

2017年2月22日

SOMPOホールディングス株式会社

## 安心ガイドで訪日外国人をサポート ～「SOMPO GUIDE TOKYO」のリリース～

SOMPOホールディングス株式会社（グループCEO取締役社長：櫻田 謙悟、以下「SOMPOホールディングス」）は、日本の魅力を世界へ発信するとともに、日本を訪れる外国人旅行者へ「確かな安心」を提供することを目的に、訪日外国人向けガイドブック「SOMPO GUIDE TOKYO」（以下「本ガイドブック」）をリリースしました。

政府は2020年までに訪日外国人を4,000万人まで増やす方針を示しており、訪日外国人旅行者は今後も増加することが予測されています。一方、訪日外国人は、通信インフラ・サービスの未整備、日本文化や日本人とのコミュニケーションへの不安、および日本旅行中のトラブル解決に関する情報不足などの悩みを抱えています。

SOMPOホールディングスは、本ガイドブックを通じて、訪日外国人向けに保険の枠を超えた安心・安全を提供していきます。

### 1. 「SOMPO GUIDE TOKYO」が提供する「確かな安心」

本ガイドブックがあれば、物質的にも精神的にも「安心」を感じることができます。

- ・手軽にいつも持ち歩ける「安心」：これまでになかったコンパクトサイズで携帯可能
- ・困ったときにすぐ解決できる「安心」：必要な情報をわかりやすく掲載
- ・日本に正しく触れることができる「安心」：日本独自の文化やマナーを正しく、深く理解

### 2. 「SOMPO GUIDE TOKYO」の特長

「安心・安全」な旅をしていただくための情報を多く掲載し、日本人に人気のスポットやサブカルチャー情報など、日本ならではの体験ができる内容となっています。

- ・飲食店や観光スポットにおける外国人スタッフやWi-Fi環境に関する情報を掲載
- ・電車の乗り方やクレジットカードの使い方、トイレや食事のマナーなど、日本独自の文化や慣習をイラストつきで解説
- ・指をさすだけで日本人との意思疎通が図れるアイコンを掲載

### 3. 「SOMPO GUIDE TOKYO」の書籍仕様

刊行時期：2017年2月9日

判型：B6判フルカラー

頁数：208ページ

言語：英語版、中国語版の2か国語

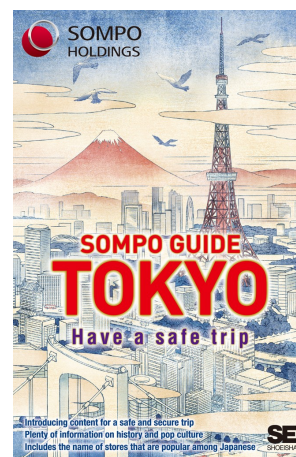
価格：1,200円（本体）＋税

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### 4. 今後について

SOMPOホールディングスは、傘下の損害保険ジャパン日本興亜株式会社で販売している「訪日旅行保険」や、本ガイドブックを含むさまざまなサービスをご案内することで、今後も増加が見込まれる訪日外国人に安心・安全を提供していきます。

