



# ANA Partners with JR East to Make Traveling in Japan More Convenient

- Campaign aims to promote tourism in Japan by streamlining the travel experience.
- Expanded booking options and reduced fares make it easier than ever to reach popular destinations in the Tohoku region.

**TOKYO, Dec. 3, 2018** — All Nippon Airways (ANA), Japan’s largest and 5-star airline for six consecutive years, is partnering with JR East, another of the country’s leading innovators, to make travel across the Tohoku region as convenient as possible. Both companies have outstanding reputations for hospitality, convenience and reliability. By having the two offer options for visitors to seamlessly travel by air and on the ground, they aim to support the regional revitalization.

Tourism in Japan is on the rise, and ANA has responded by linking its website with JR East, making it possible for visitors to plan and book their entire trip all at once. The "ANA Discover Japan Free & Easy" package is designed to place Japan’s iconic destinations at the traveler’s fingertips, meaning that everything from natural wonders to cultural treasures and culinary delights can be accessed easily.

### ANA Discover Japan Free & Easy

<https://www.hisgo.com/us/Contents/index.aspx?Mode=JHA&site=us&lang=en>

This package will allow travelers to purchase air tickets, book hotels and register for the JR Akita Free Ticket all at once, streamlining the travel process and enabling all users to create personalized travel itineraries. Sales will run from Dec. 3, 2018, until March 23, 2019, while the two-day tickets will be valid from Jan. 23, 2019 through March 30, 2019.



From Japan Travel Planner to JR-EAST Train Reservation page



From JR-EAST Train Reservation page to ANA Japan Travel Planner

Special sightseeing information from around the Tohoku region will also be featured on the ANA Japan Travel Planner website to help foreign visitors discover the best the region has to offer.



### ANA Japan Travel Planner

<https://www.ana.co.jp/en/jp/japan-travel-planner/tohoku-jre-ana/>

With the aim to create an opportunity for future visitors to Japan to discover hidden gems of Tohoku region, ANA and JR East will be actively joining promotion events outside of Japan starting January 2019. The two companies also plan to conduct their own events at “Japan Rail Café,” located in Singapore and Taiwan.

“Though Japan is a popular tourist destination for travelers from around the world, language barriers and logistical difficulties can make it hard for our guests to get far beyond the main urban areas,” said Seiichi Takahashi, Senior Vice President of ANA. “Our partnership with JR East aims to change that by making travel to even the most remote destinations in the Tohoku region as seamless as reaching Tokyo itself. We look forward to helping more and more tourists see the unique beauty of rural Japan and helping them create memories that will last a lifetime.”

ANA and JR East will continue working together to answer to the visitor’s demand and offer everything that travelers need to access destinations across Japan.

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### About ANA

Following the “Inspiration of Japan” high quality of service, ANA has been awarded the respected 5-Star rating every year since 2013 from SKYTRAX. ANA is the only Japanese airline to win this prestigious designation six years in a row. Additionally, ANA has been recognized by *Air Transport World* as “Airline of the Year” three times in the past 10 years - 2007, 2013 and 2018, becoming one of the few airlines winning this prestigious award for multiple times.

ANA was founded in 1952 with two helicopters and has become the largest airline in Japan, as well as one of the most significant airlines in Asia, operating 78 international routes and 118 domestic routes. ANA offers a unique dual hub model which enables passengers to travel to Tokyo and connect through the two airports in the metropolitan Tokyo, NARITA and HANEDA, to various destinations throughout Japan, and also offers same day connections between various North American, Asian and Chinese cities.

ANA has been a member of Star Alliance since 1999 and has joint venture partnerships with United Airlines, Lufthansa German Airlines, Swiss International Airlines and Austrian Airlines.

Besides the full service and award winner carrier ANA, the ANA Group has two LCCs as consolidated subsidiaries, Vanilla Air Inc. and Peach Aviation Limited. The ANA Group carried 53.8 million passengers in FY2017, has approximately 39,000 employees and a fleet of 260 aircraft. ANA is a proud launch customer and the biggest operator of the Boeing 787 Dreamliner. For more information, please refer to the following link.

<https://www.ana.co.jp/group/en/>

#### **About JR East**

With a rail network covering Tokyo and the rest of the East Japan area, JR East is one of Japan's leading railway companies. The network includes a total of 69 lines covering 7,474.2km, with 17.1 million passengers riding each day.

<http://www.jreast.co.jp/e/>