

November 27, 2025

JTB Global Marketing & Travel Inc.

Central Japan Railway Company

Shizuoka Prefecture

Shizuoka Prefecture Tourism Association

Joint Press Release



JTBGMT & Central Japan Railway Company Collaborative Project – Special Train Exclusive for International Visitors – Tour Launch on Nov. 27, 2025

～Mt. Fuji View from aboard a Direct Service Train from Mishima Station to Fujinomiya Station～

JTB Group company specializing in Japan-bound travel, JTB Global Marketing & Travel (hereafter referred to as JTBGMT; Headquarters: Shinagawa, Tokyo; President & CEO: Tsuneo Ishida), and Central Japan Railway Company (hereafter referred to as JR Central; Headquarters: Nagoya City, Aichi Prefecture; President & Representative Director: Shunsuke Niwa), have planned together the operation of a special train exclusively for international visitors, allowing them to fully enjoy the view of Mt. Fuji from the train windows. Operating a special train for inbound tourism is a first for JR Central, and the "Mt. Fuji & Shizuoka Wasabi Farm Tour with Hokusai Special Train & Shinkansen," a new tour featuring a ride on this train, launches on Thursday, Nov. 27, 2025 under the Sunrise Tours^{*1} brand of package tours for international visitors operated by JTBGMT.

In addition, Shizuoka Prefecture and the Shizuoka Prefecture Tourism Association have also worked together with JTBGMT and JR Central to cooperate in the promotion of this tour.

“Mt. Fuji & Shizuoka Wasabi Farm Tour with Hokusai Special Train & Shinkansen”



SUNRISE TOURS

Train along Minobu Line Offers Mt. Fuji Views from the Windows

■ Project Background

For many years, Sunrise Tours has been offering tours visiting Mt. Fuji and Hakone, which have been well received by international visitors to Japan. Focusing on the fact that many people come to Japan to see the magnificent Mt.

Fuji, we have long been planning to create a route that would allow people from the Shizuoka area to enjoy the scenery of Japan's iconic peak while also experiencing the charms of the region.

Aiming to create easier travel around the foot of Mt. Fuji in Shizuoka Prefecture, which has many captivating tourist attractions, JR Central hopes for international visitors to take the Tokaido Shinkansen to Shizuoka Prefecture and use conventional line trains to leisurely enjoy stunning views of Mt. Fuji from the train windows.

The collaboration between JTBGMT and JR Central has facilitated the operation of a special train exclusive for inbound tourism as well as the planning of a tour offering picturesque Mt. Fuji scenery.

■ Tour Highlights

1. Developing Unique Sightseeing Content

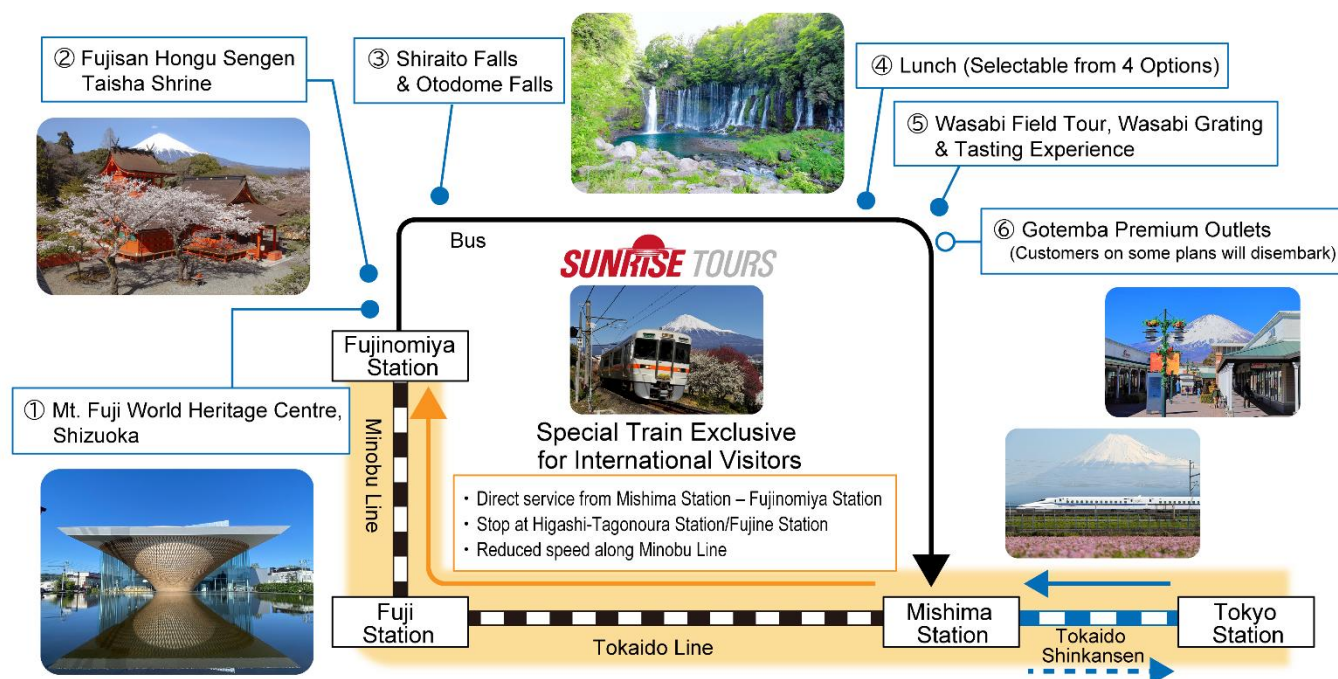
The special train interiors feature the concept of an art museum train showcasing Mt. Fuji and the woodblock print series, the Thirty-six Views of Mount Fuji, by ukiyo-e artist Katsushika Hokusai. Displaying related paintings allow customers to be immersed in the worldview of Hokusai, which they can appreciate more with the guidance of a National Government Licensed English Guide Interpreter. Customers will also receive postcards to enjoy Japanese paintings even after they've returned home. By refining unique sightseeing content with Japan's world-class railways as not only a method of transportation, we hope to increase the value of train tourism in Japan by promoting it to the world.

