



September 21, 2018

JR-West initiatives for “Kansai Inbound Tourism Revival Plan”

After the service suspension which resulted from damage caused by Typhoon Jebi (No. 21) in September 2018, the Kansai Airport Line restarted service with the first train of the day on September 18 (Tuesday).

JR-West is participating in the “Kansai Inbound Tourism Revival Plan” being implemented in conjunction with the full-scale recovery of Kansai International Airport, and we are taking initiatives to distribute information on the Kansai region overseas and to provide hospitality to tourists from abroad in our trains and stations.

With the initiatives below, we will spur inbound tourism demand in the Kansai region.

(1) “Welcome Drink” coupon gift at Kansai Airport Station

- For customers using our company’s products that are exclusively for visitors to Japan
- First 10,000 people (1 time only for each person)
- Starting Sep. 21 (Fri.), the coupon will be given out at the counter (Crosta Kanku) inside the JR-West Kansai Airport Station ticket gates.
- The coupon can be exchanged for a drink at the 7-11 Kiosk at JR Kansai Airport Station platform No. 3 (operated by West Japan Railway Daily Service Net Company).

(2) Hands-free sightseeing service from Kansai Airport Station to Kyoto provided free of charge

- Luggage delivered free of charge from Kansai Airport Station to Kyoto Station or lodging facilities within the city of Kyoto (operated by JR West Japan MARUNIX Co., Ltd.)
- First 2,000 people (free service ends at the end of October)
- One item per customer delivered free
- Starting Sep. 21 (Fri.), luggage will be accepted at the counter (Crosta Kanku) inside the JR-West Kansai Airport Station ticket gates (customers should show a ticket for one of the JR-West products exclusively for visitors to Japan).
- Luggage received by 2:00 in the afternoon will be delivered the same day at Kyoto Station from 6:00 to 8:00 pm and at hotels within the city of Kyoto after 8:30 pm

(3) “Hello Kitty Shinkansen Welcome Board” installed at Kansai Airport Station

- Installed inside the JR-West Kansai Airport Station ticket gates starting Sep. 21 (Fri.)

(4) “Hello Kitty Goods” gift for passengers boarding Limited Express Haruka trains

- First 25,000 people (1 per person)
- Starting Sep. 21 (Fri.), the goods will be given out at the counter (Crosta Kanku) inside the JR-West Kansai Airport Station ticket gates (customers should show a Limited Express Haruka limited express ticket or a ticket for one of the JR-West products exclusively for visitors to Japan)
- The gift will be an original Hello Kitty clear file folder (10,000) or three-notebook set (15,000)

Note: Depending on available supplies, it may not be possible to choose.

(5) Information to be distributed by inviting media people from East Asia, the source of many visitors to Kansai International Airport

- We plan to invite media people from South Korea, China, Taiwan, and Hong Kong (starting in or after November, when preparations are complete)

(6) Benefits offered at JR-West Hotels in the Kansai Region

- Customers holding a "JR-WEST RAIL PASS" (once per customer)
- October 1 (Mon.) to October 31 (Wed.)
- Participating hotels and benefits provided
 - Hotel Granvia Kyoto: One free drink at restaurant operated by the hotel
 - Hotel Granvia Osaka: One free drink at restaurant operated by the hotel
 - Hotel Granvia Wakayama: One free drink at restaurant operated by the hotel
 - Hotel Vischio Osaka: One free drink at restaurant operated by the hotel
 - Hotel Vischio Amagasaki: One free drink at restaurant operated by the hotel
Free snack when staying
 - Nara Hotel: Free welcome drink when staying

(7) Original novelty item for customers visiting Osaka Station

- Customers holding a "JR-WEST RAIL PASS"
- For the first 1,500 customers from October 1 (Mon.) (one per customer)
- Original clear files given out at OSAKA STATION CITY Information (Osaka Station 3F north-south connecting bridge)

(8) Benefit provided to customers visiting Kyoto Station on Limited Express Haruka train

