



Shibuya PRbook

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Tokyu Corporation

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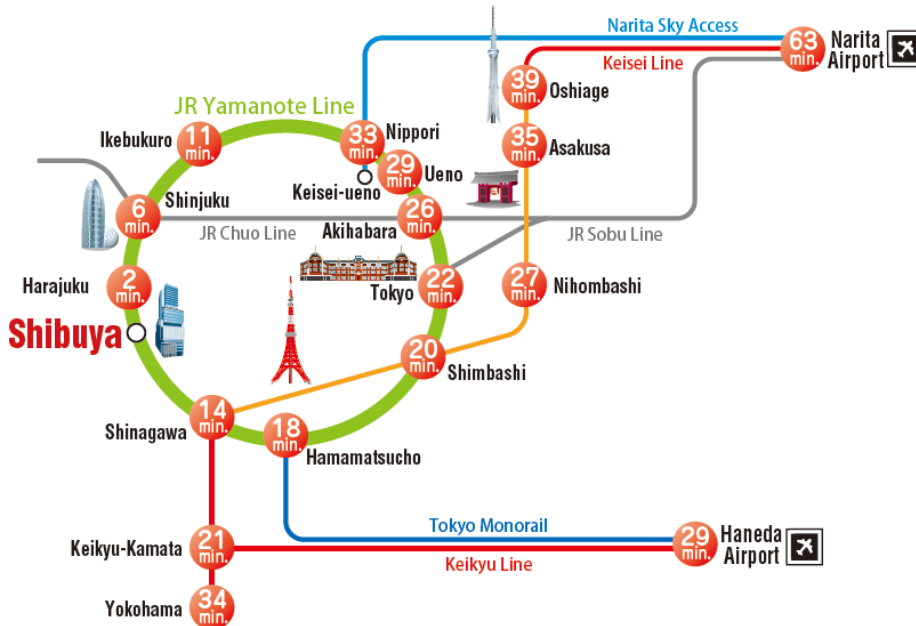
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What is Shibuya?

Shibuya is the most exciting city in Japan. Some even say that “you haven’t truly visited Tokyo until you’ve been to Shibuya.” Its major facilities are located around Shibuya Station, within a 10-minute walk.

Since this is a city that symbolizes youth culture and fashion, and the birthplace of trends, businesses started to gather there and gave it the name Bit Valley as it became an area for developing IT businesses. Overlooking Shibuya from Hachiko Square, you can see the Scramble



Access to Shibuya

Shibuya is located in the southwest part of central Tokyo.

Access to Shibuya once entering Japan is very simple.

Airport shuttle buses run directly there from Haneda Airport and Narita Airport.

This is a highly convenient means of transportation with frequent service, taking just 40 minutes from Haneda and 90 minutes from Narita.

Shibuya Station is a terminal station that ranked third in the world for number of passengers, with connections to eight train lines.

Harajuku, Shinjuku, and Roppongi (with a transfer) can be reached within 10 minutes, and Asakusa, Tokyo Skytree, and Yokohama within 30 minutes without changing trains.

Shibuya could be called Tokyo’s greatest location for sightseeing.

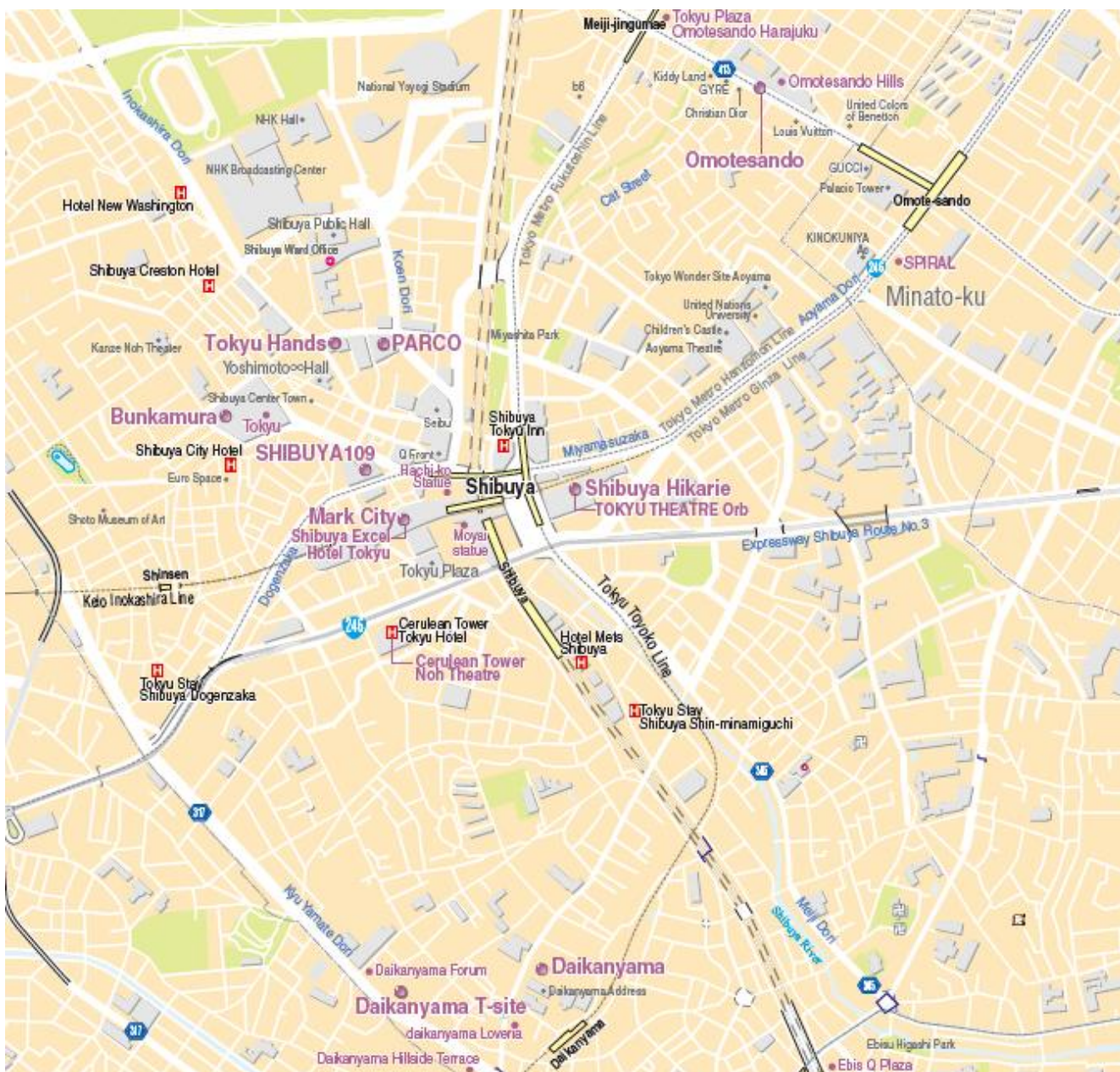


Crossing, soaring buildings, and colorful signs that create this Tokyo-tinged atmosphere. Despite its central location it is blessed with extensive green spaces in the near surroundings, such as at Meiji Shrine and Yoyogi Park.

It is also an entertainment city that always attracts attention with its many theaters, cinemas, and live music clubs.

Shibuya, City of Charm

A city that continues to lead this generation, Shibuya channels the latest trends in fashion and culture. The renowned Scramble Crossing located in front of Shibuya Station crowds with a vast number of pedestrians, and it is known worldwide as a scene symbolic of Tokyo.



The Captivating City of Shibuya

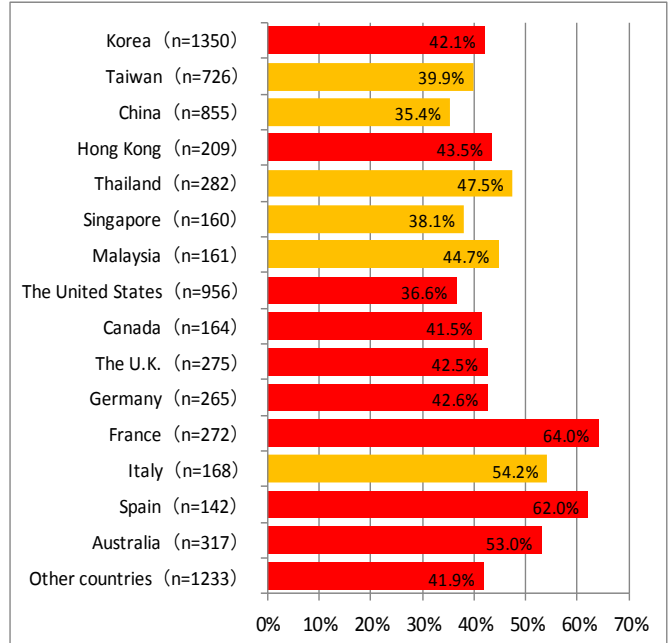
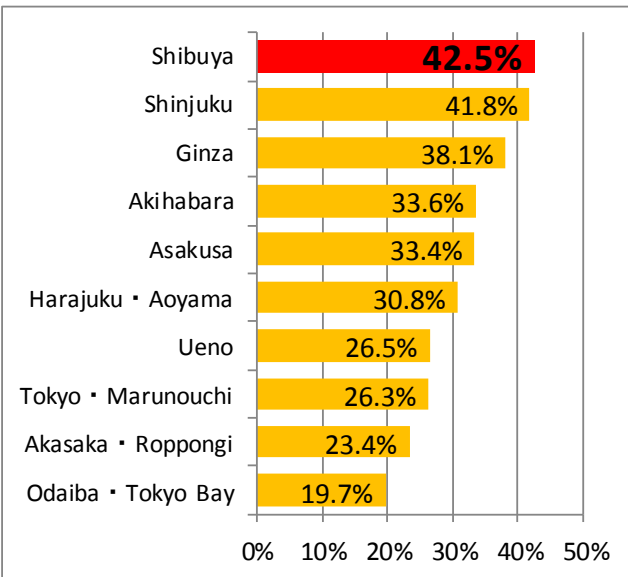
Shibuya is a city that attracts not only visitors from around Tokyo, but also many tourists from in country and abroad. It is a city with huge popularity among foreign tourists, in which a diverse range of elements, including Japan's leading culture and cutting-edge technology, merge, and it attracts the attention of people highly conscious of information. It has also been featured in many Hollywood movies, such as *Babel* (2006) directed by Alejandro González Iñárritu, who won the Best Director

Shibuya is the #1 City in Tokyo, with the Most Visitors

According to a questionnaire of foreign visitors upon their departure from Japan, Shibuya was the city with the most visitors. The responses, by nationality, show that the majority of people in the survey who were from France, Spain, Italy, and Australia visited Shibuya.

