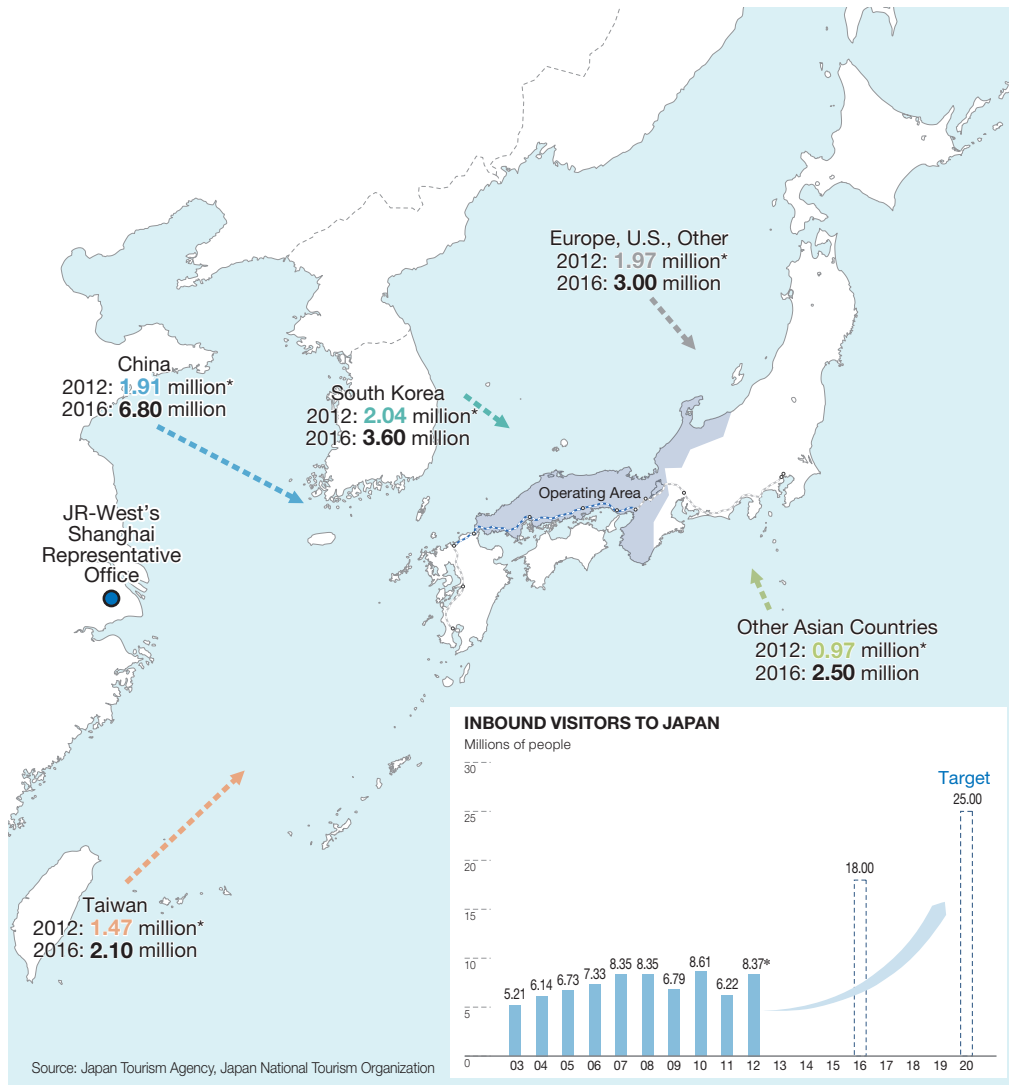


Operating Environment

# Demand from Inbound Travel

## INBOUND VISITORS TO JAPAN BY REGION



\*Figures in 2012 are provisional.

\* Provisional figure

## Visting Rate by Prefecture (CY2012 result)

Quantity of responses: 28,875, Check all that apply

Ranking	Prefectures	Visting rate %
1	Tokyo	51.3
2	Osaka	24.0
3	Kyoto	17.3
4	Kanagawa	12.7
5	Chiba	9.8
6	Aichi	9.4
7	Fukuoka	9.4
8	Hokkaido	7.8
9	Yamanashi	5.6
10	Hyogo	5.7
11	•	•
12	Nara	3.4
13	•	•
14	•	•
15	•	•
16	•	•
17	Hiroshima	3.1

\* Green shaded areas are JR-West's operating area. Source: Japan Tourism Agency

## “JR-West Group Medium-Term Management Plan 2017”

**Objective for FY2018/3 : Threefold increase in number of passengers using railway travel package for visitors from overseas**

### Measures to capture inbound demand

#### Major tickets

- JAPAN RAIL PASS
- ICOCA & HARUKA
- JR WEST RAIL PASS
- Kansai Area Pass/ Kansai WIDE Area Pass/ Sanyo Area Pass, etc



ICOCA & HARUKA

#### Services

- Develop West Japan tourism routes by corroborating with local authorities, communities, and JR-West Group as a whole.
- Subtitle for displays in “Haruka” expresses and station signages available in 4 languages (Japanese, English, Korean, Chinese)
- Open wireless Internet connections available for foreign visitors for free at major Shinkansen stations and major urban stations (from July 2013)