

East Japan Adventures by JR EAST x Hoshino Resorts

Stay at Japanese Hotels using JR EAST PASS! Phase 3 of the plan starts now!

Resort travel by rail in eastern Japan "Aomori edition"

- From Tokyo to spectacular destinations -



East Japan Railway Company (JR EAST) and Hoshino Resort Co.,Ltd (Hoshino Resort) would like to provide travelers from overseas who visit Tokyo and use the JR EAST PASS or the JR Kanto Area Pass with an opportunity to travel around the Eastern Japan area smoothly and at a reasonable price, and to stay at the facilities of Hoshino Resort in each location that will allow them to experience the unique charms of each place.

Now, continuing on from Phase 1, summer in Nikko (June to October 2014), and phase 2, winter in Shinshu (November 2014 to February 2015), phase 3, spring travel around Aomori, is currently in progress (March to June 2015)

-Special website-

(English version)

URL: <http://global.hoshinoresort.com/spring2015/>

(Korean version)

URL: <http://global.hoshinoresort.com/spring2015/kr/>

(Traditional Chinese version)

URL: <http://cn.hoshinoresort.com/spring2015/>

(Simplified Chinese version)

URL: <http://cn.hoshinoresort.com/spring2015/chn/>

This time, use the JR EAST PASS to go on a spring trip around Aomori where you can see cherry blossoms at Hirosaki castle and visit Oirase Keiryu stream. While there, we recommend taking in the delights of the Aomori nature by staying at Hoshino Resorts "Oirase Keiryu Hotel", or at the hot spring hotel "Aomori-ya" where you can experience the splendor of Aomori by dining at the show restaurant during the "Nebuta" nighttime festival. In conjunction with these initiatives, guests staying at participating accommodation who show their JR EAST PASS will receive a specially made hand towel as a present (until the end of June 2015). The specially made website is available in 4 languages (English, Korean, Simplified Chinese, and Traditional Chinese). Further, the plan for this 3rd phase includes direct communication of the unique charms of Aomori through a joint initiative with three overseas bloggers with the website to boost the Aomori travel blog up in rankings.

Inquiries regarding this release

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- Introduction to bloggers travelling to Aomori

The first round of the blog initiative will be handled by South Korea's Ms. Eunnara.

Miss Eunnara's writes about travel to various countries on her blog. This time, she plans to travel to Japan from March 11 to 15 (two nights in Tokyo and two nights in Aomori) and will publish a blog post about her trip to Aomori using JR EAST.

<http://silver7493.blog.me/220268210779>



The second round of the blog initiative will be handled by South Korea's Mr. Keymen. Mr. Keymen's blog features beautiful photos of nature, and he will visit Japan from March 13 to 15 (two nights in Aomori) and will publish a blog post about the beautiful early Spring of Aomori.

<http://blog.naver.com/yang713>



As for the third round of the blog initiative, it is planned to be handled by a resident of Taiwan. These will strengthen the message of "Resort Travel in Eastern Japan" with the core visitors to Japan, those from Asia.

Please refer to the below for more details in relation to the JR EAST PASS or the JR Kanto Area Pass

<http://www.jreast.co.jp/e/eastpass/index.html>
<http://www.jreast.co.jp/e/kantoareapass/index.html>