■ Destination Ranking (n=7,694,MA)

■ Visit Ratio by Nationality * #1 visitor ratio to Shibuya in red



Source: "2012 Foreign Travelers Behavioral Characteristics Survey By Country" Tokyo Metropolitan Government

The Statue of Hachiko: The Dog Who Waited Faithfully for His Master



The Statue of Hachiko is a bronze statue of an Akita dog located in Shibuya Station Square, and serves as Japan's most famous meeting point.

Hachiko faithfully awaited his owner's return by going to Shibuya Station everyday for seven years, not knowing his owner had passed away, which touched people's hearts.

The story was adapted as a movie, *Hachi: A Dog's Tale*, in 2009, starring Richard Tiffany Gere and directed by Lasse Hallström.

Award at the Cannes Film Festival, and starring Brad Pitt, *Lost in Translation* (2003) directed by Sofia Coppola and starring Bill Murray, and *Resident Evil: Retribution* (2012) directed by Paul W.S. Anderson and starring Milla Jovovich, and is used for on-location shooting as a city representative of Japan. This is a world-famous city full of attractions.

Scramble Crossing

Scramble Crossing in front of Shibuya Station packed with vast numbers of pedestrians is famous worldwide.

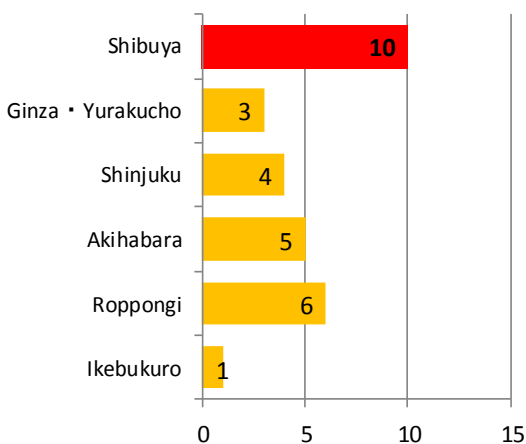
Shibuya's Scramble Crossing is Japan's most famous intersection, well-known in television and other media. Up to around 3,000 people cross the intersection every time the traffic stops and the walk lights change. Pedestrians all converge at the same time as people heading to the station and down major streets intersect, creating a flood of humanity, imbuing the city with liveliness and accompanied by multiple large-scale display screens.



Numerous Display Screens Light Up Shibuya, Like Something from a Sci-Fi Movie

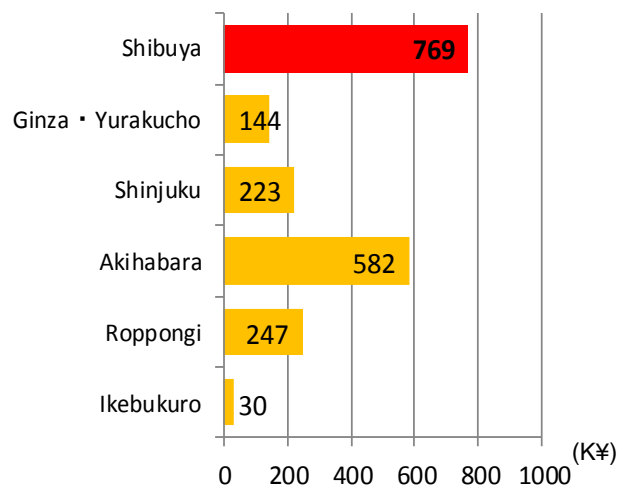
Similar to New York's Times Square, Shibuya has numerous large digital signs, the most in Tokyo. With abundant ads that make the most of the location, it is a place where Japan's trends are on display.

■ Number of Visual Advertisements



Source: oogata-vision.com

■ Broadcasting Fees of Visual Ads per Day



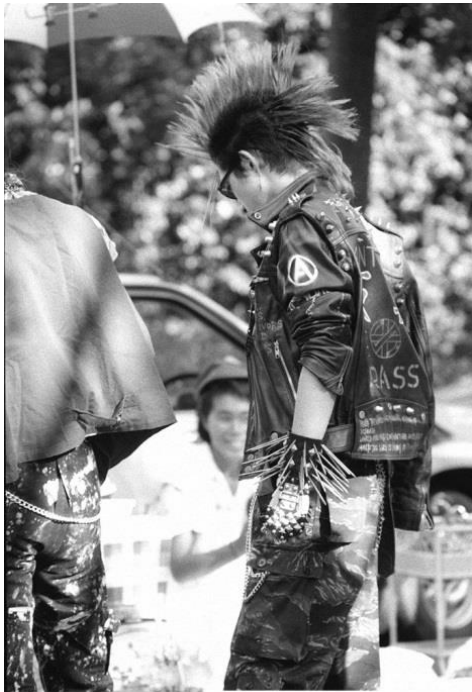
Source: oogata-vision.com

Shibuya, City of Fashion

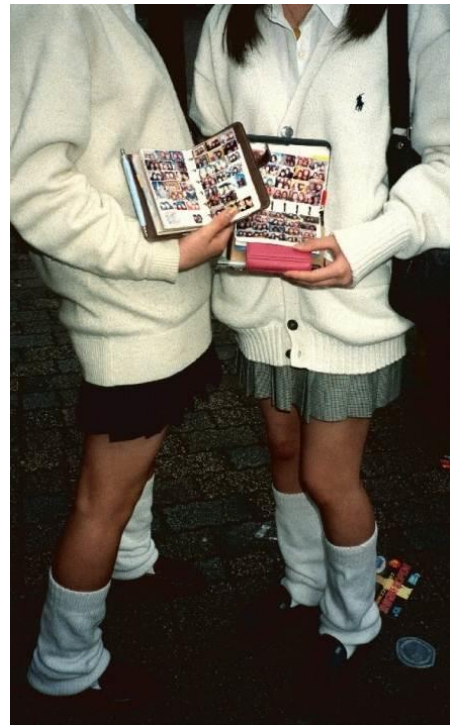
Tokyo is a world-leading fashion city and of all the sectors of Tokyo, Shibuya is the city with the most fashion influence. Since the 1970s, it has established an equal status with Harajuku as a fashion capital with the advancement of PARCO, MARUI, and the birth of SHIBUYA109. In the 1990s, it gained greater attention as an information source due to the media's frequent coverage of the *gyaru* (gal) trend. *Gyaru* fashion, the male counterpart of *gyaru*, and the fashion called *onii-kei*

History of Shibuya: Trendsetting District in Youth Fashion

In 1968, the Seibu department store expanded to Shibuya and in 1973, PARCO opened. Their presence led the city earned the status of a trend-setting district of youth culture and a mecca of fashion and trends. In the 1990s, the *gyaru* trend began. Media coverage of these movements brought attention to Shibuya not only for being the fashion capital but also as a source of information and trends.



(c) 2014–2017/kyodonews/amanaimages



(c) 2014–2017/kyodonews/amanaimages



(c) 2014–2017/The Asahi Shimbun/amanaimages

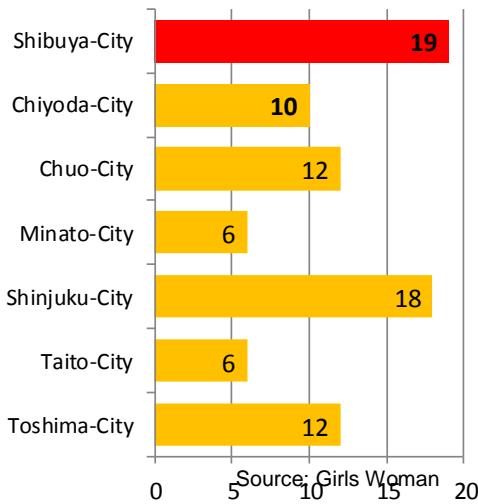
(older brother style) also spread nationwide.

And with a collection of stores from domestic flagship stores of so-called fast fashion retailers such as ZARA, H&M, and Forever21 to select shops, it has become a city that attracts attention not only from Japan but all over the world.

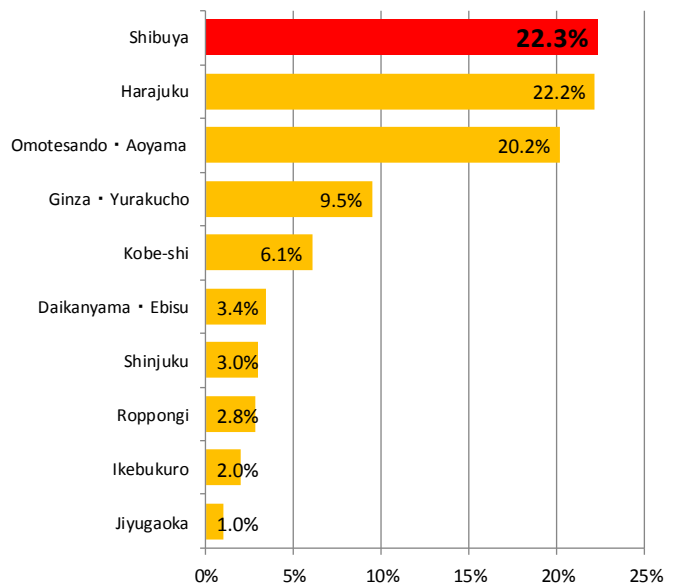
Shibuya—#1 Spot That Comes to Mind When Hearing *City of Fashion*

The number of fashion buildings within Shibuya Ward is ranked top in Japan (by ward). Shibuya is thought of as the *city of fashion*.