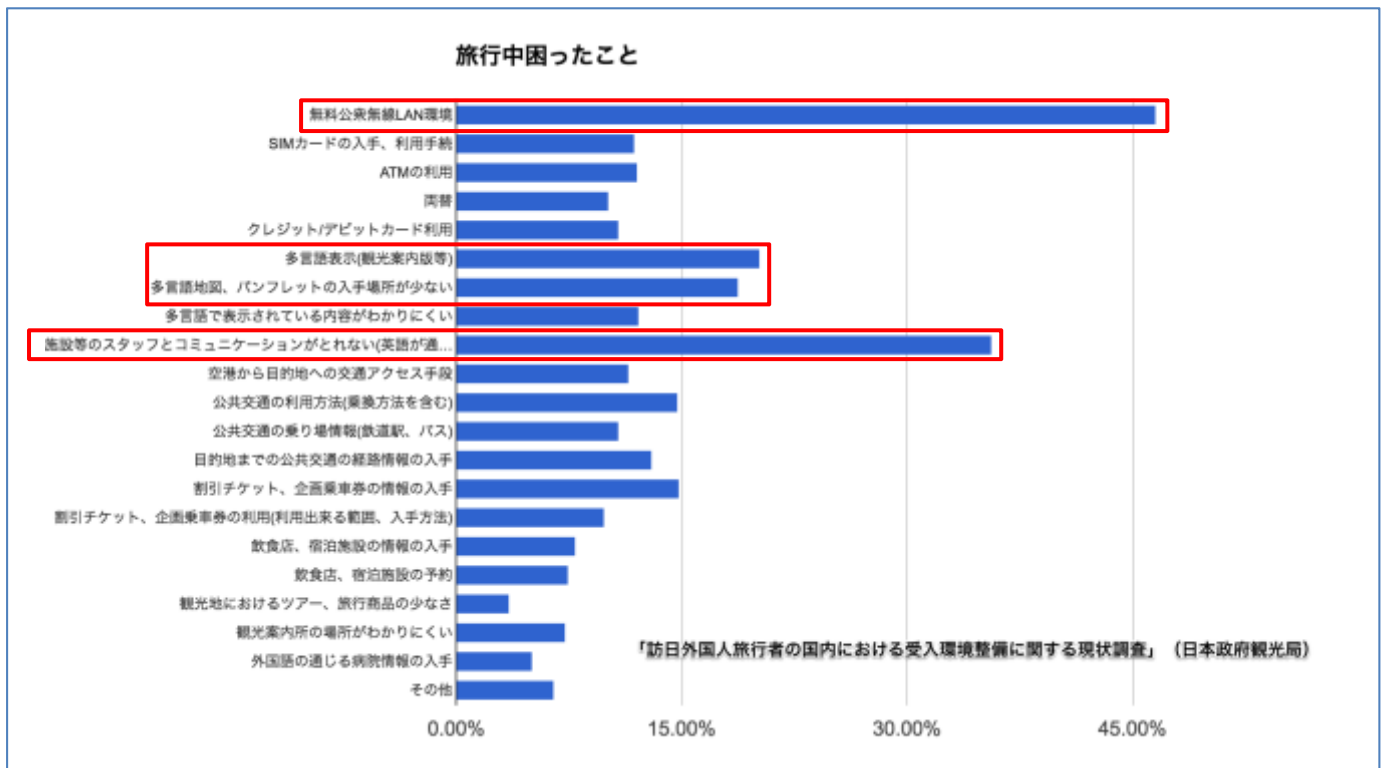
以上

別紙 1

【参考】訪日外国人旅行者が旅行中に困ったこと

- ① 無料公衆無線LAN環境
- ② 施設等のスタッフとコミュニケーションがとれない（英語が通じない等）
- ③ 多言語表示（観光案内版等）
- ④ 多言語地図、パンフレットの入手場所が少ない

（出展）H28.1.12 総務省・観光庁「訪日外国人旅行者の国内における受入環境整備に関する現状調査」結果



【参考】誌面イメージ

日本人に人気のお店やスポットを紹介

**Column** 外国人に人気のスポット

**Anajehina an Megumi Duchi ya Shibuya Myamasuka Shop**  
 Opening at the festival for AWAI (sushi)  
 This shop, with its strong network with professional local chefs, provides a menu using good quality local ingredients. The rich selection of freshly made sashimi and nigiri is only enjoyed by the local people.

**Maguro Daaya Miramainchiko Vegemii**  
 Ringing together a plentiful menu of Vaqan conveyor belt sushi shop (karen sushi) restaurant managed by a Maguro (tuna) wholesaler from Meisei labor in Kanagawa Prefecture. You can taste fresh, delicious Maguro. Offers also a rich variety of Japanese sake and wine that go well with sushi.

