After enjoying watching the sports matches, why not travel around East Japan and the Tohoku Area?

A Special Joint Website that suggests itineraries for how to spend time in Japan has been launched!

East Japan Railway Company (Head Office: Shibuya-ku, Tokyo, President and CEO: Yuji Fukasawa. (hereinafter "JR East")), JR East Retail Net Co., Ltd. (Head Office: Shinjuku-ku, Tokyo, President and CEO: Makoto Takahashi), JTB Corp. (Head Office: Shinagawa-ku, Tokyo, President and CEO: Hiroyuki Takahashi), Tokyu Hotels Co., Ltd. (Head Office: Shibuya-ku, Tokyo, President: Akihito Kobayashi), Hyakusenrenma, Inc. (Head Office: Sendai City, Miyagi Prefecture, Representative Director: Yasuhiro Kamiyama), Prince Hotels, Inc. (Head Office: Toshima-ku, Tokyo, President: Masahiko Koyama) and JR-East Hotels (Managing Underwriter: Nippon Hotel Co., Ltd., Head Office: Toshima-ku, Tokyo, CEO: Masayuki Satomi) have launched a special joint website introducing the services and special package deals offered by each company aimed at the many travelers who visit Japan during the fall sports season. The website encourages visitors who have watched games in the Tokyo Metropolitan Area travel around East Japan and the Tohoku Area and experience beauty and attraction which those areas can offer.

The special joint website introduces the services offered by each of the companies and also suggests recommended routes that tourists could follow using the rail passes offered by JR East, and so helps visitors to Japan to have a pleasant stay.

1. Summary

Companies that provide services required by visitors to Japan including transportation, accommodation, shopping, sending luggage etc., have collaborated to set up a joint website which will be available during the following period.

(1) Period: Friday, September 20 ~ Tuesday, November 5, 2019
(2) URL:
*The European version complies with the EU General Data Protection Regulation
2. Features of the Special Joint Site

- Visitors to Japan can get information they need when visiting Japan from a single information source.
- The special joint website has the links to the websites of each of the cooperating companies where it is possible to buy the passes that JR East makes available for visitors to Japan, and to make reservations for hotels and for sending luggage.
- Visitors can use the special accommodation offers and other benefits offered by the participating companies.
- On the website, recommended itineraries around East Japan and the Tohoku Area are introduced, making use of the benefits offered by each company and the railway passes.

(1) Features of the Recommended Itineraries

- The recommended itineraries are based on use of the railway passes that JR East offers to visitors to Japan to travel around the specified regions while taking advantage of the benefits offered by the participating companies.
- The itineraries include visits to the kind of tourist spots that cannot be experienced in the Tokyo Metropolitan Area, such as the expanses of nature and the mystique of shrines and temples. Those will offer visitors to know the attractiveness of East Japan and the Tohoku Area.
- The services offered by each of the cooperating companies are included in the recommended routes to allow visitors to take advantage of them during the schedule of the trip.

Example of a Recommended Itinerary: A visit around the Tohoku Region using the JR EAST PASS (Tohoku)

| Day 1 | Depart from Tokyo  
| Use the JR EAST PASS and take Akita Shinkansen from Tokyo to Akita  
| Lake Tazawa  
| Each year from September to November when the autumn leaves turn deep red; the contrast with the blue lake is stunning  
| Forest Farm Stay  
| Stay at a farm near Lake Tazawa  
| This can be booked through the link |

| Day 2 | Koiiwai Farm  
| The Koiiwai Farm lies in the foothills of Mt. Iwate. It is easily accessible from Morioka Station |

| Day 3 | Chusonji Temple  
| Chusonji is listed on UNESCO World Heritage Site. The Konjiki-do that has a history of 1,170 years is a must see.  
| Geibikei Gorge  
| A gorge formed by the Satetsu river eroding 50m high cliffs over the millennia |

| Day 4 | Entsuin Temple  
| A Buddhist temple affectionately given the name of the “Temple of Roses”  
| Hotel Metropolitan Sendai  
| A city hotel connected to JR Sendai Station  
| This can be booked through the link |

| Day 5 | Togatta Onsen  
| A hot spring with a long history that has attracted hot spring lovers for 400 years |
(2) Special Selling Points of Each of the Cooperating Companies to Visitors using the Special Joint Website

**JR East**

This is a website that allows visitors to plan and make reservations for travel around East Japan and the Tohoku Area in a single place, and covers arrangements for transportation, accommodation, shopping and sending luggage. Even the first-time visitors to Japan can easily and confidently enjoy new experiences that will surpass their expectations in East Japan and the Tohoku Area, after enjoying events in Tokyo.

**JR East Retail Net Co., Ltd.**

Railway stations in Japan have many convenient and enjoyable *ekinaka* stores (*ekinaka* means "inside the station"). By spending time at the stations for shopping or eating in cafes or restaurants, visitors’ travel around Japan will be even more pleasant.

**JTB Corp.**

Travelers who are enjoying a journey around East Japan and the Tohoku Area using the JR EAST PASS can also use the LUGGAGE-FREE TRAVEL service that will free them from the hassle of having to drag heavy luggage around, enabling them to enjoy a new, stress-free style of travel.

