

Efforts to maximize the effects of HSR



Kyushu Railway Company
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Kyushu Railroad Network

The first opening of Kyushu Shinkansen

- ✓ Efforts to maximize the effects of HSR
- ✓ Results

The full opening of Kyushu Shinkansen

- ✓ Efforts to maximize the effects of HSR

Kyushu Railroad Network

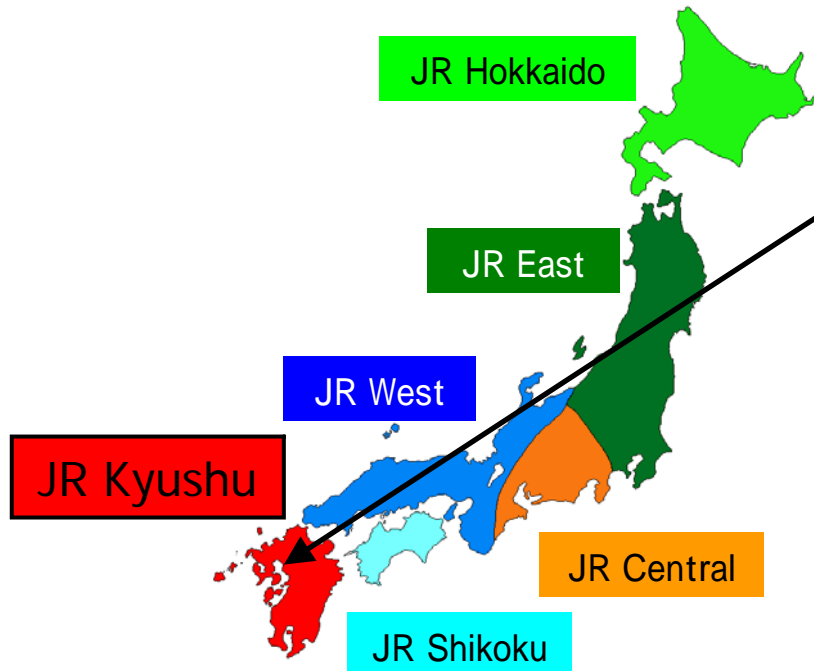
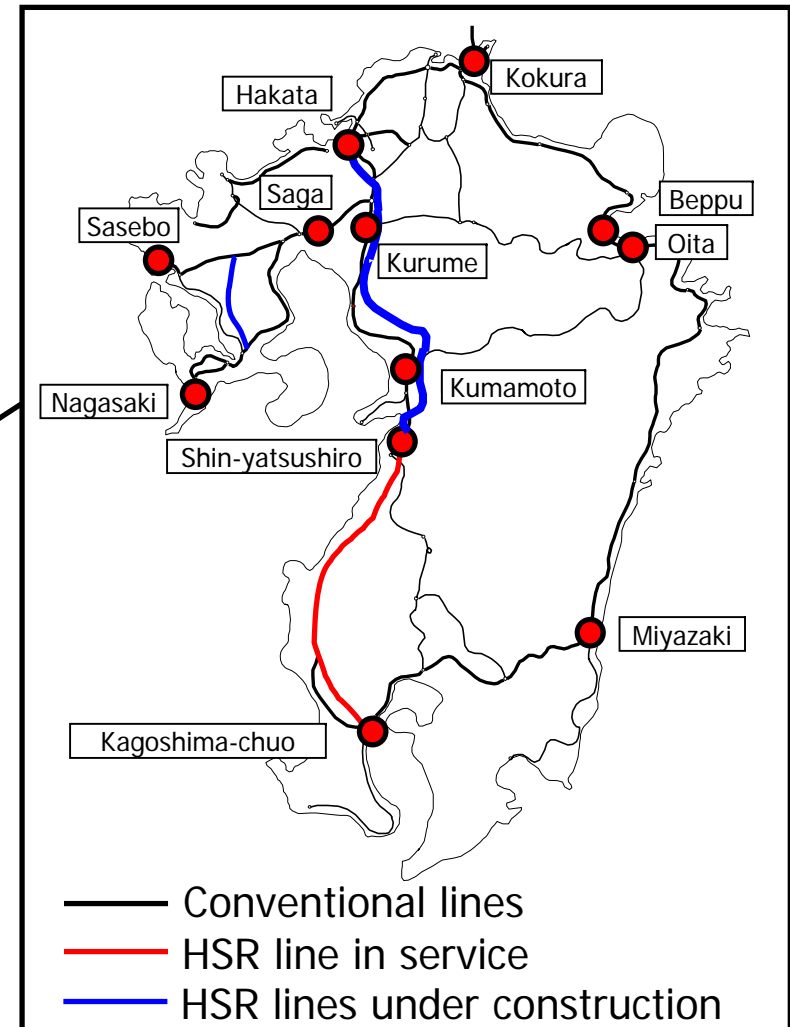
【Kyushu Railroad Network】

