



Press Release

January 13, 2010  
Tokyo Convention & Visitors Bureau

**Release of the Only Guidebook to MICE in Tokyo  
Tokyo Meeting Planner's Guide 2010-2011  
- Promoting the Brand of MICE city Tokyo -**

The Tokyo Convention & Visitors Bureau (TCVB) has released the Tokyo Meeting Planner's Guide 2010-2011. This is a guidebook that presents comprehensive information related to MICE in Tokyo to overseas MICE organizers and meeting planners in order to promote the holding of MICE events in Tokyo. The first edition issued in 2006 proved extremely popular, particularly among overseas meeting planners, as it is the only available guidebook to MICE in Tokyo. This new release is the second edition of the Guide. This is not just a mere update of the information in the previous edition—a wide range of new information has been added, including information about restaurants that can be exclusively booked for private functions. The new additions make the Guide even more convenient for readers and it features more content than ever about Tokyo's endless attractions.

TCVB plans to use this Guide actively in internationally-oriented efforts to promote the appeal of Tokyo as a MICE city, and attract more MICE events.

\* MICE is an acronym that refers to the **M**eetings of companies, etc., **I**ncentive travel carried out by companies, international **C**onventions, and **E**xhibitions and trade shows.

**1. Overview of Tokyo Meeting Planner's Guide 2010-2011**

Tokyo Meeting Planner's Guide presents comprehensive information related to MICE in Tokyo to overseas MICE organizers and meeting planners. When producing the Guide we focused on the following goals:

- 1) Showcasing Tokyo's brand image
- 2) Content that will induce readers to hold events in Tokyo
- 3) Content and format that maximizes convenience for readers

We included content that would help with the planning of corporate meetings, incentive travel and international conventions of academic societies, in order to promote the holding of MICE events in Tokyo.

**2. Content of the Guide**

- 1) Introduction to the appeal of Tokyo for MICE events
- 2) General information for travelers
- 3) Information useful for planning MICE events in Tokyo
- 4) Introduction to convention venues
- 5) Introduction to convention hotels
- 6) Introduction to unique venues (party and reception venues)
- 7) Introduction to restaurants
- 8) Introduction to Japanese culture

- 9) Introduction to themed parties and attractions
- 10) Introduction to shopping (traditional souvenirs and stores)
- 11) Guide to the Tokyo area and tourist spots
- 12) Introduction to services and suppliers (PCO, DMC, etc.)

### **3. Key Features of the Second Edition**

- 1) Increase in the number of facilities listed
  - Convention facilities: 8 → 10
  - Convention hotels: 33 → 36
- 2) Enhanced restaurant information
  - Increase in the number of restaurants listed from 16 to 51, with a special focus on restaurants that can be exclusively booked for private functions.
  - Restaurants are listed clearly by type of cuisine.
  - The descriptions of the restaurants explain their characteristics concisely so restaurants can be easily selected for a particular purpose.
  - Information linked to the TCVB website. The website has a search function and readers can view additional information, including guide prices/charges, etc.  
(<http://www.tcvb.or.jp/en/convention/venues/restaurants.php>)
- 3) Addition of information about Tokyo souvenirs
  - The guidebook introduces traditional souvenirs and other goods that are popular with overseas travelers, together with store information.
- 4) Updated tourist and sightseeing spot information
  - The Guide now incorporates a new perspective on Tokyo as a city of cutting-edge architecture, and sections introducing Tokyo's unique architectural features have been added.

### **4. Target Recipients of the Guide and Number of Copies**

- Overseas MICE organizers, meeting planners, travel agencies, media, etc.
- 2,000 copies (1,000 copies of the CD-R will be produced separately).

### **5. Distribution Methods**

- Overseas MICE exhibitions and business meetings in which TCVB participates.
- Placement in the overseas offices of JNTO.
- Distributed to international departments responsible for organizing international conventions.

### **6. Format**

- A4-size, 134 pages, full color, English version only

### **7. Retail Price**

- Listed price of ¥3,000 (supporting members: ¥2,000)