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Virtual Yokohama: interactive website launched

New platform introduces Japan's second-largest city
to tourism and MICE industries

Yokohama, April 28 — The Yokohama Convention & Visitors Bureau (YCVB) has launched a new website to introduce the tourism and MICE elements of Japan's second-largest city to the world.

Named Virtual Yokohama, the platform allows the city to welcome business-related site visits virtually and to continue to compete for conventions amid governmental restrictions on international travel.

The interactive website features 360° images and videos of local scenery, landmarks, hotels, convention facilities, and attractions, alongside stylish illustrations by Satoshi Hashimoto, a Yokohama-born illustrator active in Japan and abroad.

Akiko Hosono, manager of the Business Events Team of YCVB, said: "Virtual Yokohama was created to ensure Yokohama continues to be the city of choice for people in the tourism and MICE industries, by making it easy for them to experience the advantages of Yokohama in an online format."

As a compact city, with many of its major tourism attractions located within walking distance of its commercial hub, Yokohama suits both tourism and MICE needs, which is highlighted on the website.

There is information suitable for both day visitors and those spending the night. Options include four model itineraries, covering everything from classic tourist spots to off-the-beaten-track gems familiar only to local people, and half-day sightseeing tours, including those that trace the history of Yokohama's port or showcase its panoramic views.

There are also videos introducing eight unique venues where parties, seminars, and other business events can be held. Among those to choose from are Sky Garden, one of Japan's highest observatory facilities; the historic Sankeien Garden; and Yokohama Hakkeijima Sea Paradise, whose premises, which include an aquarium and amusement park, can be used exclusively.

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Notes:

1. Virtual Yokohama can be accessed here:
<https://www.yokohamajapan.com/virtual/>



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