Kyushu Railway Company

Corporate Summary

• Operating distance	1,318 miles
• Revenues (Group Total)	\$ 3.4 billion
(Railroads)	\$ 1.5 billion
• Number of Stations	562
• Number of cars	1,667

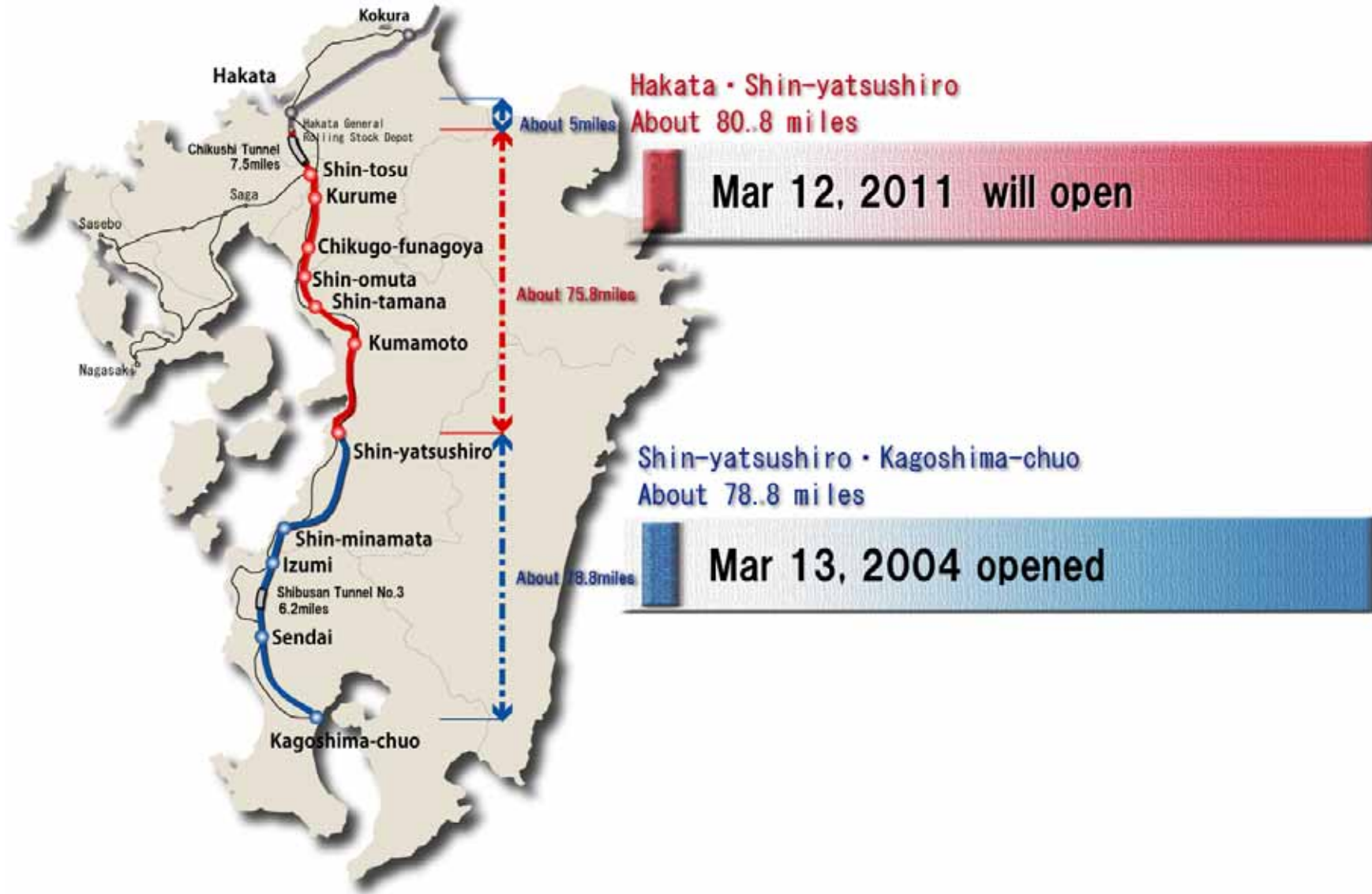
The map of JR Kyushu lines



【Kyushu Railroad Network】

Kyushu Railway Company

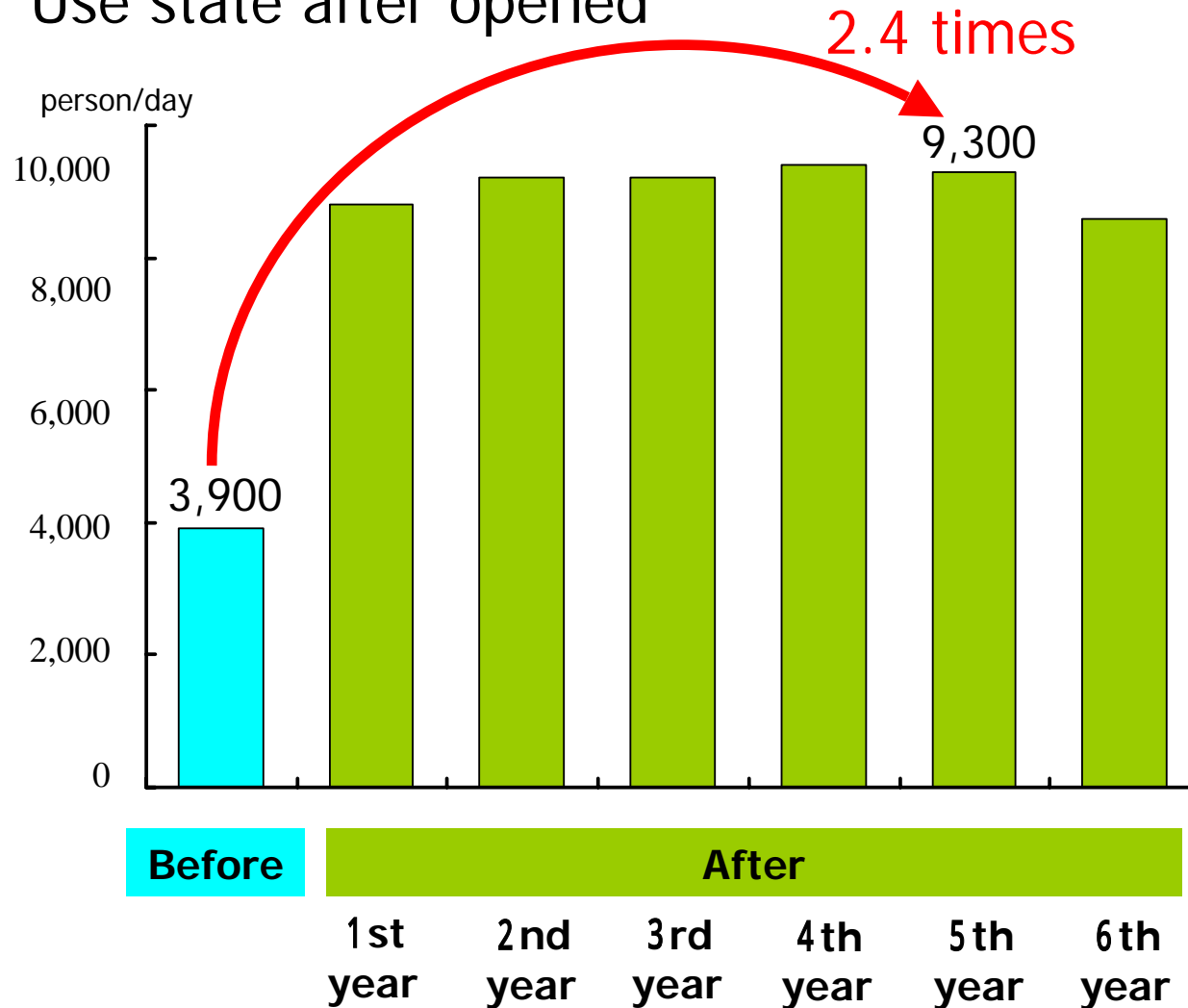
The outline of Kyushu Shinkansen Kagoshima route



