

January 28, 2026

East Japan Railway Company

New Rail Passes for Inbound Visitors

- The East Japan Railway Company (Head office: Shibuya, Tokyo; President & CEO: Yoichi Kise; hereinafter referred to as “JR East”) offers a variety of rail passes for inbound visitors (hereinafter referred to as “rail passes”) that cover areas around Japan and are tailored to inbound visitor travel needs.
- From Saturday, March 14, 2026, new rail passes will be available and the service areas covered by some passes will be expanded. Prices for rail passes will also be revised.
- From Wednesday, April 1, 2026, a JAPAN RAIL PASS that has been reserved through JAPAN RAIL PASS Reservation can also be picked up/exchanged at some JR East reserved seat ticket vending machines equipped with passport readers.

1. Revision of Rail Passes for Inbound Visitors

As outlined in our Group Management Vision “To the Next Stage” 2034, in order to achieve our goal of expanding regional travel for the growing number of inbound visitors (increasing the share of overnight stays in Tohoku from approx. 1.5% to 5%), we will introduce the new JR EAST PASS, which covers travel on all JR East lines and some lines operated by other companies. For the JR East-South Hokkaido Rail Pass, a pass offered jointly with JR Hokkaido, we will expand the coverage area to include Tohoku and Niigata, aiming to increase travel to Tohoku from Hokkaido, a popular destination among inbound visitors.

Additionally, for the Hokuriku Arch Pass, a pass offered jointly with JR West, we will expand the coverage area to include the Koshin’etsu area, a popular destination for inbound visitors, thereby providing travel that is even more seamless.

Passes without coverage area changes will continue to be sold with revised prices.

* Sales of the “JR EAST PASS (Tohoku area)” and “JR EAST PASS (Nagano, Niigata area)” will end on Friday, March 13, 2026.

(1) New Passes and Passes with Revised Coverage Areas

Pass	Valid for	Price (Child Price)		Notes
		Current	Revised	
JR EAST PASS	5 days	-	¥35,000 (¥17,500)	Coverage area includes all JR East lines and some lines operated by other companies.
	10 days	-	¥50,000 (¥25,000)	
JR East-South Hokkaido Rail Pass	6 days	¥35,370 (¥17,680)	¥40,000 (¥20,000)	Covers the entire Joetsu Shinkansen and Uetsu Line. Coverage area to be revised for the Tokyo metropolitan area and Koshin’etsu. *Jointly offered with JR Hokkaido
Hokuriku Arch Pass	7 days	¥30,000 (¥15,000)	¥35,000 (¥17,500)	Coverage area to be expanded to include the Tokyo metropolitan area, the Chuo Line, Oito Line, etc. *Jointly offered with JR West

*Valid for use from Saturday, March 14, 2026, regardless of purchase date.