**Tokyu Hotels Co., Ltd.**

In the areas around Tokyu Hotels that are found in popular tourist destinations and resort areas, visitors can enjoy magnificent scenery and fascinating sights. While staying at our hotels, visitors will be able to enjoy experiences that are only to be found in Japan.

**Hyakusenrenma, Inc.**

On the STAY JAPAN website there are many unique experience-oriented accommodation facilities across Japan, including farm stays, fisherman guest houses, temple stays, traditional home stays, schools stays, and karate stays. By accessing from the joint website, visitors can gain an even deeper understanding of the attractions of Japan.

**Prince Hotels, Inc.**

Our great appeal to guests from overseas traveling on trains using a railway pass is the convenience of our hotels in East Japan and the Tohoku Area that are all located close to the Shinkansen tracks and the tourist attractions in the areas around the hotels. Using the recommended routes for reference, visitors can enjoy staying at our hotels while experiencing Japan in the areas around the hotels.

**JR-East Hotels**

Metropolitan Hotels are directly attached to or located in front of Shinkansen stations, and they are very convenient hotels for journeys by train. Under the brand concept of "Crossing comfort and vibrancy," we hope our guests enjoy a comfortable stay at our hotels and experience the attractions of East Japan and the Tohoku Area with their magnificent scenery.
**Benefits Offered by Participating Companies**

**JR East Retail Net Co., Ltd.**
Eligible facilities: The following facilities within the JR East Area
- "NewDays" (around 490 shops), "NewDays KIOSK" (around 240 shops)
- Eligible "ecute" shops (around 9 shops) *ecute Omiya, Nippori, Ueno, Tokyo, Keiyo Street, Shinagawa, Shinagawa South, Tachikawa, and Kanda Manseibashi

- **NewDays, NewDays KIOSK**
  Benefit: 10% off purchases at NewDays and NewDays KIOSK
  Eligible period: Tuesday, September 17 to Monday, November 11, 2019
  Conditions of use: Show the discount coupon on the official website (accessible through a link) to the shop staff

- **ecute**
  Benefit: A 300 yen ecute shopping discount coupon that can be used when making payment at the shop
  Eligible period: Friday, September 20 to Tuesday, November 5, 2019
  Conditions of use:
  - Can be used on purchases of 1,500 yen (including tax) or more at an eligible ecute shop
  - Show the discount coupon on the official website (accessible through a link) to the shop staff

**JTB Corp.**
Eligible facilities: Service counters available for the "LUGGAGE-FREE TRAVEL" by JTB at hotels, train stations, airports, and other locations (around 900 locations) *Deliveries can be made to around 12,000 locations
Benefit: 20% off the regular price
Eligible period: Friday, September 20 to Tuesday, December 31, 2019
Conditions of use: Enter the discount coupon code when making the reservation for the luggage delivery service on the dedicated website (accessible through a link)

**Tokyu Hotels Co., Ltd.**
Eligible hotels:
- Sapporo Excel Hotel Tokyo, Sapporo Tokyu REI Hotel
- Urabandai Grandeco Tokyu Hotel,
  - Nagano Tokyu REI Hotel, Ueda Tokyu REI Hotel, Hakuba Tokyu Hotel, Tateshina Tokyu Hotel,
  - Izu-Imaihama Tokyu Hotel, Shimoda Tokyu Hotel, Toyota excel Hotel Tokyo, Kanazawa Tokyu Hotel
Benefit: Guests who reserve a room and stay at an eligible hotel will be given a Heineken (350ml) as a present (1 per person per night)
Eligible period: Friday, September 20 to Tuesday, November 5, 2019
Conditions of use: Reserve accommodation on the dedicated website (accessible through a link)
**Hyakusenrenma, Inc.**

Eligible properties: Experience-based stays and farm stays in the Tohoku Area recommended by STAY JAPAN (around 60 properties)

Benefit: 5% off the regular price

Eligible period: Friday, September 20 to Tuesday, November 5, 2019

Conditions of use: Enter the campaign code on the dedicated website (accessible through a link)

**Prince Hotels, Inc.**

Eligible hotels:

- Karuizawa Prince Hotel East, Karuizawa Prince Hotel West,
  - The Prince Karuizawa, Shizukuishi Prince Hotel, Hakodate-Onuma Prince Hotel

Benefit: Special Campaign Accommodation Package

Eligible period: Friday, September 20 to Tuesday, November 5, 2019

Conditions of use: Complete your accommodation reservation on the dedicated website (accessible through a link)

**JR-East Hotels**

Eligible hotels/benefits:

- Sendai (Hotel Metropolitan Sendai & Sendai East): 1,000 yen shopping discount coupon for S-PAL Sendai
- Yamagata: 500 yen shopping discount coupon for S-PAL Yamagata
- Morioka (Hotel Metropolitan Morioka & New Wing): 1,000 yen shopping discount coupon for Fesan Shopping Mall
- Akita: 500 yen shopping discount coupon for Akita Station Building Topico & ALS
- Takasaki: Special Campaign Rates available
- Nagano: 1 Heineken (330ml) per person in the hotel bar (limited to 4 pairs (8 people) per day)

Eligible period: Friday, September 20 to Tuesday, November 5, 2019

Conditions of use: Reserve accommodation on the dedicated website (accessible through a link)