■ Number of Fashion Buildings (by Building)



■ The City Thought of as the City of Fashion



Source: Research by Tokyu Research Institute, Inc. (Nationwide Individuals Surveyed)

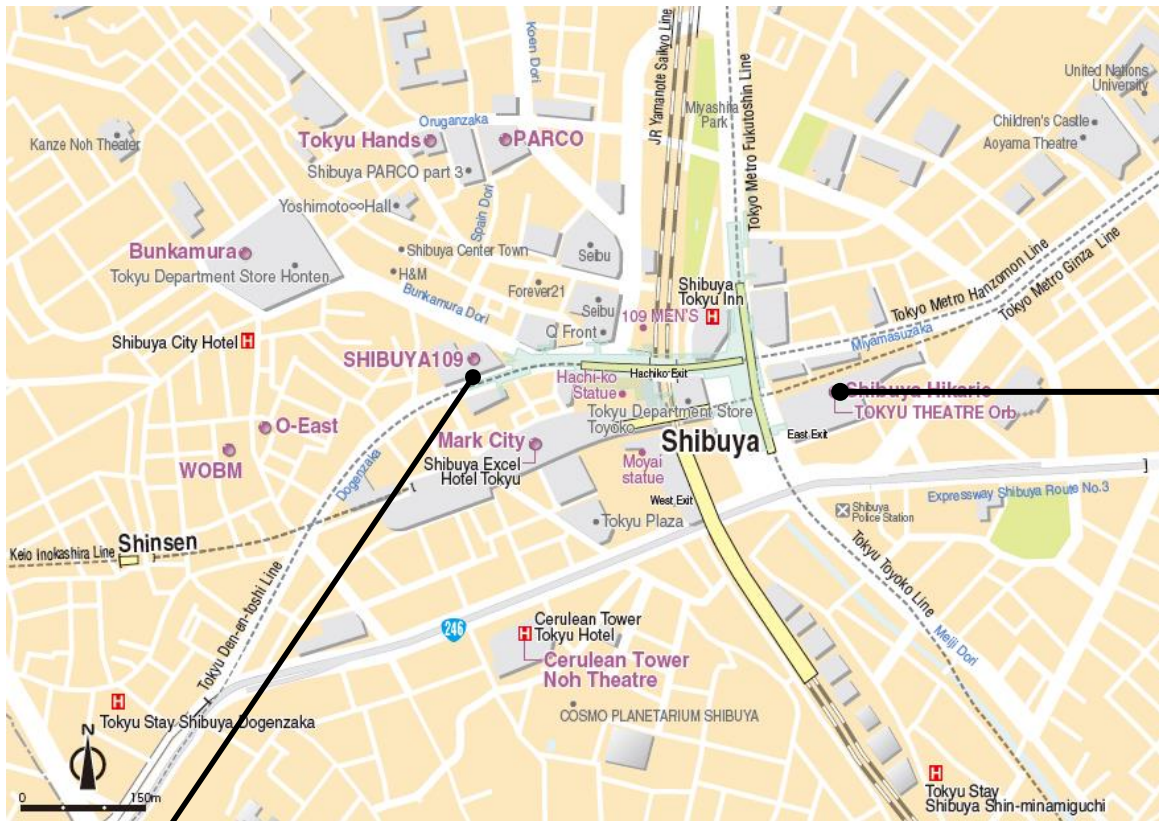
From Shibuya to the World World-Famous Fashion Festival— Mercedes-Benz Fashion Week TOKYO

This is Japan's number one fashion festival. It started with the opening of the Shibuya Hikarie skyscraper and retail complex by Tokyu Corporation, which aims to reinforce the power of spreading the information and culture of Shibuya, and Mercedes-Benz Fashion Week TOKYO (MBFWT), which seeks to strengthen and globalize Japan's fashion and creative influence, by sharing a vision along with Tokyu Department Store, which operates ShinQs located inside the Shibuya Hikarie commercial facility. The show is conducted throughout the entire building.



Commercial Facilities in Shibuya

Shibuya is attracting attention from all over the world as a major source of fashion and culture. It is a city full of attractions such as the Shibuya Hikarie large-scale complex that contains stores, cafes, and theaters, SHIBUYA109, the mecca of young women's fashion, and Tokyu Hands, which offers a wide array of reasonably priced and interesting miscellaneous goods.



SHIBUYA109

This department store contains an extensive collection of stores including girly-*kei*, sexy-*kei*, and casual-*kei* styles for women in their late teens and 20s. It is affectionately known by the nickname *maru-kyu* (Japanese pronunciation of the numbers 09). It is an iconic figure of Shibuya, which continues to lead the cutting-edge fashion scene no female can overlook. It is full of youthful vigor, consistently leading fashion trends and sending forth new information. Above all, the fashion suggested by “charismatic salesclerks,” who are enormously popular among fashion-oriented customers, attracts the attention of young people. This is undoubtedly a classic hotspot for fashion and trends.



2-29-1, Dogenzaka, Shibuya-ku
03-3477-5111

10 a.m.–9 p.m.
(7F Cafes and restaurants:
11 a.m.–10 p.m.)

Closed: January 1

<http://www.shibuya109.jp/>

Free Wi-Fi network service available



Shibuya Hikarie

Shibuya Hikarie is a multistory complex consisting of 34 floors above ground and four below ground, located out the East Exit of Shibuya Station, one of Japan's most prominent terminal stations, with connections to eight train lines. Shibuya Hikarie holds a 2,000-seat full-scale musical theater, 1,000 m² and 300 m² event halls perfect for various informational events, and a "creative space" where gifted artists can express their talents, in the cultural facility located in the middle area.



Among those, there are approximately 200 stores housed in ShinQs, a sophisticated commercial facility managed by Tokyu Department Store that covers floors from B3 to 5F. This is an area where one can always make new discoveries. More than 70% of these stores established their first store in Shibuya. It is a completely new shopping area that provides the future of shopping where one can independently and freely explore the sales floors, discover, combine, and enjoy the experience.

Unexpected encounters, new discoveries, and excitement are proof that this facility has more to offer than just a shopping experience.



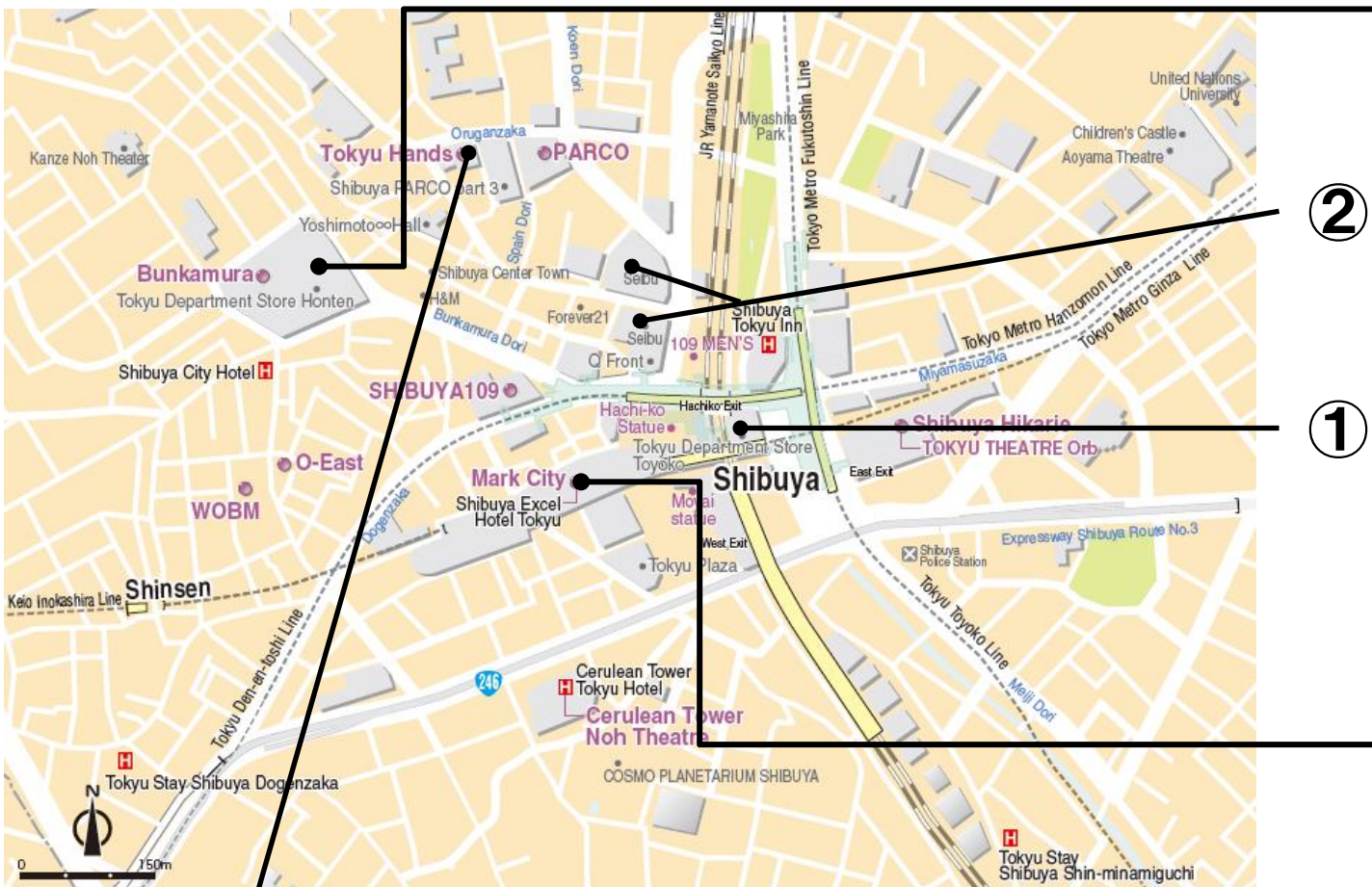
2-21-1, Shibuya, Shibuya-ku
03-5468-5892

- ◆ ShinQs: 10 a.m.–9 p.m.
- ◆ Café and restaurants
6F: 11 a.m.–11 p.m.
7F: 11 a.m.–11:30 p.m.
* 7F open until 11 p.m. on Sundays only
- ◆ Creative Space 8: 11 a.m.–8 p.m.
* Some stores are open until 11 p.m.

