

February 15, 2017

Product Review and Enhancement of Kansai-airport Station Sales System for foreign visitors

In the updated Medium-Term Management Plan 2017, the JR West Group has set a target of “a five-fold increase in the number of foreign visitors using our inbound products to Japan.” We are now working in coordination with regional authorities and group companies to capture the inbound tourist market.

We are coordinating with regional authorities and group companies to revise existing products and encourage people to visit tourist attractions in a wider area.

The Kansai wide area products will include the use of non-JR lines to enable trips to places such as Amanohashidate, one of Japan’s top three scenic spots (closest station: Amanohashidate on the Kyoto Tango Railway) or Kishi (a Wakayama Electric Railway station) famous overseas as well for its station cat, Super Station Master Nitama. In addition, the San’in Main Line section covered by the pass will be expanded so that visitors can enjoy the beautiful scenery of San’in Kaigan Geopark from the train (between Hamasaka and Tottori stations), and it will be possible to use West JR Bus routes, for example between Kyoto Station and Shuzan.

The products related with Hiroshima and Yamaguchi will be revised so that Chugoku JR Bus routes can be used, such as services within the city of Hiroshima and between Shin-Yamaguchi and Hagi.

Furthermore, in order that inbound visitors arriving at Fukuoka Airport and visit the West Japan area, in addition to products that cover travel from Fukuoka to the Hiroshima/Yamaguchi and Kansai areas, we have expanded our lineup with new products that can be used for travel from Fukuoka to the Okayama area and Takamatsu.

In addition to the above, with regard to the enhancement of the Kansai-airport Station sales system announced in September 2016, our expanded sales desk area will come into operation on March 1. A ceremony will be held on the day. (Details will be announced separately.)

We will continue to work with local authorities and businesses to make attractive locations in the JR West area more accessible to visitors from overseas.

1. Improvements to Products for Foreign Visitors

[See Appendix 1 and 2]

(1) Non-JR transport systems included in the sets to encourage visits to attractive tourist spots

① New transport systems added to the sets

- The Kyoto Tango Railway (all sections), Wakayama Electric Railway (all sections) and West JR Bus / Chugoku JR Bus routes are included in the sets, and revisions made so that they can be used easily.

② Our area expanded (JR lines)

- The area covered by products that can be used as far as Hamasaka Station on the San’in Main Line, for example the Kansai WIDE Area Pass, has been expanded as far as Tottori Station.
- The area covered by the San’in-Okayama Area Pass has been expanded to include the stretch between Masuda and Hagi stations on the San’in Main Line.

(2) Expanded lineup of products for inbound visitors who arrive at Fukuoka Airport

- The new Okayama-Hiroshima-Yamaguchi Area Pass has been created.

(3) More products that can be used in automatic ticket gates so that visitors to Japan can use them smoothly

- It will be possible to use automatic ticket gates with the Kansai-Hiroshima Area Pass and the Hiroshima-Yamaguchi Area Pass.

(4) More benefits for passengers using products for inbound visitors to Japan

① More benefits

- New benefit has been added in the form of a discount for “station rental cars” so that they can visit attractive tourist spots that cannot be reached via JR, and do so more economically and at their own convenience.

(* In addition to the rental cars, there are perks such as discounts for tourist attractions, shopping coupons, and so on)

② Sale of option tickets

- In the new fiscal year we will continue to sell the convenient Tateyama Kurobe Option Ticket for trips to the Tateyama Kurobe Alpine Route.

2. Expansion of the Kansai-airport Station sales desk area and the opening ceremony

The expanded sales desk area will come into operation on Wednesday, March 1 (* A maximum of 14 desks, taking up one floor)

* An opening ceremony will be held on the day

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Product Improvements for Visitors to Japan