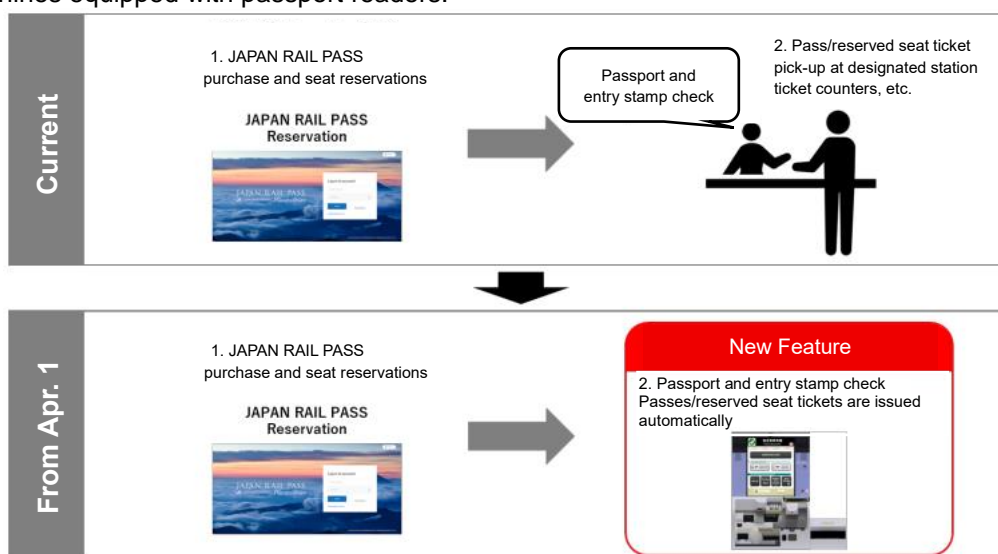
(2) Passes with Revised Prices

Pass	Valid for	Price (Child Price)		Notes
		Current	Revised	
JR TOKYO Wide Pass	3 days	¥15,000 (¥7,500)	¥16,000 (¥8,000)	
N'EX TOKYO Round Trip Ticket	14 days	¥5,000 (¥2,500)	¥5,200 (¥2,600)	
JR Tohoku-South Hokkaido Rail Pass	6 days	¥30,640 (¥15,320)	¥32,000 (¥16,000)	*Offered jointly with JR Hokkaido
SENDAI AREA PASS	1 day	¥1,320 (¥660)	1,420 (¥720)	*Available to passengers with a non-Japanese passport (no confirmation of "temporary visitor" entry status)

*See the supplement for more information on passes.

2. JAPAN RAIL PASS Pick-up/Exchange at Reserved Seat Ticket Vending Machines

As announced in our press release issued July 3, 2025, "Reserved seat ticket vending machines will become even more convenient! Introducing new machines, as well as updated screens and expanded functionality for existing machines to make them even more convenient and easy-to-use!", from Wednesday, April 1, 2026, passengers can pick up their JAPAN RAIL PASS that was reserved online at some reserved seat ticket vending machines equipped with passport readers.



(1) Pick-up Start Date and Time

From the start of business on Wednesday, April 1, 2026

(2) Pick-up Locations (tent.)

