

Special  
feature

# Concerted Group effort to capture inbound tourism demand

Despite the anticipated decline in the domestic population, the number of foreign tourists visiting Japan has shown a rapid recovery since the end of the COVID-19 pandemic. The government has once again stated its goal of 60 million visitors, making inbound tourism a market that is attracting attention as a way to create new business demand.

The JR-West Group is promoting travel in western Japan by providing products aimed at foreign visitors and pursuing overseas promotion. We are also working to improve the system for accepting tourists through efforts like improving our station and railcar environments in line with national guidelines and establishing our own sales system, all with the aim of providing smooth and comfortable travel so that visitors can enjoy a stress-free trip in western Japan. Moving forward, an important issue will be to cultivate inbound tourism demand that extends beyond cities to rural areas. Taking advantage of the opportunity presented by Expo 2025, the entire JR-West Group, together with the local community, is working to identify and promote the various charms of western Japan that are not yet widely known and to spread the benefits of these efforts throughout the area.

## Past inbound tourism-focused efforts

### Providing products aimed at foreign visitors

We have created a range of products that facilitate travel along a variety of different routes so that visitors can travel widely throughout western Japan.

#### Product lineup for foreign visitors (as of July 2024)

Target area	Product
Nationwide	Japan Rail Pass
JR-West service area	Round trip: JR-West Rail Pass (12 types of area passes) One-way: Haruka One-Way Ticket, Sanyo Shinkansen One-Way Ticket, Hokuriku One-Way Ticket
With other JR companies	Hokuriku Arch Pass, Setouchi Area Pass, Sanyo-San'in Northern Kyushu Pass, Takayama-Hokuriku Tourist Pass, Ise-Kumano-Wakayama Tourist Pass

#### Recent product revisions, updates, etc. (major items)

Dec. 2020	<ul style="list-style-type: none"> <li>Changeover of some JR-West-original unreserved seating products into reserved seating products (to avoid overcrowding and ensure comfort)</li> <li>Creation of a JR-West All Area Pass</li> </ul>
Oct. 2023	<ul style="list-style-type: none"> <li>Sales price revision of the Japan Rail Pass; introduction of Nozomi and Mizuho tickets</li> <li>Price revision of JR-West inbound travel products; termination of domestic sales</li> </ul>
Mar. 2024	<ul style="list-style-type: none"> <li>Launch of new Kansai-San'in Area Pass ahead of Expo 2025</li> </ul>

#### Overseas sales channels

- Overseas on-line travel agencies (OTAs) and travel agencies
- On-line reservations for foreign visitors to Japan: JR West Online Train Reservation

#### JR-West products for foreign visitors can be picked up at ticket vending machines

- Automatic ticket vending machines with passport readers installed at major stations



Note: In addition to products for inbound travel, JR-West is promoting the use of Twilight Express Mizukaze and other sightseeing train tours.

### Identifying tourism content for foreign visitors, and selling and promoting it overseas

By utilizing local tourism resources in pursuing sales aimed at overseas markets, we are working to identify and promote the diverse charms of western Japan in order to attract more visitors.

A tourism ticket that allows visitors to use a single QR code to redeem coupons for tourist facilities, restaurants, and more

#### Have Fun in Kansai Pass

Choose any three or six locations from over 100 participating facilities.

In addition to the Kansai region, versions of this pass are also sold in Fukui, Wakayama, Okayama, Hiroshima, and Tottori. There are plans to continue expanding it to other regions.



#### Stored on an overseas distribution platform

- Bundled with our inbound travel products and sold and promoted through overseas OTAs and travel agencies
- Promotion targeting overseas markets is carried out in cooperation with local communities

### Improving the system for accepting tourists

In addition to attracting foreign visitors to the JR-West area, we are working with relevant departments to improve the system for accepting tourists so they can enjoy a comfortable stress-free trip.