【Appendix 1】

Launch

April 10, 2017

	Product name/ Period of validity	Revisions	Sale	Price (Current)	(New)
E X I S T I N G P R O D U C T S	Kansai Area Pass 1 to 4 days	Added West JR Bus services within the area	Abroad	2,200-6,300	No change
			In Japan	2,300-6,500	
	Kansai WIDE Area Pass 5days	Added Kyoto Tango Railway, Wakayama Electric Railway, the San'in Main Line between Hamasaka and Tottori, and West JR Bus services within the area	Abroad	8,500	9,000
			In Japan	9,000	9,500
	Kansai-Hiroshima Area Pass 5 days	Added Kyoto Tango Railway, Wakayama Electric Railway, the San'in Main Line between Hamasaka and Tottori, and West JR and Chugoku JR Bus services within the area	Abroad	13,000	13,500
			In Japan	14,000	14,500
	Kansai-Hokuriku Area Pass 7 days	Added Kyoto Tango Railway, Wakayama Electric Railway, the San'in Main Line between Hamasaka and Tottori, and West JR Bus services within the area	Abroad	15,000	No change
			In Japan	16,000	
	Sanyo-San'in Area Pass 7 days	Added Chugoku JR Bus services within the area	Abroad	19,000	No change
			In Japan	20,000	
	Hokuriku Area Pass 4 days	Added West JR Bus services within the area	Abroad	5,000	No change
			In Japan	5,500	
	San'in-Okayama Area Pass 4 days	Added the San'in Main Line between Masuda and Hagi	Abroad	4,500	No change
			In Japan	5,000	
Hiroshima- Yamaguchi Area Pass 5 days	Added Chugoku JR Bus services within the area	Abroad	11,000	No change	
		In Japan	12,000		
New	Okayama- Hiroshima- Yamaguchi Area Pass 5 days	Chugoku JR Bus services within the area, Miyajima Ferry*, rental bicycles* * Already part of the set for the relevant existing products	Abroad	—	13,500
			In Japan		14,500

* There are no changes to products that cover wide areas in collaboration with other companies, namely the Hokuriku Arch Pass, Setouchi Area Pass, Takayama-Hokuriku Area Tourist Pass, and Ise-Kumano-Wakayama Area Tourist Pass.

Overview of 「JR WEST RAIL PASS」 Products

1. Product areas and prices * Children (aged 6 to 11) are charged half price.

(1) **New product** We have created a convenient product for trips around the Yamaguchi, Hiroshima and Okayama area from Hakata(Fukuoka).

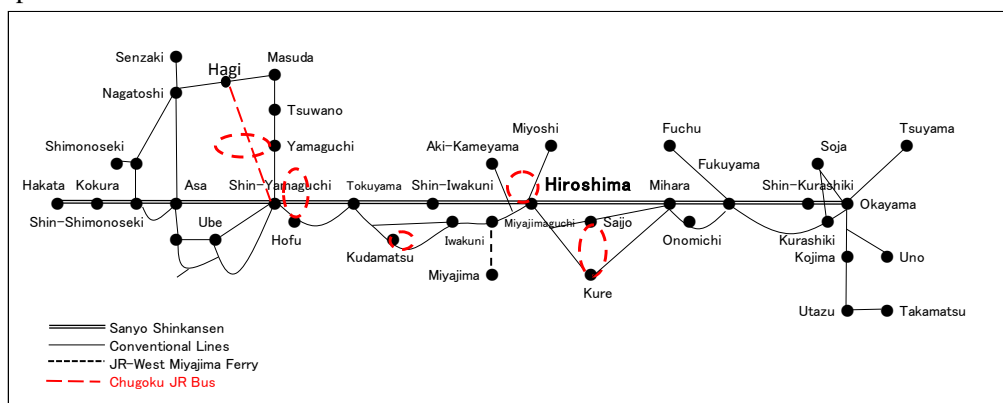
① Okayama-Hiroshima-Yamaguchi Area Pass

- Unlimited rides on the Sanyo Shinkansen (including the NOZOMI and MIZUHO, between Hakata and Okayama), limited express and local trains (including rapid services) with non-reserved seats within the area, and on the JR-West Miyajima Ferry and Chugoku JR Bus services within the area.

Ekirin Kun (a bicycle rental service) can also be used within the area.

* Not valid on the conventional line in Kyushu (between Hakata and Shimonoseki).

