

March 23, 2026

Central Japan Railway Company

Launch of the “Golden Route with the Shinkansen” Campaign

We are launching the “Golden Route with the Shinkansen” campaign, designed to introduce international visitors to Japan to the Golden Route from a fresh perspective while sharing a wider and deeper range of travel information about areas along and around the Tokaido Shinkansen line. This initiative invites a broad spectrum of travelers—from first-time visitors to frequent travelers—to explore the Golden Route by Shinkansen, guiding them to areas along the line where the essence of Japan’s charm is richly concentrated.

1. Background

The Golden Route connecting Tokyo and Osaka has long been widely recognized as one of Japan’s classic sightseeing routes. However, along the route and in its surrounding areas, there are not only famous tourist destinations but also many attractions that remain relatively undiscovered by visitors. Through this campaign, we present the Golden Route, where the essence of Japan’s appeal is concentrated, as a broad area centered on the Tokaido Shinkansen. Alongside well-known attractions, we will also introduce lesser-known spots that have yet to gain widespread attention. Furthermore, by proposing model itineraries that start from Shinkansen stations, we aim to encourage travel to areas along and around the line. Through these efforts, the campaign seeks to promote regional tourism, facilitate broader multi-destination travel, and support the dispersion of visitors across different areas.



(Campaign area image)

2. Campaign Overview

A dedicated website and official Instagram account will be newly launched to share attractive tourist information about areas along the line. In addition, special projects will be introduced from time to time to further enhance the campaign. Further details on other initiatives will be announced on the website as they are finalized.

(1) Name and Logo

“Golden Route with the Shinkansen”

(2) Campaign Start Date

Monday, March 23, 2026

(3) Areas Featured in the Campaign

Tokyo, Kanagawa, Yamanashi, Nagano, Gifu, Shizuoka, Aichi, Mie, Shiga, Kyoto, Osaka, and Nara

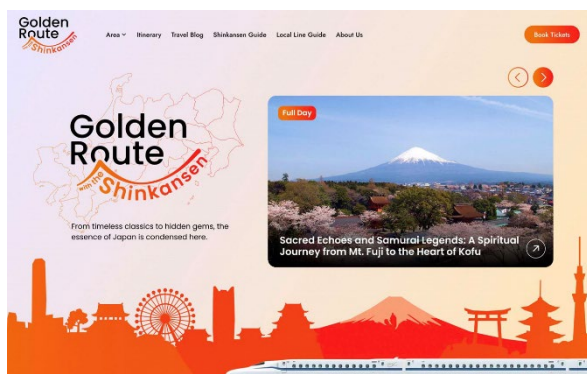


(Campaign logo)

(4) Website / Official Social Media (see attachment)

Website: <https://global.jr-central.co.jp/en/goldenroute/>

Instagram: “Golden Route with Shinkansen” (@golden_route_shinkansen)



(Website top page)



(Instagram post image)

(5) Special Project

• “Parallel Golden Route”

This is a Golden Route video showdown featuring well-known influencers.

Even along the same Tokyo–Osaka route, two groups of influencers will experience two distinct styles of travel: one highlighting the hidden charms of well-known cities, and the other exploring the untapped potential of lesser-visited areas. Through their journeys, audiences will discover the deeper appeal of the Golden Route.

[Scheduled for release on the official website in mid-April 2026]

(Influencers)

Jay and Karolina



Juan Marcel & Rhylan



• Social Media Posting Campaign

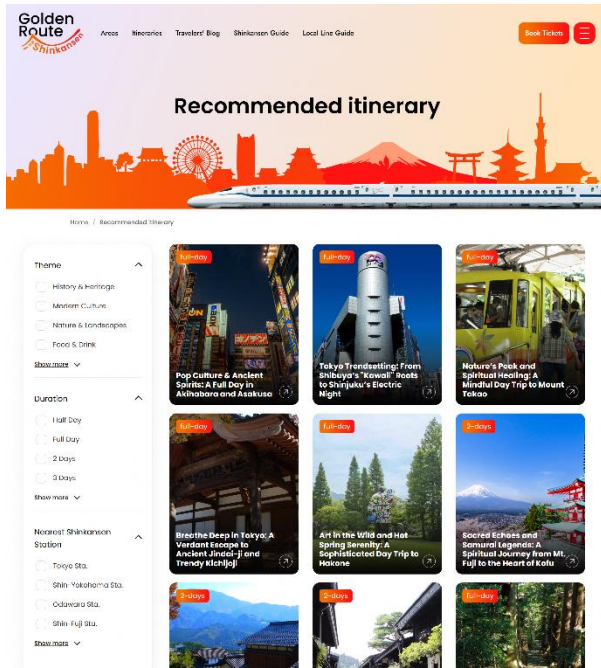
On Instagram, we will run a campaign in which participants who post content based on a designated theme will be entered into a prize draw. Further details will be announced on our website once finalized.