<http://www.hikarie.jp/>

Free Wi-Fi network service available

Commercial Facilities in Shibuya



Tokyu Hands

The Tokyu Hands Shibuya Store has a wide variety of products that meet diversified customer needs. These include basic products such as household goods essential for customers' daily lives, craft products, beauty/health products, and stationery. There are also craft workshops held periodically. For those who want to create something or start something new, Hands is the place to find tips, called "hints." Hands is also known as a "hint market" that sells such hints.

12-18, Udagawa-cho, Shibuya-ku
03-5489-5111 (main)
10 a.m.–8:30 p.m.
Closed: No holidays
<http://shibuya.tokyu-hands.co.jp/>



Tokyu Department Store Honten

Tokyu Department Store Honten is a new type of commercial facility – a department store integrated with the adjacent BUNKAMURA cultural facility—playing the role of the Tokyu Department Flagship Store. It continues to promote the development of Shibuya by being a high-quality, sophisticated department store that suits customers' lifestyle, taking full advantage of the market area located near an upscale residential district.



2-24-1, Dogenzaka, Shibuya-ku
03-3477-3111
10 a.m.–9 p.m.
Closed: No scheduled holiday
◆ B1, 1F: 10 a.m.–8 p.m.
◆ 2F-6F, 8F: 10 a.m.–7 p.m.
◆ 7F: 10 a.m.–9 p.m.
◆ 8F: Restaurants 11 a.m.–10:30 p.m.
(last order at 9:45 p.m.)
◆ 8F: 10 a.m.–9:30 p.m.
<http://www.tokyu-dept.co.jp/honten/>

Shibuya Mark City

Shibuya Mark City is a complex that opened in April 2000. It consists of the West building mainly made up of offices, the East building that contains the Shibuya Excel Hotel Tokyu, and the commercial facility, Mark City Mall, which is located in the lower stories of both buildings. The buildings, which have a collection of stores for women and many restaurants, have easy access to transportation and are conveniently located near an airport shuttle bus stop with buses to and from Narita and Haneda Airport.



1-12-1, Dogenzaka, Shibuya-ku
03-3780-6503
Stores: 10 a.m.–9 p.m.
Restaurants: 11 a.m.–11 p.m.
Closed: January 1
<http://www.s-markcity.co.jp/>

① Tokyu Department Store, Toyoko Store 2-24-1, Shibuya, Shibuya-ku
03-3477-3111
Closed: No holidays
<http://www.tokyu-dept.co.jp/honten/>

② Seibu Department Store, Shibuya Store 21-1, Udagawa-cho, Shibuya-ku
03-3462-0111
Closed: No scheduled holidays
<https://www2.seibu.jp/wsc-customer-app/page/020/dynamic/top/Top>

* Please contact each store for details and working hours

Shibuya, City of Cuisine

The unique districts of Shibuya Center-Gai, Dogenzaka, Miyamasu-zaka, Udagawa-cho, and Maruyama-cho are spread throughout the area radially, centered around Shibuya station. One can find shopping centers such as Shibuya Hikarie, SHIBUYA109, Seibu Department Store, Tokyu Department Store, Shibuya PARCO, and Tokyu Hands. There are also numerous restaurants,

Introducing the Latest Gourmet Hot Spots

Japanese Cuisine Shunsai



This Japanese restaurant serves beautiful and delicate seasonal dishes. Located 100 meters up, the view of Shibuya can be enjoyed while dining. Private rooms are available. Lunch: from 2,500 yen, dinner *kaiseki*: From 7,500 yen.



Shibuya Excel Hotel Tokyu 25F, 1-12-2, Dogenzaka, Shibuya-ku
03-5457-0109

Breakfast: 7 a.m.–10:30 a.m. (last order: 10 a.m.)

Lunch: 11:30 a.m.–3 p.m. (last order: 2 p.m.)

Dinner: 5:30 p.m.–11 p.m.

(Dinner last order: *kaiseki* 9 p.m. / a la carte 10 p.m.)

Closed: No holidays

<http://www.shibuya-e.tokyuhotels.co.jp>

Umegaoka Sushi no Midori Sohonten Shibuya



This sushi restaurant serves seafood from Tsukiji Fish Market and delivers great satisfaction in both quality and quantity. The lunch special that includes two medium-fatty tuna, sea urchin, salmon eggs, eel, and other items and costs 2,100 yen is worth waiting in line for.



Shibuya Mark City, East Mall 4F, 1-12-3, Dogenzaka, Shibuya-ku
03-5458-0002

11 a.m.–10:15 p.m. (last order: 9:45 p.m.)

Mon./holidays: to 10 p.m. (last order: 9:30 p.m.)

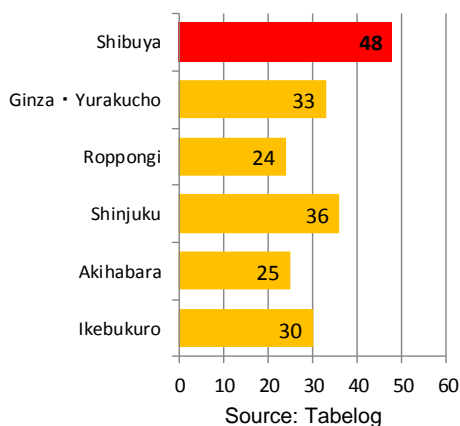
Sunday before holiday to 10:15 p.m.

Closed: No holidays

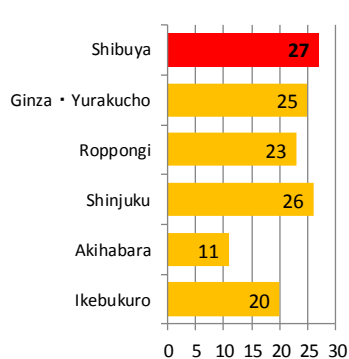
<http://www.sushinomidori.co.jp>

From Fast Food to World Cuisine, in a City Where You Can Easily Enjoy a Meal Anytime

■ Number of Hamburger Shops



■ Number of Nationalities of Restaurants



Source: Tokyo Restaurant Search

* Tabelog: A dining website for sharing opinions with people who have visited restaurants.

izakaya (Japanese-style pubs) where people can hang out, stylish cafes, hideaway bars, and foods from all over the world can be enjoyed, including carefully crafted traditional Japanese cuisine. With so many different types of food to choose from, Shibuya can satisfy everyone.

Shibuya Hikarie, Shibuya's Largest Cafe and Restaurant Collection with 26 Stores

On the 6th and 7th floors of the Shibuya Hikarie building, Shibuya's largest café and restaurant floors house a total of 26 stores.

This is a place to find something to eat even if you visit everyday, bringing joy with each visit.

6F dining 6

Restaurant Floor with a Rich Variety in a Sophisticated Environment

On this restaurant floor you can experience the latest in food, enjoy variety, and taste tradition.

Specialty Japanese foods such as sushi, *unagi*, *udon*, *tonkatsu*, and *kyoyoshoku*, along with cuisines from other countries, such as Chinese, Italian, and Korean, can be enjoyed.

- Number of stores: 13
- Hours: 11 a.m.–11 p.m.



7F TABLE 7

Discover Tomorrow Restaurant Floor

This area not only serves delicious food but also offers a place of enjoyment to interact with others through food and create new energy. It is a floor rich in variety, where one can enjoy ramen, *okonomiyaki*, and hamburgers with friends and also enjoy drinks at the *izakaya* or French restaurant.

- Number of stores: 13
- Hours: 11 a.m.–11:30 p.m. (Open until 11 p.m. Sundays)



8F 8/d47 Shokudo

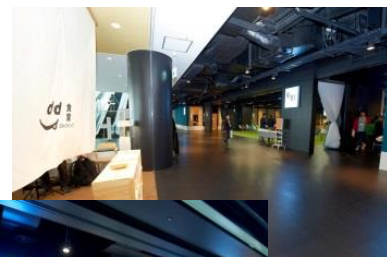
Introducing the Allure of Japan's 47 Prefectures

With its theme of food of Japan's 47 prefectures, d47 Shokudo conveys the feelings of food producers and serving-ware makers, and offers delicious, proper Japanese food.

It also serves craft beer and wine from across Japan.

On the same floor is the d47 MUSEUM, where you can experience the latest from the 47 prefectures, and the d47 design travel store, which houses a collection of craftwork and food from across Japan.

- Hours: d47 MUSEUM, d47 design travel store 11 a.m.–8 p.m.
- d47 Shokudo 11 a.m.–11 p.m.
- (last order: food 10 p.m., dessert/drinks 10:30 p.m.)