- Period of validity: 5-day Price:13,500 yen if purchased outside of Japan, 14,500 yen if purchased in Japan



(2) **Expansion of areas** We have expanded the areas covered by products, based on usage and needs.

① Kansai Area Pass

- From Kansai Airport to Osaka, Kyoto, Kobe, Nara and Himeji. Unlimited rides on the Kansai-Airport Express “HARUKA” and local trains (including rapid services) with non-reserved seats, and on West JR Bus services within the area.

- As of April 10, 2017 it can be used on West JR Bus services!

* Not valid for the Shinkansen or express trains other than the HARUKA.

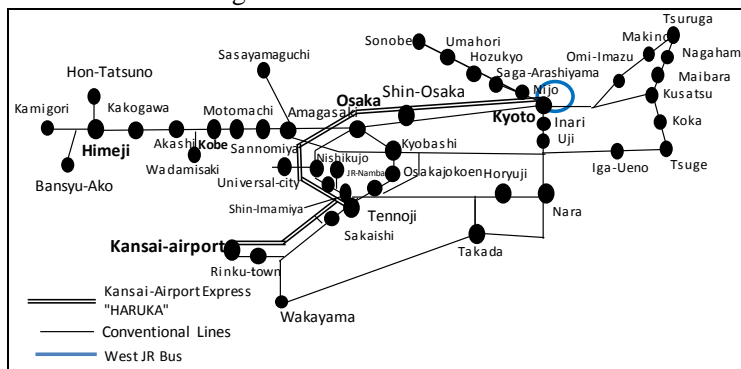
- Period of validity: 1-day Price:2,200 yen if purchased abroad, 2,300 yen if purchased in Japan

- Period of validity: 2-day Price:4,300 yen if purchased abroad, 4,500 yen if purchased in Japan

- Period of validity: 3-day Price:5,300 yen if purchased abroad, 5,500 yen if purchased in Japan

- Period of validity: 4-day Price:6,300 yen if purchased abroad, 6,500 yen if purchased in Japan

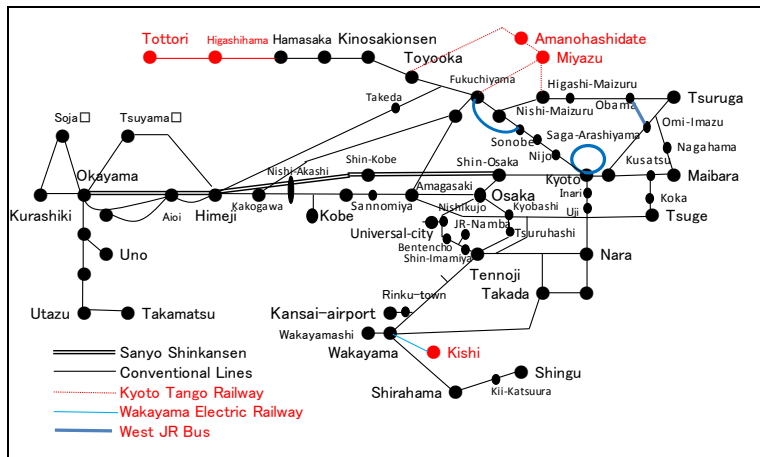
* Prices are unchanged



* The expanded area of validity is shown in red.

