourism volunteers as a whole.
- Targeting junior and senior high school students, the younger generation who lead the next generation, we provide lectures to learn how to serve foreign tourists and how to show "hospitality" unique to Tokyo, so as to nurture the "OMOTENASHI (hospitality) Ambassador", candidates for tourism volunteers.

<Tourism volunteers> [5]



<Support for diverse cultures and customs>

- In order to promote understanding of diverse cultures and customs such as Muslims, we hold seminars on reception support and dispatch specialists.
- We prepare pamphlets that introduce facilities supporting diverse cultures and customs such as Muslims, vegans and vegetarians, and disseminate information.

<Enrichment of accessible tourism*>

- We advance initiatives to enhance accessible tourism, in which people with impairments and elderly people actively go out and travel using various transportation means comfortably.
- In order to improve the accommodation environment, we make efforts to revise the Barrier-Free Building Ordinance, and expand the assistance system for supporting barrier-free renovation of accommodation facilities, so as to

<Example of support for improved accessibility, Keio Plaza Hotel> [6]



[5] Towards 2020 –Building the Legacy – (TMG)

[6] Future Tokyo: Tokyo's Long-Term Strategic Vision (TMG)

promote the barrier-free renovation of general guest rooms. In addition, we enrich information dissemination by posting barrier-free information on the portal site of TMG, etc.

- For further promotion of barrier-free renovation, we hold barrier-free promotion seminars and dispatch advisors for accommodation operators, etc.
- We prepare and distribute portable handbooks with guidance and easy assistance methods in order to foster the spirit of hospitality for foreign tourists, people with impairments, elderly people, etc.

② Tourism promotion in local communities such as the Tama and Island areas

- We provide multi-year support and promote the establishment of businesses for initiatives to discover and refine tourism resources through cooperation with various entities such as tourism associations and private sector.
- We provide support for light-up of buildings in Tokyo and seasonal light-up events of natural landscapes in spring and autumn.
- We develop information transmission efforts on the attractions of the Tama and Island areas using websites and social media and also by doing tie-ups with domestic and foreign media.
- We utilize tourism resources in the Tama and Island areas, and carry out integral activities including experience content creation, sales, and promotion, so as to promote the attraction of tourists from both inside and outside Japan.
- We support business operators developing new tourism introducing experiences and exchanges to attract more foreign tourists to Tokyo, including wealthy people.
- We support initiatives implemented by tourism associations, commercial and industrial associations, and private businesses for branding of tourism resources in the Tokyo islands.

<Top: Mitakeyama Rock Garden (Ome-shi),
Bottom: Motomachi Hamanoyu (Oshima-cho)> [7]



[7] Towards 2020 –Building the Legacy – (TMG)

- We integrate access information to the Tokyo islands currently provided individually by multiple operators, including air and ship service status information, and provide it in multiple languages on a portal site and apps.
- We conduct campaigns to attract more tourists using cashless payment methods to establish a system of cashless payment.
- We contribute to tourism promotion and revitalization in the Tama and Island areas by designating as special zones for shochu.
- On all 11 Tokyo islands of the Izu and Ogasawara Islands, we implement various initiatives based on the viewpoint of hospitality for visitors to the islands, such as the creation of comfortable waiting spaces by establishing kids' corners, etc. and the strengthening of information transmission with digital signage at the passenger waiting areas that serve as tourist information bases for visitors to the Tokyo islands.
- In order to improve access to the Tokyo islands, we promote the development of facilities for improving the in-service rate of jetfoils at Nijima Wakago Fishing Port and Kozushima Port.

③ Effective initiatives for transmission of Tokyo's appeal and tourism promotion

- We effectively disseminate the appeal of Tokyo both in Japan and overseas through collaboration with the private sector, by developing and selling products that utilize "Tokyo Tokyo Old meets New" logo and slogan.
- < "Tokyo Tokyo Old meets New" logo>^[8]



