

Admission pass for 39 cultural facilities in Tokyo + Unlimited subway rides!

New inbound service "THE TOKYO PASS" available for purchase starting September 5, 2022

September 1, 2022
THE TOKYO PASS -Culture Project

THE TOKYO PASS -Culture Project, consisting of TANSEISHA Co., Ltd. (Minato-ku, Tokyo, President: Takashi Takahashi), Tokyo Metropolitan Foundation for History and Culture (Chiyoda-ku, Tokyo, Chairperson: Hisashi Hieda), Tokyo Convention & Visitors Bureau (Shinjuku-ku, Tokyo, Chairperson: Shingo Kaneko), and JTB Corp. (Headquarters: Shinagawa-ku, Tokyo; President and CEO: Eijiro Yamakita), is proud to launch "THE TOKYO PASS - Culture Project" (hereinafter referred to as "this service"), a new service for foreigners visiting Japan to make cultural tourism in Tokyo more pleasant and enriching. Sales will begin on its official website starting September 5, following a demonstration experiment for foreign residents in Japan.

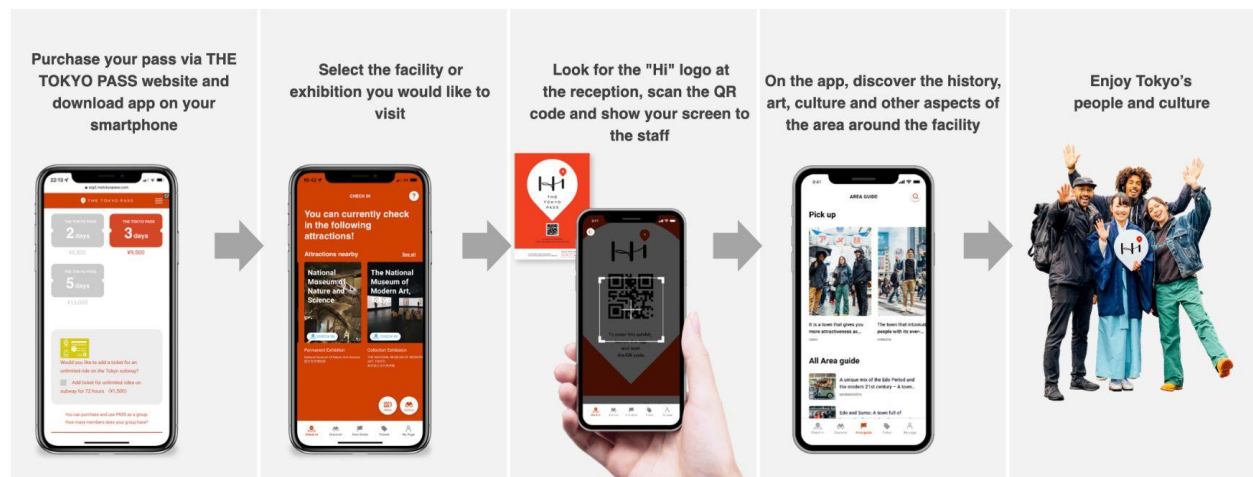


This service is designed to enhance the cultural tourism experience of foreign visitors to Tokyo. The pass includes admissions to 39 public and private museums, art museums, gardens, zoos, aquariums, botanical gardens and other cultural facilities. A Tokyo Subway Ticket, which offers unlimited rides on all Tokyo subways, can be purchased as an added option, making it possible to tour Tokyo's cultural facilities in comfort. Users can purchase the pass and enter facilities via

THE TOKYO PASS app thanks to an easy admission system using online pre-payment and developed in cooperation with the participating facilities.

You can enter participating facilities safely and smoothly through a cashless and touchless process. Within the app, users can learn more about Tokyo neighborhood and their unique culture through curated area guides, and meet the people rooted in the various areas around each cultural facility. Through these area guides, users are provided with a rich cultural tourism experience that includes going to and returning from Tokyo's multiple cultural facilities.

