



**Japan National Tourist Organization London Office
Press Release - for immediate release - 14 August 2007**



Free Akihabara Tours

Visitors to Tokyo can now enjoy a free tour of Akihabara every Saturday until 19 January 2008. Akihabara is Tokyo's number one electronics district famous among both Japanese and foreign travellers as the place to shop for gadgets and computer games, and animation related goods. More recently Akihabara has also come to be regarded as the centre of Japanese pop culture with maid cafes, manga and anime shops booming in the area. It's also become a congregation point for fans of *cosplay* (costume play). A major redevelopment of Akihabara Station and surroundings is nearing completion, giving Akiba (as the locals call the area) a new look to go with its new status.

The Free Akihabara tour takes about two hours, taking in all that Akihabara has to offer including Radio Kaikan - a fantastic shop for anime and manga lovers; Electric town - for all your electronic needs; Tsukumo Robot Kingdom - to see cutting-edge robot technology; a duty free shop for the latest electronic products; and Knowledge Field showrooms at the UDX building. The meeting place for the tour is the 1st floor of Radio Kaikan at 12.55 and the tour departs at 13.00.

For more information please visit www.akihabara-tour.com/en/

ENDS

For more information or images, please contact Kylie Clark at the Japan National Tourist Organization on email: kylie@jnto.co.uk or tel 020 7734 6870.