

Vibrant communities where people move about freely

JR-West Group's approach to vibrant communities where people move about freely

Given Japan's declining population, aging society, and falling birthrate, the JR-West Group recognizes that increasing regional value through revitalized activity and interaction among people and businesses, starting in western Japan, is an important issue for both the region and the Group. As a company that coexists with communities, the Group is working to revitalize the areas along its railway lines, including through regional development centered on public transportation, while pursuing co-creation with a range of local partners.

Through these efforts, we aim to realize a future in which regional appeal is enhanced and the number of permanent residents, along with the size of non-resident populations, is increased.



Key materiality-focused initiatives

Development of major stations



Inogate Osaka

- Barchica 03 retail complex
- Offices
- Rental meeting rooms, flexible workspaces

Opened July 2024

Directly connected to the Osaka Station ticket gates (west exit), this station building features office areas that accommodate diverse work styles. It is also highly convenient, being connected to surrounding facilities by a second-floor walkway.



JP Tower Osaka*

- KITTE Osaka retail complex
- Sky Theater MBS
- The Osaka Station Hotel (a premium hotel)

Opened July 2024

By establishing one of the largest office and retail complexes in western Japan, which includes a theater and a luxury hotel, we're helping bring a new level of vibrancy to the area around Osaka Station.

*Joint venture with Japan Post Co., Ltd. and JTB Corporation

Photo by Akira Ito, Aifoto



Umekita Green Place

Opened March 2025

As the gateway to the Umekita phase 2 area, we built a lush, green station building and plaza, connected by a pedestrian access deck, which contributes to further enhancing the value of the entire area.



New Hiroshima Station building, minamoa retail complex

Hotel Granvia Hiroshima South Gate

Opened March 2025

In conjunction with the creation of a vibrant environment with a new station building, we are enhancing the allure of the area through a more convenient transportation network that includes streetcars stopping at the JR station ticket gates.



Development of new Sannomiya Station building

Scheduled to open in FY2030

We will develop a new station building to showcase the appeal of Kobe and increase the hub functionality of the area through the construction of pedestrian walkways and urban development in collaboration with the local government and nearby businesses.

Creating places that build communities

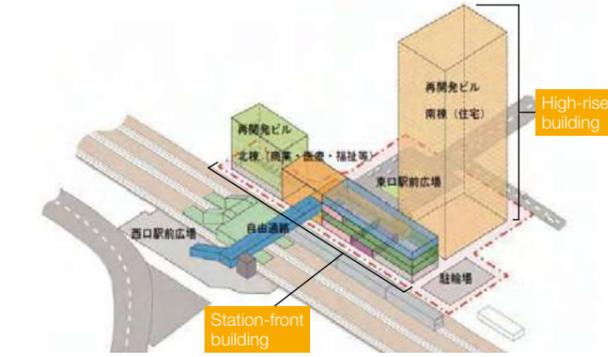
JR-West is working with governments and surrounding businesses and leveraging its strength in public transport networks to develop urban areas along train lines, including areas beyond hub stations.

Vision Developing solutions to regional issues in partnership with the city of Akashi while realizing a convenient, livable community by taking advantage of our wide-area rail network



Nishi-Akashi Station south district

Vision Creating a community where people want to go to work by attracting a diverse range of startups and leading-edge companies



Mukomachi Station east district

Value creation spurred by Expo 2025

Building a foundation for safety and growth for the future

Transporting visitors to the Expo

- Ensured smooth visitor transportation through operation of Expo Liner trains between Shin-Osaka and Sakurajima stations, and by increasing the frequency of trains on the JR Yumesaki Line and Osaka Loop Line
- Further improved the quality of safe, reliable transportation and customer service through comprehensive responsiveness to emergencies and accommodation of diverse visitors



Station renovations and other infrastructure improvements

- Improvements to Bentencho Station (where people transfer to get to the Expo) to enhance barrier-free facilities and accommodate passenger demand with an eye toward the future development of Yumeshima
- Installation of platform gates (Bentencho and Nishi-Kujo stations) to improve safety



Bentencho Station

Opening of an official store at the Expo site

- Development of new products through collaborations both within and outside the Group
- Provision of new purchasing experiences, such as e-commerce and off-site pickup



New initiatives

- Acceleration of open innovation in the healthcare field, including sponsorship of a body measurement pod at the Osaka Healthcare Pavilion through JR West Labo
- Establishment of travel plans that include an extra destination and acceleration of digital tourism through Tabiwa and other services



Body measurement pod

Enhancing the presence of the JR-West Group

Promoting the Expo inside and outside the venue

- Before and throughout the Expo period, we held events to promote the Expo in collaboration with domestic and overseas stakeholders at the Toki no Hiroba Plaza at Osaka Station and at Benten Hiroba Plaza at Bentencho Station.



