

# Coexistence with Communities

## Mid-Term Management Plan 2017 in Retrospect

We continued to revitalize local communities through unified efforts made in collaboration with the local residents.

- Invigoration of the Hokuriku area by maximizing effect of the opening of the Kanazawa-Tsuruga segment of the Hokuriku Shinkansen
- Development of terminal stations, including Osaka Station
- Promotion of dialogues with local communities to realize sustainable railways and transport services

## Vision for the Future

Factors such as a shrinking market and a dwindling labor force due to the declining population forecast harsh circumstances surrounding each region of the country. On the other hand, visitors to Japan are projected to go up, and this, coupled with large-scale projects such as the Umekita subway station adjoining Osaka Station, provide many opportunities for growth in our business areas. As a Group whose business is railways, which are crucial to

social infrastructure, JR-West is making unified efforts alongside local communities to make the areas along the railways places that anyone would want to visit or live in. In doing so, we add to the development of local regions and economies and therefore contribute to creating “a safe and comfortable society filled with meetings among people and smiles.”

## “I Want to Go...I Want to Go Again!” Showcasing Wide Attraction Zones

We are committed to highlighting the unique sights and experiences in the western Japan area and are working to showcase wide attraction zones through branding and promotion. Part of these efforts involve the Setouchi Palette Project, which was developed as a collaboration between the railway and non-railway businesses. This project is intended to highlight the Setouchi area of western Japan, which contains a rich variety of sight-seeing activities. Through this project, we aim to turn the Setouchi area into a welcoming region for many first time and repeat visitors from Japan and overseas by creating tourism routes and developing contents that capitalize on local industry and culture.

### Development of key terminal stations

In addition, we are developing major stations to serve as bases for the tourism routes and as points to transmit local appeal to tourists. One example of this is Onomichi Station, where we have rebuilt the station and added a tourist information center in collaboration with the city, and will establish accommodations for cyclists as well as commercial facilities.



New station building for Onomichi Station