GuideTunes

Multilingual audio guides
for international visitors to Japan

For businesses: restaurants, hotels, attractions, kimono and cultural experiences, souvenir shops

Audio guides for happier guests and a new income for you.

Audio guides in 10 languages (Tokyo, Kyoto and Osaka) that visitors play on their phones. All you do is place flyers with your QR code.



Sound familiar?

- **No time to give sightseeing tips to international guests**
- **Language barriers with local highlights**
- **You want to stand out from nearby shops**
- **A new income without upfront costs**

GuideTunes solves this: just place flyers. How it works and the referral fee start on page 2.
Dedicated materials for hotels and kimono shops are introduced on page 8.

Audio guides in 10 languages | Now recruiting partner venues

Place one QR code — more satisfied guests, and a new source of income.

Audio guides to sightseeing, food and history, in 10 languages. Visitors just scan the code; no app needed.

¥0
Setup fee
Flyers and POPs with your own QR code, issued free of charge

¥0
Monthly fee
Your only cost is printing, at your own expense

20%, up to 30%
Referral fee
20%, up to 30% based on your sales.
E.g. one a day: approx. ¥256,000 a year; 100 a month: approx. ¥1.01 million a year

The examples are estimates assuming 1-month Unlimited at ¥3,000 sells this many times every month by web payment. They are not a promise. Your revenue share is calculated on the **net sales base**: what the customer pays, minus payment processing fees and refunds. **Revenue share amounts include consumption tax.** Rates by rank are on page 5.

All your customers do is scan, choose and listen.

1 Scan the QR code
With their own phone, no app needed.

2 Choose a guide
Sightseeing, food, history and more: pick the guide you want to hear.

3 Listen
In 10 languages; the first chapter of each guide is free.

Your only cost is printing.
No setup fee and no monthly fee. You earn a share of every purchase your customers make.

Please feel free to get in touch

partner@guidetunes.com

No start date needed. Just send four things: business name, contact name, email and business type. We usually get back to you within 2 business days.

Partner page: guidetunes.com/partners

Try it first.
Listen to a free first chapter on your own phone and see what your customers will experience.

Figures are estimates. Final terms are in the agreement form after you apply. If they differ, the form prevails.

Please place the QR code where it catches the eye.

Issue flyers, POPs and more with your own QR code in the partner portal, any time. Print them on your own printer or at a print shop. Printing is at your own expense. Then put them out or put them up. No extra customer service work and no system setup are required.

Placements that work best

1 Where customers wait or sit

Tables, counters, desks in guest rooms and waiting areas. Customers have time to scan here. Tent card on tables people sit around, A6 stand on counters, double-sided A4 flyer on guest-room desks.

2 Where every customer passes

Entrance, beside the register, reception, front desk. Seen while paying or checking in: an A6 stand at the front desk, reception or register, and an A3 poster on the entrance wall.

3 Where customers pick things up

Flyer racks and notice boards, or handed over at checkout or reception. Customers can keep it and listen later in their trip: a double-sided A4 flyer in racks, on guest-room desks or handed out to take away.



Tent card | tables



A6 stand | front desk, counters, register



A4 flyer | racks, boards, hand-outs



A3 poster | entrance, walls

What we ask of you

- Print the materials and put them out or stick them up in any of the places above. Even one spot is fine.
- Scan the QR code with your own smartphone to check that it works.
- When a customer asks, give them a quick word of introduction, as in the example below.
- Keep the QR code exactly as it is. Your results are tracked through your own code.
- If a flyer or card gets dirty or runs low, please replace it or add more. You can print the files you issued as many times as you like.

Example of what to say to customers: “We have audio guides in 10 languages. Feel free to scan this QR code.”

観光の音声ガイドがあります。10言語に対応しているので、よければこちらのQRからご覧ください。

Placement examples for each type of business are on page 4.
Examples cover five types of business: inns and hotels; restaurants; experiences, workshops and attractions; kimono and Japanese culture experiences; and souvenir shops and other businesses.

Placement ideas, organized by type of business.

Just one item in one spot is enough. If you are not sure, we recommend starting with an A6 stand at the front desk, reception, counter or register, and double-sided A4 flyers in a rack for customers to take away. If customers sit around tables, add a tent card. It can be read from every side.