**Ichiran Shibuya Spainzaka Shop**  
 A restaurant specializing only in IUBB tonkotsu and soft ramen.

**Umiyaya Natural French wine & SAKE BAR**  
 Enjoy a cuisine using natural ingredients together with wine. Regarded for its cuisine, which pays particular attention to the ingredients. We recommend the quite made with sweet Ume (umeboshi) and dried-fine eggs. Offer only French wines, with one glass starting at 500 yen.

**Standing Bar Kadohira**  
 Vaunted drinks and drinks enjoys in a 7000-sq-ft space. For this a 24-hour company's restaurant, you can taste good-quality meat on affordable prices. There is an iron plate at the restaurant in the restaurant, so you can also actually see how the meat is grilled.

**Minatoya Ueno Store No.2**  
 Enjoy a rich variety of seafood bowls. Seafood bowls are popular here with more than 20 different types available. On weekdays, during the lunch service starting from 12:00, this shop offers good deals on its sashimi of octopus, tuna, squid and more, all for 400 yen.

**Iiyakaka Ueno First Store**  
 Fresh fruits with perfect sugar content. Seasonal fruits gathered from all over the country, such as tangerine, persimmon, and shiku, every year from late-November to early February. Sold at an affordable price.

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**Sightseeing** *Shinjuku and Utsunomiya*

**What is Ameyoko?**  
 Ameyoko is a street in Utsunomiya City, Japan. It is a popular shopping and dining area, known for its variety of shops and restaurants. The street is lined with many local shops and restaurants, offering a wide range of goods and services. It is a great place to experience the local culture and enjoy a meal.

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イラストつきの解説や指さしアイコンを掲載

**About toilet**

**Stand in line even when it's crowded**  
 Living up and waiting for your turn in any situation is part of Japanese manners. Line up near the entrance and use the next available toilet on your turn for emergencies, and the person waiting at the start of the line.

**How to use paper toilet paper**  
 Although a number have changed in recent years, you can still find Japanese-style "toilet" separating to left in Japan. Use them by separating their carefully.

**It's OK to flush the toilet paper**  
 Flush the used toilet paper in the toilet. Even if you find a garbage can nearby, do not throw the toilet paper there.

**Experienced the washlet**  
 Washlet is the toilet with electric bidet to wash bottom with warm water. There are bidets to control water pressure and temperature, a dryer, etc. You can separate them with buttons on one side of the seat or on the wall.

**Place the slippers side by side**  
 There are slippers for toilet users in some line and restaurants. Align them properly for the next person on your side.

**About public transport**

**Cooperates with others during rush hours**  
 The rush hour commutes from 9:30 to 16:30 in the morning and 17:00 to 20:00 at night. It is also generalised around 24:00, just before the end of the day. You should cooperate with people getting off if you are close to the door by getting on the train at each station to let people exit.

**Then this words:**  
 When the train is packed with people and you cannot get off, say "ouchi" (ouchi) to the person in front of you. "ouchi" means "excuse me" in getting off, but saying so, people around will open the way for you.

**Stay quiet on the train**  
 Talking loudly with your friends or on the phone is a breach of manners. Speaking in a whisper helps lower the noise level on the train.

**Priorly to those getting off the train**  
 When the train arrives, don't rush an immediately, first of all, let those who are getting off do so.

**You can communicate where you want to go**  
**By purpose Pointing the icon**

Point the icon with your finger, and inform a nearby Japanese person where you want to go. No need to talk to that person will tell you how.

**To Japanese people**  
 It seems like the foreign person talking to you would like to go to the place indicated by the icon they are pointing at. Tell that person how to get there.

**I want to use transportation**  
 乗り場を利用したい

**I want to go to a public/general facility**  
 公共施設へ行きたい

Icons include: Plane/Airport, Taxi, Bus/Station, Train/Station, Bicycle, Car, Person with luggage, Public facility, Toilet, Hospital, Subway, Post Office, Currency exchange, and Public Phone.