

Press release

A brand new double-decker open top bus started operating!

Enjoy a ride around Tokyo on this open roof bus that offers a spectacular panoramic view of the Tokyo metropolis!

There are two different courses:

Visit various famous places of Tokyo on the City Course and get to ride the famous Rainbow Bridge on the Bay Course.

Heisei Enterprise Co., Ltd., (headquarters located in Fujimi city, Japan, Representative: Kimi Takura, <https://busde.com>) already providing various services such as night buses and one day sightseeing bus tours starts the operation of double-decker open top bus 「VIP VIEW TOUR」

「VIP VIEW TOUR」 is the double decker tourist bus which departs from Tokyo station in central Tokyo and travels through the major touristic spots of Tokyo.

We prepared two different courses: the City Course and the Bay Course.

Both courses will bring you around Tokyo for about 70 minutes.

During January 2019, 2.689.000 people came to visit Japan. This number is 7.5% higher than that of last year which shows an increase of 180.000 people over one year. This is the higher number ever recorded for January. (According to JNTO's research)

This rapid growth means that we need to adapt very quickly to meet the demand and needs of tourists coming to Japan.

By launching the open top bus as a new tourism tool, our inbound products are expected to reach 50.000 customers per year.

<Particularity>

1. You can see the panoramic view of Tokyo from almost 3.8m high.

The most attractive point is that you can watch the townscape while watching the sky because there is no rooftop.

You can smell the nature around you and feel the wind or the changing of seasons while the bus drives in central Tokyo.

Also, the thrill of driving under the traffic light or sign which is looming in front of your eyes is another highlight.

You will feel like you're riding a roller coaster but in the middle of Tokyo!

During Spring, the recommendation is the 'cherry blossom tunnel' in Kokyo Chidorigafuchi where you can almost reach cherry blossoms if you extend your arms.

2. The Japanese traditional design of the bus which matches the town of Tokyo.

Imaging Japanese clothes 'kimono' with golden threads, we used an elegant and bold design which is based on red and black. We decided to use the Japanese traditional beauty as a motif, such as an ox-drawn coach, a fan, a Japanese umbrella, a traditional Japanese handball, etc.

Moreover, we drew rabbits and cranes that you can see in Japanese old stories, they seem to be jumping out of the design.

You can enjoy travelling through Tokyo on this magnificent bus that you would like to take pictures of as a memory.

3. We prepared two courses: 'City Course' and 'Bay Course'.

Both courses depart and arrive at Tokyo station.

The City Course is an orthodox course which goes around famous spots of Tokyo.

The Bay Course is recommended for people who want to go on the famous Rainbow Bridge connecting central Tokyo to Odaiba.

If you take part in the City Course, the bus will be going around the Imperial Palace, Tokyo National Museum of Modern Art, Chidorigafuchi, State Guest House Akasaka Imperial Estate, Roppongi, Tokyo tower and Ginza.

If you take part in the Bay Course, the bus will be going around the Imperial palace, Tokyo Station red brick station building, Hibiya park, Tokyo tower, Fuji Television building, Rainbow bridge and Ginza.

The bus for the City Course will be departing twice a day, at 12:40 and 16:30.

The bus for the Bay Course will be departing three times a day, at 10:30, 14:50 and 18:00.

4. Multilingual audio guide system operating with GPS

GPS signal is received by the bus' audio guide system throughout the ride, delivering real-time information at each point.

We currently offer audio guides in Japanese, English and Chinese but we plan on incorporating up to 8 languages over the next month, including Korean, Thai and Spanish among others.

Both courses will bring you around Tokyo for about 70 minutes.

The fee is ¥ 1,800 per adult (more than 12 years old) and ¥ 900 per child (from 3 to 11 years old)

Infants (up to 2years old) can enter for free as long they sit on their guardian's lap.

The maximum seating capacity is 45 passengers.

The buses are operating from Friday to Tuesday (not operating on Wednesdays and Thursdays)

【About Heisei Enterprise, Co., Ltd.】

Heisei Enterprise's activities cover many fields, including charter buses and highway buses mostly connecting the cities of Osaka and Tokyo.

It is the first company which decided to provide women only buses in Japan.

Heisei Enterprise offers the lowest prices and provide many services such as the 'VIP Lounges' in Tokyo, Nagoya, Kyoto and Osaka where clients can relax and use a variety of equipments.

Heisei Enterprise is also active in the lodging business with its guesthouses called 'Wasabi' in Tokyo, Osaka and Nagoya.

One-day sightseeing bus tours departing from Tokyo, Nagoya, Osaka and Kyoto are bringing Japanese as well as foreign tourists to many destinations every day.

<company information>

Heisei Enterprise Co., Ltd.

Representative: Kimi Takura

Location: 1-4-5 Grand Chariot, Higashi-Mizuhodai,

Fujimi-shi, Saitama-ken, Japan

Establishment: 11th December 1992

Businesses: charter bus, shuttle bus, night bus, travel company, automobile maintenance, fitness club, day care, accommodation/lodging industry.

Official site: <http://busde.com/>

URL of this press release:

<http://prtimes.jp/main/html/rd/p/000000026.000024931.html>

Press releases list of Heisei enterprise

http://prtimes.jp/main/html/searchrlp/company_id/24931

《※※We are open to media interviews about our services ※※》

We started operating the open top bus (double decker bus) on 29th of March.

To celebrate this operation, we held an opening ceremony and test ride event on
28th of March.