



22nd March 2018
Central Japan Railway Company
Japan Airlines

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

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

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

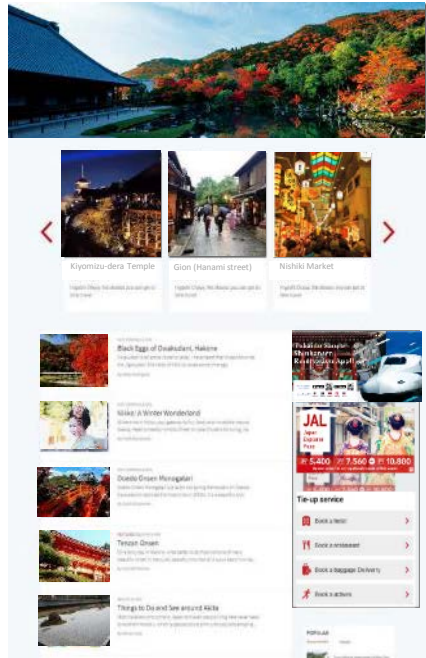
1. Joint Website Overview

- 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 in Japan
- 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.

② Sightseeing spots

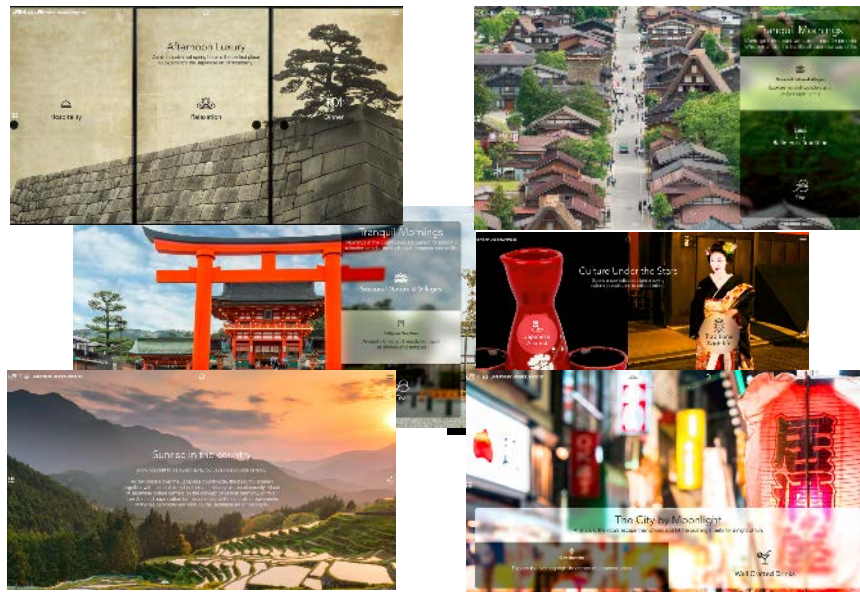


Our recommendation tourist information

TOP page



① Japan's charm introduction page (Culture, gourmet, events, experience)



③ Company profile page Central Japan Railway Company



Introducing Shinkansen's Safety, Speed, smart EX's convenience etc.

JAPAN AIRLINES



Introducing JAL's hospitality, On time performance etc.