

Toyama Prefecture teams up with East Japan Railway Company at the largest Japan Event in Ireland

The team will showcase the charms of Toyama and train travel

Toyama Prefecture (Governor Hachiro Nitta) and East Japan Railway Company (Head office: Shibuyaku Tokyo, President and CEO: Yoichi Kise, hereafter JR East) will be exhibiting jointly at "Experience Japan," the largest Japan event held in Ireland. Our goal is to attract tourists visiting Tokyo, Japan's main gateway, to extend their journeys by taking a train trip to Toyama.

1. Outline of the event

Name: Experience Japan

Website <https://experiencejapan.ie/>

Date: April 28th, 2024 12:00 to 16:30

Location: Phoenix Park, Farmleigh House, Dublin

Organizer: Experience Japan Committee

Supporters: Embassy of Japan in Ireland, Embassy of Ireland in Japan

Contents: This event showcases the numerous attractions of Japan, featuring traditional culture and musical performances, tourism information, fashion and food, while also providing opportunities to connect with local communities.

First held in 2010, this year marks the 15th anniversary of the event. With free entry, we anticipate welcoming 20,000 visitors. In addition to local participants like Japan-related communities and groups and Japanese restaurants, representatives from Japanese local government are also joining to promote various aspects of Japan.



2. Exhibition details

JR East and Toyama will co-host an exhibition.

○ Showcase Toyama's attractions: This exhibition highlights Toyama's attractions, including Tateyama Kurobe Alpine Route and "Gokayama," a World Heritage site

○ Promote various rail passes for inbound tourists: We will focus on the Hokuriku Arch Pass, which offers convenient travel throughout the Hokuriku region.

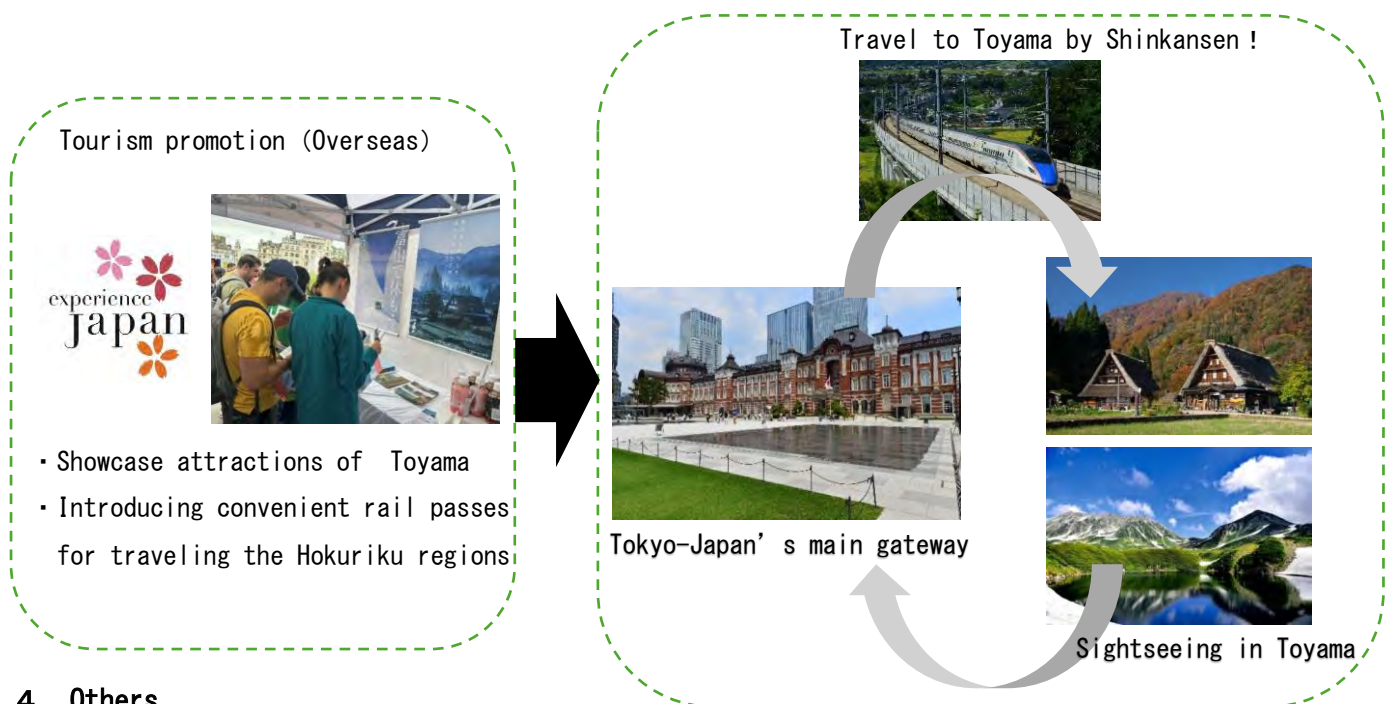
○ Boost membership in JR East's "Japan Rail Club" for tourists on Facebook

○ Promote "Visit Toyama," Toyama's official tourist information website, and its presence on other social media platforms.

○ Conduct a survey to gather insights for future tourism promotion

3. Promotion to invite visitors to Toyama

By showcasing both Japan's main gateway Tokyo and the charms of Toyama, we aim to facilitate travel on the Hokuriku Shinkansen and extend the journeys of inbound tourists to explore the other regions along the line.



4. Others

① Visit Toyama

Visit Toyama is the official tourism website to promote Toyama's attractions to tourists.

This website is available in 5 languages including English, simplified Chinese, traditional Chinese, Korean, and Thai. Toyama provides tourism information on

social media. Its Instagram account will be promoted at the event.

Website <https://visit-toyama-japan.com/en>

Instagram Visit Toyama (@toyama_visit)

② Hokuriku Arch Pass

The rail pass is for inbound tourists only and allows travel on JR trains for 7 consecutive days. It primarily covers Hokuriku Shinkansen but also extends to metropolitan Tokyo, the Hokuriku area, and the Kansai area.

The sales price: Adult 30,000 JPY, Child 15,000 JPY

Website [Hokuriku Arch Pass | JFind Your Pass | JR-EAST \(jreast.co.jp\)](#)

③ Japan Rail Club

Japan Rail Club is a communication platform designed for tourists who want to connect with Japan through people, crafts, and experiences before and after their trip. The Club's official website and Facebook highlight local attractions based on a monthly theme.

Website <https://japanrailclub.com/>

Facebook <https://www.facebook.com/JAPANRAILCLUB>