The first opening of Kyushu Shinkansen

【The first opening of Kyushu Shinkansen】 *Kyushu Railway Company*

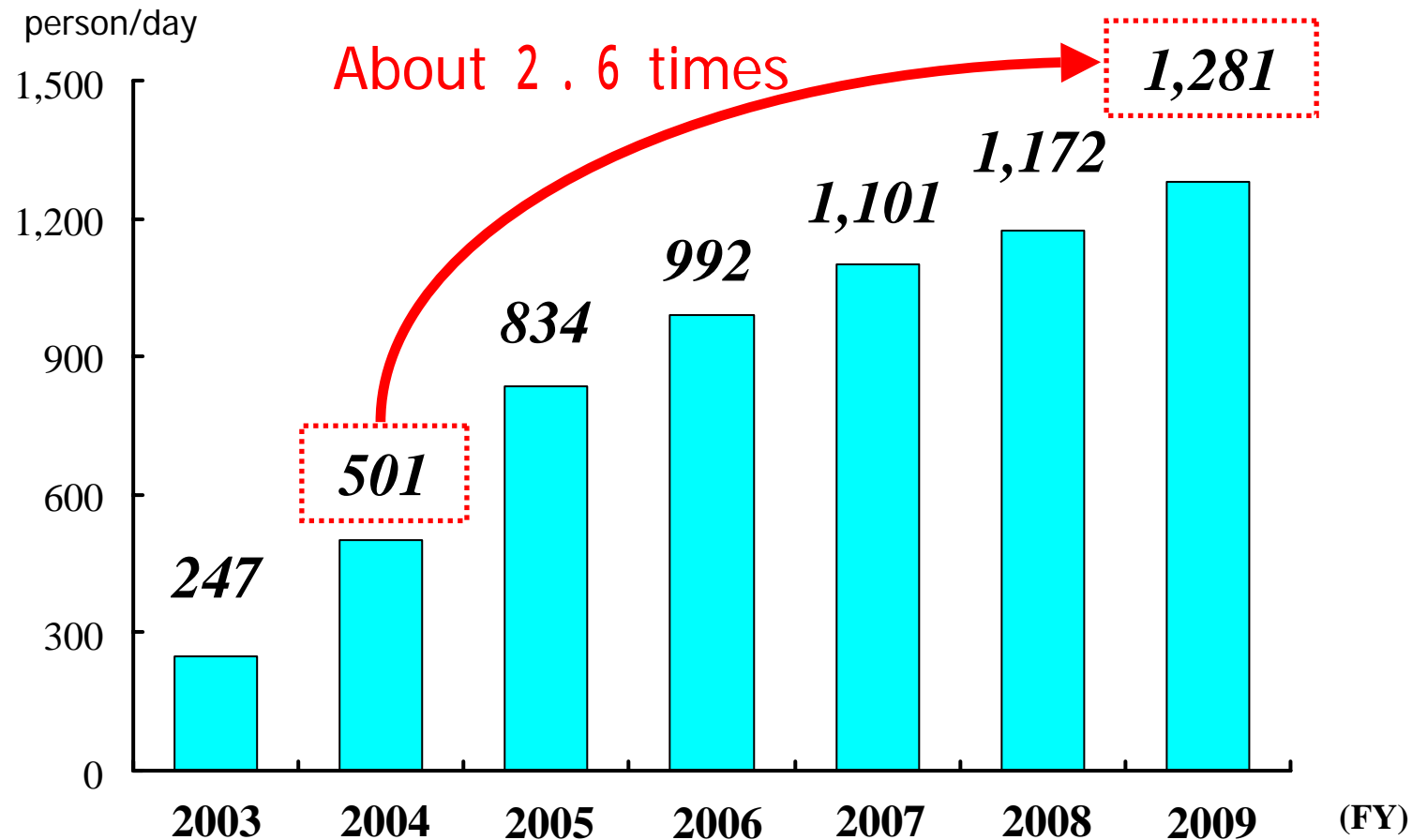
Use state after opened



⇒ **Total 22 million person**