Momentum-building event 50 days prior

Linq Vision (Toki no Hiroba Plaza)

Hosting an event (Benten Hiroba Plaza)

Expo closing event

©Expo 2025

Inbound tourism initiatives

Targeting 60 million visitors to Japan

The number of visitors to Japan is expected to continue growing. An important issue for the JR-West Group is to expand customer travel demand from urban areas, where it is currently concentrated, to nonurban areas.

In order to continue to attract more overseas visitors to

western Japan, the entire JR-West Group is working on three initiatives: expand the appeal of western Japan, encourage people to choose western Japan in advance as a travel destination, and thoroughly resolve any problems that they may have during their trip.

Expanding regional appeal

Western Japan is home to many attractive travel destinations that are not yet well known among inbound tourists. In order to further enhance these attractions through collaboration with local communities, we concluded a partnership agreement with Fukui Prefecture in September 2024 that focuses on inbound tourism. Through this agreement, we are carrying out efforts such as the development of inbound tourism-focused content that utilizes Fukui Prefecture's traditional industries and joint overseas promotions.

Together with the local community

We will continue to contribute to creating value for the region by attracting inbound tourists while addressing local issues.



Choosing western Japan in advance

Considering the importance of online and social media as an information source for travelers in each market, we are strengthening our social media presence and have revamped our multilingual website.

Official social media account status (as of October 2025)

- Instagram (English, Korean, traditional Chinese, Indonesian)
- Red, Weibo, WeChat (simplified Chinese)
- Facebook (English, traditional Chinese, Thai)
- We are also considering launching YouTube and TikTok accounts.

Multilingual site revamp (as of October 2025)

The site was fully redesigned as of March 31, 2025, with expanded content including information on sightseeing in western Japan, how to use the railways, and on campaigns. The site has been redesigned to be easier for foreign visitors

Promotions that integrate the real and digital worlds

to understand. New features will be introduced in the future, such as digital maps and a rail travel planning tool that utilizes AI, to further improve convenience.

At tourism expos and during overseas sales activities, we listen directly to customer feedback, actively introduce our multilingual website, and collaborate with social media. This way we are strengthening promotions that combine real-world and digital channels in order to attract more visitors to western Japan.



Eliminating travel-related difficulties

Inbound tourists face a variety of challenges, including the language barrier. We believe that thoroughly addressing these problems and enabling tourists to travel safely and comfortably in western Japan will lead to repeat visitors and encourage word-of-mouth to those around them.

In February 2025, we launched the WEST-QR service for certain products for inbound tourists. This allows them to pass through ticket gates by displaying a QR code on their smartphone. By purchasing products at overseas travel agencies before visiting Japan, there is no need to wait in line at ticket counters or ticket machines in Japan.

Providing smooth and comfortable travel

We will continue to listen to the feedback from our inbound customers and strive to provide safe and smooth transportation.



Enhancing and promoting regional appeal to generate vibrancy

Setouchi Palette Project

A project aiming to make the Setouchi area a world-class destination—a place where people will want to live and visit

Centered on high-growth-potential tourism, we are challenging ourselves to develop a virtuous cycle of urban development in cooperation with local communities and businesses. Together with a diverse range of stakeholders, we are working to develop sustainable communities while making the most of Setouchi's resources, such as its beautiful islands and ocean scenery, culture, and history.

Increasing customer value

With the aim of making the Setouchi area an attractive place that people from all over the world will want to visit, we are collaborating with Saffron Brand Consultants, which handles corporate and place branding around the world, to research and analyze the experiential value of travel in Setouchi and to pursue its unique appeal.

In promotions aimed at raising awareness of Setouchi, we

will work with media aimed at visitors to Japan to disseminate tour itinerary examples and create and promote authentic tourism experiences unique to Setouchi, thus further enhancing its value as a travel destination.

Increasing regional value

We aim to create communities where people can continue to live happy and prosperous lives. In addition to collaborating with local communities and businesses to launch a human resources project aimed at discovering and nurturing local leaders, we are also considering a financial support system to enable the continuous creation of new businesses.