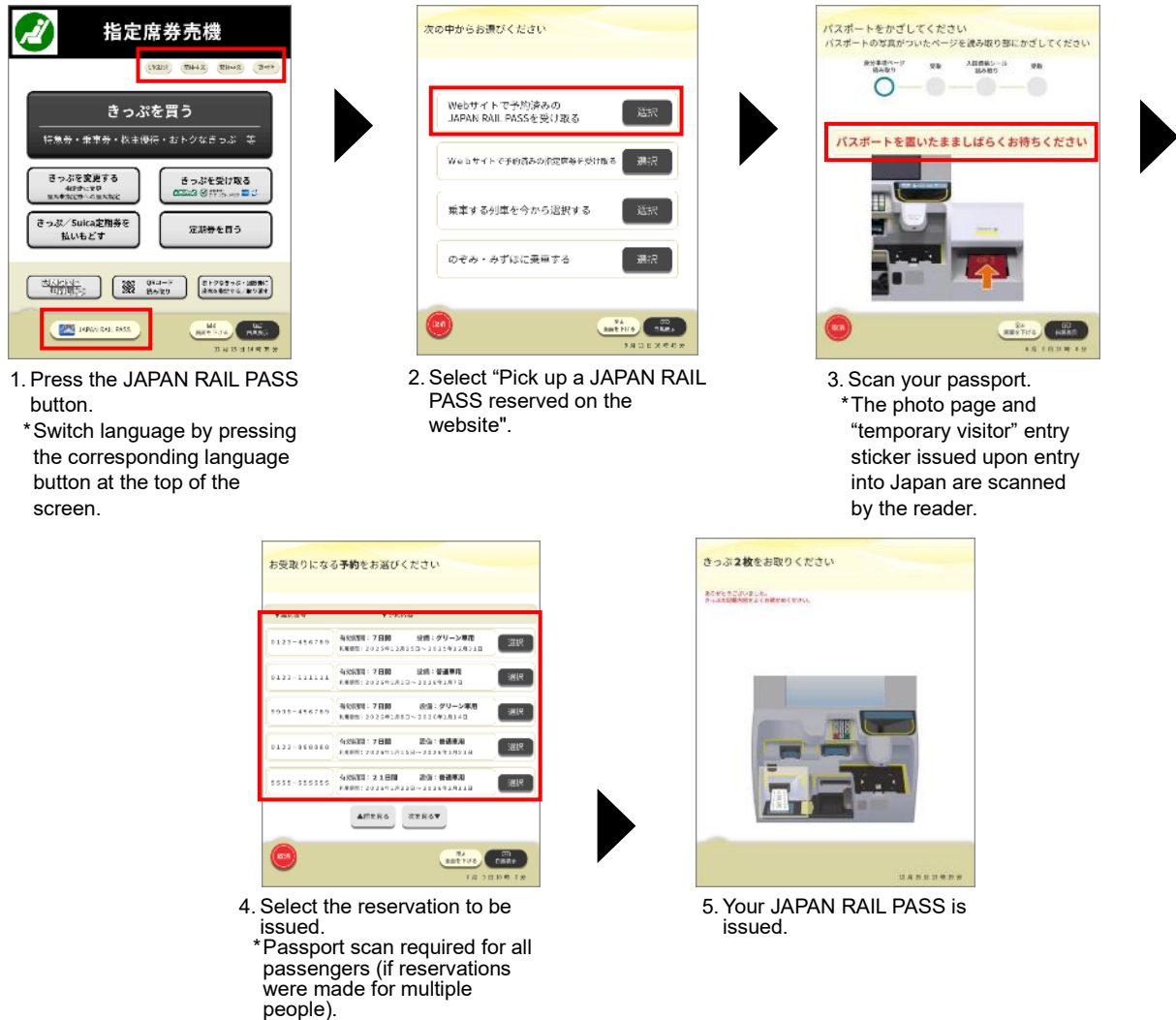
Tokyo Station, Hamamatsucho Station, Shinagawa Station, Shinjuku Station, Shibuya Station, Ueno Station, Ikebukuro Station, Haneda Airport Terminal 3 Station (Tokyo Monorail), Narita Airport Terminal 1 Station (Narita Airport), Narita Airport Terminal 2·3 Station (Airport Terminal 2), Sendai Station

(3) Eligible Reservations

A JAPAN RAIL PASS reserved on JAPAN RAIL PASS Reservation

*Passes purchased at designated JR representatives or agencies are not eligible. Passes purchased in this way may be picked up at a designated pick-up location: (JAPAN RAIL PASS Pick-up locations/Exchange locations: <https://japanrailpass.net/en/exchange/>)

(4) Issuance Procedure (Concept Image)



*More information about pick-up at a reserved seat ticket vending machine equipped with a passport reader will be posted on the official website (<https://japanrailpass.net/en/>) around late March 2026.

*Appearance of screen may vary by station.

*Ticket issuance language support also available in English, Chinese (Simplified and Traditional) and Korean.

