

Making Nikko tourism more accessible to international tourists!

We Are Starting to Introduce Licensed Guide Interpreters Through Nikko Concierge at Tobu Nikko Station!

Providing information about Nikko's attractions, its history, culture, tradition and nature, in multiple languages

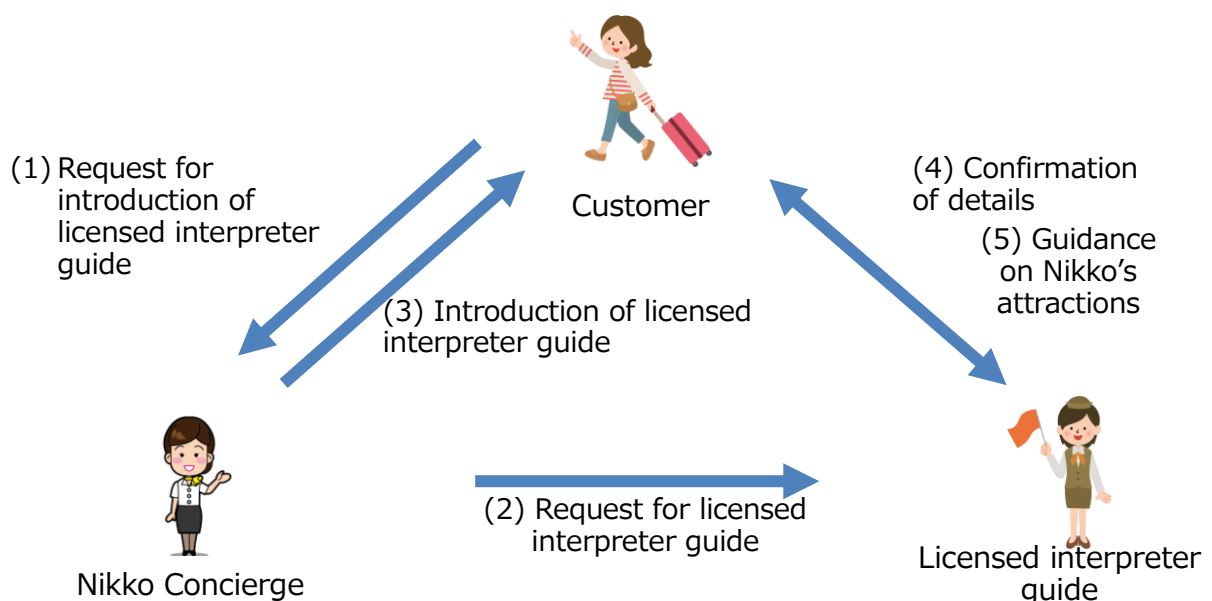
Tobu Railway Co., Ltd.
Tobu Station Service Co., Ltd.

Tobu Railway (Head office: Sumida-ku, Tokyo) and Tobu Station Service Co., Ltd. (Head office: Sumida-ku, Tokyo) are **starting to introduce licensed guide interpreters through Nikko Concierge located in Tobu Nikko Station Tourist Center from October 11 (Thur)** in collaboration with Tochigi Association of Certified Interpreters & Guides (TOTAK).

This initiative is aimed at enhancing services for international tourists visiting the Nikko area and, upon request, Nikko Concierge will introduce licensed guide interpreters registered with TOTAK to international tourists. The licensed guide interpreters are always learning about the attractions of Tochigi Prefecture through training and self-study and are able to act as guides, conveying the attraction of the Nikko area, including the shrines and temples of Nikko which are World Heritage Sites, the splendid nature of Nikko National Park, which has been protected as a sacred place of mountain worship, and Nikko's history as an international resort. The initiatives will also help create demand for interpreting services in Tochigi Prefecture.

The Tobu Group will continue working on revitalization with the region served by its railway lines, to establish the Nikko area as an international eco-resort and a year-round/short-stay resort where history, culture, tradition and nature exist side by side.

Please see details on the accompanying sheet.



Introduction of Licensed Interpreter Guides Through Nikko Concierge at Tobu Nikko Station

- 1 Service location Nikko Concierge at Tobu Nikko Station Tourist Center
- 2 Start date From October 11, 2018 (Thur)
- 3 How to apply Applications should be sent by email to Nikko Concierge (no later than 5 days before the day the service is required)
E-mail address : Nikko Concierge (nikko-concierge@tobu.co.jp)
- 4 Service content Upon the customer's request, Nikko Concierge introduces a licensed interpreter guide registered with Tochigi Association of Certified Interpreters & Guides who matches the customer's requirements.
- 5 Supported languages English, Chinese
- 6 Website There is a page introducing licensed interpreter guides on the TOBU JAPAN TRIP website.
(Japanese) http://www.tobujapantrip.com/jp/area/nikko_kinugawa/licensed_guide.html
(English) http://www.tobujapantrip.com/en/area/nikko_kinugawa/licensed_guide.html
(Simplified Chinese)
http://www.tobujapantrip.com/cn/area/nikko_kinugawa/licensed_guide.html
(Traditional Chinese)
http://www.tobujapantrip.com/tcn/area/nikko_kinugawa/licensed_guide.html
- 7 Guide fees Guide fees vary depending on the guide. Please check the above website for details.

<For Reference>

Nikko Concierge

Nikko Concierge was established inside the Tobu Nikko Station Tourist Center in November 2017. English-speaking staff are permanently stationed there to help tourists with their trips, including reserving accommodation and local tours in the Nikko areas.

- 1 Opening hours 08:20-17:00 (all-year round)
- 2 Services provided
 - (1) Tourist information
 - Introduction of tourist destinations and attractions in the Nikko area
 - Guidance on using trains and buses
 - Tickets sales, including free passes for buses, admission tickets and tickets to tourist attractions



△Nikko Concierge

(2) Guide information

- Introduction of multi-lingual guides
- Examination and proposal of travel itineraries

(3) Arrangement of local tours

- Arrangement of local tours to the Nikko area

(4) Other

- Advice on a range of topics including arranging accommodation and restaurants and introducing activities in the Nikko area