	 **Tent card** Tables people sit around; readable from every side; A4 folded in three	 **A6 stand** Front desk, reception, counters, register: spots seen from the front	 **A4 flyer** Single-sided on walls and boards; double-sided in racks, on guest-room desks or handed out to take away	 **A3 poster** Entrances and walls; the A4 front enlarged to 297×420 mm
Hotels and kimono shops: see page 8				
Inns and hotels Front desk, rooms, lobby	Lobby, lounge and hotel restaurant tables.	Front desk.	Single: wall by the elevators. Double: guest-room desk; lobby rack; handed out at check-in.	Lobby or entrance wall.
Restaurants Tables, counter, checkout	Tables people sit around.	Counter; by the register.	Single: storefront or entrance wall. Double: rack at the entrance or register; handed out with the bill.	Storefront or entrance wall.
Experiences, workshops, attractions Reception, activity tables, waiting area	Activity tables; rest-area tables.	Reception or entrance counter.	Single: waiting-area wall or notice board. Double: rack at the exit or shop, to take away.	Entrance or route wall.
Kimono and Japanese culture Reception, dressing, send-off	Waiting-area tables.	Reception counter; stand by the dressing mirror.	Single: wall by the dressing area. Double: return counter; handed out at send-off.	Storefront or entrance wall.
Souvenir shops and other businesses Reception, register, storefront	Rest-area tables.	By the register; info counter.	Single: waiting-area wall or notice board. Double: storefront rack; handed out at checkout.	Entrance or storefront wall.

If you would like materials in other sizes, please contact us. We will work out what suits your space.

Placement tips

- Place it at eye level, within easy reach.
- Use the QR code as it is, without folding or covering it.
- After putting it out, scan it with your own smartphone to check it.

Example of what to say when customers ask

“We have audio guides in 10 languages. Feel free to scan this QR code.”

観光の音声ガイドがあります。10言語に対応しているので、よければこちらのQRからご覧ください。

Simply by displaying it, you grow a new source of income.

Each eligible purchase through your own QR code earns you 20%, up to 30% based on your sales, of the net sales base: 25% the month after ¥50,000 or more, and 30% after ¥100,000 or more. Amounts include consumption tax.

20%

Standard, the starting rank

Previous month's total net sales base under ¥50,000 → next month's rate

25%

Gold

¥50,000 or more a month → next month's rate

30%

Platinum

¥100,000 or more a month → next month's rate

Example per purchase: a 1-month Unlimited plan at ¥3,000, paid on the web. Figures are approximate.

Customer pays	Less payment fee	Net sales base	Standard 20%	Gold 25%	Platinum 30%
¥3,000 1-month Unlimited	¥108	¥2,892	¥578	¥723	**¥868**

The rate applies to the net sales base, after payment fees of about 3.6% for web payments, so it is slightly less than 20% of ¥3,000, which is ¥600.

Monthly revenue share: estimated example with 1-month Unlimited at ¥3,000

Purchases / month	About	Net sales base / month	Rate from month 2	Monthly share	Per year
10	1 / 3 days	¥28,900	20%	**¥5,800**	¥69,000
30	1 / day	¥86,800	25%	**¥21,700**	¥256,000
60	2 / day	¥173,500	30%	**¥52,000**	¥607,000
100	3-4 / day	¥289,200	30%	**¥86,800**	**¥1,012,000**

Assumptions: the same number of 1-month Unlimited plans at ¥3,000 is sold through your QR code every month by web payment. The net sales base is about ¥2,892. For monthly plans the first payment qualifies, so the counts are new sign-ups each month. Month one is at 20%. Not a promise of any amount. Rates may change with 2 months' notice; ¥0 for 3 months in a row ends the partnership automatically.

Your only cost is printing. No setup or monthly fee, and the print-ready files are free. If you wish to stop, the partnership ends at the end of the month in which you tell us.

Payment

Cut-off	Payment date	Minimum payout	Transfer fee	Consumption tax
End of month	**14th of the month after next** or the previous business day if a weekend or holiday. November is paid on Jan. 14	**¥3,000** Smaller amounts carry over; all settled when the partnership ends	**Paid by GuideTunes**	**Included**

Final terms are in the agreement form after you apply, and the form prevails. See page 6.

Detailed terms, agreement and cancellation

After you apply, you confirm the final terms in the agreement form; you partner with us by agreeing to them and to the partnership terms overview at guidetunes.com/partners/terms. If this document differs, the form prevails.

1. What your revenue share is based on Your revenue share is calculated on the amount the customer actually paid, minus payment processing fees, refunds and the like. We call this the net sales base. Example: if a customer pays ¥3,000 and the payment fee is about ¥108, the net sales base is about ¥2,892. For purchases made inside the app, Apple and Google charge a fee of about 15%, so the revenue share is smaller than for web payments, where the payment fee is about 3.6%. For the same ¥3,000, the net sales base is about ¥2,550. Prices are the same on the web and in the app. You can always check the deducted amounts in the itemized statement in your store portal.

2. How your rate is set This month's rate depends on last month's net sales base: 25% from ¥50,000, 30% from ¥100,000, otherwise 20%. It can jump straight from 20% to 30%. The rate applies to all of that month's sales. It does not change mid-month or retroactively. If your rate is going down, see 3 below.

3. When your rate goes down Only if you fall below the Gold threshold of ¥50,000 or the Platinum threshold of ¥100,000 two months in a row, you move down one rank from the following month, never two ranks at once. If you get back above the threshold, the count starts over. Each month is judged on sales from the 1st to the end of the month, Japan time.

4. Which purchases qualify Paid purchases made through your own QR code or link qualify. For monthly plans, only the first payment qualifies; automatic renewals from the second month on do not. A customer is linked to the first QR code they scanned for 7 days. Scanning another code meanwhile changes nothing, and each purchase is credited to one business.

