



JOINT RELEASE

「BEING JAPAN」 Joint Website to Promote Inbound Travel to Japan

Tokyo, March 22, 2018 – Central Japan Railway Company and Japan Airlines (JAL) are pleased to announce the establishment of a website to promote Japan's unique destinations to inbound customers and tourists from abroad, while providing travel tips to spend a pleasant and comfortable time in Japan.

Central Japan Railway Company is currently promoting its services to overseas customers by offering smartEX (1) - a service which enables customers to reserve Tokaido Shinkansen tickets through a smart-phone application. Japan Airlines aims to satisfy customers from abroad with its worldwide network and provide services with the highly acclaimed JAL SKY SUITE aircraft (2).

1. Joint Website Overview

- ① URL : 「BEING JAPAN」 <http://beingjapan.jp/> (English)
- ② Effective Date: Available from March 30th 2018 10:00AM Japan Time
- ③ Concept : Experience Japan as if you were already there
- ④ Contents :
 - (1) Introducing Japan's unique culture、gourmet、events、experience
 - (2) Explore nearby locations serviced by the Tokaido Shinkansen
 - (3) Company profile (Tokaido Shinkansen & Japan Airlines)
 - (4) Multifaceted Booking System
 - Reservations for shinkansen travel accepted through smartEX;
 - JAL's International and Domestic reservation system;
 - Also featuring hotels, restaurants, luggage delivery, taxi, transportation systems
- ⑤ Attached Image: [Being Japan] Website

2. Upcoming Efforts

Central Japan Railway Company and JAL will continue to explore and offer new services for inbound customers.

1 Now available in the U.S., Australia, Singapore, Malaysia, Hong Kong

2 For additional information, <https://www.jal.co.jp/en/newsky/>