

We're expanding our Joyful Train product line-up for inbound tourism!

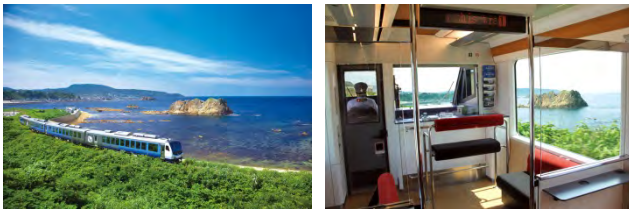
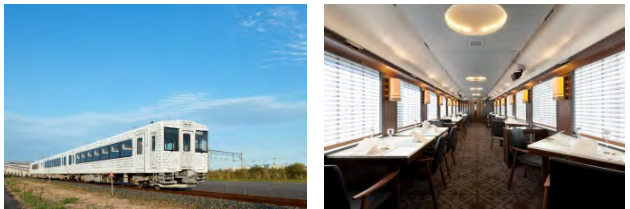


The East Japan Railway Company (JR East) and JR EAST VIEW Travel Service Co., Ltd. (VTS) began offering 4 products (trains) using "Joyful Trains" from May 2017, where "riding" itself is the objective. This product line-up is under the "Eastern Japan Tokyo Rail Days" brand of individual travel products for overseas visitors to Japan. At this time, we are expanding our product line-up by adding 6 more trains to set off in the second half of FY2017 starting from October.


"Eastern Japan Tokyo Rail Days" Joyful Train product line-up for the second half of FY2017

In addition to the 4 trains set up in May that set off in the first half of FY2017, we are launching travel products using 6 new Joyful Trains to set off in the second half starting from October.

- On Sale: Friday, September 22, 2017 *For new products
- Set Period: Sunday, October 1, 2017 to Saturday, March 31, 2018
- Product Overview: A travel product that is a set package of "Joyful Train" train tickets/limited express tickets + food, accommodation, etc.
- Sales Locations: Overseas travel agencies affiliated with VTS

<New products setting off from October for the second half of FY2017>

Gono Line "Resort Shirakami"	Hachinohe Line "TOHOKU EMOTION"
 <p>The Gono Line runs through the foot of the Shirakami Sanchi, a natural World Heritage Site. You can enjoy the magnificent view expanding outside the windows of this train. (Akita - Hirosaki/Aomori)</p> <p>[Product details] Train ticket/reserved seat ticket + lunch or lodging</p>	 <p>With the "Tohoku Restaurant Railway," the whole train is a restaurant space that includes a live kitchen where food is cooked right before your eyes. (Hachinohe - Kuji)</p> <p>[Product details] Train ticket/reserved seat ticket + lunch or dessert buffet</p>
Koumi Line "HIGH RAIL 1375"	Iiyama Line "Oykot"
 <p>Designed around the concept of "the train closest to the sky," this train debuted in July 2017. (Komoro - Kobuchizawa)</p> <p>[Product details] Train ticket/reserved seat ticket + brunch or sweets</p>	 <p>A train that offers healing. It was designed as a local line that represents bringing people home, where the heart of the Japanese people resides. (Tokamachi - Nagano)</p> <p>[Product details] Train ticket/reserved seat ticket *Sold as a connecting plan with the Koshino Shu*Kura product</p>

Shinetsu Main Line "Koshino Shu*Kura"	Joetsu Line/Shinetsu Main Line "SL Minakami/SL Usui"
 <p>A train built around the concept of sake, the pride of Niigata Prefecture, king of locally brewed sake. You can enjoy sake, music, food and the view outside the windows. (Joetsumyoko - Nagaoka)</p> <p>*The operating segment is Joetsumyoko - Tokamachi [Product details] Train ticket/reserved seat ticket + lunch</p>	 <p>The SL trains run powerfully through magnificent nature centered along the Joetsu Line and Shinetsu Line. (Takasaki - Minakami/Yokokawa)</p> <p>[Product details] Train ticket/reserved seat ticket + bento lunch box</p>

<Reference: Products remaining on sale>

- Joetsu Shinkansen "GENBI SHINKANSEN" [Product details] Train ticket/limited express ticket + original goods
- Yamagata Shinkansen "Toreiyu Tsubasa" [Product details] Train ticket/limited express ticket + foot spa ticket + bento lunch box + drink
- Ban-etsu-West Line "FruīTea Fukushima" [Product details] Train ticket/reserved seat ticket + sweets
- Riku-East Line "Resort Minori" [Product details] Train ticket/reserved seat ticket + local sweets/drinks

*Further, select products will be sold under the "Sunrise Tours" brand by overseas travel agencies affiliated with the JTB group.

- Product: GALA Fun in the Snow & Moving Art "GENBI SHINKANSEN" Day Trip
 - Roundtrip GENBI SHINKANSEN train tickets/limited express tickets from Tokyo
 - GALA Yuzawa Snow Resort Fun in the Snow Plan (Roundtrip gondola ride, sled/boot rentals)
- On Sale: Tuesday, September 19, 2017
- Set Period: Weekends and holidays from Saturday, December 16, 2017 to Saturday, March 31, 2018 (Excluding Dec. 30 – Jan. 1)

