

JAPAN RAIL CAFE for travelers to Japan set to open in Singapore!

Travel service counter also set for launch

On December 4, 2016, East Japan Railway Company (JR East) will open the JAPAN RAIL CAFE in the center of Singapore with the aim of providing information regarding travel to Japan and providing a place for exchanges among local people who have a high level of interest in Japan.

Also, in cooperation with JTB Corp. (JTB) there will be a travel service counter established within the store, providing a one-stop shop for services relating to travel to Japan.

The JAPAN RAIL CAFE, which will be opened on the 1st floor of the Tanjong Pagar Centre (Singapore's tallest building), will aim to increase the number of foreign tourists visiting Japan by providing an ASEAN location for the provision of information relating to travel to Japan.

1. Opening time and date

12:00 on December 4 (Sun.), 2016 (Singapore local time)

*On December 3 (Sat.), media representatives will be given the chance to see the cafe prior to its official opening.

Store outline:

- Location Singapore Central Business District
Tanjong Pagar MRT Station
1st floor, Tanjong Pagar Centre
- Managing organization JR East
- Store area 178.8 m² (approx. 60 seats)
- Opening hours 11:00 - 21:00 (travel service counter open from 11:00 - 20:00 each day)
Sundays/national holidays 11:00 - 20:00



Outside appearance of store

2. Travel service counter

Inside the JAPAN RAIL CAFE, through cooperation with JTB, there will be a travel service counter selling rail passes, etc. to foreign tourists who are planning to visit Japan.

Travel service counter outline

- Managing organization JTB Pte. Ltd.
- Opening hours 11:00 - 20:00 (only during opening hours of JAPAN RAIL CAFE)
- Products handled Rail passes for foreign tourists planning to visit Japan, admission tickets to certain facilities, etc.



Travel service counter

Characteristics of JAPAN RAIL CAFE

Concept

The JAPAN RAIL CAFE will aim to provide a new place for travelers to Japan from ASEAN countries by providing information about each region of Japan and promoting exchanges of information among people who like traveling to Japan.

“Platform for real Japan, Platform for real communication”

3 functions provided

(1) Information provision/support for visits to Japan

Aside from introducing the attractions of all areas of Japan in cooperation with municipalities, corporations and organizations, including the Japan National Tourism Organization (JNTO), the travel service counter will provide travel consultations and sell rail passes, etc. to foreign tourists planning to visit Japan.

(2) Establishment of communication tools

Exchange of information among local people will be promoted by establishing a message board showing photos of the memories of travelers to Japan and their recommendations, etc.

(3) Cafe/sale of goods

Seasonal cuisine and drink, as well as sundries and foods, that give a sense of Japan will be sold.



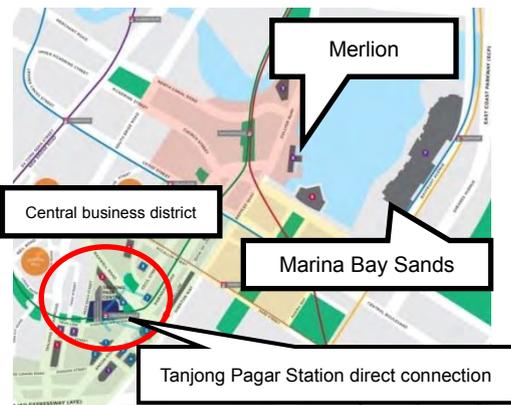
In-store event image

Schedule for feature region promotions

Period	Feature regions
Dec. 3, 2016 to Jan. 6, 2017	Tohoku
Jan. 7 to Jan. 27, 2017	Joshin-etsu
Feb. 4 to Feb. 24, 2017	Mt. Fuji

About the Tanjong Pagar Centre

Building complex (64 floors and a height of 290 m) opened in October 2016 consisting of offices, hotels, commercial facilities and residences, etc. This facility attracts great attention as Singapore’s tallest building complex.



Store location



Access to JAPAN RAIL CAFE