② Kansai WIDE Area Pass

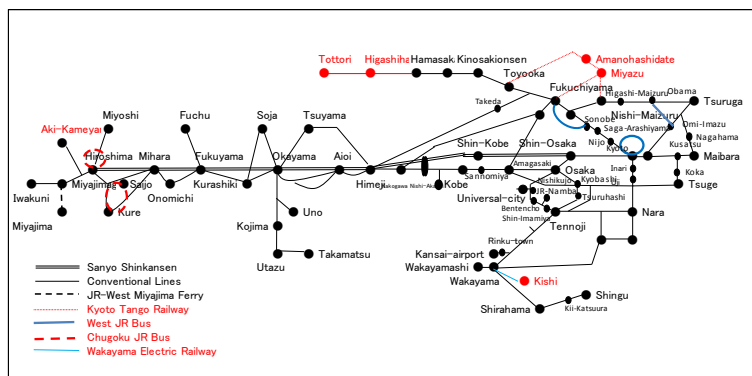
- From Kansai Airport to Osaka, Kyoto, Kobe, Nara and Himeji, as well as to Okayama and Kurashiki, Wakayama and the new addition of Kishi (where you can meet Station Master Tama), Shirahama, Kinokuniya, Shiga, Tsuruga and Amanohashidate. Unlimited rides on the Sanyo Shinkansen (including the NOZOMI and MIZUHO, between Shin-Osaka and Okayama), limited expresses and local trains (including rapid services) within the area, and on West JR Bus services and on Kyoto Tango Railway and Wakayama Electric Railway trains with non-reserved seats.
- From April 10, 2017 the expanded area of validity includes Tottori, Amanohashidate and Kishi, and the pass is valid for West JR Bus services!
- * Not valid for the Tokaido Shinkansen. (It cannot be used on the Shinkansen between Shin-Osaka and Kyoto.)
- Period of validity: 5-day Price: 9,000 yen if purchased outside of Japan, 9,500 yen if purchased in Japan
- * These are the prices from April 10, 2017 onwards.



* The expanded area of validity is shown in red.

③ Kansai-Hiroshima Area Pass

- From Kansai Airport to Hiroshima, Okayama and Takamatsu as well as the Kansai area. Unlimited rides on the Sanyo Shinkansen (including the NOZOMI and MIZUHO, between Shin-Osaka and Hiroshima), limited express and local trains (including rapid services) with non-reserved seats within the area, and on the JR-West Miyajima Ferry, and on West JR Bus, Chugoku JR Bus, Kyoto Tango Railway and Wakayama Electric Railway services.
- * Not valid for the Tokaido Shinkansen. (It cannot be used on the Shinkansen between Shin-Osaka and Kyoto.)
- From April 10, 2017 the expanded area of validity includes Tottori, Amanohashidate and Kishi, and the pass is valid for West JR Bus and Chugoku JR Bus services!
- Period of validity: 5-day Price: 13,500 yen if purchased outside of Japan, 14,500 yen if purchased in Japan* These are the prices from April 10, 2017 onwards.



* The expanded area of validity is shown in red.

④ Sanyo-San'in Area Pass

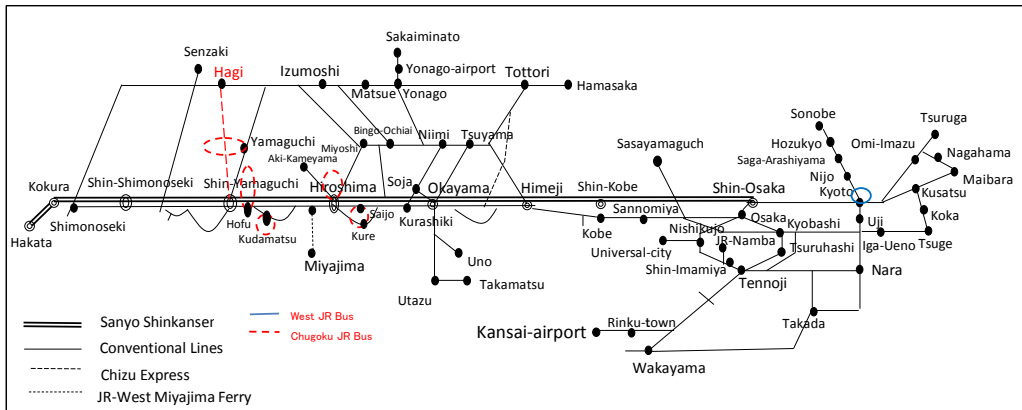
- From Kansai Airport to the Sanyo and San'in areas (the five prefectures of the Chugoku region) and Takamatsu as well as the Kansai area. Unlimited rides on the Sanyo Shinkansen (including the NOZOMI and MIZUHO, between Shin-Osaka and Hakata), on limited expresses within the area (including the Chizu Express Line) with reserved seats, and local trains (including rapid services) with reserved and non-reserved seats, and on the JR-West Miyajima Ferry and West JR Bus and Chugoku JR Bus services.

