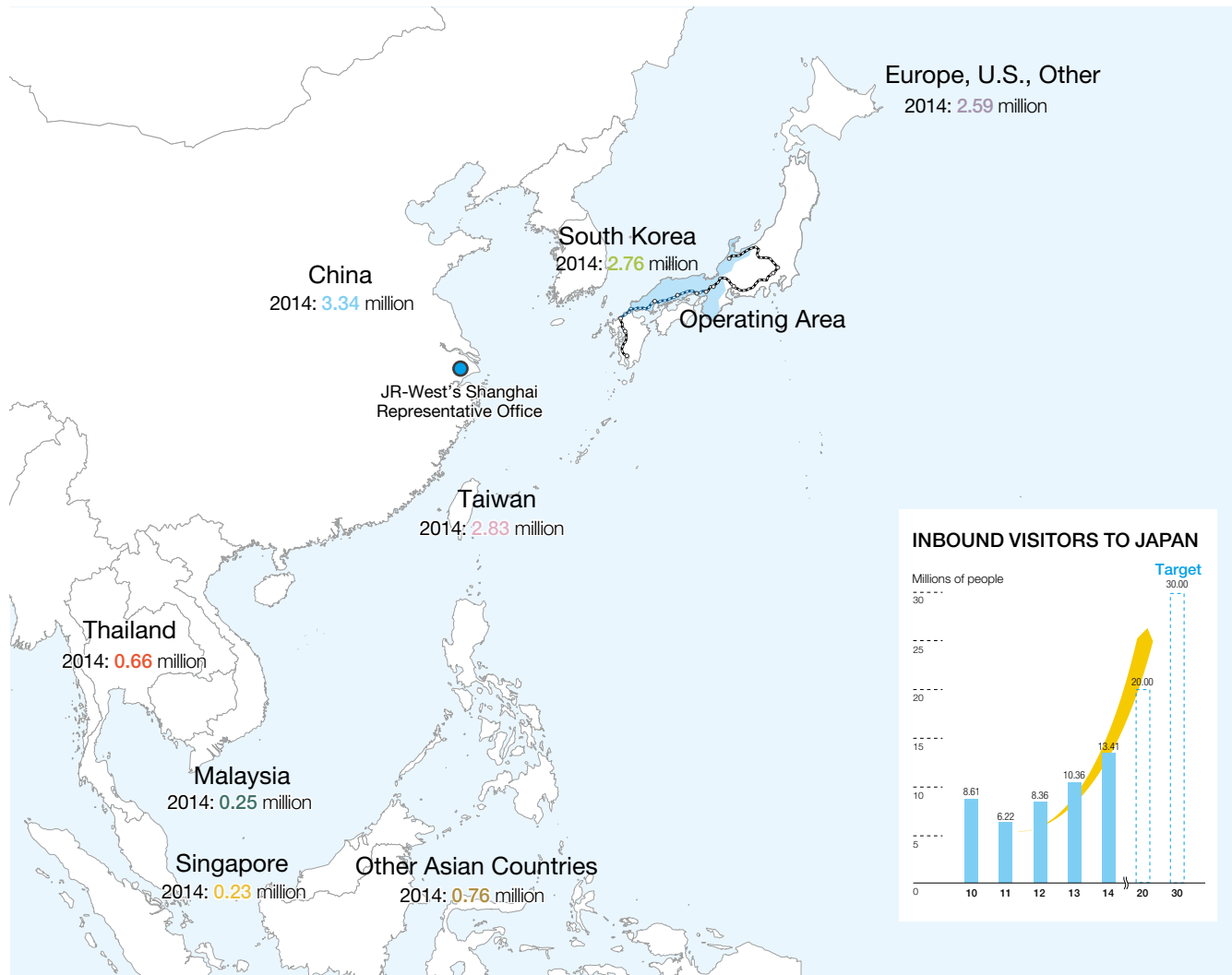


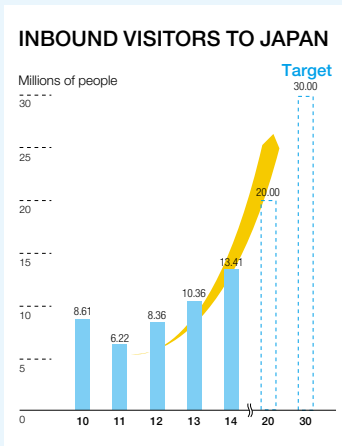
▶ Operating Environment

# Demand from Inbound Travel

## INBOUND VISITORS TO JAPAN BY REGION



Source: Japan Tourism Agency, Japan National Tourism Organization



## VISITING RATE BY PREFECTURE (CY2014 result)

Quantity of responses: 27,676, Check all that apply

Ranking	Prefecture	Visiting rate %
1	Tokyo	51.4
2	Osaka	27.9
3	Kyoto	21.9
4	Kanagawa	12.3
5	Chiba	11.7
6	Aichi	9.2
7	Fukuoka	8.9
8	Hokkaido	7.8
9	Hyogo	6.2
10	Nara	4.9
⋮	⋮	
16	Hiroshima	3.4

Note: Blue shaded areas are JR-West's operating area.  
Source: Japan Tourism Agency

### JR-West Group Medium-Term Management Plan 2017 Update

#### Response to Inbound Visitor Demand

- Objectives**  
(FY2018 target, in comparison to FY2013)
- ① Usage of railway travel products for inbound visitors: 400% increase (upward revision from 200% increase)
  - ② Consolidated operating revenues: ¥10.0 billion increase

- Inviting more customers to "western Japan area" and expanding use of "JR-West Group" in Kansai Urban Area
- Developing and enhancing wide-area tourism routes through collaborating with regions, enhancing the lineup of railway products, etc.
- Improving ability to cater needs of inbound visitors at terminal stations and commercial facilities that are frequented by such customers (guidance, free public Wi-Fi services, delivery from stations to hotels, duty free, etc.), developing budget hotels that are prepared to be used by inbound tourists
- Further communicating the appeal of the entire Group and the "towns" that encompass the entire Group and the areas surrounding terminal stations



#### NUMBER OF FOREIGN VISITORS ENTERING JAPAN AT KANSAI AIRPORT (COMPARED WITH JAPAN AS A WHOLE)

	2012	2014	vs. 2012
Kansai Airport	1.79	3.17	+77%
Japan	8.36	13.41	+60%

Expanding products for inbound tourists, expanding usage from airports to western Japan area

Sources: Ministry of Justice, Japan Tourism Agency, Japan National Tourism Organization