How to use THE TOKYO PASS:



THE TOKYO PASS Service Overview

Title	THE TOKYO PASS -Culture (abbr.: THE TOKYO PASS)
Product structure	2-, 3-, and 5-day passes* Tokyo Subway Ticket** *Admission to participating facilities during the period: Once entry per facility **Tokyo Subway Ticket can be purchased in accordance with the duration of the Pass.
Products and prices	2-day pass: ¥6,800, 3-day pass: ¥8,000, 5-day pass: ¥10,300 2-day pass can be purchased with a 48-hour Tokyo Subway Ticket* for an additional ¥1,200. 3-day pass can be purchased with a 72-hour Tokyo Subway Ticket* for an additional ¥1,500. The 5-day pass can be purchased with 48-hour and 72-hour Tokyo Subway tickets for an additional ¥2,700. *The Tokyo Subway ticket can <u>only</u> be added when purchasing THE TOKYO PASS. It can, however, be activated at any time during the period the pass is valid. The fee structure is the same regardless of age or other factors.
Where to buy	Official website: www.mytokyopass.com
Eligible users	Limited to holders of credit card issued overseas or those who can make PayPal payments outside of Japan.
How to use	After purchasing the pass, please download THE TOKYO PASS application (iOS/Android compatible). For details, please refer to the reference material "How to use THE TOKYO PASS".
Supported languages	English, Chinese (traditional/simplified), Korean

Participating facilities	<p>Museums TOKYO NATIONAL MUSEUM, National Museum of Nature and Science, Institute for Nature Study, Miraikan (The National Museum of Emerging Science and Innovation), EDO-TOKYO MUSEUM*, Edo-Tokyo Open Air Architectural Museum, Meiji Jingu Museum, The Japanese Sword Museum, Meiji Memorial Picture Gallery.</p> <p>Art Museums The National Museum of Modern Art, Tokyo, TOKYO METROPOLITAN ART MUSEUM**, Mitsui Memorial Museum, TOKYO METROPOLITAN TEIEN ART MUSEUM, Suntory Museum of Art, MUSEUM OF CONTEMPORARY ART TOKYO, Mitsubishi Ichigokan Museum***, TOKYO PHOTOGRAPHIC ART MUSEUM, Yamatane Museum of Art****, THE SUMIDA HOKUSAI MUSEUM, THE SHOTO MUSEUM OF ART, MORI ART MUSEUM, 21_21 DESIGN SIGHT, CHIHIRO ART MUSEUM TOKYO.</p> <p>Parks and Gardens Shinjuku Gyoen National Garden, Hamarikyu Gardens, Kyu-Shibarikyu Gardens, Koishikawa Korakuen Gardens, Rikugien Gardens, Kyu-Iwasaki-tei Gardens, Mukojima-Hyakkaen Gardens, Kiyosumi Gardens, Kyu-Furukawa Gardens, Tonogayato Gardens, Jindai Botanical Gardens, Yumenoshima Tropical Greenhouse Dome.</p> <p>Zoos and Aquariums Ueno Zoological Gardens, Tokyo Sea Life Park, Inokashira Park Zoo, Tama Zoological Park.</p> <p>*The EDO-TOKYO MUSEUM will be closed from April 1, 2022, to the end of FY2025 (tentative) for major renovation work. It plans to participate after it reopens. **The TOKYO METROPOLITAN ART MUSEUM is scheduled to participate in the program from November 2022. ***The Mitsubishi Ichigokan Museum is scheduled to participate in the program from October 29, 2022. ****The Yamatane Museum of Art is scheduled to participate in the program from October 6, 2022.</p> <p>Please note some exhibitions may not be eligible for the pass depending on their content, and that a museum's participation in the program may change based on the developments of the Covid-19 pandemic in Japan.</p>
Planning and management	<p>THE TOKYO PASS -Culture Project Member companies and organizations: TANSEISHA Co., Ltd., Tokyo Metropolitan Foundation for History and Culture, Tokyo Convention & Visitors Bureau, JTB Corp.</p>
Special sponsorship	<p>Tokyo Metro Co., Ltd.</p>
In cooperation with	<p>Tokyo Metropolitan Government</p>