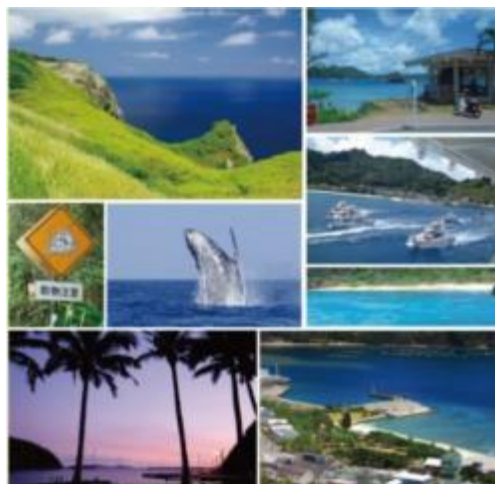
The logo features the word "Tokyo" in a large, black, handwritten-style font, followed by "Tokyo" in a blue, sans-serif font. Above the second "Tokyo" is the tagline "Old meets New" in a smaller, blue, sans-serif font. A small red square is positioned between the two "Tokyo" words.
- In order to meet diverse needs of travelers, we disseminate tourist information on various themes, including bleisure*, ecotourism, gastronomy tourism, and accessible tourism through foreign travel magazines and business magazines.
 - Targeting the group of people who are keenly interested in travel to Tokyo, we post ads on travel-related media and develop campaigns using social media to intensively highlight safety and attractions of Tokyo.
 - We will broadcast TV commercials, post online advertisements, and conduct PR activities with the help of Tokyo Tourism Reps*, etc., so as to gain revisiting during and after the Games.

[8] Tokyo Tokyo website <https://tokyotokyo.jp/home/>

- We develop strategic promotions according to the characteristics of the target market, so as to raise the awareness of Tokyo and attract foreign tourists.
 - We support designing tours in which tourists can enjoy online sightseeing of Tokyo remotely making use of VR and other new technologies.
 - We strengthen the dissemination of MICE information through initiatives such as PR activities through posting advertisements and participation in overseas trade shows.
 - We support designing sightseeing routes for bleisure conducted by MICE bases in Tokyo in collaboration with other bases and other cities in Japan and their promotion.
 - In order to widely disseminate the appeal and utilization of unique venues* in Tokyo, we hold showcase events including inspection tours of the facilities and receptions.
 - We establish the Tokyo Media Center in order to disseminate the attractions of Tokyo through the press in Japan and around the world during the Games.
 - During the Games, targeting people from both inside and outside Japan, we conduct PR activities on Tokyo's manufacturing technologies, agriculture, forestry, and fishery products, and tourist attractions.
 - In September 2020, the Tokyo International Cruise Terminal that can accommodate the world's largest cruise ships opened. We effectively disseminate the appeal of Tokyo and Tokyo Port by posting ads on overseas cruise magazines and distribute video.
 - We prepare booklets such as "Tour of cultural Assets" in English and provide information that allows foreign tourists, etc. to easily cultural assets.
 - During the Games, we set up a place where people can experience safe, pure and high quality tap water in Tokyo, and make use of various places such as public facilities in Tokyo to widely disseminate the appeal of waterworks in Tokyo to both Japan and abroad.
- ④ Promotion of the attraction of domestic and foreign tourists in cooperation with various parts of Japan**
- We collaborate many parts of Japan in various ways to promote tourism strategically throughout the country by diversifying sightseeing routes and implementing joint promotions, etc.
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- We implemented promotion in cooperation with domestic host cities of Rugby World Cup 2019™.
- In cooperation with Hokkaido, Aomori, Akita, and Kagoshima prefectures that have world natural heritage, we carry out joint promotions that make use of each appeal.
- We strengthen our capability to transmit information on websites, such as creating videos that highlight the appeal of attractions of world natural heritage sites.
- We target domestic tourists in the ad campaign, and implement participatory events, etc., using legacies of the Tokyo 2020 Games mainly in Tokyo and three peripheral prefectures.
- We hold events in cooperation with the local government official promotion facilities concentrated in Tokyo, and conduct PR activities utilizing introduction booklets for the official promotion facilities.
- We utilize digital signage, etc. at stations and on trains of the metropolitan subways to disseminate information on local specialties, event information, etc.
- We hold events in gardens in Tokyo through collaboration between TMG and the national government, municipalities, private companies, etc.

<World Natural Heritage: Ogasawara Islands>^[9]



(5) Benefits

The following achievements will establish an environment where foreign tourists visiting Tokyo can enjoy sightseeing comfortably.

In addition, the development of various tourism resources in the region will be promoted, and through strategic tourism promotion with an eye to the post-COVID future, people all around the world will have high expectations for tourism in Tokyo. Moreover the tourism industry will use the inbound tourism recovery as an opportunity to develop further and make strides to become an international tourist city that people want to return to over and over again.

- The development of road guide signs that are easy to understand for all people will progress on metropolitan roads.

[9] Strengthening of Policies to Realize the "Three Cities" (FY2019) (TMG)

- The consideration for the uniformity and continuity of signs, etc. in multilingual information displays among various transportation agencies as well as the common use of translated texts will be improved.
- The installation of multilingual information display boards in metropolitan parks and marine parks* will progress.
- The installation of digital signage and tourist guide signs will progress.
- The tourist information desks will be expanded and their functions will be enriched.
- The free Wi-Fi usage environment will be improved and the level of user satisfaction will be enhanced.
- The spread of volunteers will expand and the nurturing and utilization will progress.
- The barrier-free renovation of accommodation facilities will progress.