2. Rediscovering Historical and Cultural Value of the Region & Creating Visitor Influx to the Area

On this project, we focused on creating a tour that allows international visitors to rediscover the historical and cultural value of local regions and experience their hidden charms. Customers can gain a deeper insight into Shizuoka Prefecture's history and culture by seeing beautiful views of Mt. Fuji from the train and experiencing Japanese painting culture through ukiyo-e. Furthermore, this will create a flow of people to regions which can be difficult for international visitors to make arrangements for and travel to on their own.

3. Pioneering JR Central's First Mt. Fuji View Special Train Exclusively for International Visitors

The beautiful view of Mt. Fuji from the Tokaido Shinkansen is a popular sight, and on this tour, customers can also enjoy the majestic view of Japan's tallest peak from the Tokaido Line running parallel to the Shinkansen and the Minobu Line running along the western foot of Mt. Fuji. This is JR Central's first special train exclusively for international visitors, setting a new direct service from the Tokaido Line to the Minobu Line allowing visitors to delight in the sight of Mt. Fuji from Mishima Station to Fujinomiya Station without any transfers. Along the way, stops will be made for customers to take photos of Mt. Fuji from the north side windows at Higashi-Tagonoura Station on the Tokaido Line and on the east side windows at Fujine Station on the Minobu Line. In addition, the train will operate at reduced speed in a section of the Minobu Line to allow passengers to leisurely enjoy the scenery of Mt. Fuji.



■Tour Content

- Tour Name: Mt. Fuji & Shizuoka Wasabi Farm Tour with Hokusai Special Train & Shinkansen
- Itinerary: Dep. from Tokyo Sta. ⇒ [Tokaido Shinkansen] ⇒ Mishima Sta. ⇒ [Special Train Exclusive for International Visitors] ⇒ Fujinomiya Sta. ⇒ Mt. Fuji World Heritage Centre, Shizuoka ⇒ Fujisan Hongu Sengen Taisha Shrine ⇒ Shiraito Falls & Otodome Falls ⇒ Lunch ⇒ Wasabi Field Tour, Wasabi Grating & Tasting Experience ⇒ Alight at Gotemba Premium Outlets (customers on some plans) ⇒ Mishima Sta. ⇒ [Tokaido Shinkansen] ⇒ Arrive at Tokyo Sta.
- Operating Section of Special Train Exclusive for International Visitors:
Tokaido Line Mishima Sta. → Minobu Line Fujinomiya Sta. (Direct)
- Tour Dates: Tuesdays, Thursdays, and Saturdays between Mar. 19 (Thu.) and Dec. 22 (Tue.), 2026
*Excludes some dates
- Min. No. of Participants: 2; Max. No. of Participants for Booking: 80
- Tour Details: https://www.jtbgmt.com/en/g-web/tourIndex_2026#ETA009

■Reservation Method

- >> General Customers : from Booking Website <https://www.sunrise-tours.jp/en>
- >> Travel Agents inside and outside Japan : from Exclusive Booking Website

■Sunrise Tours

Japan's first package tour brand for international visitors, Sunrise Tours has welcomed more than 8 million visitors from around the world since 1964.



*1 "SUNRISE TOURS" is a registered trademark of JTB in Japan.

*2 All photos and illustrations are for illustrative purposes only.

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