

# Promoting JR EAST Group's Inbound Initiatives

Ongoing activities to create an environment that accommodates foreign visitors

East Japan Railway Company will introduce Japanese-English bilingual station numbering displays and announcements to in-train information service systems (in-train Visual Information Service (VIS) and LED monitors (LED) installed above doors) and in-train automated announcements. In addition, multilingual emergency information service will be introduced, in voice and text formats, to VIS-equipped trains operating in the Tokyo metropolitan area.

In collaboration with JR Hokkaido and JR West, JR East will expand the scope of trains covered by JR-EAST Train Reservation, its online seat reservation service for foreign visitors.

To ensure a more comfortable experience at stores in railway stations, activities will be undertaken to create a better sales floor through such measures as providing store information in multiple languages. As part of these activities, information delivery and purchase bonus campaigns will be launched at Ueno Station, Shinagawa Station, Tokyo Station, and Sendai Station.

\*VIS...Visual Information Service

## 1. Introducing station numbering to in-train information service systems and in-train automated announcements

A station numbering system has been gradually installed at 276 stations in the Tokyo metropolitan area. In the future, station numbering will be displayed in Japanese and English on the in-train information service systems (VIS and LED). In addition, in-train automated announcements will be made in Japanese and English.

- Applicable trains: E231 series, E233 series, E235 series, and others operating in areas where station numbering is introduced
- Introduction schedule: To be introduced gradually from Spring 2017
- Visual image

(In-train VIS)



(In-train LED)



(In-train automated announcements)

The next station is Shinjuku, **JY17**.

(Examples of station numbering)



(Example of station name sign on a platform)



## 2. Providing multilingual emergency information service in VIS-equipped trains (in the Tokyo metropolitan area)

VIS-equipped trains operating in the Tokyo metropolitan area will gradually be equipped with functions to provide emergency information service in a voice format in Japanese and English, as well as in text format in Japanese, English, Chinese, and Korean.

In this emergency information service, crews will provide information by individually operating equipment on board, providing the most up-to-date information on each train quickly and in detail. Providing information in text format will help passengers with hearing difficulties access information in an emergency.

- Applicable trains: E231 series, E233 series, E235 series, and others equipped with VIS
- Introduction schedule: To be gradually introduced from Spring 2017
- Visual image

(Example of in-train VIS)

ただいま、安全確認を行っております。  
ご迷惑をおかけいたします。  
申し訳ございません。

We are currently conducting safety confirmation.  
Please excuse the delay.

现在正在进行安全检查。由此给您带来的不便，我们深表歉意。

현재 안전을 확인하고 있습니다.  
불편을 끼쳐드려 대단히 죄송합니다.

ただいま、  
お客様救護のため停車しています。  
ご迷惑をおかけいたします。  
申し訳ございません。

We have stopped momentarily to assist a passenger  
onboard. Please excuse the delay.

由于救治病人，列车暂时停止运行。  
由此给您带来的不便，我们深表歉意。

현재 승객구조를 위해 정차 중입니다.  
불편을 끼쳐드려 대단히 죄송합니다.

### 3. Expanding the scope of trains covered by the online seat reservation service for foreign visitors

In collaboration with JR Hokkaido and JR West, JR East will expand the scope of applicable trains and ticket pickup locations for the JR-EAST Train Reservation, its online seat reservation service for foreign visitors.

Overview of the current JR-EAST Train Reservation service (\*indicates those that will be improved this time)

Applicable trains	: Shinkansen and major Limited Express trains in the JR East area* Hokuriku Shinkansen: Kagayaki (Tokyo Station–Nagano Station) and Hakutaka (Tokyo Station–Joetsumyoko Station)
Pickup location	: JR EAST Travel Service Center and major stations in the JR East area*
Reservation	: Specifying applicable train and pickup location after completing free membership registration using a credit card
Payment	: Payment with a registered credit card when picking up reserved tickets

- Expansion of applicable trains  
Shinkansen, Limited Express trains, and Rapid Airport trains in the JR Hokkaido area  
Hokuriku Shinkansen  
Kagayaki (Nagano Station–Kanazawa Station)  
Hakutaka (Joetsumyoko Station–Kanazawa Station)

Note: A single reservation can be made from Tokyo Station to Kanazawa Station.