#### Examples of unique JR-West efforts

- Dedicated counter for foreign visitors**  
(Kansai Airport Station, Osaka Station, Shin-Osaka Station, Kyoto Station)
- QR code payment (Alipay, WeChat) at automatic ticket vending machines** (at some stations in the Kyoto-Osaka-Kobe area)
- Travel Support by JR-West web app**  
Helps users deal with problems encountered while traveling, such as providing evacuation guidance during a disaster or assistance with medical examinations in the event of sudden illness.
- New Haruka boarding method using QR codes**  
This new method allows passengers to board the train without stopping at the station ticket counter or ticket machine by exchanging the QR code on the Haruka One-Way Ticket, purchased from an overseas OTA, for a boarding ticket at a dedicated terminal at Kansai Airport Station.



Note: In addition to these efforts, we provide information in multiple languages in accordance with government guidelines, set up public Wi-Fi, offer luggage storage areas, and more.

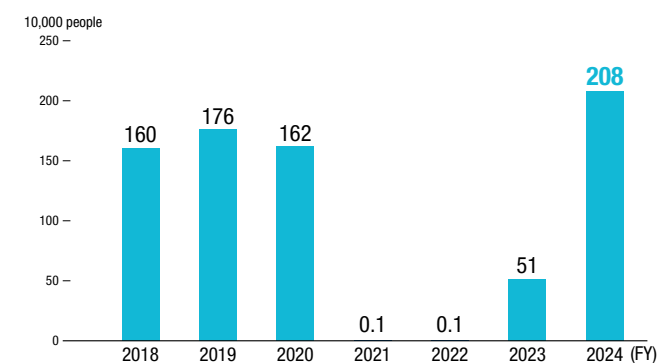
Note: QR code is a registered trademark of Denso Wave Incorporated.

## Making western Japan even more attractive to inbound tourists: Launching the Group Inbound Promotion Office

As a result of these various measures aimed at inbound tourism, the number of people using products specifically for visitors to Japan is increasing, and results for fiscal 2024 exceeded those for fiscal 2020, before the pandemic. Inbound tourism transportation revenue has already exceeded pre-pandemic levels and now accounts for more than 4% of total transportation revenue. In addition, inbound tourism revenue is also increasing and its proportion is rising in businesses outside the mobility service segment. Inbound tourism demand is expected to continue to grow, and we will continue to strengthen our promotions and improve our reception system to take advantage of this growth.

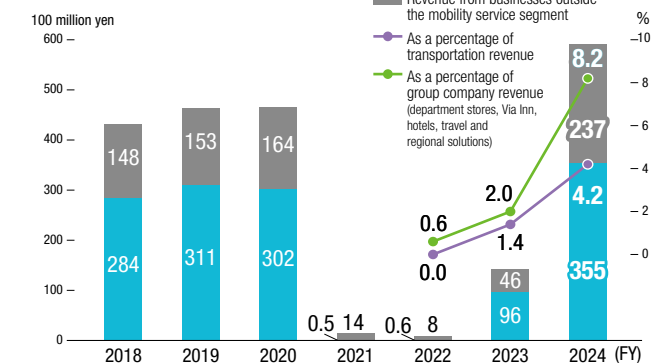
In order to further accelerate these efforts, we established the Group Inbound Promotion Office in June 2024 with the aim of bringing together and coordinating the full strength of the JR-West Group and capturing demand by creating value across the entire Group. There are a variety of challenges in attracting inbound tourists to venture beyond urban areas into regional areas, including labor shortages, language support, and secondary transportation; thus, many regions are struggling to attract tourists. We will continue to communicate the appeal of western Japan and encourage travel around the area, as well as work to create social and economic value by working with the local community to solve problems.

#### Number of users\* of exclusive products\*\* for visitors to Japan



\*Number of users of inbound tourist-exclusive products (sales and redemptions within the JR-West area)  
\*\*Exclusive products: Rail passes that can only be used by foreign visitors to Japan for tourist purposes

#### Inbound travel-related revenue



\*Transportation revenue: Sum of exclusive products and regular tickets (estimated)