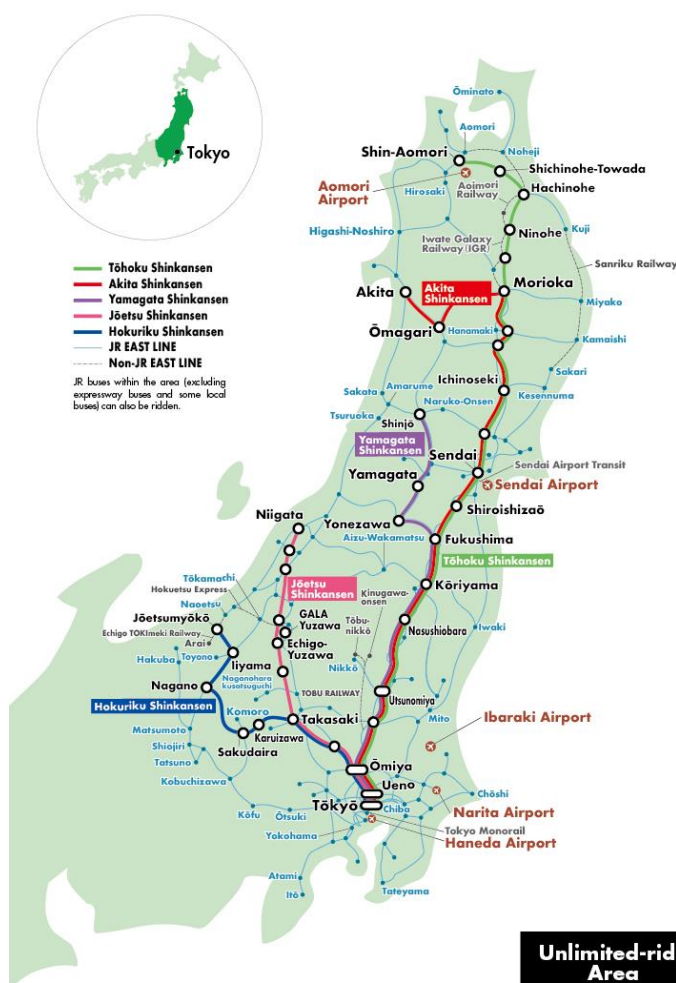
*This feature will also be available at some reserved seat ticket vending machines equipped with passport readers at JR West stations on the same day as for JR East.

Rail Pass Information

(Prices listed are for passes sold from March 14, 2026)

JR EAST PASS

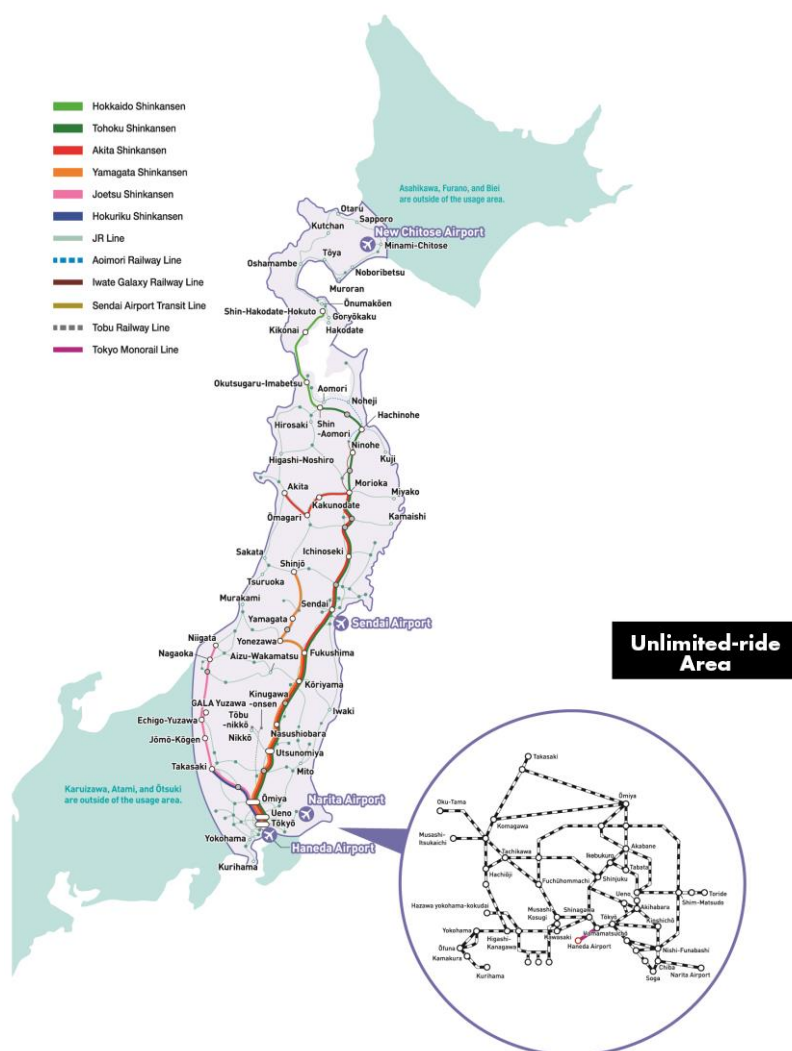
Price	5 days: ¥35,000 (Child: ¥17,500) 10 days: ¥50,000 (Child: ¥25,000)
Eligibility	Customers with a non-Japanese passport
Coverage area	Unlimited rides for reserved seats in ordinary cars of limited express (including Shinkansen), express and local (including rapid) trains on all JR East (including BRT), Tokyo Monorail, Aomori Railway, Iwate Galaxy Railway, Sendai Airport Transit, Sanriku Railway and Hokuetsu Express lines; the Echigo TOKImeki Railway (between Naoetsu and Arai); as well as reserved seats in ordinary cars of limited express trains such as JR/Tobu "Nikko", "SPACIA Nikko", "Kinugawa" and "SPACIA Kinugawa". Some JR bus routes are also covered.
Valid for	5 or 10 consecutive days from the start of use
Purchase locations	JR-EAST Train Reservation, JR EAST TRAVEL SERVICE CENTERS within the coverage area, some stations and participating overseas travel agencies
Sale date	JR-EAST Train Reservation, JR EAST TRAVEL SERVICE CENTERS and some stations: February 18, 2026 Participating overseas travel agencies: March 1, 2026 * Start of use valid from March 14. * "JR EAST PASS (Tohoku area)" and "JR EAST PASS (Nagano, Niigata area)" purchased by March 13 are valid for use until the expiration date.