About "THE TOKYO PASS -Culture Project"

In 2019, when the number of foreign visitors to Tokyo exceeded 15 million, a preparatory committee was formed to create a better cultural tourism experience for inbound travelers. The Tokyo Metropolitan Foundation for History and Culture, which operates museums and art museums managed by the Tokyo Metropolitan Government, and Tanseisha, which creates and manages exhibition facilities at museums and art museums nationwide, compiled issues and requests from cultural facilities regarding the acceptance of inbound tourists, and The Tokyo Convention & Visitors Bureau, which is well versed in inbound tourism in Tokyo, and JTB, which has extensive experience in the planning and operation of tourist services, made proposals on issues related to the use and operation of the facilities and how to improve the end users' convenience. The project is being promoted as a joint project under a four-party project agreement since September 2020.

TANSEISHA Co., Ltd.: General service production and office management

As professionals in creating spaces for imagination to grow, we at Tanseisha provide solutions for commercial spaces such as retail establishments, cultural spaces such as museums, exhibitions and event spaces, and many more environments for various social interaction. From research and planning, all the way to design, construction, and spatial direction using digital technology and operations, we offer full support throughout the whole creative process.

Location: 19F Shinagawa Season Terrace, 1-2-70 Konan, Minato-ku, Tokyo (Head Office)

Establishment: October 1946

Website: www.tanseisha.co.jp/en

Tokyo Metropolitan Foundation for History and Culture: Cultural Planning Cooperation

The Tokyo Metropolitan Foundation for History and Culture is charged with managing the cultural initiatives and assets of the Tokyo Metropolitan Government. They provide support and essential infrastructure for arts and culture to 12 facilities in the capital, thereby working to foster a thriving artistic and cultural scene in Tokyo and pass down the history and culture of Edo and Tokyo. These activities ensure the preservation, use, and enjoyment of artworks and historical materials; the encouragement, cultivation, and wider education of musical and performing arts; and the infrastructure for and promotion of arts and culture.

Location: 8F Kudan First Place, 4-1-28, Kudankita, Chiyoda-ku, Tokyo

Establishment: December 1982

Website: www.rekibun.or.jp/en

Tokyo Convention & Visitors Bureau: Public Relations and Planning Cooperation

Tokyo Convention & Visitors Bureau is the official destination marketing and management organization for Tokyo. The goal is to build economic prosperity and support community development through tourism. TCVB effectively markets the city and communicates the ever-

evolving image of Tokyo to global audiences with the aim of attracting visitors and business events. This is achieved through the coordinated group efforts of community, partners, and staff working together.

Location: 6F Nisshin Building, 346-6 Yamabuki-cho, Shinjuku-ku, Tokyo

Established: October 2003

Website: www.tcvb.or.jp/en/

JTB Corporation: Administrative support for services and sales support

JTB's core mission is "Bringing people, places and possibilities", with a strong network that extends across the country. Leveraging this network, JTB creates human, logistical and commercial flows that expands various connections to help solve the problems of local communities and tourism businesses. JTB strives to create new value through the digital and human touch, bringing new innovations to the regions across the country and connecting people to people, places, things - and possibilities together.

Location: 2-3-11 Higashi-Shinagawa, Shinagawa-ku, Tokyo (Head Office)

Established: November 1963 (Founded: March 1912)

Website: www.jtbcorp.jp/en/

*The "Exchange and Creation Business" is a registered trademark of JTB Corporation.

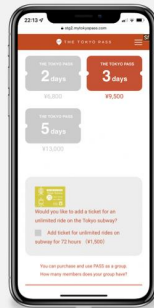
For inquiries about the release: sales@mytokyopass.com

The information in this press release is current as of the date of publication. Please note that the information is subject to change without prior notice.

