





Improving the convenience of ticketing services for overseas visitors to Japan!

~ Seamless and ticketless transportation during your stay! ~

- JR East will enhance convenience by expanding ticketing services so that overseas visitors to Japan can use JR East's Shinkansen and Super (Limited) express trains seamlessly.
- The "Welcome Suica Mobile" app will be released in the spring of 2025. This app allows users to issue and top-up Suica (IC card) before arriving in Japan without having to stop by a ticket office or ticket vending machine, and to use the service smoothly after entry for transportation using railways and other modes of transport as well as shopping.
- "JR EAST Rail PASS Search" will be released in the summer of 2024. In the past, you had to look for a rail pass that would fit your travel itinerary, but using this service, simply by entering your travel itinerary and destination on JR East's multilingual website, you will be guided to the JR East area rail passes that match your travel itinerary and other relevant information.
- To relieve crowding at ticket counters, a system that allows visitors to receive their Japan Rail Pass without waiting in line will be introduced around spring 2026.

1. Image of service improvement of handling requests/problems of overseas visitors

Overseas visitors to Japan	Requests and problems	Improvement to services
<p>I have a destination in mind. (Purchase a ticket to your destination.)</p> 	<ul style="list-style-type: none"> ● I don't know how to buy a ticket. ● I want to leave for my destination as soon as I arrive at the airport and enter the country. ● I want to get tourist information about my destination. 	<p>Seamless and ticketless travel with "Welcome Suica Mobile" x "JR-EAST Train Reservation"</p> 
<p>I want to travel around Japan. (Purchase a rail pass.)</p> 	<ul style="list-style-type: none"> ● It's difficult to visualize the itinerary because I'm not familiar with the area. ● I don't know which rail pass to buy. ● The counter for Japan Rail Pass pickup is crowded. 	<p>Find the best train pass with the "JR EAST Rail PASS Search." Receive your Japan Rail Pass from a ticket machine.</p> 

2. About "Welcome Suica Mobile" *1

(1) App content

Name: "Welcome Suica Mobile"

Compatible devices*2 : iPhone, Apple Watch

Compatible language: English

Timing of introduction: Spring 2025

SF (charges on the device) validity: 180 days from the date of issue

*1 Countries in which the Welcome Suica Mobile app can be downloaded are currently being determined based on the laws and regulations of each country.

*2 The app may not be usable depending on the iOS or watchOS version.



(2) Ticket design surface in the app

This design is based on "red and white" and "cherry blossoms" with a shape of a Japan-like map implying the availability of this Suica all over Japan. "Cloisonne" meaning "connection", and multiple Japanese traditional patterns representing "good luck" and "amulet" are also shown on the back, with the hope of a safe travel and good encounters with people and culture in Japan.





(3) App services and functions

[STEP1] From spring 2025

- ① Download the app to your iPhone and issue Suica in advance for smooth travel after entering the country.

Suica

Currently you had to purchase from a ticket vending machine or at a ticket counter.






From spring 2025, you will be able to issue Suica using the app!

Download the app to your iPhone, issue Suica, and you will be able to travel smoothly without having to wait in line for tickets!

- ② Charge smartly anytime, anywhere with a credit card set up for Apple Pay.

Suica

Currently, you needed cash to charge.



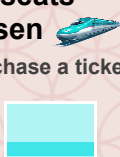

From spring 2025, you will be able to charge by credit card!

Even if you don't have cash on hand, you can charge from Apple Pay.

- ③ With "Touch de Go! Shinkansen," non-reserved seats for Shinkansen can be used by simply touching the ticket gate with Suica.

Non-reserved seats on Shinkansen

Currently, you had to purchase a ticket.



From the spring of 2025, you can ride trains with Suica!



You will be able to use non-reserved seats on the Tohoku, Akita, Yamagata, Joetsu or Hokuriku Shinkansen without purchasing a ticket*.

*Please check to the JR East website for the sections where "Touch de Go! Shinkansen" can be used.

- ④ Information on sightseeing and train operations can also be conveniently obtained using the app


Gathering information

Currently, information could only be found by searching the website.



From spring 2025, you will be able to find information using the app!

The app can be used to collect information on sightseeing and operations in the East Japan.



[STEP2] From spring 2026

We are developing a system that will allow users to purchase reserved seats on JR East's Shinkansen and local trains before arriving in Japan* and use them without needing physical tickets by linking “Welcome Suica Mobile” and “JR-EAST Train Reservation”, operated by JR East, sells tickets and train passes to overseas visitors to Japan. Our goal is to have this system ready by the spring of 2026. <https://www.eki-net.com/en/jreast-train-reservation/Top/Index>

* Countries in which the Welcome Suica Mobile app can be downloaded are currently being determined based on the laws and regulations of each country.