4. Facts and figures

Inbound tourists to Tokyo	15.18 million people (in 2019) [Reference] 5.56 million people (in 2012)
Installation of easy-to-understand road guide signs for all people including foreigners on metropolitan roads	The installation of 10,515 completed
Improvements through collaboration among various transportation agencies such as consideration for the unification / continuity of multilingual information displays / signs, etc., and common use of translated texts	By raising awareness of the "Guidelines for Common Use of Guide Signs at Terminal Stations" through websites, etc., initiatives such as common use of easy-to-understand guide signs, including the unification of multilingual information displays among agencies, have been promoted

Installation of tourist information signs	554 units in total (by the end of October 2020)
Installation of multilingual guide signs in metropolitan parks and marine parks	Metropolitan parks: Completed in 22 parks (in total) Marine parks: Completed in 7 parks (in total) [Reference] Metropolitan parks: Designing was implemented in 3 parks Marine parks: Designing started in 3 parks (at the end of FY2016)
Enrichment of tourist information (development of bases responsible for wide-area tourist information functions)	Enriched in 10 areas that foreign tourists visit very often
Enrichment of tourist information (expansion of tourist information desks and strengthening of their functions)	151 locations in total within 10 areas that foreign tourists visit very often
Enrichment of tourist information (provision of the "Tourist Information on the Street")	10 areas that foreign visit very often
Installation of digital signage	108 units in total
Satisfaction level of foreign tourists with the environment for free Wi-Fi utilization	71.1% (in 2019)
Improvement of the environment for free Wi-Fi utilization (installation of Wi-Fi	761 places in total

antennas)	
Improvement of the environment for free Wi-Fi utilization (in the competition facilities of the Tokyo 2020 Games)	Wi-Fi for spectators available at four venues of TMG Installation of Wi-Fi for spectators started at other 15 venues (at the end of March 2021)
Expansion of the spread of, training, and utilization of volunteers (training of hospitality language volunteers for foreigners)	About 54,000 people in total
Expansion of the spread of, training, and utilization of volunteers (training of tourism volunteers)	Number of registered volunteers: 2,637 (April 1, 2020)
Expansion of the spread of, training, and utilization of volunteers (training of OMOTENASHI (hospitality) Ambassador)	Number of OMOTENASHI (hospitality) Ambassador appointed: 1,103 people in total
Enrichment of accessible tourism (barrier-free renovation of accommodation facilities)	In Tokyo, combining rooms for wheelchair users required by the laws and general guest rooms meeting the revised Barrier-Free Building Ordinance (enacted on September 1, 2019), the number of rooms offered exceeds 2,500.

(Items in the table are achievements to March 2020 unless otherwise noted)

5. Explanation of Terms

ICT	An abbreviation for Information and Communication Technology. A generic term for technologies, industries, facilities, services, etc. in various fields related to data processing and information communications
Pictogram	Visual symbols displaying information and cautions with simplified icons, etc. that are designed to be easily understood by anyone
Digital signage	A system that displays images and information on a network-connected display in commercial facilities, transportation facilities, stores, public spaces, etc.
Cashless	This is supposed to refer to a state in which activities can be performed without using cash (bills or coins). Examples of cashless payment methods include credit cards, electronic money, and mobile wallets
Accessible tourism	An initiative designed to allow everyone to enjoy travelling within the city by responding to the needs of tourists with difficulties in mobility or communication, including the elderly and those with impairments.
Bleisure	A coined word combining business trip and leisure, meaning business travelers enjoy leisure activities.
Tokyo Tourism Rep	Individuals or companies that provide the latest information on Tokyo to local travel agencies and media, conducting sales activities and promotion on Tokyo tourism to the general public on site.
Unique venues	Venues such as historic buildings and art museums that provide a special environment in which to conduct meetings, events and receptions
Marine park	A park formed by development of reclaimed land based on the Tokyo Marine Park Ordinance, where the citizens can interact with the sea and nature and enjoy recreation. This includes seaside parks, pier parks, and green road parks.

6. References

- Towards 2020 –Building the Legacy- (PR Edition)
 - Towards 2020 –Building the Legacy - (Main Part)
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- New Tokyo. New Tomorrow. –The Action Plan for 2020-
- Strengthening of Policies to Realize the "Three Cities" (FY2018)
- Strengthening of Policies to Realize the "Three Cities" (FY2019)
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- Future Tokyo: Tokyo's Long-Term Strategy
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