Shibuya, City of Entertainment

Shibuya is a city where entertainment of various genres such as music, film, art, and fashion reside. It also plays home to a cluster of numerous value-creation-oriented companies, including content-related businesses.

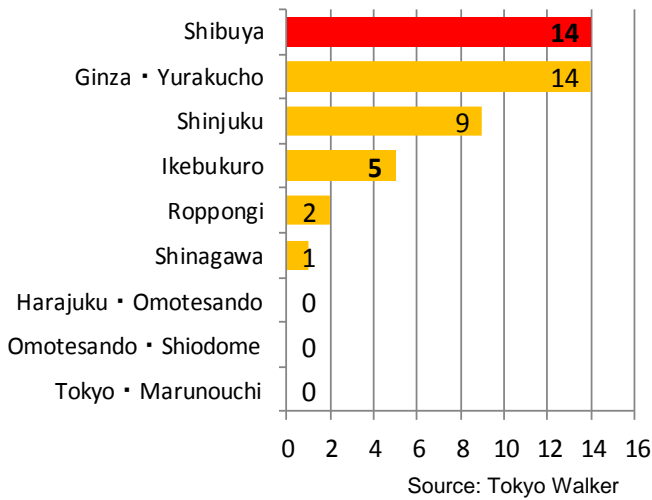
Shibuya continues to transmit its cutting-edge culture in public places and facilities of different sizes,

The City That Transmits Cutting-edge Culture

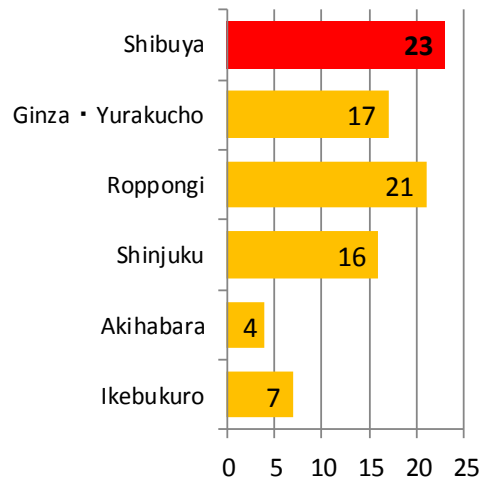
Shibuya is a city that continues to transmit cutting-edge culture through events such as the Shibuya Music Festival, where messages are conveyed through music, and Fashion Week, where Japanese fashion and creation are channeled.

There are 14 movie theaters in Shibuya, ranked #1 along with Ginza/Yurakucho, when comparing regions. There are 67 music venues, which is also the most among Tokyo's regions. Shibuya is also ranked #1 in number of clubs and discos in one region.

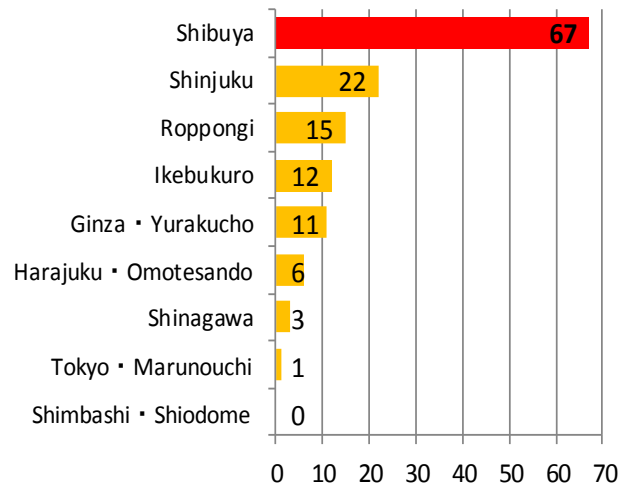
■ Number of Movie Theaters in 9 major cities (2012)



■ Number of Clubs and Discos (2012)



■ Number of Live-houses in 9 Major Cities (2012)



Source: Let's Enjoy TOKYO HP (genre: concert)

consistently attracting people from around the world, creating bustling atmosphere day and night. Shibuya is a city filled with the energy, creativity, and opportunities of people who gather there, and is always pioneering new trends and culture. You can experience the *now* of Tokyo here.



Music Venue—Duo Music Exchange

Opened in January 2004, this is highly recognized by artists in Japan and overseas for its excellent sound system. Artists from overseas are invited and performances of a wide variety of genres are given.

The club's layout can be arranged according to the performance.

Besides music performances, it is also utilized for events such as corporate conventions and wedding parties.



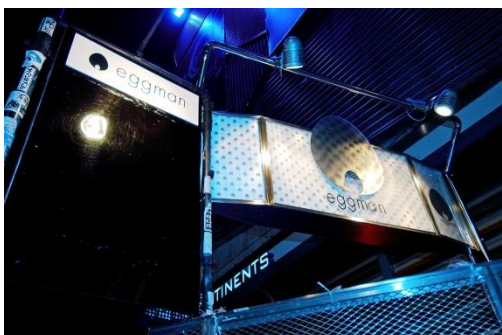
O-EAST Building 1F, 2-14-8 Dogenzaka, Shibuya-ku
03-5459-8716

<http://www.duomusicexchange.com/index.html>

Music Venue—Shibuya Eggman

This long-established live-house in Shibuya celebrated its 33rd anniversary in March 2014.

Referred to as the “gateway to success” since its opening, numerous legendary musicians from both major and independent record labels have performed on its stage.



B1, 1-6-8 Jinnan, Shibuya-ku
03-3496-1561

<http://eggman.jp/daytime/>

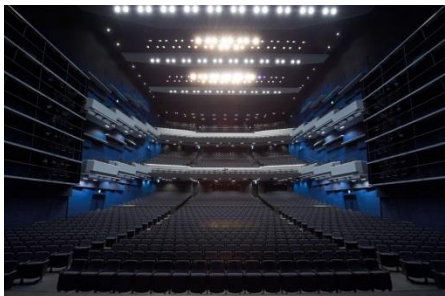
◆ Introduction to Facilities

Tokyu Theatre Orb

A Musical Theatre Floating in Space, Directly Connected to Shibuya Station

This full 1,972-seat (three floors) theatre is located on floors 11-16 of Shibuya Hikarie, the tower complex connected directly to Shibuya Station.

The latest stage equipment and architectural technology enable the production of musicals invited from overseas to maintain their original characteristics.



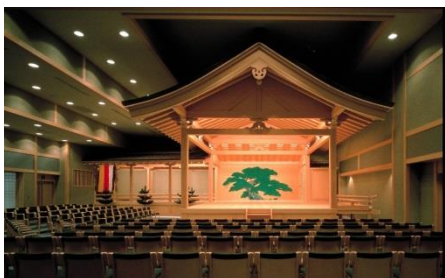
Shibuya Hikarie 11F, 2-21-1, Shibuya, Shibuya-ku,
03-3477-9111

<http://theatre-orb.com/>

Cerulean Tower Noh Theatre

Delivering Traditional Japanese Culture to the World

The Cerulean Tower Noh Theatre seems to suddenly appear inside the skyscraper as an extraordinary, special place where you can escape from the hustle and bustle of the city. It aims to play the role of presenter of Japanese traditional culture to the world, maximizing its location inside Shibuya's tallest landmark. Various genres of Japanese traditional culture can be enjoyed, mainly involving the performances of Noh and Kyogen and a variety of collaborative performance plans with foreign cultures.



Cerulean Tower B2F, 26-1, Sakuragaokacho, Shibuya-ku
03-3477-6412

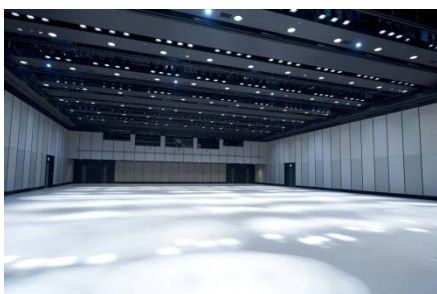
<http://www.ceruleantower.com/nohtheater.html>

Hikarie Hall

An Event Hall—A Large-Scale Indoor Space

The large-scale 1,000 m² and 300 m² event halls connected directly to Shibuya Station, located on the 9th floor of Shibuya Hikarie, are the largest of their type in Tokyo.

The high-performance hall, with ceiling height of 7 meters, holds events such as fashion shows, exhibitions, and plays the role of information source.



Shibuya Hikarie 9F, 2-21-1, Shibuya, Shibuya-ku
03-5468-5088

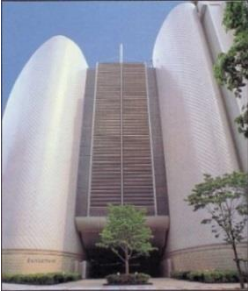
<http://www.hikarie.jp/hall/>

Bunkamura

A Complex Cultural Facility that Creates a New Future Through Various Cultures

This was Japan's first large-scale complex cultural facility, opened in 1989.

Facilities such as the concert hall (music), theatre (plays), museum (art), and a mini-theater (movies) are installed with three concepts in mind: Place of Presentation, which creates and offers high-quality culture, Place of Creation, which develops new culture, and Place of Encounters, which promotes interaction of people, art, and things. There are also cafes and art-related shops.



2-24-1, Dogenzaka, Shibuya-ku
03-3477-9111

Hours: Open 10 a.m.

* Closed days and operating hours vary depending on facility and shop

<http://www.bunkamura.co.jp>

Bunkamura Orchard Hall

One of the World's Greatest Halls for Concert, Opera, and Ballet

This is Japan's largest shoebox-style hall. The refraction from the sound reflects repeatedly on the high, flat ceiling (20 meters high) and the large, vertical side wall, producing rich, thick acoustics. Its most striking feature is the giant movable tripartite acoustic shelter. Moving this shelter enables the hall to function as a theatre as well as a concert hall. It can offer performances of such diverse genres as classical music (main), opera, and ballet, as well as popular music concerts.