- Expansion of ticket pickup locations  
Addition of some stations in the JR Hokkaido/JR West areas  
<Pickup location (newly added locations)>

#### JR Hokkaido

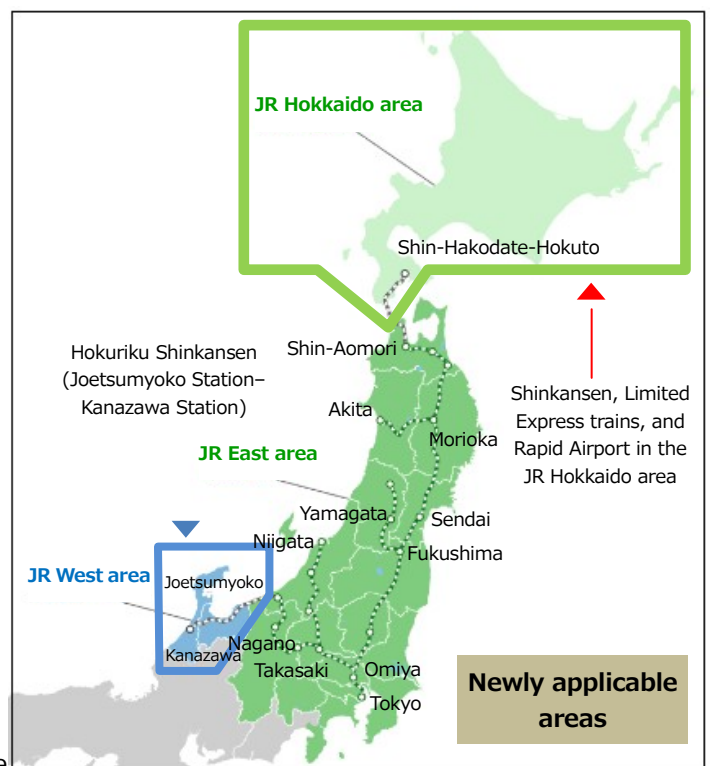
JR Information Desk  
(Sapporo Station, New Chitose Airport Station)  
Station (Noboribetsu Station, Shin-Hakodate Twinkle Plaza)  
(Kushiro, Obihiro, Hakodate, Asahikawa)

#### JR West

Kanazawa Station, Toyama Station

Note: JR Hokkaido and JR West do not issue tickets reserved by passengers using a JR pass, which is not sold by JR Hokkaido and JR West such as JR EAST PASS (Tohoku area), JR EAST PASS (Nagano, Niigata areas), and JR TOKYO Wide Pass.

- Scheduled service expansion  
From February 1, 2017 (Wednesday)



## 4. Creating a relaxed shopping environment in railway stations (*ekinaka*)

Efforts will be made to create a relaxed shopping environment through such measures as expanding multilingual displays, enhancing customer services, and recommending products at *ekinaka* stores and station buildings.

As part of the activities, the Shopping! at JR Station initiative will be launched at Ueno Station, Shinagawa Station, Tokyo Station, and Sendai Station such as enhanced in-store display and customer services, information delivery, and purchase bonus campaigns.

### Overview of Shopping! at JR Station

#### ■ Period

From December 17, 2016 (Saturday) to February 22, 2017 (Wednesday)

#### ■ Location

Ueno Station : Ecute Ueno, Atre Ueno, *ekinaka* stores  
 Shinagawa Station : Ecute Shinagawa, Ecute Shinagawa South, *ekinaka* stores  
 Tokyo Station : GRANSTA, a part of GRANSTA Marunouchi  
 Sendai Station : A part of S-PAL Sendai, *ekinaka* stores

#### ■ Initiatives

##### ○ Multilingual displays and customer services at stores

Enhancing customer services by introducing products in two languages (English and Chinese), providing product descriptions in 15 languages using a QR code, using point-and-speak conversation sheet, and others