【The first opening of Kyushu Shinkansen】 *Kyushu Railway Company*

Use of Commuter pass for business and school commuters

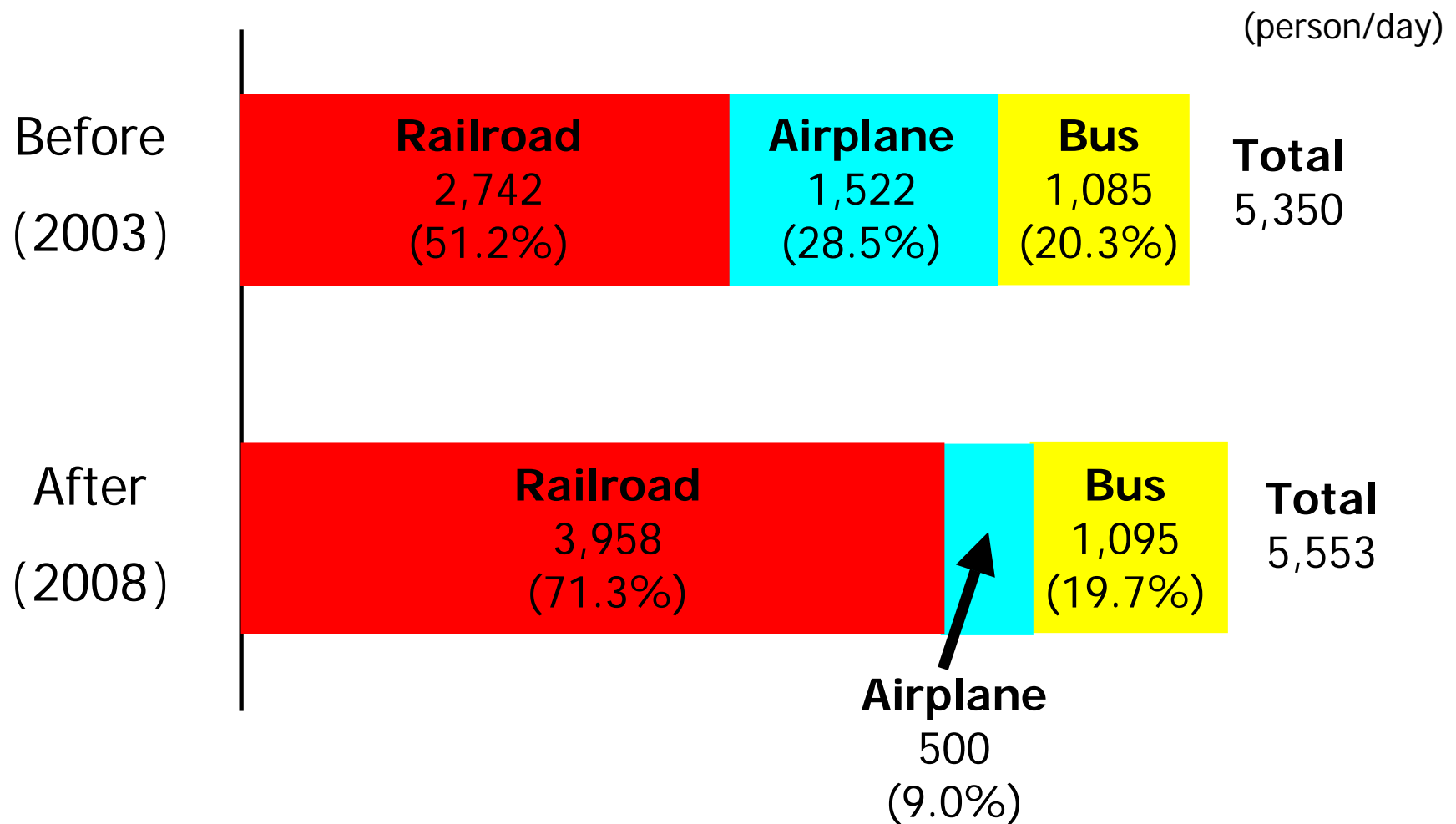


HSR is surely established as the foot in the region.