5. Payment We close at the end of each month and pay on the 14th of the month after next, or the previous business day if the 14th is a weekend or holiday. For example, November is paid on January 14. The minimum payout is ¥3,000; smaller amounts carry over to later months; you can check your balance in your store portal. When the partnership ends, any balance is settled regardless of amount. GuideTunes pays the transfer fee. Revenue share amounts include consumption tax. If a refund or similar comes to light after month-end, it is deducted from your next payment.

6. Purchases that do not qualify Purchases made by yourself or people connected to you, purchases made with the intention of seeking a refund, and improper use of the QR code do not qualify. If we find such cases, we may adjust your revenue share or ask you to return amounts already paid. If you disagree, please tell us through the contact form.

7. Printing and placement Issue flyers, POPs and more with your own QR code in the partner portal, any time. Print them on your own printer or at a print shop. Printing is at your own expense. Place them where customers will see them.

Agreement, cancellation and withdrawal

Withdraw any time
On request, we will stop the placement or remove the listing at any time.

Not exclusive
You can use it alongside other services.

¥0 setup and monthly
No setup or monthly fee. You earn a share of what sells.

Changes: 2 months' notice
Rates and thresholds may change with 2 months' notice.

Automatic end: if the net sales base is ¥0 for **3 months in a row**, the partnership ends automatically. After 2 months in a row, a notice appears in your store portal in advance. After it ends, attribution of your QR code is deactivated and any carried-over balance is settled regardless of amount, without the minimum payout. If you partner with us again, you start as new at Standard, 20%.

Q. What if I want to stop? The partnership ends at the end of the month in which you tell us, and any unpaid revenue share is settled regardless of amount. We can also stop the placement or remove the listing at any time.

Every print-ready file comes with your own QR code, free of charge.

Issue flyers, POPs and more with your own QR code in the partner portal, any time. Print them on your own printer or at a print shop. Printing is at your own expense. In the samples below, your QR code goes where it says “お店ごとに発行”, meaning issued per business.

1. Service-wide materials: choose from four types



「アプリ全体」

Recommended

Whole app: Tokyo, Kyoto and Osaka. For hotels, stations and multi-city guests



「東京全体」

All of Tokyo. For shops where guests explore Tokyo, e.g. Asakusa



「京都全体」

All of Kyoto. For shops in Kyoto's streets and sights



「大阪全体」

All of Osaka. For shops in Osaka's streets and sights

All four types come as A4 double-sided, A4 single-sided, A6 stand card and triangle POP. Whichever sheet guests scan, the 1-Month Unlimited lets them listen to every guide in Tokyo, Kyoto and Osaka, and the 3-Day Unlimited to the city they choose plus the food guides.

2. Location-specific materials: e.g. Senso-ji and Meiji Jingu



A4 double-sided, front Senso-ji



A4 double-sided, back Senso-ji



A4 double-sided, front Meiji Jingu



A4 double-sided, back Meiji Jingu

Primarily in English, with 10 languages listed side by side. The front shows a photo of the place and the app; the back has that place's chapter list, instructions and prices. In the partner portal you can choose a sheet for each sight or food guide in Tokyo, Kyoto and Osaka (A4 double- or single-sided, triangle POP, A6 stand card, A3 poster).

Getting started: six easy steps

1
Apply
You
By a 2-minute form or email. No visit or meeting needed

2
Review
GuideTunes
We review your business details

3
Agreement details
You
Enter your details, including your bank account, in the agreement form

4
Portal invitation
GuideTunes
You set your own password from the invitation email

5
Issue print items
You
Issue flyers and POPs with your QR code in the partner portal. Printing at your expense

6
Print and place
You
Scan to check, then put them out. Purchases via your QR count from that day

Questions and applications go here. No need to enter passwords or card details.

partner@guidetunes.com

No need to have a start date decided. Just send us your business name, contact name, email address and business type. We usually get back to you within 2 business days.
Partner page: guidetunes.com/partners

Dedicated materials for hotels and kimono shops

Besides placing flyers, they explain how to sell a plan that includes an audio guide.



For hotels and ryokan

Sell a room plan with an audio guide, and place flyers.

How the plan works

¥1,000	3 days	¥0
per guest, tax included	city + food guides, unlimited	initial and monthly fees

guidetunes.com/partners/hotel

Guide for hotels (Japanese / English)



For kimono rental and cultural experiences

Sell a plan with an audio guide, and place flyers.

How the plan works

¥500	24 hours	¥0
per guest, tax included	city + food guides, unlimited	initial and monthly fees

guidetunes.com/partners/kimono

Guide for kimono shops (Japanese)

> Not sure which fits? Contact partner@guidetunes.com.

Questions and applications. Never write passwords or card details

partner@guidetunes.com

Please contact us for details. We will guide you based on your needs, usually within 2 business days.

Recruiting page: guidetunes.com/partners