2-24-1, Dogenzaka, Shibuya-ku
03-3477-3244

<http://www.bunkamura.co.jp>

Bunkamura The Museum

Open-style Museum Where Visitors Can Casually Enjoy Art Anytime

With a focus on modern art, this museum holds thematic, visionary, and highly recognized exhibitions, such as solo exhibitions of artists who have little chance to exhibit in Japan, and exhibitions of masterpieces from internationally renowned museums. The exhibitions have been highly recognized not only in Japan, but also internationally.



2-24-1, Dogenzaka, Shibuya-ku
03-3477-9413

Hours: 10 a.m.–7 p.m. (open until 9 p.m. on Friday and Saturday)

Last admission 30 minutes before closing time

* Open everyday during exhibition periods (may be closed for changes in certain exhibitions)

<http://www.bunkamura.co.jp/museum/>

Accommodation in Shibuya

There is a wide-range of hotels in Shibuya, from reasonable to luxury, to meet the needs of many domestic and overseas visitors. One can find a hotel according to the purpose or schedule of the stay.

Cerulean Tower Tokyu Hotel

A Simple and Modern Space Perfect for a Relaxing Time for Adults

This is one of Shibuya's landmark luxury hotels.

The rooms located on the upper levels offer panoramic views of Tokyo and a view of Mt. Fuji.

The simple and modern-themed space creates a relaxing time for adults.



26-1, Sakuragaokacho, Shibuya-ku

03-3476-3000

in: 2 p.m., out: noon

<http://www.ceruleantower-hotel.com>

Shibuya Excel Hotel Tokyu

Directly Connected to the Station for Easy Access, Perfect for an Active Stay

In addition to easy access with a direct connection to Shibuya Station, the airport shuttle bus arrives at the hotel.

This hotel is the closest to the Shibuya Scramble Crossing.

Located inside the complex facility of Shibuya Mark City, this hotel is recommended for people who want to be active during their stay.

Women's only floors are also available.



1-12-2, Dogenzaka, Shibuya-ku

(Inside Shibuya Mark City Mall)

03-5457-0109

in: 2 p.m., out: 11 a.m.

<http://www.shibuya-e.tokyuhotels.co.jp>

Many business hotels are perfect for short-notice stays and business trips. Easy, comfortable access is important for the hotel that will be the base of your stay. You can fully enjoy the city of Shibuya from these convenient locations.

Shibuya Tokyu Inn

A Hotel Popular for Short-notice Stays and Business Trips, with a Good Location

All of the guestrooms were renovated in the fall of 2012. In addition to rooms offered only for women, seven different types of rooms can be selected from according to your needs. Wi-Fi and LAN connections are available in all rooms.

Attractively located, it is a two-minute walk from the Hachiko Exit of Shibuya Station.



1-24-10, Shibuya, Shibuya-ku
03-3498-0109

in: 3 p.m., out: 10 a.m.

<http://www.shibuya-i.tokyuhotels.co.jp>

Tokyu Stay Shibuya

Located Near a Quiet Residential Area, Perfect for an Intellectually Stimulating Stay

This hotel located near a quiet residential area that is a bit further from the hustle and bustle of the city. Surrounded by many cultural facilities, such as the Shoto Museum of Art, you can enjoy a stay filled with intellectual stimulation.

It is also perfect for a long stay, fully equipped with a kitchenette, washer/dryer, and microwave oven.



8-14, Shinsencho, Shibuya-ku

03-3477-1091

in: 3 p.m., out: 11 a.m.

<http://www.tokyustay.co.jp/hotel/SIB>

Tokyu Stay Shibuya Shin-Minamiguchi

Easy Access for Business and Private Shibuya-based Stays

Located just steps away from the Shin-minamiguchi Exit of Shibuya Station, close to Ebisu and Daikanyama, you have easy access to stylish spots with Shibuya as the base of your stay. All rooms are fully equipped with a microwave oven and washer/dryer and some rooms also have a kitchenette. The reasonable pricing is another positive aspect of this hotel.



3-26-21, Shibuya, Shibuya-ku

03-5466-0109

in: 3 p.m., out: 11 a.m.

<http://www.tokyustay.co.jp/hotel/SIM>

Shibuya, Bit Valley, Where Cutting-edge IT

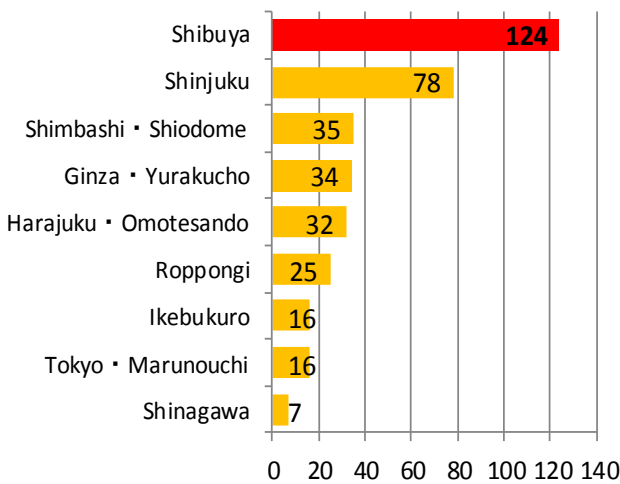
Shibuya came to be known as the Bit Valley, short for “bitter valley,” a play on the words of the literal translation of Shibuya (*shibui*, of Shibuya, means “bitter”, and *tani*, the second *kanji* in Shibuya, meaning “valley”), as well as the computer term, bit, due to the increased concentration of internet-related business ventures in the area since the late 1990s.

The City Where Cutting-Edge Companies Gather

Shibuya has been ranked #1 in number of shared offices by municipality nationwide (by ward), with 37.

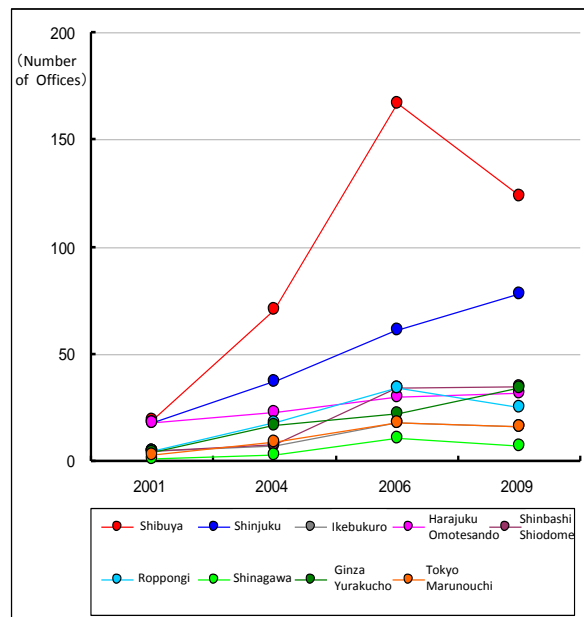
The number of business offices for services associated with the internet is 120, the highest in the targeted comparison region, and increased by 110 during 2001-2009.

■ Number of Business Offices for Services Associated with Internet in 9 Major Cities (2009)



Source: [Survey statistics of offices and companies](#)
(Statistics Bureau, Ministry of Internal Affairs and Communications)

■ Trend of Number of Offices for Services Associated with Internet in 9 Major Cities (2001-2009)



Source: [Survey statistics of offices and companies](#)
(Statistics Bureau, Ministry of Internal Affairs and Communications)

Companies Converge

Inspired by the Bit Valley Concept, an activity that took place in an effort to produce competent entrepreneurs, which was presented by the owners of venture companies around Shibuya in February 1999, Shibuya became the home of IT business development.

Hot Companies in Shibuya, the Mecca of IT Ventures

Shibuya has many advantages for business activities, being a location with excellent access to transportation, where new trends and business opportunities can be caught quickly, which is a key point for IT-related businesses.



CyberAgent, Inc.

Founded in 1998, CyberAgent, Inc. is a leading Internet company focused on its smartphone community platform Ameba, and has provided many types of business in Japan, including the largest smartphone game provider, internet ads, and corporate venture capital.



DeNA Co., Ltd.

In addition to operating a social gaming service and e-commerce service, DeNA owns and manages the baseball team, the Yokohama DeNA BayStars.



GMO Internet Group

This comprehensive Internet business group provides services such as Web infrastructure, e-commerce, Internet media, internet security, and social smartphone-related services.

Brilliant Ideas. A New Horizon.

Fascinating People Gather.

TEDxTokyo

This is a community that is being grown around the world to share the spirit of TED, “ideas worth spreading.” TEDxTokyo was the first international TEDx and one of the first two TEDxes overall, playing one of the leading roles in the development of this global movement from the time when TEDx was simply an idea.

TEDxTokyo was initially held at the National Museum of Emerging Science and Innovation in Odaiba, Tokyo starting in 2009, and in 2012 moved to its new home in Shibuya Hikarie, expanding its own unique community.

It is the Japanese version of the TEDx conference, where entrepreneurs, scholars, engineers, artists, ecologists, and other diverse individuals gather to share and explore ideas and possibilities.



Redevelopment of Shibuya

Shibuya has the goal of being reborn as the “city we want to visit the most.”

Starting with the opening of Shibuya Hikarie in 2012, progress is being made in the large-scale redevelopment of Shibuya, with the aim of becoming an international city of tourism and culture, where a diversified lifestyle and culture can be found and presented to the world.