<Improvement to services>

Linking “Welcome Suica Mobile” and “JR-EAST Train Reservation” eliminates the need to issue reserved-seat Super (Limited) express tickets.

Shinkansen/Super(Limited) express reserved seat tickets

Currently, you had to purchase a ticket.

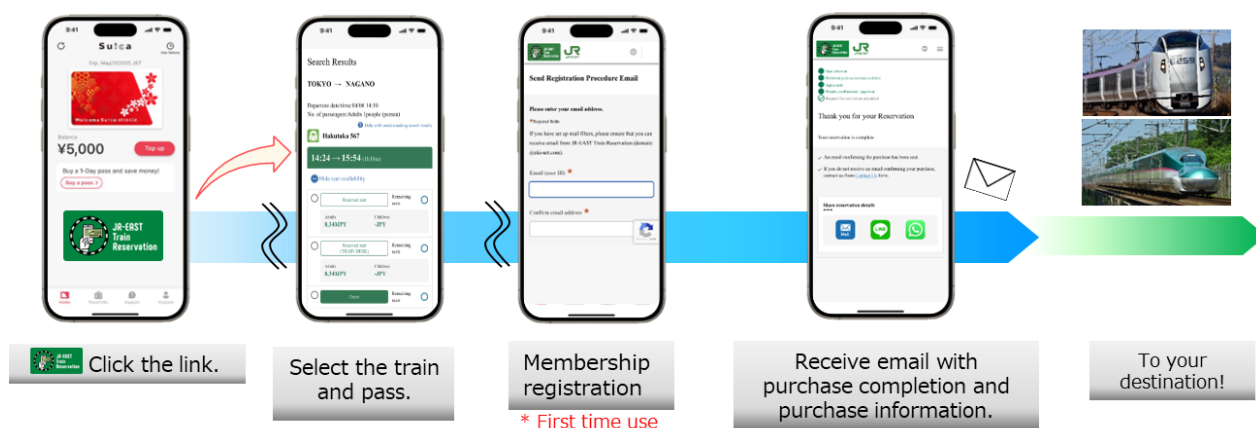


Ticketless travel starting spring 2026!



Ticketless boarding will be possible by linking “Welcome Suica Mobile” and “JR-EAST Train Reservation”.

<Image of usage>

In addition to linkage, we will reduce the number of entry fields required for membership registration for “JR-EAST Train Reservation” to make it easier to use the service.



[Reference] Differences between Welcome Suica Mobile and Welcome Suica (card type)

	Welcome Suica Mobile 	Welcome Suica 
Personalized/non-personalized	Non-personalized	Non-personalized
SF/e-money	○	○
Discounted Passes	○	○
SF balance refund	✕※	✕※
Top-up	<ul style="list-style-type: none"> • Top-up with a credit card registered to Apple Pay • Top-up with cash at tray-type ticket vending machines, etc. 	<ul style="list-style-type: none"> • Top-up with cash at ticket vending machines, etc.
Suica validity period	180 days from the date of issue	Valid for 28 days from the date of first use
Deposit	Unnecessary	Unnecessary

[Legend] ○...Can be used ✕...Cannot be used

* The remaining charge balance will not be refunded and will expire at the end of the validity period.

JR EAST Rail PASS Search” will be released in the summer of 2024, enabling customers to smoothly purchase rail passes for overseas visitors to Japan sold by JR East, that are matched to their travel purpose and itinerary during their stay.

<https://www.jreast.co.jp/multi/en/>

Now

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Recommended passes

For visiting Aomori and other areas in Tohoku

JR EAST Tohoku Pass
(Tohoku area)

Support in Tokyo city area about passes

JR EAST Toei Pass
Round Trip Ticket

For visiting Tohoku and the surrounding areas

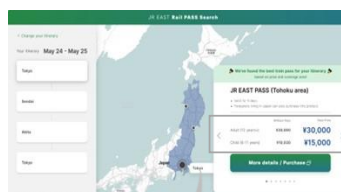
JR Tohoku Wide Area Pass



You can compare passes, costs, and the scope of use.

