

13th UIC Sustainability Conference



Our way to contribute to sustainable tourism

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East Japan Railway Company



12, 13, 14 October 2016

Overview of JR-East



- Railway network of 7,472km
- Approx.1,700 stations
- Daily passengers:Approx.17 million
- Daily train frequency: Approx. 13,000 trains

(As of Apr.1)



How can we contribute for sustainable tourism?



- Developing trains based on new concepts
 - JOYFUL TRAINS
 - Resort Shirakami (Gono-Line)
- Revitalizing local industries
 - NOMONO Shops
 - OYATSU TIMES



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JOYFUL TRAINS



Trains based on new concepts
that people seek to board just for the “ride” itself



JOYFUL TRAINS



JOYFUL TRAINS



Resort Shirakami (Gono-Line)



風光 絶佳

- ふ う こ う ぜ っ か -

ひんやりと一段と澄みわたる空と海
ひと足早く秋模様が降りてくる白神山地の峰々を車窓に眺め
ただ静かに風景と語り合うとき
五能線が新しい列車の旅へと誘う。



Where Gono-Line is

- **Gono-Line** in the northern Japan, stretching 147.2 km along the Sea of Japan coast.
- **Shirakami-Sanchi** is a mountain range covered with virgin temperate forest of Siebold's beech trees.







Slow down at the viewspots



Provide regional gastronomy



Shamisen Concerts in train



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Revitalizing local industries

Expand sales channels for local produce
in Tokyo metropolitan area



NOMONO shops

introduce and share the regional produce and culture (NOMONO's meaning: produce of...)



original sweets: OYATSU TIMES

(OYATSU : sweets)



VIENNA 2016



original sweets: OYATSU TIMES



original sweets: OYATSU TIMES

Made of local produce, sale in metropolitan



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**Thank you
for your kind attention**

