

Telling the world about the charms of Japan you discovered with JR.
Instagram Posting Campaign

- Due to the effects of COVID-19, overseas customers have not been able to visit Japan for sightseeing for many days. In order to make people want to come to Japan once it became possible, the JR Group will work together to promote the attractions of Japan to overseas customers.
- We will conduct an Instagram campaign. Please post the “Something Good in Japan discovered on your JR trip” and communicate the charms of Japan in multiple languages. The photos or videos posted will also be featured on the campaign website.
- There will also be a gift drawing for great prizes for customers who post photos.
We invite you to join us and go on a journey to discover the charms of Japan.

1. Campaign title

“#discoverjapan_jr, telling the world about the charms of Japan you discovered with JR.”



2. Campaign details

The theme is “Something Good in Japan discovered on your JR trip”.

Japan has many attractions, so called “something good”, such as beautiful sceneries of the four seasons, traditional culture, and food. Please post photos or videos on this theme to your own Instagram with the hashtag “#discoverjapan_jr”. Photos and videos posted will be featured on the campaign website.

*Photos and videos you took on your trip using JR are eligible for submission.



○ Campaign period

April 28 to August 31, 2022

○ Campaign website

<https://www.discoverjapan-jr.com/en.html>

Effective April 28, 2022 at 2:00 p.m., available in Japanese and English.

*Photos or videos taken by the submitters themselves are eligible.

*For more information on how to enter to the campaign, please visit the website.

3. Eligibility for the gift drawing

Customers who live in Japan and are participating in the posting campaign.

(Note: Please post on your Instagram in a language other than Japanese.)

*For reasons of gift delivery, only residents in Japan are eligible for the gift drawing (customers staying in Japan for a short period of time are not eligible for the gift drawing).

*Customers residing outside of Japan may also participate in the posting campaign, but will not be eligible for the drawing.

4. Prizes

A total of 30 winners from among the eligible participants (5 winners from each of the 6 JR companies) will be selected by drawing to win wonderful prizes, such as an assortment of local specialties from various regions of Japan.

*Please follow our Instagram account, “@jrgrouplastacp”, to participate.

*Only the winners themselves will be notified via direct message on Instagram regarding the shipment of their prizes.

*Please note that the prize cannot be selected.

5. Recommended passes

JR companies offer special passes that foreign residents also can use. Some are only available for a limited time, so please take advantage of this opportunity and enjoy a trip on Japan's railroads, which are celebrating 150 years in operation. For details, please visit the websites of JR companies.

< Examples of rail passes available to foreign residents >

JR HOKKAIDO “Sapporo-Noboribetsu Area Pass” and “Sapporo-Furano Area Pass”

<https://www.jrhokkaido.co.jp/global/english/ticket/railpass/index.html>

JR EAST “JR EAST PASS (Tohoku area)”

https://www.jreast.co.jp/multi/pass/eastpass_t.html

*“JR EAST PASS (Nagano, Niigata area)” and “JR TOKYO Wide Pass” are also available.

JR CENTRAL “JR Central Tourist Pass” (4types)

https://touristpass.jp/en/campaign/for_residents/

JR WEST “Kansai WIDE Area Excursion Pass”

<https://www.westjr.co.jp/global/en/ticket/excursion/>

JR SHIKOKU “JR SHIKOKU Pass 3DAYS”

<https://shikoku-railwaytrip.com/pass3days-en.html>

JR KYUSHU “JR KYUSHU RAIL PASS”

https://www.jrkyushu.co.jp/english/kyushurailpass_limited/

6. Others

- The JR Group is implementing measures concerning COVID-19 infectious disease countermeasures to ensure that our customers can use our trains with peace of mind. For details, please visit the websites of JR companies.
- The campaign may be changed or cancelled without notice depending on circumstances.
- We ask that you determine the appropriate timing for your trip based on the COVID-19 situation and requests from government and local authorities.
- All images and other materials in this document are for illustrative purposes only.