

First in the Chugoku region!
The “Hiroshima Tourist Information” facility has been certified as a “Category 3” tourist information center for foreign tourists by the Japan National Tourism Organization (JNTO)!

On October 1, 2017, the city of Hiroshima and the West Japan Railway Company opened the “Hiroshima Tourist Information” facility, which has now become the first such facility in Japan’s Chugoku region to receive Category 3* certification under the Japan National Tourism Organization (JNTO) certification program for tourist information centers for foreign tourists.

This JNTO certification program classifies facilities as Category 1, 2, 3, or “Partner” depending on their locations, functions, and other features. Category 3 is the highest class.

Following certification, facility information is distributed overseas via the JNTO’s overseas offices and its foreign-language website. In addition, certified facilities are also able to receive support services (interpreting services, training seminars, etc.) which can be expected to enhance the range and quality of their functions.

In the three months after its opening, the “Hiroshima Tourist Information” facility received approximately 70,000 visitors. This is approximately double the visitor numbers recorded by the preexisting facility in the same period of the previous year, and, within this increase, the number of foreign tourists rose by a factor of about 2.6. Moving forward, the facility will endeavor to enhance services for foreign tourists in order to further improve convenience and hospitality for visitors to Hiroshima.

Moreover, to further increase convenience at JR Hiroshima Station, in an easy-to-find location near the Shinkansen ticket gates, we have concentrated high-tourist-demand facilities that include a temporary baggage checking counter, a foreign currency exchange, and ATMs, in addition to the tourist information facility.

1. Certification date

January 31, 2018 (Wednesday)

2. Overview of “Hiroshima Tourist Information” facility

(1) Operating times

6:00 to 24:00 (every day year-round)

(2) Extensive tourist and transportation information

Nationwide-level information (tourist pamphlets, etc.)

(3) Extensive information for foreign tourists

An English-speaking staff person is always in attendance, and there is telephone interpreting available for 14 other languages.

(4) Other

- There is a tablet terminal available with which visitors can easily obtain tourist information.
- The free LAN service “HIROSHIMA FREE Wi-Fi” is available for use.

*Main Category 3 standards

- Always support at least 3 languages, with 1 being English
- Provide nationwide-level tourist information
- In principle, open every day all year
- Available Wi-Fi, etc.