* Not valid for the Tokaido Shinkansen. (It cannot be used on the Shinkansen between Shin-Osaka and Kyoto.)

* Not valid on the conventional line in Kyushu (between Hakata and Shimonoseki).

- From April 10, 2017 the pass is valid for West JR Bus and Chugoku JR Bus services!

- Period of validity:7-day Price:19,000 yen if purchased outside of Japan, 20,000 yen if purchased in Japan * Prices are unchanged.



* The expanded area of validity is shown in red.

⑤ Hiroshima-Yamaguchi Area Pass

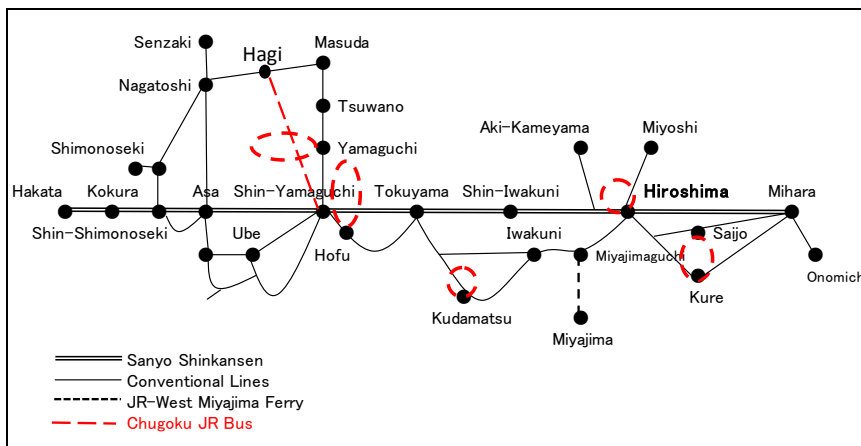
- From Hakata(Fukuoka) to Yamaguchi and Hiroshima. Unlimited rides on the Sanyo Shinkansen (including the NOZOMI and MIZUHO, between Hakata and Mihara), limited express and local trains (including rapid services) with non-reserved seats, the JR-West Miyajima Ferry and Chugoku JR Bus services within the area.

* Not valid on the conventional line in Kyushu (between Hakata and Shimonoseki).

* A reserved seat fare is required to ride the SL YAMAGUCHI.

- As of April 10, 2017 it can be used on Chugoku JR Bus services!

- Period of validity:5-day Price:11,000 yen if purchased outside of Japan, 12,000 yen if purchased in Japan * Prices are unchanged.



* The expanded area of validity is shown in red.

⑥ Kansai-Hokuriku Area Pass

- From Kansai Airport to the Hokuriku area as well as the Kansai area. Unlimited rides on the Hokuriku Shinkansen (between Kanazawa and Joetsumyoko), limited express and local trains (including rapid services) within the area, and on West JR Bus, Kyoto Tango Railway and Wakayama Electric Railway services with non-reserved seats.

* Not valid for the Tokaido Shinkansen. (It cannot be used on the Shinkansen between Shin-Osaka and Kyoto.)

* Not valid for the Hokuriku Shinkansen KAGAYAKI since it only has reserved seats.

