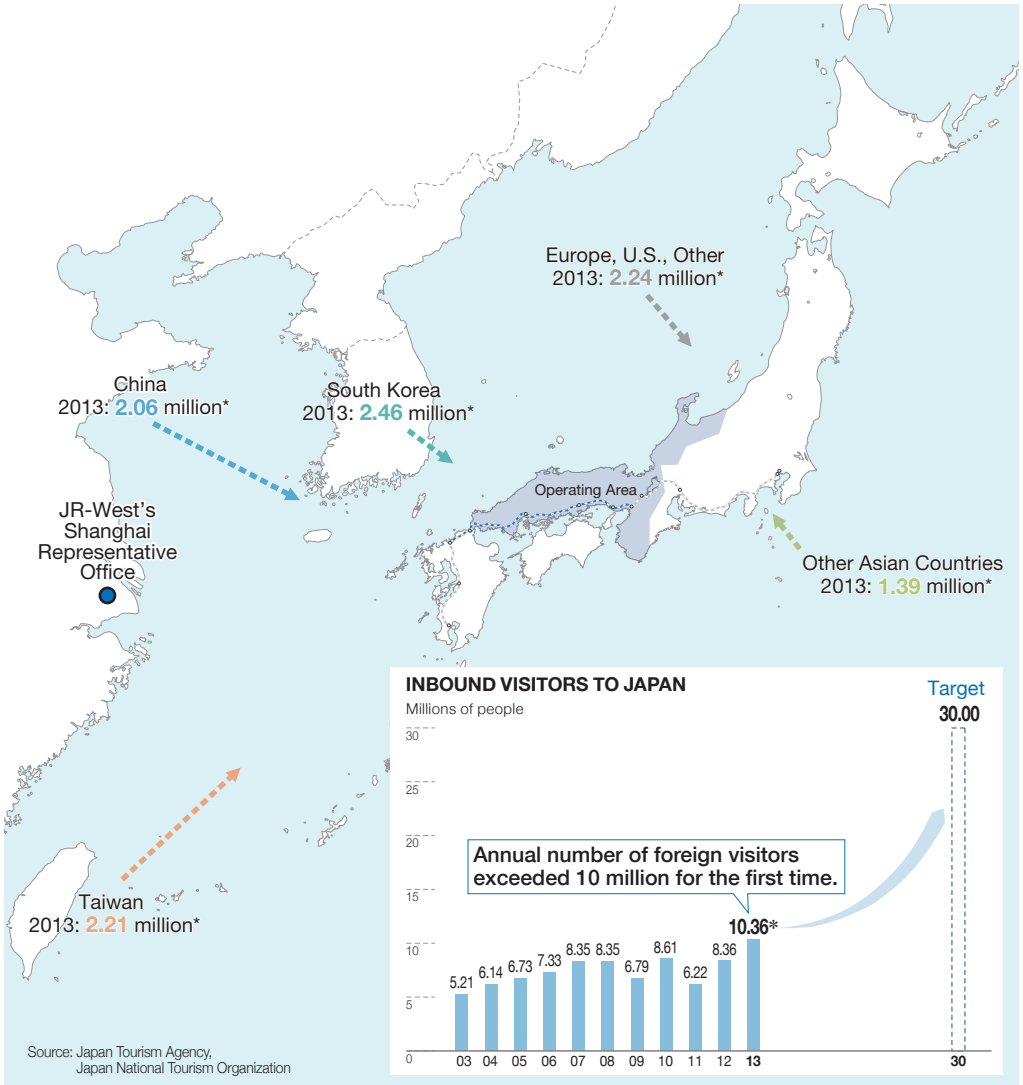
Operating Environment

Demand from Inbound Travel

INBOUND VISITORS TO JAPAN BY REGION



* Figures in 2013 are provisional.

* Provisional figure

Visting Rate by Prefecture (CY2013 result)

Quantity of responses: 28,920, Check all that apply

Ranking	Prefectures	Visting rate %
1	Tokyo	47.3
2	Osaka	25.1
3	Kyoto	18.9
4	Kanagawa	11.2
5	Fukuoka	11.0
6	Chiba	9.6
7	Aichi	8.5
8	Hokkaido	7.8
9	Hyogo	6.2
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13	Nara	4.4
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16	Hiroshima	3.0

*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 create inbound demand

Develop West Japan tourism routes and products
- Develop tourism routes in cooperation with local areas, etc. (The KIX to Kanazawa route, etc.)
- Expand product range for overseas travelers (Launch "Hokuriku Area Pass", etc.)

JR-West Yo Yo

Strengthen sales promotion
- Launch a new website for Taiwan ("JR-West Yo Yo")
- Strengthen promotion in South East Asia as growing markets, besides Korea, Taiwan, and Hong Kong

Improve system to support foreign customers
- Expand the multilingual telephone translation service to cover JR-West's operating area
- Increase the numbers of stuffs to guide in foreign languages at major stations including Kyoto Station
- Expand coverage area of free public Wi-Fi for overseas visitors