

News Release

Hakodate City
East Japan Railway Company
Hokkaido Railway Company
Tohoku Tourism Promotion Organization

Introducing the East Japan Golden Route: Hayabusa Line

Featuring appealing experiences at sightseeing spots along the Tohoku and Hokkaido Shinkansen lines, and enjoyable tourism in the Tohoku and Hakodate areas for international tourists.

The East Japan Campaign Promotion Council was established in May of this year in a partnership between Hakodate City (Mayor: Jun Oizumi), the East Japan Railway Company (President; Yoichi Kise), the Hokkaido Railway Company (President: Yasuyuki Watanuki) and the Tohoku Tourism Promotion Organization (Chairperson: Shigeru Matsuki). The council will broadly promote the speed and convenience Tohoku and Hokkaido Shinkansen, as well as tourism content throughout the Tohoku and Hakodate areas, mainly targeting tourists visiting Japan from Europe, the US and Australia.

Promotional activities are done in partnership with local governments (Aomori, Hachinohe, Morioka, Sendai) along the Tohoku and Hokkaido Shinkansen lines to develop and sell products that allow customers to experience local area charm. Further, we are conducting promotions on social media through influencer accounts to help bring travelers to the Tohoku and Hakodate areas.

1 Concept

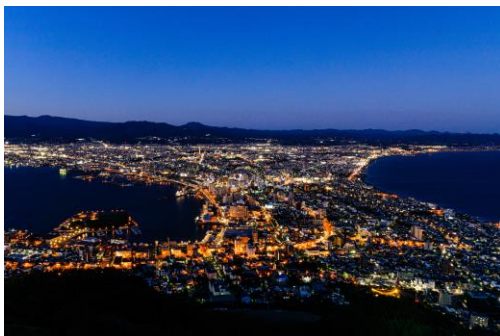
We are creating branding for the East Japan Golden Route: Hayabusa Line, which covers the area from the Tokyo Metropolitan Area to Sendai, Morioka, Hachinohe, Aomori and Hakodate. To accomplish this, we will convey the appeal of sightseeing areas along the path traveled by the Tohoku and Hokkaido Shinkansen lines, targeting travelers visiting Japan from abroad who are using the JR East-South Hokkaido Rail Pass or the JR EAST PASS (Tohoku Area).

2 Target

Tourists visiting Japan mainly from Europe, the US and Australia.

3 Main Content

- (1) Development/sale of products and provision of wide-area sightseeing/leisure routes along the Tohoku and Hokkaido Shinkansen lines. Provision of travel plans include the nighttime scenery of Hakodate, the seafood of Tohoku and more.



View from Mt. Hakodate

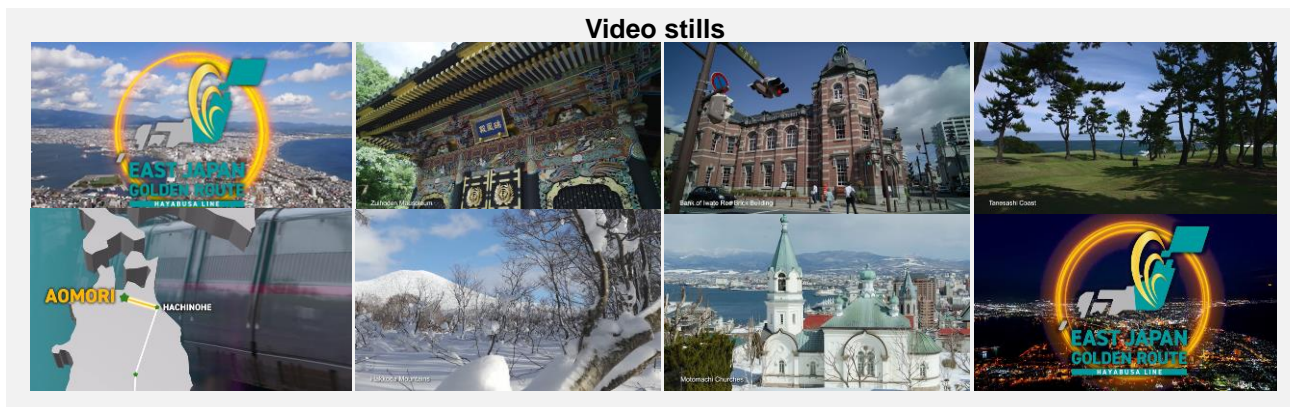
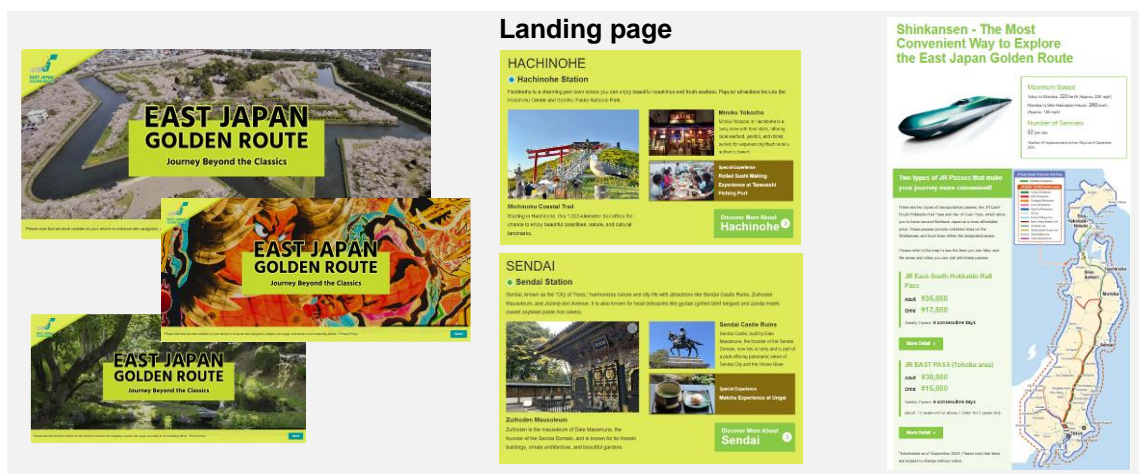


Local seafood

(2) Release of special brochures and product promotion at overseas travel fairs



(3) Launching the official East Japan Golden Route website and creation of promotional videos (<https://www.tohokukanko.jp/en/eastjapan-goldenroute/>)



(4) Influencer promotion

Kristina Minami and Frankie worked on promotion via the stories of their Instagram accounts from November 11 to 16.

Featured Destinations (in order of travel from Tokyo)

- Sendai: Sendai Castle, Tazen Ichibancho Honten
- Morioka: Konyacho (walking area), Azumaya Honten
- Hachinohe: Tanesashi Port, Miroku Yokocho
- Aomori: Nebuta Museum Wa Rasse, Sukayu Onsen
- Hakodate: Bay Area, Motomachi, Mt. Hakodate