

Aiming for more convenience and comfort for tourists in Japan

We Will Publish a Tourist Map of the Kawagoe Area for Muslims!
 Providing information about prayer spaces and restaurants that serve halal dishes

Tobu Railway Co., Ltd.

Tobu Railway Co., Ltd. (Head office: Sumida-ku, Tokyo; President: Yoshizumi Nezu) **will publish KAWAGOE COEDO MAP for MUSLIMS, a tourist map, on December 1**, in collaboration with the city government of Kawagoe, Saitama. The company will also provide the same contents on its official website.

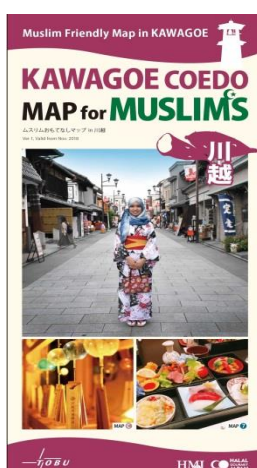
This will be the second tourist map for Muslims from the Tobu Group, following the NIKKO GUIDE MAP for MUSLIMS, a map of the Nikko and Kinugawa area.

The KAWAGOE COEDO MAP for MUSLIMS shows not only tourist attractions in Kawagoe, but also shops and restaurants that have participated in Muslim-Friendly Workshops or similar sessions hosted by the city government of Kawagoe and other entities and offer halal dishes prepared with consideration for dietary guidelines (non-pork, non-alcoholic dishes), as well as places with prayer spaces.

This map also provides information about KAWAGOE DISCOUNT PASS Premium and KAWAGOE DISCOUNT PASS, exclusive discount passes for international tourists sold by Tobu Railway, as well as access to Kawagoe and low-price tickets to the city.

Tobu Railway will continue to promote measures for attracting international tourists by improving convenience and developing a welcoming environment, thereby playing a role in promoting a tourism-oriented country, and contributing to the vitalization of the regions along its railway lines.

Please see the accompanying sheet for the outline.



△ Front cover of the tourist map (for illustrative purposes only)



△ Back cover of the tourist map (for illustrative purposes only)

<Recommended tourist attractions in areas along Tobu Railway lines>

The Tobu Group is a major Japanese corporate group that consists of approx. 90 group companies. Areas along Tobu Railway lines, which boast the longest railway network in Kanto area, have many tourist attractions, including Asakusa and Tokyo Skytree, which are tourist attractions in Tokyo, Nikko and Kinugawa Hot Spring, which are famous for their World Heritage Sites and hot spring resorts, Tatebayashi and Ashikaga area, where you can enjoy beautiful flowers, and Kawagoe, a town with streets that exude the atmosphere of the Edo Period (1603 to 1868).

Tobu Group website introduces tourist attractions in the areas along its railway lines:

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

*Other data and images for mass media are available at the following website.

Mynewsdesk: <https://www.mynewsdesk.com/tobu-railway>

Overview of the KAWAGOE COEDO MAP for MUSLIMS

1. Publication of a map and website for Muslim tourists

- (1) Name: KAWAGOE COEDO MAP for MUSLIMS
- (2) Date of publication: December 1, 2018 (plan)
The same contents are planned to be published at TOBU JAPAN TRIP, a Tobu Railway website for inbound tourists, on Monday, December 3.
URL: <http://www.tobujapantrip.com/en/information/>
- (3) Language: English
- (4) Contents: 1) Tourist attractions in the Kawagoe area
2) Facilities for Muslims in the area
A total of nine facilities including restaurants with prayer spaces and souvenir shops and restaurants that offer halal dishes
- (5) To be distributed at: Facilities in the Kawagoe area run by the local government, Tobu Kawagoe Station, Tobu Ikebukuro Station and Tobu Tourist Information Center IKEBUKURO

2. The Tobu Group's initiatives for attracting Muslim tourists

(1) Initiatives in the Nikko area (April 2018)

Installation of a prayer space (Tobu Nikko Station), publication of NIKKO GUIDE MAP for MUSLIMS, a map for Muslim tourists and a related website, and provision of halal dishes.

(2) Invitation of Miss Indonesia for the production of a promotional video (July 2018)

The Tobu Group co-sponsors the Miss International Beauty Pageant. In the 2017 competition, the representative from Indonesia won the Grand Prize. Because Indonesia is a country with a large proportion of Muslims, we invited Miss Indonesia to produce a promotional video introducing Muslim-friendly facilities and the beauty of tourist attractions in areas along Tobu Railway lines. We began to distribute the video, targeting Malaysians and Indonesians.

[Beauty in Japan (30 sec)]

<https://youtu.be/fcSxKkYWl5k>

[Beauty in Japan]

<https://youtu.be/VcLZAQL8JvM>

[Beauty in Nikko]

<https://youtu.be/oKHoBDjzmAk>

[Beauty in Tokyo]

<https://youtu.be/IQ9jY8tCaQE>



△ Miss Indonesia in the video production

(3) Running booths at travel fairs and participating in trade fairs in Malaysia and Indonesia (September and October 2018)



△ Travel fairs