JR East-South Hokkaido Rail Pass

*Offered jointly with JR Hokkaido

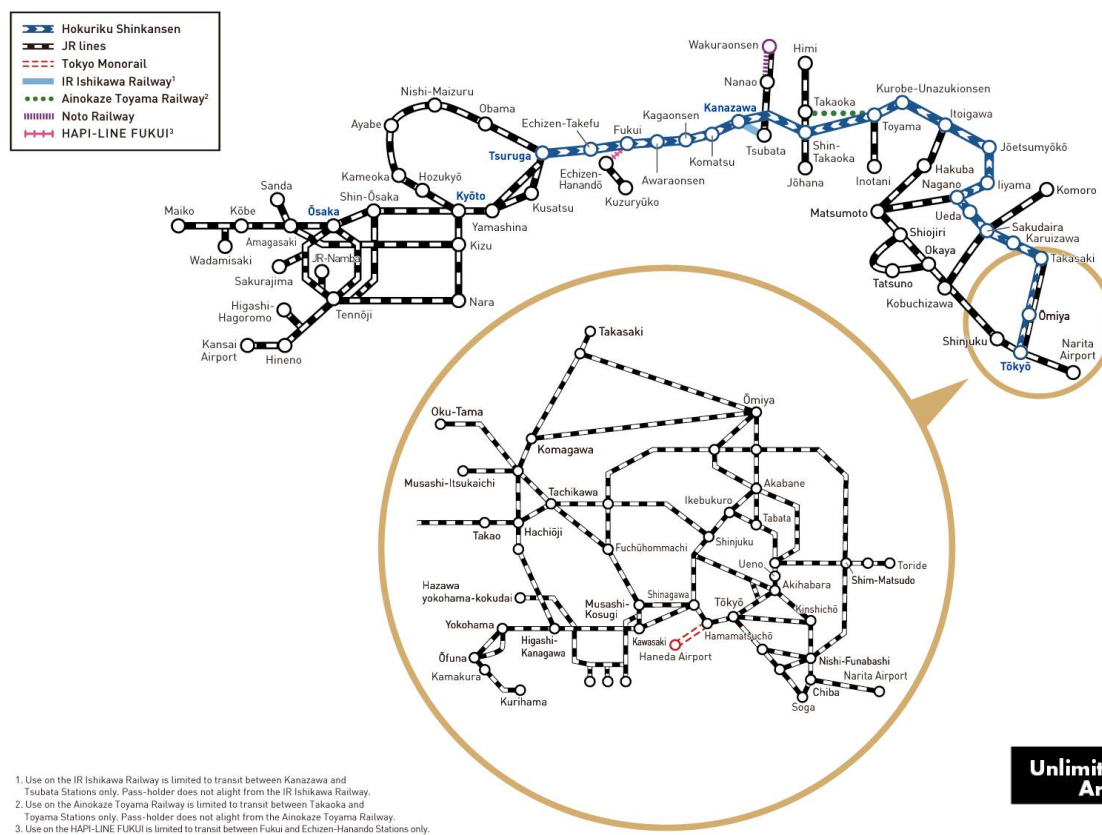
Price	¥40,000 (Child: ¥20,000)
Eligibility	Customers with a non-Japanese passport
Coverage area	Unlimited rides for reserved seats in ordinary cars of limited express (including Shinkansen), express and local (including rapid) trains on JR East lines (including BRT) within the unlimited-ride area; JR Hokkaido lines in the Hakodate, Sapporo and Otaru areas; the Tokyo Monorail, Aomori Railway, Iwate Galaxy Railway and Sendai Airport Transit lines; as well as reserved seats in ordinary cars of limited express trains such as JR/Tobu "Nikko", "SPACIA Nikko", "Kinugawa" and "SPACIA Kinugawa".
Valid for	6 consecutive days from the start of use
Purchase locations	JR-EAST Train Reservation, JR EAST TRAVEL SERVICE CENTERS within the coverage area, some stations and participating overseas travel agencies
Sale date	JR-EAST Train Reservation, JR EAST TRAVEL SERVICE CENTERS and some stations: February 18, 2026 Participating overseas travel agencies: March 1, 2026 * Start of use valid from March 14. * March 8 is the final day for passes currently on sale. No passes will be available from March 9 to 13.



Hokuriku Arch Pass

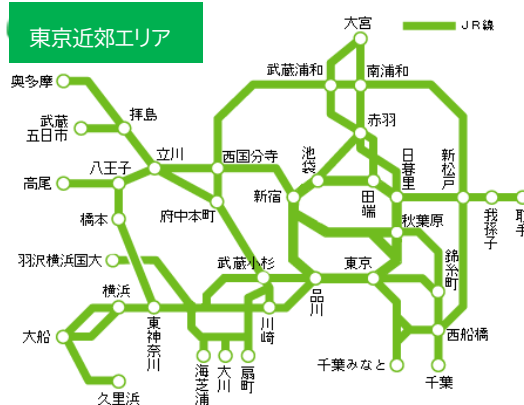
*Offered jointly with JR West

Price	¥35,000 (Child: ¥17,500)
Eligibility	Customers with a non-Japanese passport and a “temporary visitor” entry status
Coverage area	Unlimited rides for reserved seats in ordinary cars of limited express (including Shinkansen), express and local (including rapid) trains on JR East lines within the unlimited-ride area; JR West lines in the Hokuriku and Keihanshin areas; and the Tokyo Monorail line.
Valid for	7 consecutive days from the start of use
Purchase locations	JR-EAST Train Reservation, JR EAST TRAVEL SERVICE CENTERS within the coverage area, some stations and participating overseas travel agencies
Sale date	March 14, 2026 * Passes purchased by March 13 are valid for use until the expiration date.