##### ○ Recommended products for inbound visitors

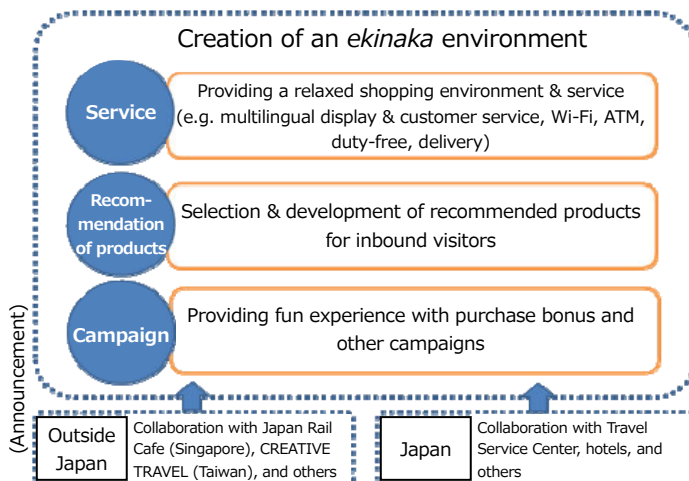
Each shop recommends products to inbound visitors, conveying appeals unique to shopping at railway stations

##### ○ Providing shopping information in railway stations

Delivering information on shopping and services for inbound visitors (e.g. duty-free counters, currency exchange counters, ATM for cards issued outside of Japan) by setting up information booths in railway stations

##### ○ Purchase bonus campaign

Providing information to customers who have used the Travel Service Center or others to purchase JR EAST PASS or use other services and giving novelty gifts when they shop at applicable stores



Campaign logo



Product description



Information booth



Promotional novelty items

This press release is for distribution to Tokiwa Club, Marunouchi Press Club, JR Press Club, and the MLIT Press Organization.

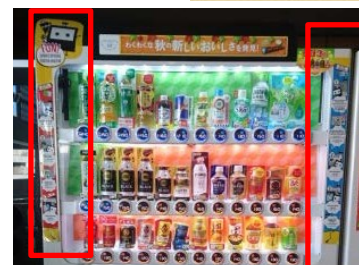
Contact:  
 East Japan Railway Company      Public Relations, News Group    TEL: 03-5334-1300

# Other Initiatives for Promoting Inbound Tourism

## 1. Promoting multilingual services at stores in railway stations

Promoting multilingual menu display at restaurants, food stalls, beverage vending machines, and others located in railway stations

- Nippon Restaurant Enterprise Co., Ltd. has installed English menu buttons and English, Chinese, and Korean audio information in automatic ticket machines installed at Irorian Kiraku and Soba Ichi *ekinaka* soba noodle shops (installed at 101 stores as of December 1, 2016). In addition, English menus have been introduced at 31 restaurants and *bento* stalls at Tokyo Station and Ueno Station.
- JR East Food Business Co., Ltd. has installed English menus at Beck's Coffee Shop, Becker's hamburger shops, Tsukiji Uogashi Maguro Ichidai sushi restaurants, and others, while displaying signs and menus in English, Chinese, and Korean at Honnoriya Tokyo Main Store rice ball shop at Tokyo Station Yaesu Central Exit.
- JR East Water Business Co., Ltd. has displayed usage instructions and product category stickers in English on beverage vending machines located at railway stations.



Providing instructions by putting stickers on both sides

## 2. Promoting multilingual station building websites

The JR EAST Group has promoted multilingual websites for station buildings and others (e.g. Lumine, Atre, Ecute, S-PAL).

## 3. Expanding services for inbound visitors at GALA Yuzawa

GALA Yuzawa has expanded services for inbound visitors by installing multilingual signs, leaflets and service concierges, as well as offering snow-play activities for inbound visitors.

- With a plan to open on December 17 (Saturday) for the season, GALA Yuzawa will start offering ski lessons with a Chinese interpreter.
- A new program will be launched for inbound visitors who wish to take the Ski Association of Japan's official certification Badge Tests to be qualified from Level 1 to 5.
- The following new services will be introduced: providing winter scenery viewing and short snowshoe hiking tours using lifts, setting up an observation deck at the top of the sleighing slope, and offering photo spots.