Summer 2024

-
- JR EAST Rail PASS Search**
- Input all the stations in your travel itinerary for a train pass recommendation!
- Start Date: May 24, 2024
- End Date: May 25, 2024
- From: Tokyo(Tokyo)
- Search**



JR TOKYO Wide Pass	<ul style="list-style-type: none"> Valid for 3 days Foreigners
JR EAST PASS (Tohoku area)	<ul style="list-style-type: none"> Valid for 5 days Foreigners living in Japan can also purchase this product.

	Without Pass	Pass Price
Adult (12 years +)	¥39,290	¥30,000
Child (6-11 years)	¥19,630	¥15,000

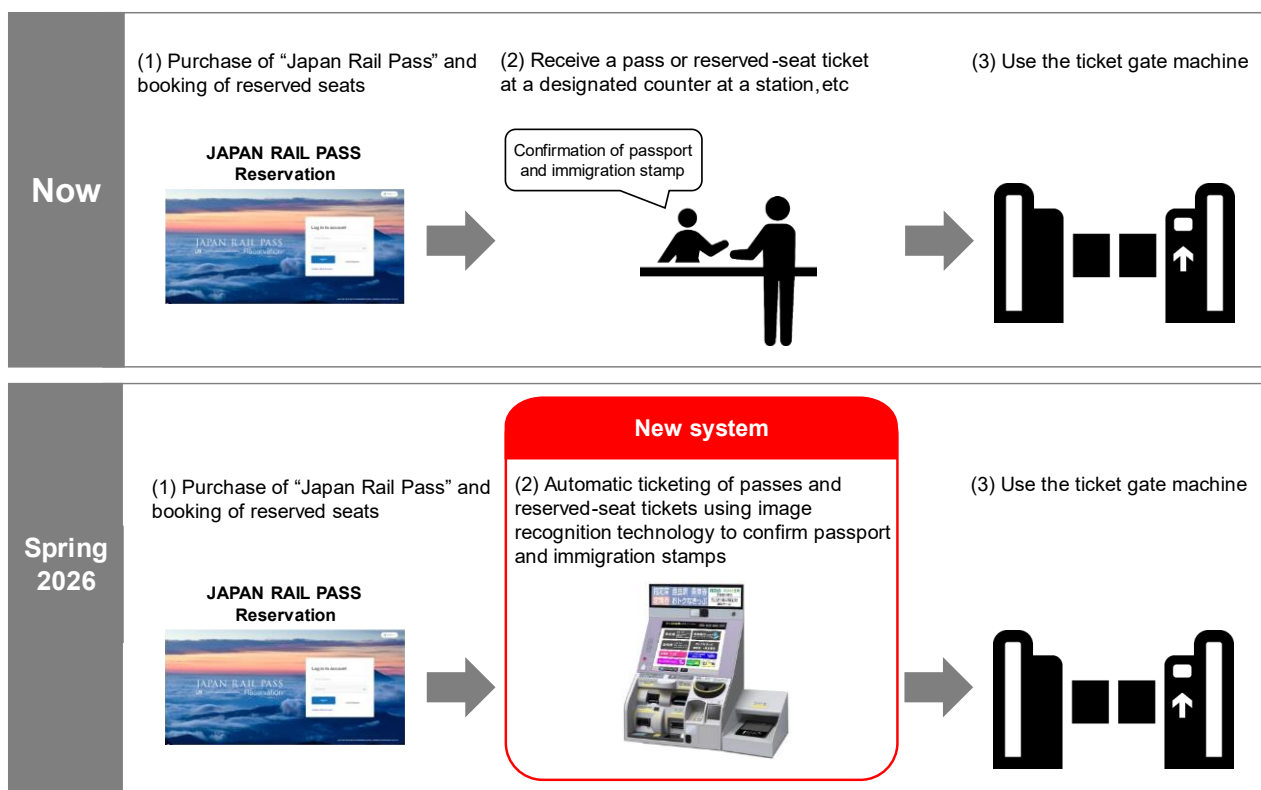
- Recommendation of a rail pass appropriate for your travel itinerary
- Prices can be compared with regular tickets.

* Amounts are for reference only.

4. Improved convenience of picking up Japan Rail Pass

Currently, the Japan Rail Pass can be picked up at the JR EAST Travel Service Center or other ticket counters upon confirmation of eligibility, causing inconvenience in terms of waiting time when the ticket counters are crowded.

The goal is to introduce a system by spring 2026 that will enable reserved-seat ticket vending machines at Narita Airport, Haneda Airport, and some major stations in Tokyo to automatically identify Japan Rail Pass usage status information and issue tickets.



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