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Change of modal share

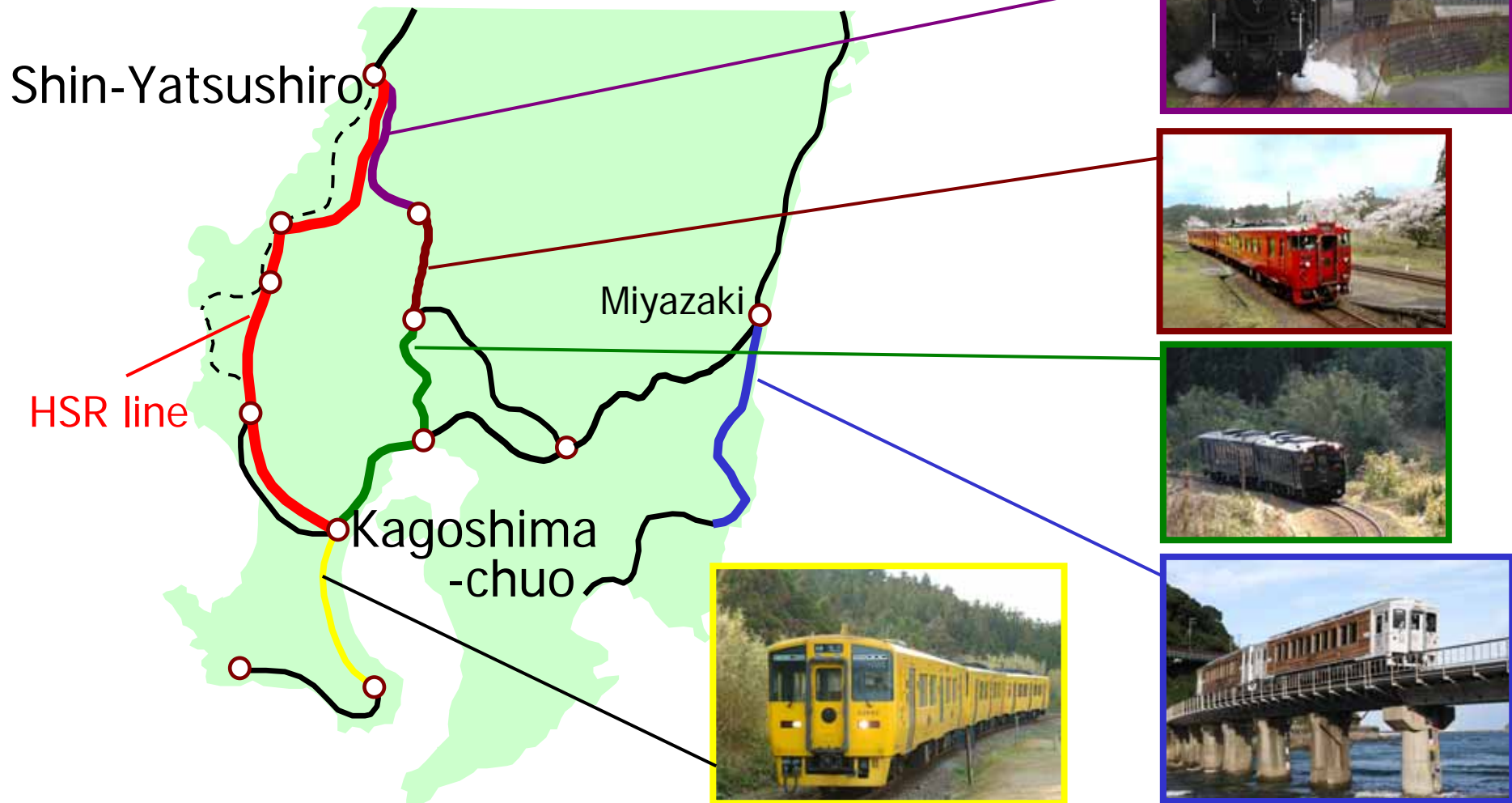
Number of passengers between Fukuoka Pref. and Kagoshima Pref.



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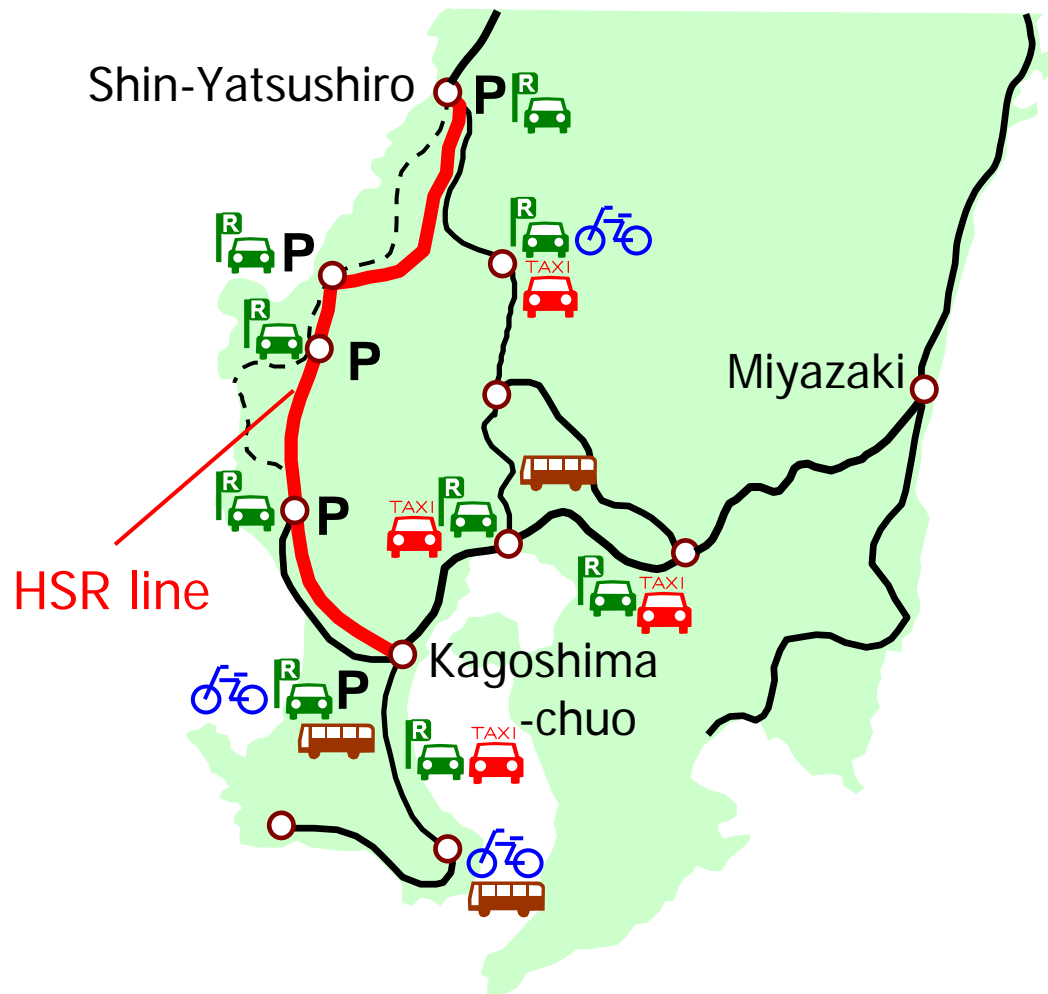
Improvement of Access and Feeder Transport (1) -railroads