Other services for inbound visitors (continued from the previous season)

*Kamakura* (snow dome) festival, snow-play activities such as sleighing, English ski lessons, *Kanjiki* (snowshoe) hiking tours, snowy country livelihood experience, multilingual announcements, handling of UnionPay cards, and duty-free shopping



Kanjiki snowshoe hiking tour



#### 4. Travel insurance for inbound visitors

East Japan Railway Trading Co., Ltd. offers travel insurance products for inbound visitors to prepare for unexpected accidents during their stay in Japan. Applications can be made with leaflets installed at Hotel Metropolitan, Travel Service Center, and others.



#### 5. Opening a new currency exchange center at Ikebukuro Station—providing one-stop services for foreign currencies and Japanese yen

Viewcard Co., Ltd. will open a new currency exchange center at Ikebukuro Station. This will be the first currency exchange center equipped with a cash dispenser for bank/credit cards issued outside Japan and VIEW ALTTE, providing one-stop services for foreign currencies and Japanese yen.

- Store : Viewcard Currency Exchange Center JR Ikebukuro Station Branch
- Location : Near JR Ikebukuro Station central passage midori-no-madoguchi (JR Ticket Office) (see the location map for details)
- Schedule : December 15, 2016 (Thursday)
- Line of services:

Currency exchange center	<ul style="list-style-type: none"> <li>• Exchange 33 foreign currencies to Japanese yen and Japanese yen to 33 foreign currencies</li> </ul>
Cash dispenser for bank/credit cards issued outside of Japan	<ul style="list-style-type: none"> <li>• Withdraw Japanese yen using bank/credit cards issued outside of Japan</li> </ul>
VIEW ALTTE	<ul style="list-style-type: none"> <li>• Withdraw deposits</li> <li>• Services for Viewcard members (e.g. charging Suica cards using Viewcard)</li> </ul>

Location map

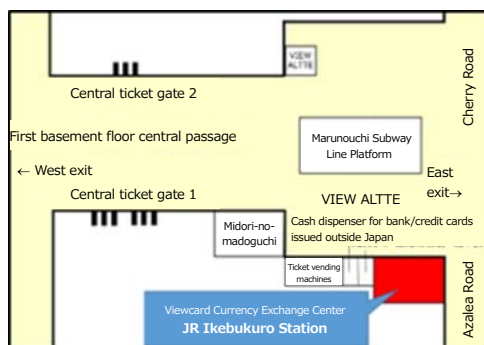


Image of exterior



Locations of Viewcard Currency Exchange Center

Staffed branches	JR Shinagawa Station (outside central ticket gate), JR Sendai Station (View Plaza Sendai Station), JR Sakuragicho Station (CIAL Sakuragicho)
Automatic currency exchange machines	JR Shinjuku Station (JR EAST Travel Service Center Shinjuku)

Locations of cash dispenser for bank/credit cards issued outside of Japan

JR Shinjuku Station (outside east exit underground ticket gate, outside west exit ticket gate), JR Ueno Station (outside central ticket gate), JR Shinagawa Station (inside central exit ticket gate, near central ticket gate), JR Akihabara Station (inside Denki-gai exit ticket gate), JR Nikko Station (outside ticket gate), JR Tokyo Station (inside Yaesu central exit ticket gate), JR Ikebukuro Station (near central passage midori-no-madoguchi)
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#### 6. JAPAN RAIL CAFE Opens in Singapore for travelers to Japan

On December 4, 2016 (Sunday), the JAPAN RAIL CAFE was opened on the first floor of the Tanjong Pagar Centre in the center of Singapore with the aim of providing information regarding travel to Japan.

The JAPAN RAIL CAFE will launch various promotional activities to introduce charm of various destinations in Japan.



## The Online Seat Reservation Service for Foreign Visitors is Improving! -JR Hokkaido train reservations will now be possible via "JR-EAST Train Reservation"-

In order to make it easier for foreign visitors to travel more comfortably by rail, JR East and JR Hokkaido are collaborating to provide an online seat reservation service for foreign visitors.

Previously, JR East's "JR-EAST Train Reservation" service only handled seat reservations for Shinkansen and Limited Express trains in the JR East area. However, beginning on February 1, 2017, it will also be possible to reserve seats on Shinkansen, Limited Express trains and Rapid Airport trains in the JR Hokkaido area. Thanks to this change, passengers will be able to very conveniently make seat reservations within JR East and Hokkaido areas, such as on the Hokkaido Shinkansen between Tokyo Station and Shin-Hakodate-Hokuto Station!

