



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**

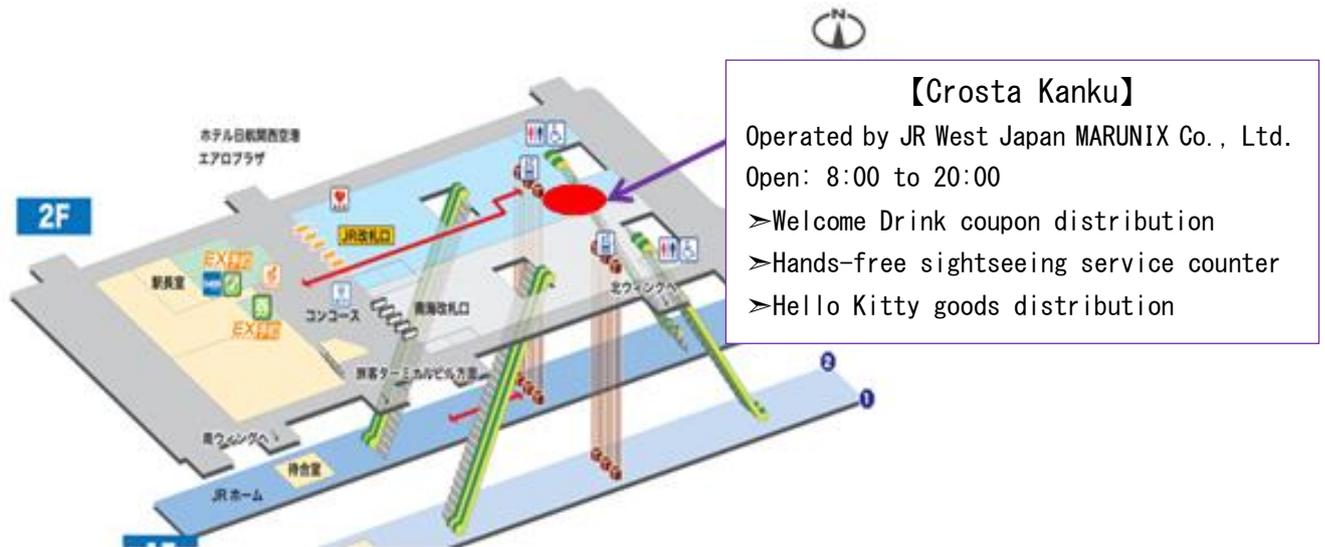
- First 25,000 people (1 per person)
- Starting Sep. 21 (Fri.), the goods will be given out at the counter (Crosta Kanku) inside the JR-West Kansai Airport Station ticket gates (customers should show a Limited Express Haruka limited express ticket or a ticket for one of the JR-West products exclusively 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)

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



【Hello Kitty Shinkansen Welcome Board (conceptual image)】