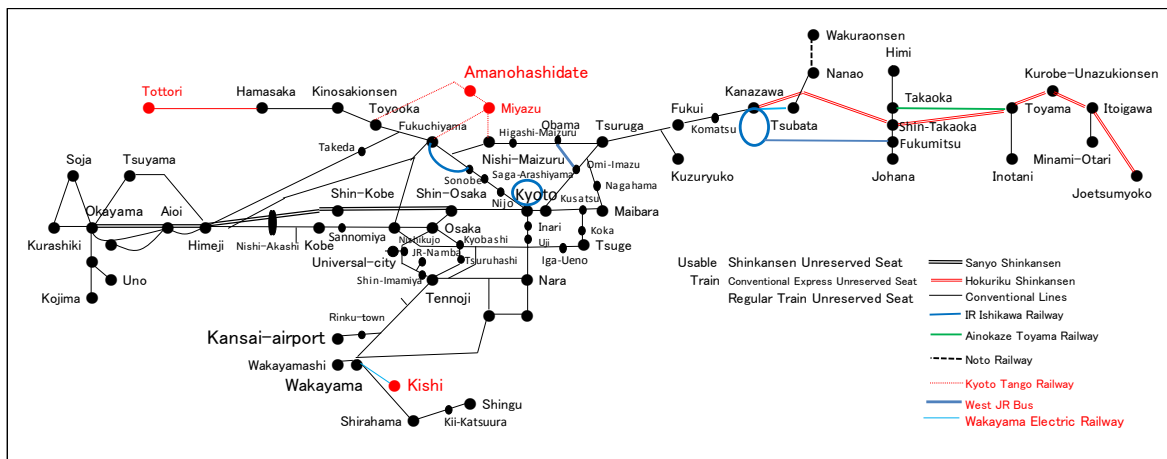
- Not valid for IR Ishikawa Railway and Ainokaze Toyama Railway services.

* If traveling on the Himi, Johana or Nanao lines, as a special exception the pass is valid on the IR Ishikawa Railway (between Kanazawa and Tsubata) and the Ainokaze Toyama Railway (between Takaoka and Toyama) if only traveling through without getting off the train.

Valid for IR Ishikawa Railway limited express services between Kanazawa and Tsubata.
The liner fare is required when using the AINOKAZE LINER rapid service operated by the Ainokaze Toyama Railway.

- From April 10, 2017 the expanded area of validity includes Tottori, Amanohashidate and Kishi, and the pass is valid for West JR Bus services!

- Period of validity:7-day Price:15,000 yen if purchased outside of Japan, 16,000 yen if purchased in Japan * Prices are unchanged.



* The expanded area of validity is shown in red.

⑦ Hokuriku Area Pass

- Unlimited rides on the Hokuriku Shinkansen (between Kanazawa and Kurobe-Unazukionsen), limited express and local trains (including rapid services) within the area with non-reserved seats, and on West JR Bus services.

* Not valid for the Hokuriku Shinkansen KAGAYAKI since it only has reserved seats.

- Not valid for IR Ishikawa Railway and Ainokaze Toyama Railway services.

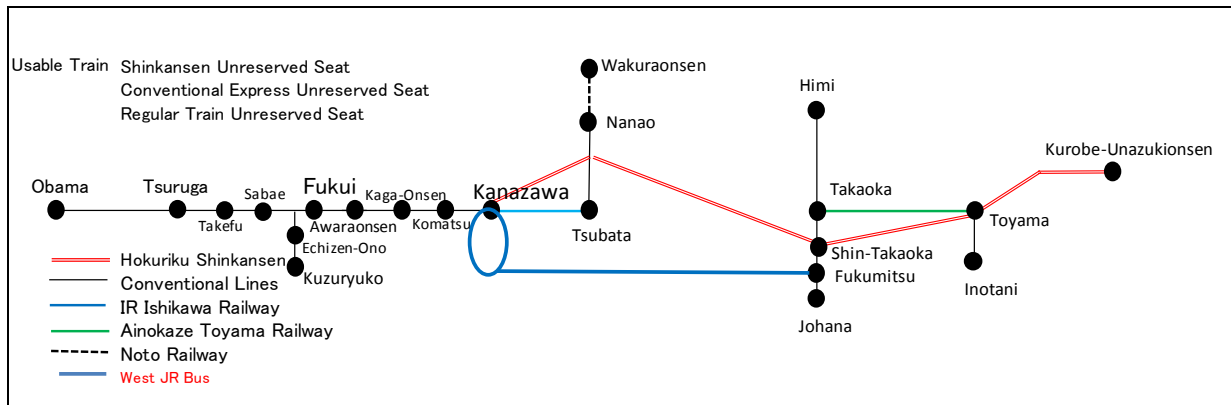
* If traveling on the Himi, Johana or Nanao lines, as a special exception the pass is valid on the IR Ishikawa Railway (between Kanazawa and Tsubata) and the Ainokaze Toyama Railway (between Takaoka and Toyama) if only traveling through without getting off the train.

