

Annual number of users 35 million!

The Kansai version of Japan's largest tourism information service for international tourists starts

LIVE JAPAN PERFECT GUIDE KANSAI

July 24 (Wed.), 2019 grand opening

The six companies and organizations of the Secretariat work together to convey the appeal of Kansai to international tourists

The Kansai Tourism Bureau (Kita-ku, Osaka City; Chair: Masayoshi Matsumoto), Osaka Metro Co., Ltd. (headquarters: Nishi-ku, Osaka City; President: Hideaki Kawai), Nankai Electric Railway Co., Ltd. (headquarters: Chuo-ku, Osaka City; President and CEO: Teruhiko Achikita), West Japan Railway Company (headquarters: Kita-ku, Osaka City; President: Tatsuo Kijima), Hankyu Hanshin Holdings, Inc. (headquarters: Kita-ku, Osaka City; President and Representative Director: Takehiro Sugiyama), and Gurunavi, Inc. (headquarters: Chiyoda-ku, Tokyo; President and Representative Director: Akio Sugihara), the six companies and organizations comprising the LIVE JAPAN PERFECT GUIDE KANSAI Secretariat, harnessed their respective resources and networks and cooperated as a secretariat to hold the grand opening of the LIVE JAPAN PERFECT GUIDE KANSAI tourism information service for international tourists, aimed at conveying the appeal of the Kansai region to international tourists, on July 24, 2019. (URL: <https://livejapan.com/ja/in-kansai/>)

The LIVE JAPAN PERFECT GUIDE tourism information service for international tourists ("LIVE JAPAN") is a one-stop online service that provides information that is useful for traveling in Japan, such as information on tourism, restaurants, and transportation. In the three years since the Tokyo version was launched in April 2016, the service has grown into **one of Japan's biggest tourism information services for international tourists, boasting 35 million users annually**. Following the launch of the Tokyo version and Hokkaido version, the Kansai version was launched as the third phase, the first to be opened in West Japan. With international sports events and the Osaka World Expo coming up, as well as the Mozu-Furuichi Kofun Group: Mounded Tombs of Ancient Japan becoming inscribed as a UNESCO World Heritage Site under Criteria, further inbound development is expected in the Kansai region. On the other hand, there is also the problem that the international tourists visiting the region concentrate in the two cities of Osaka and Kyoto. LIVE JAPAN will utilize the knowledge gained through the Tokyo and Hokkaido versions to encourage travel in the greater Kansai region by actively transmitting the appeal of other areas as well.

LIVE JAPAN has three characteristics, information content that delivers articles and videos on Japanese culture and tourist information according to tastes of users by country, accurate and detailed live information delivered in multiple languages, and various useful functions that help during users' stay in Japan. Additionally, with the opening of the LIVE JAPAN PERFECT GUIDE KANSAI this time, a new disaster information timeline function that delivers disaster support information in multiple languages was added to one of the useful functions, the Disaster Information Site. This function allows participating facilities to register information themselves when a disaster occurs. Utilizing such characteristics, in addition to basic information to enrich users' travels, LIVE JAPAN will convey the appeal of Kansai in terms of nature, food, culture, shopping, etc., while developing an environment in which international tourists can travel safely and at ease.

In addition to the current six companies and organizations that comprise the LIVE JAPAN PERFECT GUIDE KANSAI Secretariat, Kansai-based companies, etc., who approve of this project will be welcomed as support partners going forward. The Secretariat will work together aiming to provide highly useful services while conveying the appeal of Kansai to as many international tourists as possible. By doing so it will contribute to promoting tourism in Kansai, which aims to have 18 million international tourists in 2020.



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LIVE JAPAN PERFECT GUIDE KANSAI

LIVE JAPAN PERFECT GUIDE KANSAI Secretariat



LIVE JAPAN PERFECT GUIDE KANSAI Support Partner



京都市交通局



神戸市交通局

KANSAI AIRPORTS



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LIVE JAPAN Overview

■ Three Characteristics

(1) Information content

An editorial team comprising foreign and Japanese editors will collaborate to produce articles and videos. Analyzing trends preferred by country in terms of Japanese culture and tourism information, the team delivers content filled with information that international tourists would find interesting in various scenes from before visiting to during their stay.

(2) Live information

Stores and facilities deliver accurate and detailed information that is current to international tourists, such as events, vacancy information, and limited-period coupons.

(3) Useful functions

A travel route search function for route search and transportation information, and a useful map function to search for various facilities such as coin lockers and Wi-Fi spots are available. Furthermore, the page on emergencies and disasters was expanded in May 2019 and revamped as the Disaster Information site that posts links to local governments' disaster prevention pages and transportation information for public transportation. A function to deliver disaster support information in multiple languages that participating facilities can register themselves in the event of a disaster was also added.

■ Languages Available

- Top page, useful functions, information content

Eight languages

[Japanese, English, Chinese (simplified and traditional), Korean, Malaysian, Indonesian, and Thai]

- Facilities guide service, live information

Five languages

[Japanese, English, Chinese (simplified and traditional), and Korean]

■ LIVE JAPAN PERFECT GUIDE URL

<https://livejapan.com/ja/>