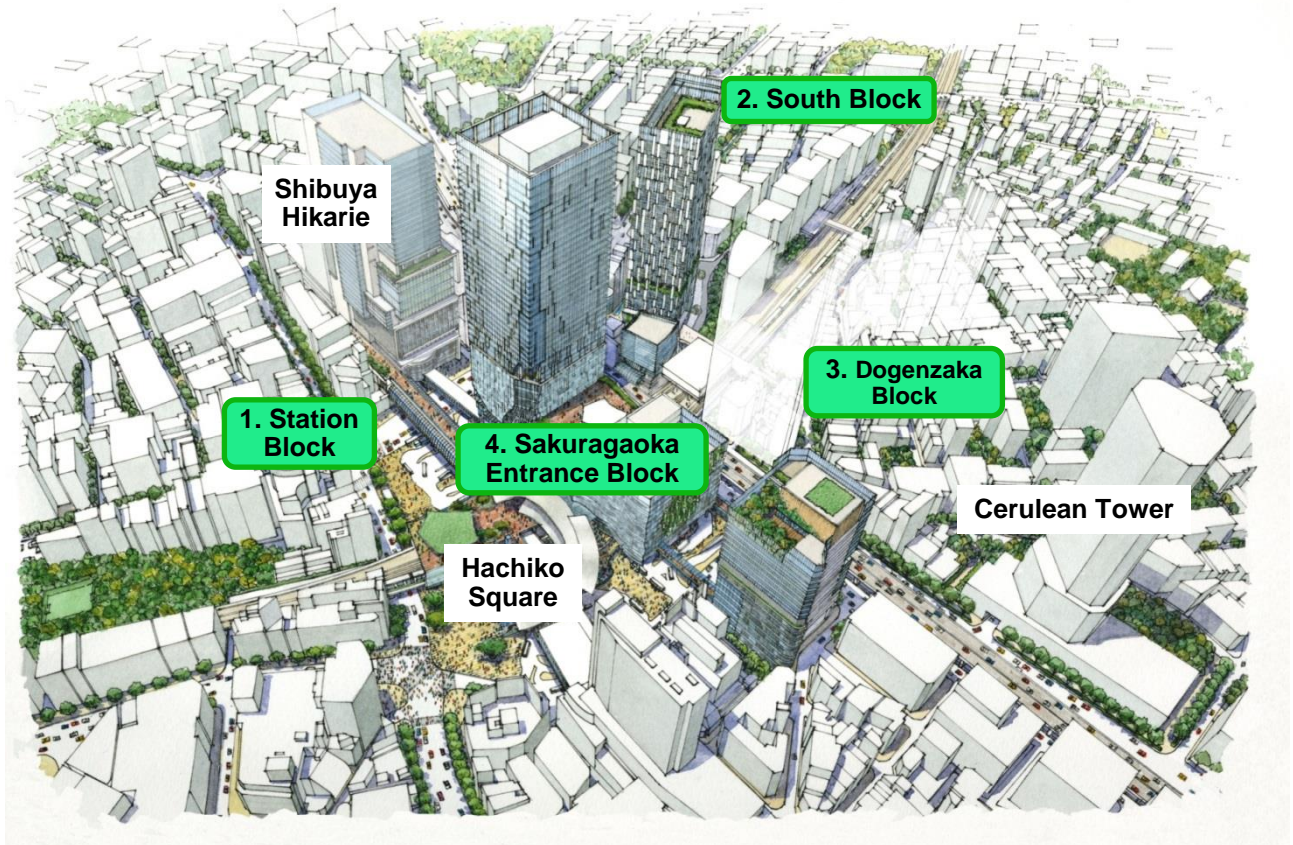


Image of Completed Redevelopment around Shibuya Station

1. Station Block

A New Landmark that Transforms the View of Shibuya is Born



The Station Block will have three buildings adjacent to Shibuya Station.

As the largest scale buildings for offices and commercial facilities in the district around the station, the East Building will open by 2020 and the Center Building and the West Building will open in 2027.

Among them, the East Building, with a height of 230 meters, higher than Shibuya Hikarie, will no doubt become the new landmark of Shibuya.

Watch for the reborn Shibuya, where you can move around the station freely with the expanded path that connects the east and west station squares.

By updating the function and reorganizing Shibuya Station, and reorganizing the urban infrastructure and city blocks integrally with redevelopment of the station buildings, Shibuya will become a charming city that has achieved further development and evolution.

2. South Block

A Creative Area for Experiencing Memories of History and Nature



The 34-floor above ground and 4-floor below ground building to be constructed on the former site of the platform and the railroad track of the old Toyoko Line Shibuya Station will contain a hotel in the middle level and a hall and commercial facilities in the lower level, and is scheduled to open in 2018. The goal in its placement is to make the area along the Shibuya River a place of liveliness, with a green promenade and a riverfront area. The overpass of the old Toyoko line will be repurposed as a pedestrian deck, adding a touch to this creative area so you can feel the life of history and nature in a modern atmosphere.

3. Dogenzaka Block

Shibuya's New Gateway for the Home of Urban Tourism



A 17-floor above ground and 5-floor below ground building is scheduled to be constructed around the present Tokyu Plaza Shibuya in the Dogenzaka Block. There will be a bus terminal that includes a station for the airport shuttle bus on the ground floor, a commercial facility on the mid-to-lower levels, and high-grade offices on the upper levels. There will also be a tourist support facility that will make the area the home of urban tourism. A common phrase about Shibuya after this area's opening in 2018 may be, "If you want to hang out in Shibuya, why not start with Dogenzaka?"

4. Sakuragaoka Entrance Block

A Complex that Represents Shibuya, the Cosmopolitan City



Adjacent to Shibuya Station, buildings with a total floor area of approximately 241,400 m², that include offices, businesses, and residences, are scheduled to be constructed. Livelihood support facilities for the residents and foreign businesspeople, and entrepreneurship support facilities to help create ties within the creative content industry, will be installed. With the improvement of the entrance of the Sakuragaoka block that extends across the southwest region of Shibuya Station, Shibuya will likely become a city with a strengthened spirit of *omotenashi* (hospitality).

Free Wi-Fi Service for Foreign Travelers

A survey conducted by the Japan Tourism Agency in 2011 found that the issue foreign tourists had the most trouble with while travelling was the lack of free Wi-Fi. Accordingly, the free Wi-Fi service called Visit SHIBUYA Wi-Fi was started with the aim of promoting the increase and excursions of visitors by offering a free Wi-Fi environment to help extend the range of their activities, such as obtaining information about the Shibuya and sharing their experiences on social networking services.

Visit SHIBUYA Wi-Fi, Free Wi-Fi Service for Foreign Travelers

This service is available at the station and at commercial facilities surrounding the station, including Tokyu and Tokyo Metro Shibuya Stations (excluding some areas), Shibuya Hikarie, Tokyu Department Store Honten, Toyoko Store, and SHIBUYA109.

Details of Visit SHIBUYA Wi-Fi

1. Logo

Simply designed with the color purple, the color of the Iris, the flower of Shibuya-ku, the Wi-Fi Service is easily recognizable at a glance.

2. Facilities Where the Service and Brochures are Available

The service is available in the following facilities.

User ID and Password will be provided if some form of identification, such as a passport, is presented.

Tokyu and Tokyo Metro Shibuya Station (excluding some areas)

- Shibuya Station Tourist Information Desk (B2F)
- Shibuya Station Main Service Counter (B1F)

Shibuya Hikarie

- Information Counter (2F, B3F)

Tokyu Department Store Honten

- Information Counter (1F)

Tokyu Department Store Toyoko Store (excluding 3F, 4F, and B1F)

- Information Counter (1F, 5F)

SHIBUYA109

- Information Counter (1F)

3. Eligible Users

Anyone who can present identification that proves their foreign citizenship, such as a passport



The login screen can be viewed in English, Chinese (simplified and traditional), or Korean. Basic information in the event of an earthquake and facilities that will temporarily accommodate people with difficulty returning home, will be provided in multiple languages, as well as in Japanese, in cooperation with Shibuya City. The first screen after logging in will provide information on the larger Shibuya area as well as the Tokyu Group, providing travelers with an informational background to freely enjoy Shibuya.



