

**Announcing new members of the “TOKYO Besties” Team; introducing the best things to do in Tokyo for your next travel.**



The second term members of “TOKYO Besties” – a project that promotes to showcase the best parts of Tokyo to the world has been announced. From the end of July 2024 to the end of March 2025, members will be delivering content on social media to highlight their favorite parts of Tokyo, targeting young people around the world.

There is a variety of exciting content available across social media platforms– make sure to follow us!

## **About the “TOKYO Besties” Team**

We are happy to announce our second year with our new “TOKYO Besties” team members. It is an official tourism PR team assembled by the Tokyo Metropolitan Government. The team members will be highlighting the best attractions and spots they highly recommend visiting from a local’s perspective. Through their content, young people from around the world will discover a side of Tokyo that is well-known and loved by the team members.

## About the “TOKYO Besties” team members



The second term members of “TOKYO Besties” team were selected from a great number of applicants who all share the love for Tokyo and are excited to share the best bits of the city to the world. The applicants must be between the ages of 13 and 22 and currently reside in Tokyo. This year’s selected members are all at different stages of life. From high school students to university students, each bringing wide ranges of reasons why they want to join the team. But there is one thing in common: their curiosity and love for Tokyo.

Some members enthusiastically told us that they want to “feature the best parts of Tokyo to their friends who live abroad or people they never met” and “show the best parts of Tokyo from a local’s perspective.” We can’t wait to see what sort of content they are going to create for us!

### Learning the basics on content creation

Members participated in a workshop to learn the basics of content creation; coming up with ideas, how to deliver content, and other useful skills to responsibly post online. In the beginning of the workshop, we’ve invited a PR expert to give them a lecture on the basics of PR. The team also discussed the charms of Tokyo and deep dive into what foreigner’s think is interesting about the city to see if there are any common themes between the two.



At the end of the workshop, the team members got together for a photo shoot and later, went on a field trip to practice creating content together. Everyone was having a great time getting to know each other!



For the field trip, the team members went to a taiyaki shop “OYOGÉ” to learn how taiyaki gets made and learning from the store owner. In between shooting content, members were enjoying a delicious piece of taiyaki and taking a fun group photo together as well.



After the field trip, each member used their own video footage to practice video editing and create captions. Members presented their content with one another and had a discussion on how to improve. “TOKYO Besties” expressed their excitement that they can’t wait to work on the project and have as many people to engage in their content online!



At the end of the workshop, members also learned a few tricks on how to use a disposable camera. In the recent re-emergence of disposable cameras in Japan, we are excited to see what sort of photos they will be shooting!



Through the workshop, members were able to learn so many new things on content creation and posting online. Don’t miss out on what the team have in store for you!

## Summer Activities With “TOKYO Besties”

From the end of July to August, the “TOKYO Besties” team participated in some activities to rediscover what the city offers.

### **Introducing an evening stroll in Shinjuku**

The “TOKYO Besties” team went to Nishi-Shinjuku for their first shooting spot and walked around the area for content. They went to watch the projection mapping show hosted by the Tokyo Metropolitan Government and some nearby areas. At the time, “Godzilla: Attack on Tokyo” was displayed, using Tokyo Metropolitan Government Building No.1 as a canvas and it was certainly one of the most dynamic light shows anyone has ever seen! They also visited Juniso Kumano Shrine and Shinjuku Chuo Park to experience Tokyo’s mixture of traditional charm and vibrant city life.



### **Learning useful tips on traveling Tokyo through Hello Kitty stamp rally (Event organized by the Tokyo Metropolitan Government, ended on August 11th,2024)**

The “TOKYO Besties” team also created a compilation video highlighting some of the rules and etiquettes on traveling through Tokyo. The video included things like, some places will ask you to take off your shoes, forming a line at a store or public transportation is necessary, or recycling/taking home your own trash may be needed etc.





### **Making traditional Japanese fans**

The team headed to Asakusa to make traditional Japanese fans (foldable *sensu* or flat *uchiwa* fan). The fans were thoughtfully crafted as their own original design. Later, members headed to Sensoji and Nakamise shopping street to film content at a popular café. Through filming, members were able to reconnect with the historical heritage and eat traditional Japanese sweets.

### **Don't miss out on the “TOKYO Besties” team!**

The team members will be posting their favorite parts on Tokyo through the official Instagram and YouTube until March 2025. For more content and information, visit and follow: [Instagram](#) / [YouTube](#).