- Adds sightseeing trains to conventional lines.



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Improvement of Access and Feeder Transport (2) -others



- Create bus or tourist taxi excursion routes.



- Offer car & electric bicycle rental



- Parking Space **P**

- ✓ over 3,300 spaces
(5 HSR stations total)

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Southern Kyushu Tourism Development and Research Committee

- The committee was established to offer proposals for vitalizing tourism in southern Kyushu

Members

- Opinion leaders from administration, travel agencies, airlines, railroad(JR Kyushu), etc

Activities

- 1 . Brand and publicize tourist attractions in southern Kyushu
 - ✓ Publish a guidebook like the Michelin
 - ✓ Award a prize for a excellent public relations in southern Kyushu
- 2 . Offer suggestions for southern Kyushu to remain an excellent tourist area
 - ✓ Propose to enhance the hospitality in southern Kyushu
 - ✓ Award a prize to the persons or facilities who have an excellent hospitality

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Development of Kagoshima-chuo station building “Amu Plaza Kagoshima”

- Commercial facilities

- ✓ 160 specialty stores

- ✓ 30 restaurants

- ✓ Movie theater

- (10screens)

- Ferris wheel

- Square for an event

- “Amu square”

- Tenant sales

- \$220 million / year



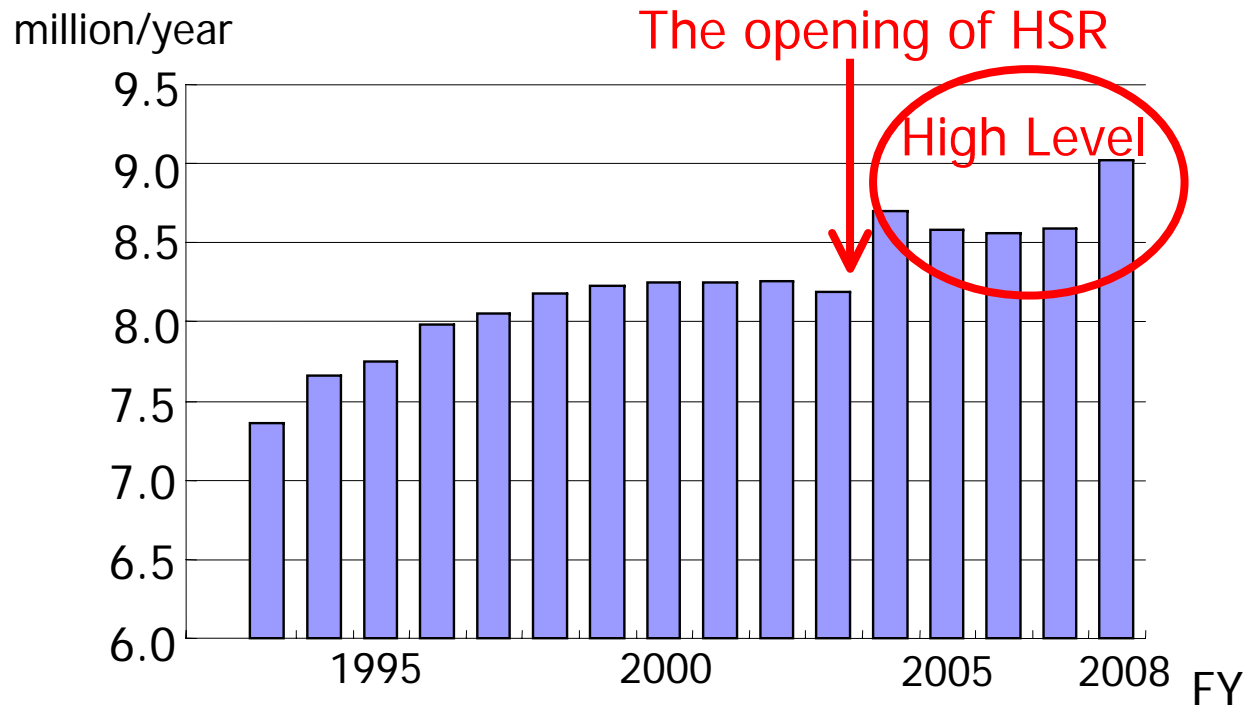
【The first opening of Kyushu Shinkansen】 *Kyushu Railway Company*

