Creation of a MICE and International Tourism Center in Tokyo Waterfront City

- Work is underway in the Tokyo Waterfront City to turn this area into a MICE and international tourism center where people, goods, information and technology from around the world come together. This will strengthen Tokyo’s competitiveness and drive Japan’s economic growth.
  
  MICE: An acronym for Meetings, Incentive Travel, Convention, and Event/Exhibition

Tokyo Waterfront City is not only located close to Haneda Airport (Tokyo International Airport) but is also ideally positioned for sightseeing via water bus, providing great views of Tokyo Skytree on route to the famous tourist site of Asakusa.

Tokyo Skytree

Tokyo

Water bus

Tokyo Disneyland

Various events are held throughout the year in the park (Shiokaze Park)

“Senkyaku Banrai” shopping and entertainment complex

MICE & mixed-use development (private sector MICE, hotels, entertainment facilities, etc.)

International tourism multiplier effect (Tokyo Metropolitan Industrial Technology Research Institute Headquarters, National Institute of Advanced Industrial Science and Technology, incubation facility, etc.)

Connecting Zone (Boosting local transport)

Tokyo Waterfront City is a highly promising area: a location surrounded by water that offers a liberating experience and panoramic views of Tokyo, including Tokyo Gate Bridge and Tokyo Skytree.

With a wealth of tourism resources such as commercial facilities and museums, this is Tokyo’s leading tourism area.

Development of attractive areas that tourists from Japan and abroad will want to visit again and again is advancing.

Various disaster mitigation measures have been taken to make Tokyo Waterfront City well prepared for disasters. Ample safety has been secured to protect the city against the highest tsunami assumed in Tokyo’s report of damage estimates in the event of an earthquake directly hitting the capital, announced in April 2012.

At the time of the March 2011 earthquake and tsunami, buildings and facilities in Tokyo Waterfront City suffered no big damages from liquefaction, demonstrating that measures taken up to then were effective.

Comparison of estimated maximum tsunami height and tsunami height from the March 2011 earthquake and tsunami

<table>
<thead>
<tr>
<th>Ground height</th>
<th>T.P. ± 5.97 to 6.87m</th>
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Currently estimated maximum tsunami height: T.P. ± 2.61m

<table>
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<tr>
<th>Mean high water: T.P. ± 0.97m</th>
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<tr>
<td>Mean low water: T.P. ± 1.93m</td>
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Various attractive tourism resources

- **Odaiba Illumination YAKEI**
  A large-scale project that illuminates the Odaiba night in a range of colors. Inside the Illusion Dome attraction, the first projection system of its kind in Asia, images projected on to the interior surface of the dome change in response to movement by the people inside.

- **GLITTER8**
  Visitors can enjoy this innovative and artistic show of lights synchronized to music-Japan’s first to use the windows of a large building to display moving lights set to music.

Enhancing hospitality for foreign visitors

- **Digital signage at Yurikamome Shimbashi Station**
  Interactive digital signage provides the latest information on Tokyo Waterfront City in multiple languages at the station that serves the gateway to the area.

- **Smartphones equipped with an audio guide**
  Smartphones exclusively for providing information on the Tokyo Waterfront City in multiple languages are available to borrow. Based on a visitor’s location, the phone will provide relevant sightseeing information in recorded audio and text format.

- **Tokyo Odaiba Free Wi-Fi**
  Free access to Wi-Fi has been set up in public spaces in Tokyo Waterfront City, allowing visitors from Japan and overseas to obtain information and communicate with ease.

Good Access to the City Center & Airports

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Bus lines link Tokyo Waterfront City to airports

Tokyo Waterfront

Minato

Narita

Good Access to the City Center & Airports

- Good Access to the City Center & Airports

- Safe & Secure City

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