
July, the busiest time of the year for foreign visitors

The 'Welcome to SHIBUYA Fair'

will start at eight locations across Shibuya!

The number of participating businesses has doubled since the spring event.

The 'Welcome to SHIBUYA Fair' will be held for two months between July 1st (Tues) and August 31st (Sun), by seven companies at eight locations: Seibu Shibuya branch, Shibuya Parco, Bic Camera (Shibuya East exit branch, Shibuya Hachiko exit branch), Tokyu Department Store (main store, Toyoko branch), Shibuya Hikarie, SHIBUYA109, and Seven Bank.

This is a progression from the 'Welcome to Japan Fair', held in April by three companies at four locations: Seibu Shibuya branch, Shibuya Parco, Bic Camera (Shibuya East exit branch, Shibuya Hachiko exit branch). This time, another four businesses and four locations are participating, and the event program is getting a major boost.

In order to get foreign customers to spend the day in Shibuya, the seven companies are joining forces to produce leaflets in English (and partially in Chinese and Thai) to be distributed in front of their stores, at hotels in the Shibuya area, and at other places where foreign tourists are likely to visit. The leaflets show the locations of the participating stores, and information on special offers. For the first time, fans printed with language 'crib notes', allowing basic conversation simply by pointing, will also be distributed at participating stores.

Title: 'Welcome to SHIBUYA Fair'

Being held: July 1st (Tues) ~ August 31st (Sun) 2014

Location: Seibu Shibuya branch, Shibuya Parco, Bic Camera (Shibuya East exit branch, Shibuya Hachiko exit branch), Tokyu Department Store (flagship store, Toyoko branch), Shibuya Hikarie, SHIBUYA109, and Seven Bank.

Leaflet title: 'Welcome to SHIBUYA Shopping Guide'

Leaflet format: A4 size, 8 pages (up from 4 pages), 50,000 copies (up from 25,000 copies)

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