

TTD (Things To Do) Restaurant System Started Operations!

We will implement 2019 Summer/Fall TTD Promotional Campaign, including free subscription for up to 5 months.

Laox Co., Ltd. (hereinafter referred to as “we”) developed TTD (Things To Do, meaning we help foreign diners through every step of eating out in Japan, from reservation to payment) Restaurant System, which offers all-encompassing support for restaurants in Japan to serve foreign diners, from a system to handle reservations from overseas, to a self-ordering system that uses QR codes, to a system to manage waiting lists that uses a multi-lingual touch panel and sends out e-mails to report how many people are waiting before a customer’s turn, to a payment system that accepts payment through various Chinese and Japanese settlement services such as AliPay & LINE Pay. The TTD Restaurant System has now begun its operations.

We will implement a large-scale promotional campaign from the summer holiday season (June to August when most foreigners will visit Japan) to the Foundation Day of China period (Oct.1st -7th, in 2019).

■ Summary of 2019 Summer/Fall 300-million-yen TTD Promotional Campaign

Objectives: acquisition of TTD users and raise the name recognition of TTD

Period: June, 2019 – October 31, 2019

Promotional activities:

- Appealing on a variety of media such as Ctrip, a leading travel booking site in China
- Appealing through influencers
- Approaching those who reserved air tickets to Japan or tables at restaurants in Japan
- Approaching those who rented WIFI routers or used visa-issuing services to visit Japan
- Sending messages from Laox’s official WeChat account, which currently has around 500,000 followers.

If you subscribe to DDT Restaurant System during the 2019 Summer/Fall Promotional Campaign period above, the monthly fee of 3,980 yen for the reservation system will be waived for up to five months. Please ask the following contact about the details.

About 3.86 million Chinese people visited Japan from June to October in 2018. The number is expected to further increase to about 4.3 million for the same period this year. Furthermore, more and more FITs are coming to Japan in recent years. By helping them choose restaurants and order foods, among others, we will contribute to attracting foreign customers to restaurants in Japan.

Regarding the details of TTD Restaurant System: <http://www.laox.co.jp/ttd/>

Regarding seminars on TTD Restaurant System: <http://www.laox.co.jp/ttd/seminar/>

Participation/Inquiry: <http://www.laox.co.jp/contactform/ttd>

Contact for information regarding this announcement

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