

Moving Up a Gear in Seven Areas



5 Invigorating regional railway lines and inter-regional communications

01 We will further develop tourism and create travel demand

Falling populations and stagnating regional economies are significantly affecting the operations of JR East's regional railway lines. While collaborating with efforts of recent years to develop regions through tourism, JR East will increase travel demand and vitalize regional railway lines, highlighting tourism resources within its area centered on such regions as Tohoku and Shinetsu.

We will collaborate with regions to develop tourism. We will widely promote the charms of tourism in the regions of east Japan. Regarding Shinkansen line extensions (beginning of services to Shin-Aomori on the Tohoku Shinkansen in fiscal 2011, beginning of services to Kanazawa on the Hokuriku Shinkansen in fiscal 2015) as a chance, we will unearth tourism resources in the surrounding regions and coordinate with regional railway and bus operators to provide attractive tourism that encompasses wide areas. In tandem with these initiatives, we will coordinate with local communities to develop access from railway stations to tourism areas and other systems for tourists.

We will work with the "Visit Japan Campaign" to encourage more tourists to visit Japan from overseas. In addition, we will make railway stations and railways services readily understandable and easy to use for customers from overseas. At the same time, we will increase earnings by stepping up the development of travel packages for non-Japanese individuals.

02 We will create railway stations symbolizing regions

We will upgrade railway station facilities from the customers' viewpoint. We will improve or install waiting rooms, benches, and platform roofs. Further, we will raise the overall level of railway station services and maintain clean and attractive railway stations through

such efforts as the renovation of rest rooms and the installation of guide maps for the surrounding areas of railway stations.

We will coordinate with local authorities to build railway stations integrated with public facilities.

We will respond positively to town development efforts centered on railway stations, such as "compact city" initiatives aimed at curbing urban sprawl or Niigata City's development of the environs of Niigata Station. For example, we will coordinate with local authorities to upgrade railway station facilities to enable convenient connections to buses, taxis, and other forms of transport.

03 We will continue to fulfil our role as provider of regional transportation

We will renew facilities and railcars on intercity networks. At the same time, we will reassess and improve complex, large facilities and equipment—established before extensions and improvements to the road network—to reflect current conditions and to enable the continuation of railway lines.

We will continue efforts aimed at increasing the usage of regional networks and improving rigorously the efficiency of operational management. After full examinations of usage have concluded that for certain line segments it will be extremely difficult to maintain railways as a mode of transportation, JR East will change over to and operate non-railway transportation in order to maintain and improve service levels.