### Outline of Current "JR-EAST Train Reservation" Service (\*to be improved)

Eligible trains: Shinkansen and major Limited Express trains in the JR East area (\*)  
Pickup method: JR EAST Travel Service Centers and major stations in the JR East area (\*)  
Reservation method: register (free) with a credit card, and specify your desired train and pickup location  
Payment method: pay using the credit card registered at pickup location

### Improvements coming to "JR-EAST Train Reservation" service

#### **1. It will be possible to make seat reservations for JR Hokkaido area Shinkansen, Limited Express, and Rapid Airport trains on the "JR-EAST Train Reservation" service!**

- The "JR-EAST Train Reservation" service can also be accessed via the JR Hokkaido global site.
- Seat reservations will also be possible in advance when using rail passes marketed for foreign visitors such as the "HOKKAIDO RAIL PASS" or "JR East-South Hokkaido Rail Pass".

#### **2. Seat reservations made on the "JR-EAST Train Reservation" service will also be available for pickup in the JR Hokkaido area!**

##### <Pickup Locations (to be added at a later date)>

JR Information Desk (Sapporo Station & New Chitose Airport Station), Stations (Noboribetsu Station, Shin-Hakodate-Hokuto Station & Abashiri Station), Twinkle Plaza (Kushiro, Obihiro, Hakodate & Asahikawa)

\*Reserved seat tickets for users of the JR EAST PASS (Tohoku Area), JR EAST PASS (Nagano, Niigata Area), JR TOKYO Wide Pass, and Hokuriku Arch Pass will not be issued in the JR Hokkaido area. Likewise, reserved seat tickets for users of the HOKKAIDO RAIL PASS will not be issued in the JR East area (with the exception of JR EAST Travel Service Center).

Start of Service

**February 1, 2017 (Wed.)**

December 28, 2016  
East Japan Railway Company  
West Japan Railway Company

## **The Online Seat Reservation Service for Foreign Visitors is Improving! -Hokuriku Shinkansen (Tokyo Station – Kanazawa Station) reservations will now be possible via "JR-EAST Train Reservation"-**

In order to make it easier for foreign visitors to travel more comfortably by rail, JR East and JR West are collaborating to provide an improved online seat reservation service for foreign visitors.

Previously, JR East's "JR-EAST Train Reservation" website only handled seat reservations for Shinkansen and Limited Express trains in the JR East area. However, beginning on February 1, 2017, it will also be possible to make Hokuriku Shinkansen reservations for stops from Tokyo Station to Kanazawa Station, including the JR West area.

### Outline of Current "JR-EAST Train Reservation" Service (\*to be improved)

Eligible trains: Shinkansen and major Limited Express trains in the JR East area (\*)

(Kagayaki (Tokyo Station – Nagano Station) and Hakutaka (Tokyo Station – Joetsumyoko Station) trains on the Hokuriku Shinkansen)

Pickup method: JR EAST Travel Service Centers and major stations in the JR East area (\*)

Reservation method: register (free) with a credit card, and specify your desired train and pickup location

Payment method: pay using the credit card registered at pickup location

### Improvements coming to "JR-EAST Train Reservation" service

#### **1. It will be possible to make seat reservations for all stops from Tokyo Station to Kanazawa Station on the Hokuriku Shinkansen on the "JR-EAST Train Reservation" service!**

<Trains/sections available for reservation on the Hokuriku Shinkansen>

Kagayaki (Tokyo Station – Kanazawa Station), Hakutaka (Tokyo Station – Kanazawa Station)

#### **2. Hokuriku Shinkansen seat reservations made on the "JR-EAST Train Reservation" service will also be available for pickup at Kanazawa Station and Toyama Station in the JR West area!**

\*Reserved seat tickets for users of the JR EAST PASS (Tohoku Area), JR EAST PASS (Nagano, Niigata Area), JR TOKYO Wide Pass, and other railway passes not sold in the JR West area will not be issued at Kanazawa Station/Toyama Station.

Start of Service

**February 1, 2017 (Wed.)**