[Scheduled to launch in May 2026 on Instagram (@golden_route_shinkansen)]

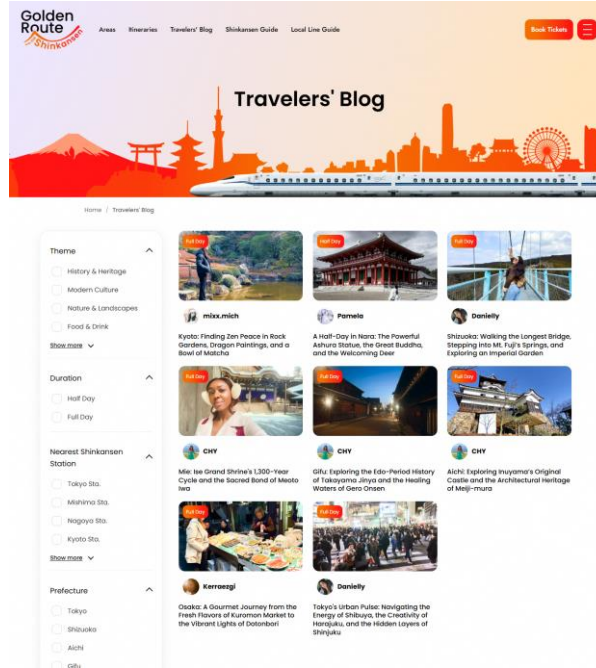
* Please note that the content of special projects and other initiatives is subject to change.

* All images are for illustrative

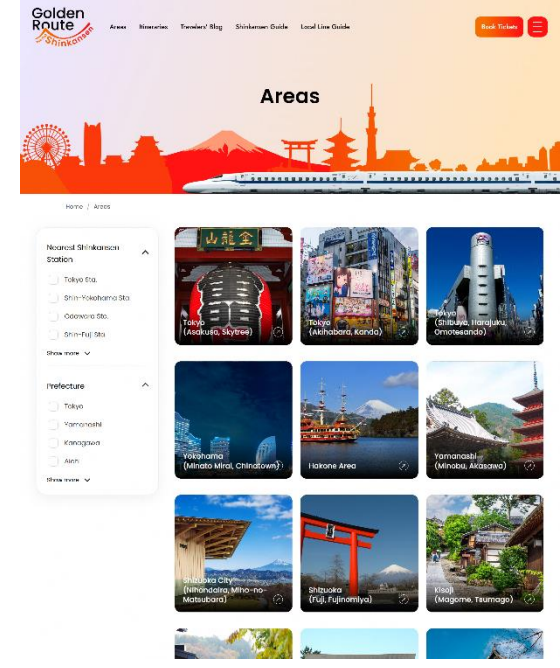
[Itineraries (Model Courses)]



[Travelers' Blog (Travel Diary)]



[Areas (Area Guide)]

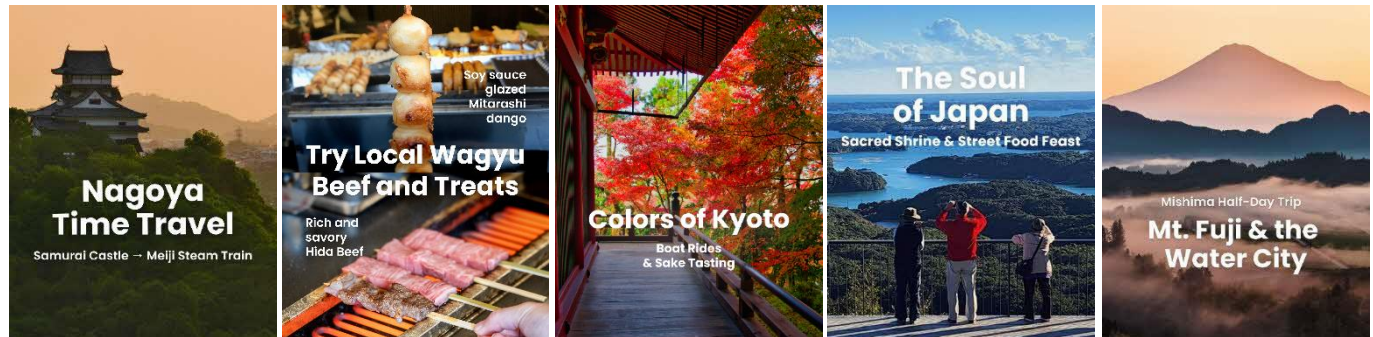


(Website image)

[Instagram]



(Icon)



(Post image examples)

* All images are for illustrative purposes only.

“Golden Route with Shinkansen”
(@golden_route_shinkansen)