

Attract attention of inbound tourists visiting

## **Nikko Brand Book to be Issued to Introduce Hidden Allure of Nikko**

**Nikko—Natural Beauty and Sacred Places of Worship**

Tobu Railway Co., Ltd.

Tobu Railway announces that it will issue “Nikko Brand Book”, a guidebook highlighting the attractiveness of Nikko, centered on the Okunikko area, as part of its measures to solicit inbound tourists.

This is one of the branding measures for the Okunikko area, which includes the lakefront of Lake Chuzenji, where the Ritz-Carlton Nikko will be constructed, opening in the summer of 2020. Through overseas media and travel agencies, we will communicate the allure of Okunikko to tourists from Europe, the U.S. and Australia, and those who stay in Japan for a relatively long time and want to visit the area where many Embassies previously owned cottages. We also aim to support the local tourism industry that accepts these tourists to rediscover the sightseeing resources and origin of Nikko.

The Okunikko area is part of Nikko National Park. It was also selected as one of the national park enjoyment projects based on the “Development of a Tourism Vision to Support the Future of Japan” by the Ministry of the Environment. It has abundant historic architecture, including UNESCO World Heritage shrines and temples amid a beautiful natural landscape.

In the “Nikko Brand Book,” under the concept of MAGNIFICENT NIKKO, the unique allure of the Okunikko area is described as the place where untouched nature forms bountiful natural beauty and meets the gorgeous culture of an area with a long history and sacred places of worship.

The Tobu Group continues to work on the vitalization of the Nikko area to establish it as an international eco-resort for year-round vacations where history, culture and tradition co-exist with nature.

End.

Please refer to the attachment for an overview.



△Front cover of Nikko Brand Book

Nikko Brand Book Outline

1. Title

“Nikko Brand Book”

2. Area

Issued through the Tobu Group’s facilities, tourist information centers, accommodations, and the JNTO overseas offices, overseas travel agencies and overseas travel fairs.

3. Website access

TOBU JAPAN TRIP (URL: <http://www.tobujapantrip.com/en/>)

◆Japanese version

<http://www.tobujapantrip.com/jp/information/>

◆English version

<http://www.tobujapantrip.com/en/information/>