Exchanging opinions with Saffron Brand Consultants



Fieldwork in Onomichi conducted as part of a human resources project

Community-wide efforts

In order to create vibrant communities where people move about freely, it is essential to enrich people's lifestyles in a way that suits the characteristics of each area along the railway lines. We are working together with local communities to create areas along railway lines that everyone will want to visit or live in.

The reconstruction of Noto

In order to facilitate restoration and rebuilding following the Noto Peninsula earthquake and the heavy rains in Oku-Noto in 2024, we have expedited the resumption of operation of the Nanao Line and Noto Railway and have also resumed operation of the Hanayome Noren sightseeing train. We are also working to encourage more people to visit Noto, such as by planning and conducting tours in collaboration with the Noto Kagaribi express train and the Noto Railway Disaster Storyteller Train. In addition, we are part of the Wakura Onsen Creative Reconstruction Urban Development Council, a local initiative. In collaboration with the Nanao Chamber of Commerce and Industry and others, we are also supporting economic recovery by expanding sales channels for local products through temporary sales at stations, sales of Noto specialty products at the Kanazawa Gift Shop, and sales of products through a direct-from-producer online shop.



Welcoming passengers at Wakura Station on the day the Hanayome Noren train resumed operation

Invigorating the community through sports

We support local sports teams and work to liven up the area by setting up message boards at stations, operating ad-wrapped trains, and holding events at sponsored games. Furthermore, to spread the excitement of games to the entire community, we hold stamp rallies using our WESTER App (travel navigation app) and other such efforts in cooperation with sports teams and local residents.



Message board at Hiroshima Station (for Hiroshima Toyo Carp fans)



Stamp rally

Wow Ride® Ikossa Fukui-go, a new XR bus

Using XR to revitalize tourism in Hokuriku (Fukui Prefecture)

The Wow Ride Ikossa Fukui-go is an XR bus that connects Fukui Station and the Fukui Prefectural Dinosaur Museum, Fukui Prefecture's premier tourist attraction. Inside the bus, AR and VR images are used to project the world of dinosaurs, as well as the history and culture of Fukui Prefecture. The bus is also equipped with an AI dialogue system that lets you talk to the characters in the images. These cutting-edge technologies allow you to feel immersed in a virtual world simply by sitting on the bus.

The Hokuriku Shinkansen line between Kanazawa and Tsuruga began operations in March 2024, and major tourist destinations are scattered throughout Fukui Prefecture. In order to maximize the benefits of the Shinkansen opening, it was important to develop secondary access to each area. This led to the launch of the XR bus business in June 2024 as a direct public transportation system to major tourist destinations in Fukui, including the Fukui Prefectural Dinosaur Museum.

The introduction of the XR bus has shortened travel times between major tourist destinations in Fukui, particularly

between Fukui Station and the Fukui Prefectural Dinosaur Museum and has improved secondary access. It also plays a part in promoting understanding of Fukui's history and culture, including dinosaurs, and fosters media-driven promotion of the appeals of the prefecture.

Furthermore, by promoting the appeals of Fukui and attracting customers who simply want to ride the bus, the XR bus is helping to increase the use of the Hokuriku Shinkansen.



Twilight Express Mizukaze



Passengers welcomed at Hofu Station



Route from March 2026



A flagship train with a mission of promoting local attractions and revitalizing the region

Based on the concept of "A hotel rolling through the beautiful Japanese landscape. Superior quality with a touch of nostalgia," the train offers a special experience, featuring carefully designed carriages, spectacular window views, and exquisite meals, as well as the charms of the area along the route, all delivered with first-class hospitality by the crew. Since 2017, the Mizukaze has offered passengers a special journey. In addition to providing the best possible service to satisfy our customers, our mission is to journey hand in hand with the local community. Through the operation of the Mizukaze, we aim to discover and promote the attractions and products of the areas

along the route, thereby helping to revitalize the region. The train incorporates traditional crafts from these areas in its décor, offers meals supervised by renowned chefs and made using the finest local ingredients, and provides special sightseeing experiences organized in conjunction with local residents. To provide further value and expand the train's positive effects, we are continually refining our services. These include revising stopover destinations, accepting more overseas visitors, and launching a new route around Lake Biwa in spring 2026. We will continue to strive to be the flagship train of the JR-West Group, delighting both passengers and local communities.