

FOR IMMEDIATE RELEASE
Thursday, September 21, 2017

*The Japan Official Travel App,
the new app for tourists in Japan, goes live*

**All the information you need to plan your trip in Japan:
from pre-trip planning to useful, real-time transit information**

- The Japan National Tourism Organization (JNTO) will commence service of [Japan Official Travel App] on September 21st 2017, aimed at assisting international tourists. The app is able to be downloaded here :<http://www.jnto.go.jp/smartapp/>
- In partnership with local companies such as Navitime, LIVE JAPAN and others, nationwide tourism information will be provided from the viewpoint of international tourists. Information provided will include restaurant listings, public transport route guidance, as well as details of hospitals able to provide services in foreign languages and essential information and alerts during times of a natural disaster. It is our intention to continually expand the range of content within the app, providing the most comprehensive guide to all facets of visiting Japan. After the initial launch of the app we aim to expand the available content, advertisement free, such as to include information regarding locations of multi-use toilet facilities for disabled tourists, as well as information of facilities to accommodate Muslim visitors.
- Visitors are able to search for Wi-Fi access points and Tourist Information Centers even when offline, allowing international visitors to enjoy a more pleasant travel experience.
- JNTO is aiming to continually bolster and expand the amount of content within the app including information regarding rural areas, hoping to expand tourism away from cities.

The app is a comprehensive tourism portal, aimed at international tourists travelling to Japan and will provide regularly updated content by various private sector firms targeting the foreign tourism industry such as LIVE JAPAN, All About, Time Out Tokyo, as well as restaurant listings by Gurunavi and public transport route guidance via Navitime.

Information from a number of Government agencies such as instructions at the time of a natural disaster or advice regarding Hospitals with staff able to provide care in foreign languages, Duty Free stores, and personal baggage storage will also be available, making for a smoother and more pleasurable travel experience for foreign visitors.

Together with handy Japan, we intend to promote and expand usage of the app by participating in various travel events throughout the world and the JNTO and our SNS presence.

Japan Official Travel App: Summary

1. Application features

A. Features regular tourism articles, with content covering all areas of Japan, authored by resident writers in their native language (English, Korean, Chinese (traditional and simplified))

B. Route guidance and navigation

- Search stations by Station Code and display train transfer information
- Route search spans nationwide rail, bus, and ferry networks, with walking directions

C. Spot search based on current location

- Suggests tourist destinations, duty-free shops, ATMs, and Hands-Free Travel Service Counters near one's current location
- Provides partial information on hospitals offering treatment in other languages, tourist information centers, free Wi-Fi spots, and station details even when in offline mode

D. Integrates with the Safety Tips services operated by Japan Tourism Agency to send emergency awareness information in the event of a disaster

E. Showcasing other useful apps for international tourists operated by private companies

2. Languages

- Offered in English, Korean, and Chinese (traditional and simplified)

3. Download URLs (free to download and use) <http://www.jnto.go.jp/smartapp/>

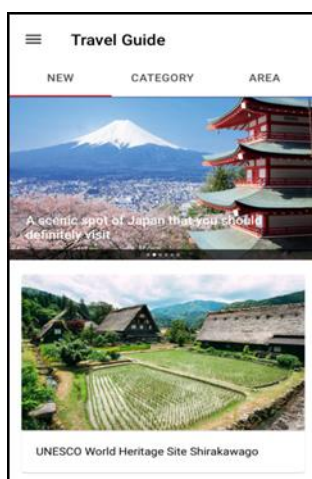
- iOS: <https://itunes.apple.com/us/app/japan-official-travel-app/id1230367186?mt=8>

- Android: <https://play.google.com/store/apps/details?id=jp.go.jnto.jota>



Japan Official Travel App

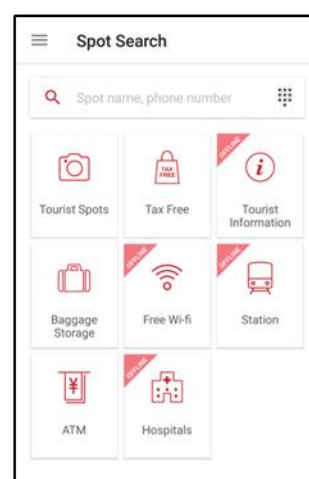
Tourism articles



Route guidance



Spot search



Corporate partnerships

Technical backing:

●NAVITIME JAPAN

Operates *NAVITIME*, a suite of comprehensive navigation services, and also provides *NAVITIME for Japan Travel*, targeting international tourists.

<http://corporate.navitime.co.jp/en/index.html>

Article content:

●LIVE JAPAN

We are private enterprise consortium providing one-stop tourist information service (called "LIVE JAPAN PERFECT GUIDE TOKYO") to make tourists easier to travel japan.

<https://livejapan.com>

●All About, Inc.

- Operates *All About*, a comprehensive lifestyle information portal. Also operates *All About Japan*, a Japan information portal site aimed at non-Japanese users.

<https://allabout-japan.com/en/>

●Time Out Tokyo

- Operates *Time Out Tokyo*, a lifestyle magazine offering a multitude of content about art, music, cuisine, events, and more.

<https://www.timeout.com/tokyo/>

Restaurant search:

●Gurunavi, Inc.

- Operates Japan's largest restaurant search site of the same name. Provides *Gurunavi* in multiple languages and offers the *LIVE JAPAN PERFECT GUIDE TOKYO* as a service to international tourists.

<https://corporate.gnavi.co.jp/>

●handy Japan Co., Ltd.

・「handy」is a new communication service that provides hotel guests with free, unlimited access to local and international phone calls, the internet, and provides with travel guides that are destination-specific.

<https://www.handy.travel/>