Valid for IR Ishikawa Railway limited express services between Kanazawa and Tsubata.
The liner fare is required when using the AINOKAZE LINER rapid service operated by the Ainokaze Toyama Railway.

- As of April 10, 2017 it can be used on West JR Bus services!

- Combining it with the Kansai WIDE Area Pass is good value and very convenient if also traveling in the Kansai area.

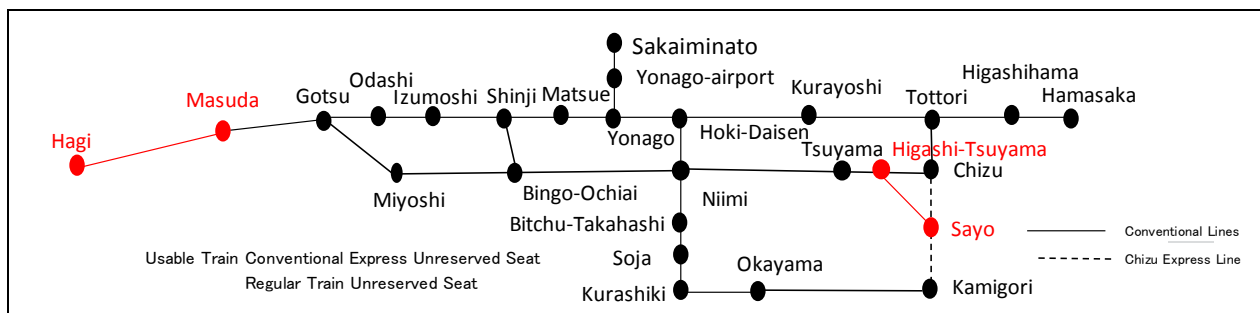
- Period of validity:4-day Price:5,000 yen if purchased outside of Japan, 5,500 yen if purchased in Japan * Prices are unchanged.



* The expanded area of validity is shown in red.

⑧ San'in-Okayama Area Pass

- Valid for non-reserved seats on limited express, rapid service and local trains in the San'in and Okayama areas, and also on the Chizu Express Line.
- From April 10, 2017 the expanded area of validity includes Hagi.
- Combining it with the Kansai WIDE Area Pass is good value and very convenient if also traveling in the Kansai area.
- Period of validity:4-day Price:4,500 yen if purchased outside of Japan, 5,000 yen if purchased in Japan
- * Prices are unchanged.



* The expanded area of validity is shown in red.

2. The sale of new products and their period of validity From April 10, 2017 onwards.

* Can be purchased on the Internet or in Japan from Monday, April 10, 2017.

3. Purchase and Eligibility

These passes can be purchased and used only by travelers who have passports issued by a government other than Japan, and who have been issued with a short-term visa.

4. How to Purchase

(1) An early-bird discount is available when purchasing a pass abroad.

① Purchasing from a travel agent outside of Japan

- o Purchase an exchange voucher at a travel agency abroad, and exchange it for a rail pass at a JR-West designated station after entering Japan.

* Show your passport when exchanging the voucher for the pass.

② Purchasing on the Internet

- o Passes can be ordered between 27 and 2 days before their starting date from our dedicated website

(available in English, Korean, traditional Chinese, and simplified Chinese).

(The booking form must be filled out in English.)

- English <http://www.westjr.co.jp/global/en/>
 - Korean <http://www.westjr.co.jp/global/kr/>
 - Traditional Chinese <http://www.westjr.co.jp/global/tc/>
 - Simplified Chinese <http://www.westjr.co.jp/global/sc/>
- The payment is made at a designated station after entering Japan.
 - * If the booking was made on the Internet, please show your passport, booking confirmation email.
 - * Your order will automatically be canceled if you do not collect your pass by its starting date (30 minutes before your first train departs if you have reserved a seat on the first day of your pass).

(2) Purchasing in Japan

- Purchase at a major station within the JR-West Rail Pass area, or at a leading travel agency.
- * Please show your passport when purchasing a rail pass in Japan.