Login screen



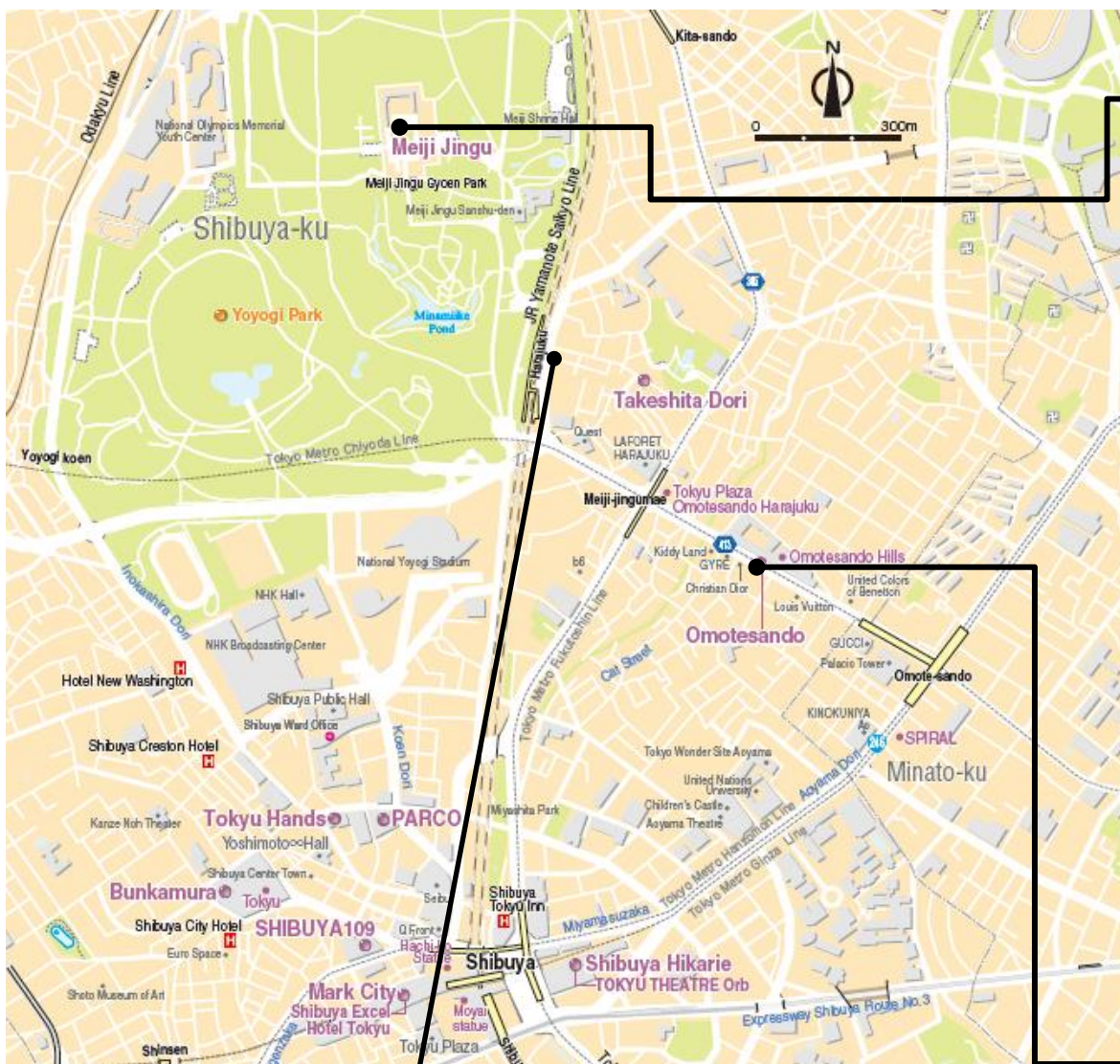
Disaster prevention
Information
(traditional Chinese)



First screen
after login

Greater Shibuya Area

Unique Neighboring Towns of the Greater



(c) 2014/amanaimages

Harajuku The Mecca of Kawaii

Harajuku is widely known as a city of unique fashion. A wide variety of stores line Takeshita Street, an approximately 350-meter street spanning from Harajuku Station to Meiji-dori, attracting many foreign tourists as well as students on school trips. It is especially crowded with many people during weekends, holidays, summer vacation, and spring break.



(c) 2014/amanaimages

Meiji Shrine

Tokyo's #1 Green Power Spot

This shrine was built in 1920 in dedication to Emperor Meiji and Empress Shoken. It is located in a manmade forest consisting of approximately 100,000 trees donated from all parts of Japan. The trees now grow thickly like a natural forest, nurturing a rich variety of life such as rare plants, insects, and wild birds.

Despite its urban location, it is filled with serenity and solemnity.

There is an Iris garden inside the Gyoen, the imperial garden associated with the enshrined deities, and beautiful irises are in full bloom in June. In the back is a spring, which is a valuable source of water for the iris garden, called Kiyomasa's well. It is said to have been dug by Kato Kiyomasa.

Meiji Shrine will mark the 100th anniversary of its enshrinement in 2020, the year in which the Tokyo Olympics will be held.



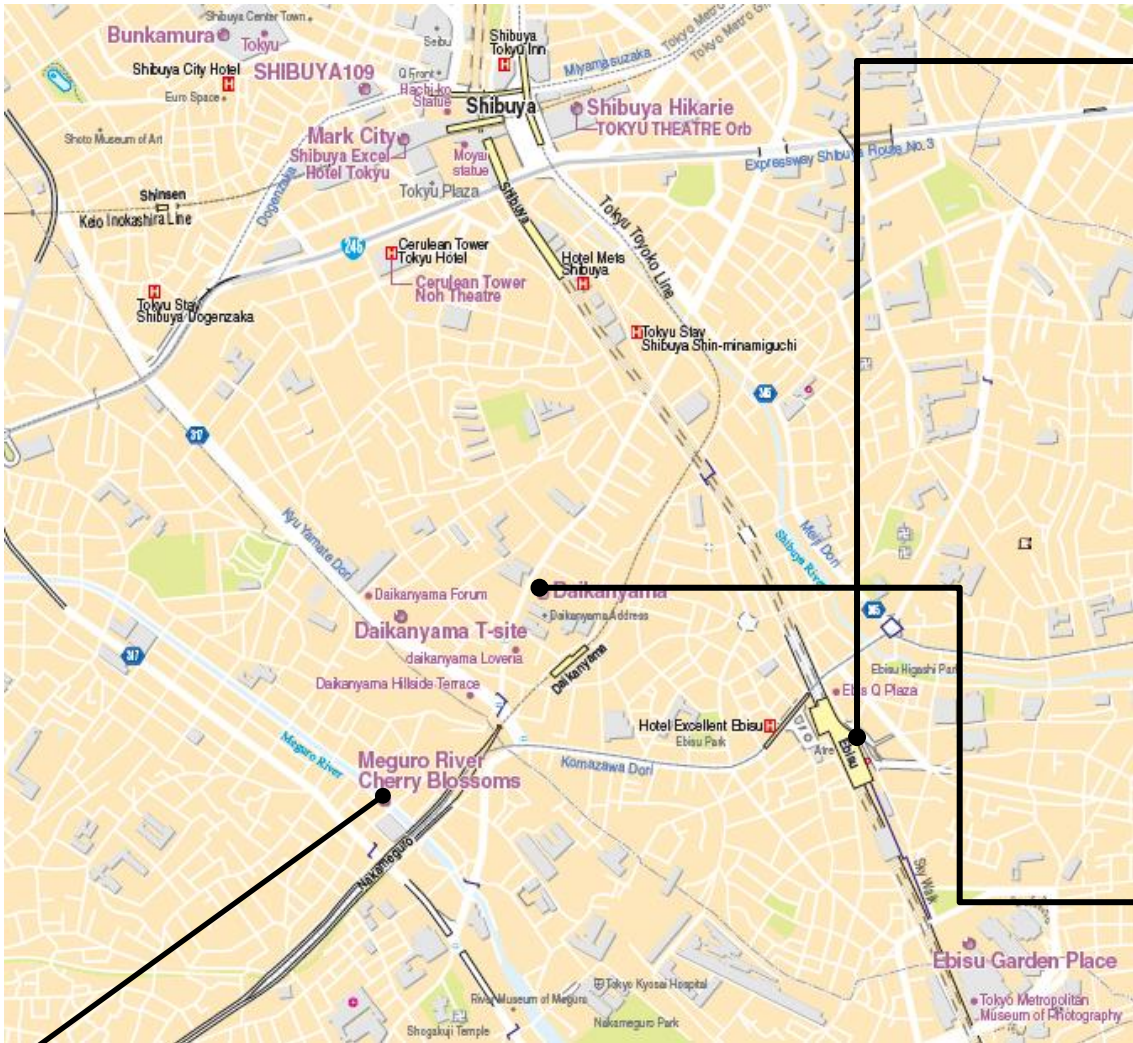
Omotesando

Japan's Fanciest Tree-Lined Avenue

This street was originally created as the front approach to Meiji Shrine. The area is known as a shopping street, featuring a multitude of top name international and Japanese brand stores, especially along Omotesando-dori. The large-scale commercial facilities Omotesando Hills and Tokyu Plaza Omotesando Harajuku opened respectively in 2006 and 2012. The backstreets house a quiet residential area scattered with up-and-coming select stores and beauty salons, making it popular among young people.



Unique Neighboring Towns of the Greater



Nakameguro

A Stylish Spot to View Cherry Blossoms

The Meguro River runs parallel to Yamate-dori. Cherry trees are planted along the river, especially in the area from Nakameguro to Ikejiri-ohashi Station, making the area a lively spot with many people during the cherry blossom season.

In recent years, the number of stores along the river that sell fashion and miscellaneous goods has increased.



Ebisu

The Fusion of Gourmet Food and Fashion

The name Ebisu is derived from Yebisu beer. With Sapporo Breweries Limited being headquartered in the area, the names of areas such as Sapporo Beer Square and Beer Hill have remained.

Yebisu Garden Place was founded in 1994 as a redevelopment project on the former site of a beer brewery. It is a popular spot consisting of a wide variety of facilities such as the Ebisu Mitsukoshi Department Store, Tokyo Metropolitan Museum of Photography, Westin Hotel Tokyo, restaurants, and the Museum of Yebisu Beer.

Following its opening, many restaurants, cafes, and boutiques began to converge there, making Ebisu one of Tokyo's major cities for enjoying gourmet food and fashion.



Daikanyama

A Town Where Style and Lush Greenery Coexist

This popular city is often highly ranked as one of the most desirable places to live.

It spans the area from around Tokyu Toyoko Line Daikanyama Station to the Old Yamate-dori and Hachiman-dori. Along these streets are fashionable stores, giving a gleaming impression of the city. They include boutiques, cafes, cake shops, restaurants and Daikanyama T-Site, a facility consisting of Tsutaya Books Daikanyama and a specialty store area located in a site of 4,000-*tsubo*, where rich greenery still remains. An added appeal of this area is the convenient location only a little over a 10-minute walk to Shibuya, Ebisu, and Nakameguro.

Tsutaya Books Daikanyama

A store filled with culture and items that help enjoy life more deeply found on the music floor with an extensive collection of jazz, classical, rock, and pop, a movie floor with a large collection including masterpieces and movies that have not been made to DVD, a stationery section with an array of pens from all over the world, the Anjin lounge, which is surrounded by valuable art books, magazines, and art, the Book & Café Starbucks, a Family Mart with a higher than usual level of goods, and a travel counter where travel arrangements can be made.