How to Use THE TOKYO PASS

1. Purchasing and downloading THE TOKYO PASS app

Purchase your pass via THE TOKYO PASS website and download app on your smartphone



Download the app and log in

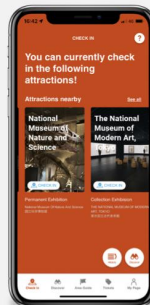


Start using your pass at within 180 days after purchase



2. Entering participating facilities

Select the facility or exhibition you would like to visit (listed in order of proximity to where you are)



Look for the "Hi" logo at the reception, scan the QR code



Show your screen to the staff before entering



3. Getting the Tokyo Subway Ticket (when applicable)

At the affiliated metro station, look for the mark illustrated below at the ticket machine

Note: The number of stations where tickets can be issued is limited. Check the official website for details.



Scan the QR code displayed on your phone at the ticket machine



Get your ticket! Your unlimited rides will start after passing through the gate



4. Browsing the area guides

On the app, discover the history, art, culture and other aspects of the area around the facility



Enjoy Tokyo's people and culture



THE TOKYO PASS Participating Facilities List

Museums








TOKYO NATIONAL MUSEUM	National Museum of Nature and Science	Institute for Nature Study	Miraikan (The National Museum of Emerging Science and Innovation)
			

Photo: National Museum of Nature and Science Photo: Institute for Nature Study

Edo-Tokyo Open Air Architectural Museum	Meiji Jingu Museum	The Japanese Sword Museum	Meiji Memorial Picture Gallery
			

Art Museums






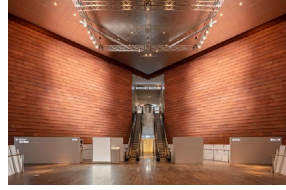
The National Museum of Modern Art, Tokyo	TOKYO METROPOLITAN ART MUSEUM*	TOKYO METROPOLITAN TEIEN ART MUSEUM	MUSEUM OF CONTEMPORARY ART TOKYO
			

Photo: Kenta Hasegawa

TOKYO PHOTOGRAPHIC ART MUSEUM	THE SUMIDA HOKUSAI MUSEUM	THE SHOTO MUSEUM OF ART	MORI ART MUSEUM
			



©Forward Stroke

Photo: Mori Art Museum

Mitsubishi Ichigokan Museum**	Suntory Museum of Art	21_21 DESIGN SIGHT	Mitsui Memorial Museum
			

©Keizo Kioku

Photo: Masaya Yoshimura

Chihiro Art Museum Tokyo	Yamatane Museum of Art***
	




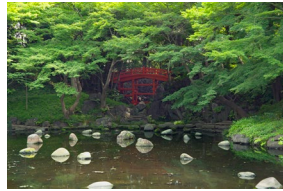








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*The TOKYO METROPOLITAN ART MUSEUM is scheduled to participate in the program from November 2022.

**The Mitsubishi Ichigokan Museum is scheduled to participate in the program from October 29, 2022.

***The Yamatane Museum of Art is scheduled to participate in the program from October 6, 2022.

Parks and Gardens

Shinjuku Gyoen National Garden	Hamarikyu Gardens	Kyu-Shibarikyu Gardens	Koishikawa Korakuen Gardens
			
Rikugien Gardens	Kyu-Iwasaki-tei Gardens	Mukojima-Hyakkaen Gardens	Kiyosumi Gardens
			
Kyu-Furukawa Gardens	Tonogayato Gardens	Jindai Botanical Gardens	Yumenoshima Tropical Greenhouse Dome
			

Zoos and Aquariums

Ueno Zoological Gardens	Tokyo Sea Life Park	Inokashira Park Zoo	Tama Zoological Park
			

Please note some exhibitions may not be eligible for the pass depending on their content, and that a museum's participation in the program may change based on the developments of the Covid-19 pandemic in Japan.