

Dear media representative

## Press Release

September 28, 2011

**ATPA “Akihabara Omotenashi Project” joins Visit Japan Year 2011 Autumn Campaign  
FREE Walking Tour and SPECIAL Offers in AKIHABARA:  
ATPA gives Special *Omotenashi* to visitors**

NPO Akihabara Tourism Promotion Association (ATPA)  
Atsushi TAKARADA, Chairman  
Tomio IZUMI, Secretary General

Participating in “Visit Japan Year 2011 Autumn Campaign” by the Japan Tourism Agency, Non-profit Organization Akihabara Tourism Association (ATPA) offers “New Discovery of Akihabara Official Tour” for free of charge from October 1. Also, participating stores of “Akihabara Omotenashi Project” by ATPA join the campaign and offer special discounts and gifts to promote the town. The information of the stores and their services is now on the campaign official site.

### **“Akihabara Omotenashi Project” joins Visit Japan 2011 Autumn Campaign:**

ATPA promotes “Akihabara Omotenashi Project (AOP)” aiming to give *omotenashi* (hospitality) to foreign visitors to Akihabara and help them enjoy the town safe and comfortably.

The number of foreign visitors to Japan has decreased sharply since the Great East Japan Earthquake and Akihabara is no exception. In order to attract more visitors to Japan, the Japan Tourism Agency is currently running “Visit Japan Year 2011 Autumn Campaign” to give hospitality to foreign tourists offering special discounts, service and gifts. ATPA calls for 33 AOP participating stores to join the campaign. Those stores assent the project and display “Akihabara Omotenashi Logo” plate, will offer special discounts or gifts during the campaign period. The information of the stores that have completed registration to the campaign could be found at the official site of the Visit Japan 2011 Autumn Campaign.

The period of Visit Japan Year 2011 Autumn Campaign: September 1 to November 30, 2011

For further details: Visit Japan 2011 Official Site <http://www.visitjapan.jp>

### **“New Discovery of Akihabara – Akihabara Official Tour” for FREE:**

Akihabara has been receiving more attention around the world as a sightseeing destination (the sanctuary of pop-culture in Japan), in recent years. Most visitors, however, find the town is not so easy to stroll around and do not know where to go and see to enjoy Akihabara. ATPA started operating “New Discovery of Akihabara Tour”, charge-free walking tour for foreign visitors, in November 2005 to show how to enjoy the town. As part of Visit Japan Year 2011 Autumn Campaign, ATPA offers the special walking tour by government certified tour guide members. The professional guides entertain participants with the tour that introduces main spots of Akihabara such as Parts-gai street (the origin of Akihabara Electric Town), figure shop and maid café, and show the history, culture and life of Japan and the town through the tour.

Organizer: NPO Akihabara Tourism Promotion Association (ATPA)

Tour Guides: Government certified English Speaking tour guides

Operation: Mondays and Saturdays in October 2011

(1<sup>st</sup>, 3<sup>rd</sup>, 8<sup>th</sup>, 10<sup>th</sup>, 15<sup>th</sup>, 17<sup>th</sup>, 22<sup>nd</sup>, 24<sup>th</sup>, 29<sup>th</sup>, 31<sup>st</sup>)

Tour price: Free of charge

Gift: ATPA original coin-shaped chocolate and Akihabara Omotenashi Map\*

\*Created by ATPA as part of AOP to provide a useful guide to Akihabara.  
Available at TICs in airports and Tokyo.

Language: English

Reservations: <http://akihabara-tour.com>

Departure time: 13:00 (Meeting time: 12:45 at Takarada Musen Duty Free)

Disband: Akihabara Tourist Information Center (Sofmap Main Store 2F)

For inquiries: [info@akihabara-tour.com](mailto:info@akihabara-tour.com)

Notice: ATPA offers this tour for foreign tourists visiting Japan. For Japanese who are interested in the tour, please ask in advance by E-mail ( [info@akihabara-tour.com](mailto:info@akihabara-tour.com) ). No tour in Japanese.

**Akihabara Omotenashi Project (AOP)** <http://akiba-brand.com>

AOP aims to build a strong local brand unique to Akihabara, and enhance the brand power to promote the local industry. ATPA has been working on AOP, since it was selected as one of the project-implementers of "Japan Brand contents fostering plan", which is supported by The Small and Medium Enterprise Agency (SMEA) in fiscal year ending March 2001. AOP welcomes electronic stores, pop-culture shops and academic institutions to participate in the project in a cross-sectional manner. The project gives *omotenashi* (hospitality) to visitors to Akihabara and promotes duty-free products and Japanese pop-culture to attract not only Akihabara fans in Japan, but also to foreign tourists as potential buyers.



Akihabara Omotenashi Logo  
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#### To dear media representatives

We do hope we can seek media attention for this event. Your coverage would be highly appreciated.  
For further inquiries, please contact below.

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ATPA URL : <http://www.npo-akiba.com>

New Discovery of Akihabara Tour URL : <http://www.akihabara-tour.com>

AOP URL : <http://akiba-brand.com>