



横浜中華街
I ♥ Chinatown. YOKOHAMA



Creates a tourist friendly environment with the help of Fon's WiFi management services

Case Study

Introduction

Yokohama, the largest Chinatown in Japan, hosts over 21 million visitors a year attracted by its rich gastronomy and Chinese cultural heritage.

Yokohama Chinatown Development Association promotes its history, culture, and economic growth, and brings together 4000 residents and more than 300 businesses towards this common goal. It maintains the corporate website and app, which hosts information regarding local offers, cultural events, shops and goods, and serves as an online tourist guide for visitors.



Business Case

Opportunity

With an average of 50k-60k visitors per day, Yokohama's Development Association knew how to provide the best visitor experience, using WiFi as the cornerstone.

The following project objectives were set:

- Generate a tourist friendly environment
- Increase tourist engagement towards Yokohama Chinatown
- Better overall service and greater customer satisfaction

Business model

Yokohama Trade Union provides its syndicated members with a Guest WiFi enabled router that provides 2 hours of Free WiFi access to their end customers through a portal.

The Development Association leverages the captive portal as a marketing tool to promote Yokohama's offerings and activities. A symbolic Dragon invites visitors to cross Yokohama's welcoming gates and conducts them towards a guided online tour of the town, where they can explore the town, search for their favourite shop, and keep track of next events.

Welcome to Yokohama Chinatown! Enjoy your visit.

Highlights

Opportunity for customer impact



Bringing WiFi to businesses



“We have come to believe that free WiFi facilities that guests from overseas can comfortably use while in Chinatown are indispensable. We have therefore partnered with Fon, who already has many users both in foreign countries and in Japan.”

Mr. Yoichiro Ishikawa, Director of the Yokohama Chinatown Development Association

Why Fon

- Fon is a well-known provider of WiFi Solutions in Japan and is recognised worldwide. Foreign tourists visiting Yokohama benefit from using simple, straightforward, and trusted WiFi service
- Fon's hardware agnostic solution guaranteed a hassle free deployment on all routers available
- Fon's solution offered the right combination of flexibility and ease of use required for this project