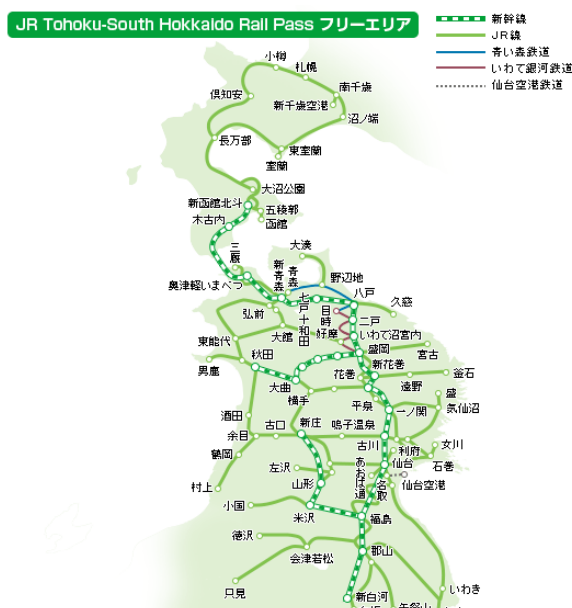
**Unlimited-ride
Area**

Price	¥16,000 (Child: ¥8,000)
Eligibility	Customers with a non-Japanese passport
Coverage area	Unlimited rides for reserved seats in ordinary cars of limited express (including Shinkansen), express and local (including rapid) trains on JR East lines within the unlimited-ride area; all Fujikyu Railway, Izukyu, Tokyo Waterfront Area Rapid Transit, Tokyo Monorail and Joshin Electric Railway lines; and the Saitama New Urban Transit line (New Shuttle) between Omiya and Tetsudo-Hakubutsukan; as well as reserved seats in ordinary cars of limited express trains such as JR/Tobu "Nikko", "SPACIA Nikko", "Kinugawa" and "SPACIA Kinugawa".
Valid for	3 consecutive days from the start of use
Purchase locations	JR-EAST Train Reservation, JR EAST TRAVEL SERVICE CENTERS within the coverage area and some stations



Price	¥5,200 (Child: ¥2,600)
Eligibility	Customers with a non-Japanese passport
Coverage area	Round trip travel between Narita Airport Terminal 1 Station (Narita Airport) / Narita Airport Terminal 2-3 Station (Airport Terminal 2) and stations in the Tokyo metropolitan area via reserved seats in ordinary cars on the "Narita Express".
Valid for	1 round trip within a 14-day period
Purchase locations	JR-EAST Train Reservation, Narita Airport and Narita Airport Terminal 2 JR EAST TRAVEL SERVICE CENTERS and stations

Price	¥32,000 (Child: ¥16,000)
Eligibility	Customers with a non-Japanese passport
Coverage area	Unlimited rides for reserved seats in ordinary cars of limited express (including Shinkansen), express and local (including rapid) trains on JR East lines (including BRT) within the unlimited-ride area; JR Hokkaido lines in the Hakodate, Sapporo and Otaru areas; and the Aomori Railway, Iwate Galaxy Railway and Sendai Airport Transit lines.
Valid for	6 consecutive days from the start of use
Purchase locations	JR-EAST Train Reservation, JR EAST TRAVEL SERVICE CENTERS within the coverage area, some stations and participating overseas travel agencies



SENDAI AREA PASS

Price	¥1,420 (Child: ¥720)
Eligibility	Customers with a non-Japanese passport
Coverage area	Unlimited rides for non-reserved seats in ordinary cars of ordinary (including rapid) trains within the unlimited-ride area in the Sendai vicinity; the Sendai Subway, Sendai Airport, Abukuma Express (between Tsukigi and Abukuma) lines; as well as Sendai City Buses, Loople Sendai (a sightseeing tour bus) and some Miyagi Kotsu Bus routes (between Sendai Station and Akiu Otaki)
Valid for	1 day
Purchase locations	JR EAST TRAVEL SERVICE CENTER Sendai and reserved seat ticket vending machines equipped with a passport reader in Sendai Station