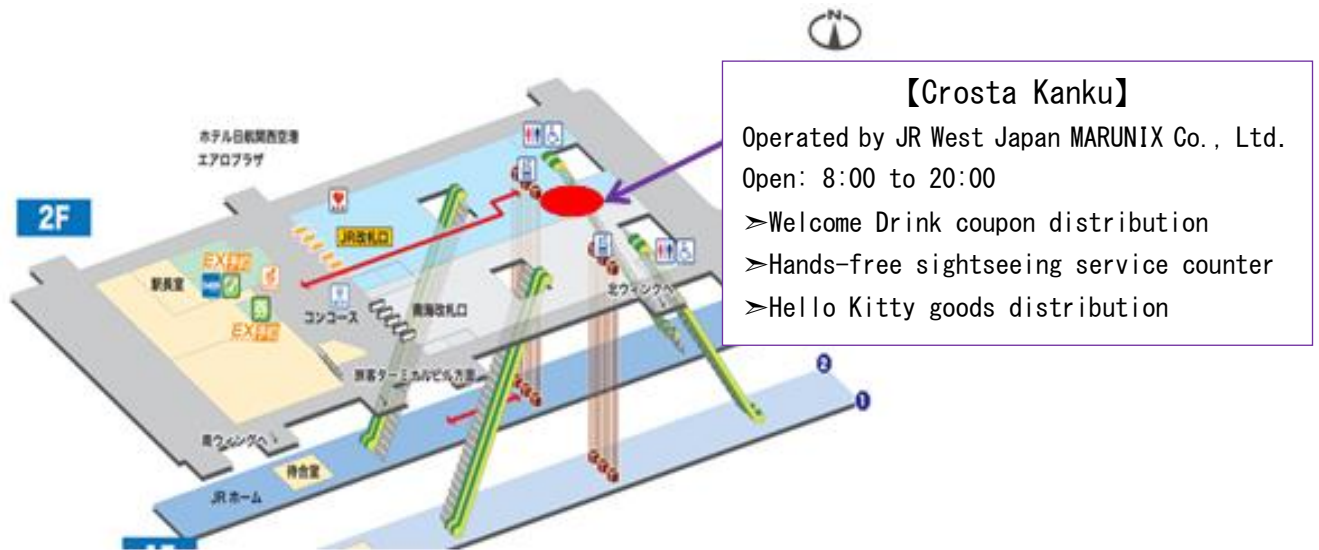
- Easy-to-use benefits provided to customers showing their smartphone, etc. screen at department stores and commercial facilities around Kyoto Station
(Scheduled to be prepared and implemented from October)
- Participating facilities (scheduled)
 - JR Kyoto Isetan
 - Porta underground shopping center outside Kyoto Station
 - The CUBE specialty store in Kyoto Station building
 - Kyoto Ramen Street and Japanese Restaurant Street
 - Hotel Granvia Kyoto

(9) Benefit provided to customers using "Alipay" at department stores and commercial facilities around Kyoto station

- Shop coupons provided to customers using the "Alipay" barcode payment system at department stores and commercial facilities around Kyoto Station
(Scheduled to be prepared and implemented from October)
- Participating facilities (scheduled)
 - JR Kyoto Isetan
 - Porta underground shopping center outside Kyoto Station
 - The CUBE specialty store in Kyoto Station building

The JR-West Group provides benefits to customers using the "JR-WEST RAIL PASS" at hotels, stations, and shopping centers, etc. (See the attached "Benefit Overview" for details)

【Counter inside the JR-West Kansai Airport Station ticket gates】



【Hello Kitty Shinkansen Welcome Board (conceptual image)】



Example Benefits Offered by the JR-WEST Group with the "JR-WEST RAIL PASS" (FY2018)

Area	Usage Conditions	Facility Name	Description of Benefits
Osaka	Present coupon page of the Osaka Station City benefit website	Osaka Station City	Discounts and presents provided See the dedicated website for details on the benefits provided by each facility http://osakastationcity.com/coupon/en/
		LUCUA/LUCUA1100	
		Daimaru Umeda	
		Umaimono Plaza	
		ALBi	
		crost	
		Eki Marche Osaka	
Osaka	Present JR - WEST RAIL PASS	Hotel Granvia Osaka	10% discount on dining at hotel restaurants (with some exceptions) *Excluding breakfast, takeout, and sushi corner "Sushman"
	Present JR - WEST RAIL PASS	Hotel Vischio Osaka	10% discount on dining at Italian kitchen "Verde Cassa" *Excluding Drip-X-Cafe
	Present JR - WEST RAIL PASS	Tennoji MIO	Present a receipt at the service corner on 3F of the main building or 2F of the plaza building to receive a free hand towel
	Present JR - WEST RAIL PASS	Hotel Vischio Amagasaki	10% discount on dining at hotel restaurant *"West River Cafe" terrace restaurant only
Kyoto	Present JR - WEST RAIL PASS	Kyoto Station Building	Receive a free Japan hand towel Location: Information desk on 2F of the Kyoto Station building (10:00 am to 7:00 pm)
	Present JR - WEST RAIL PASS	Isetan Kyoto	5% discount on product purchases *Excluding food and restaurants *Only when paying in Japanese yen (cash) or with a Union Pay Card
	Present JR - WEST RAIL PASS	Hotel Granvia Kyoto	5% discount on dining at hotel restaurants
Nara	Present JR - WEST RAIL PASS	Nara Hotel	10% discount on dining at dining room "Mikasa" and Japanese restaurant "Hanagiku" *Excluding breakfast *One pass can be used for up to two customers
Wakayama	Present JR - WEST RAIL PASS	Hotel Granvia Wakayama	10% discount on dining at hotel cafe "Password," Japanese restaurant "Mari," and buffet restaurant "μ"
Okayama	Present JR - WEST RAIL PASS	Sun Station Terrace Okayama	10% discount on all shopping at Sun Station Terrace
	Present JR - WEST RAIL PASS	Hotel Granvia Okayama	10% discount on dining at hotel restaurants *Cannot be used in conjunction with other discounts
Hiroshima	Present JR - WEST RAIL PASS	Hotel Granvia Hiroshima	10% discount on dining at the main bar "Mayflower" *Excluding bottle purchases *One pass can be used for up to two customers
All JR-WEST areas	Present JR - WEST RAIL PASS	West Japan Railway Rent-A-Car & Lease	10% discount on car rental fees
			Free bicycle rental

Check our website for details on the benefits offered by the JR-WEST RAIL PASS.
<http://www.westjr.co.jp/global/en/ticket/pass/benefits/> (English)