Economic Effects of HSR

- Economic ripple effect of Kagoshima Pref. through increase in visitors

\$195 million / year

Number of visitors to Kagoshima City

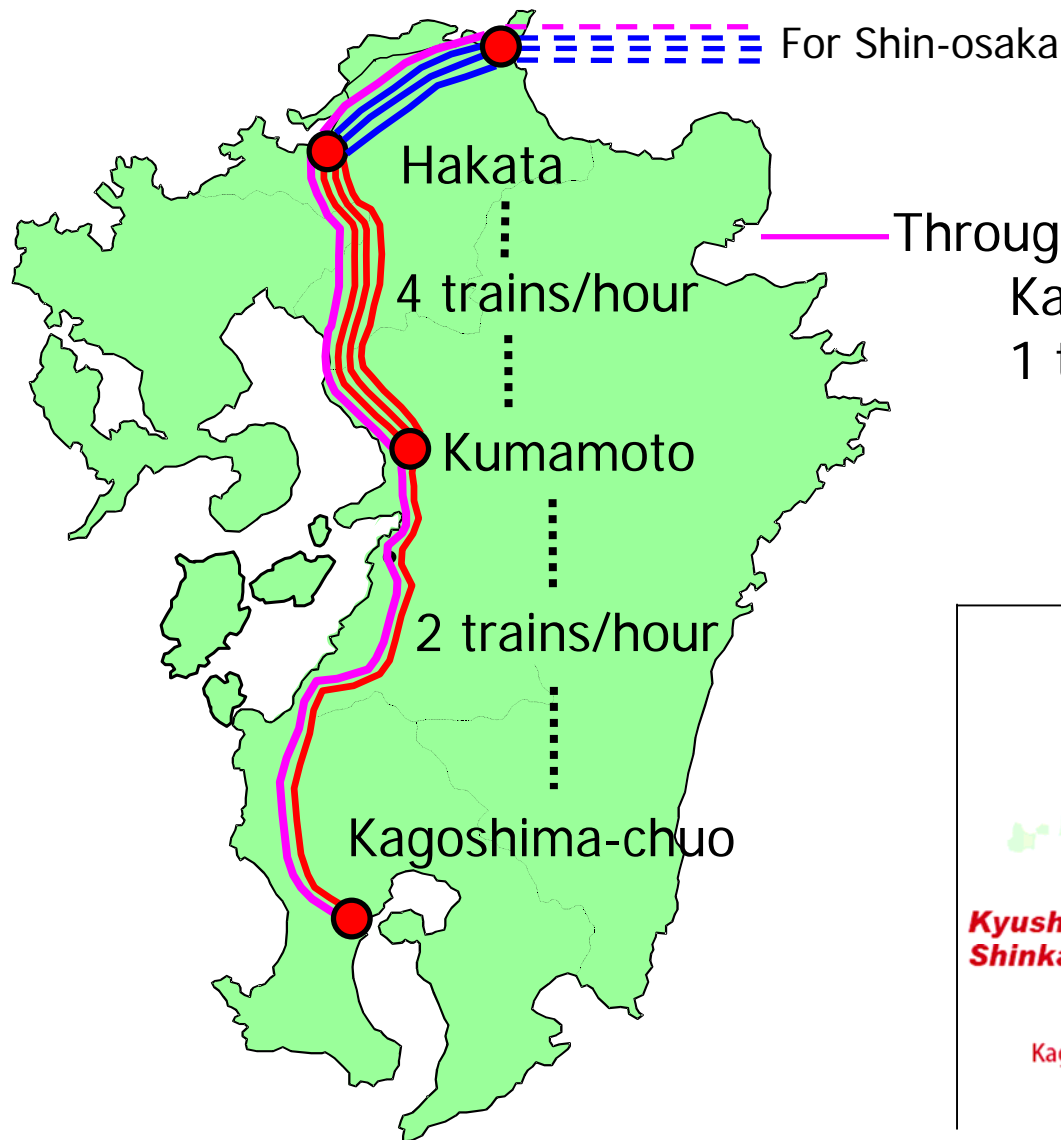


The full opening of Kyushu Shinkansen

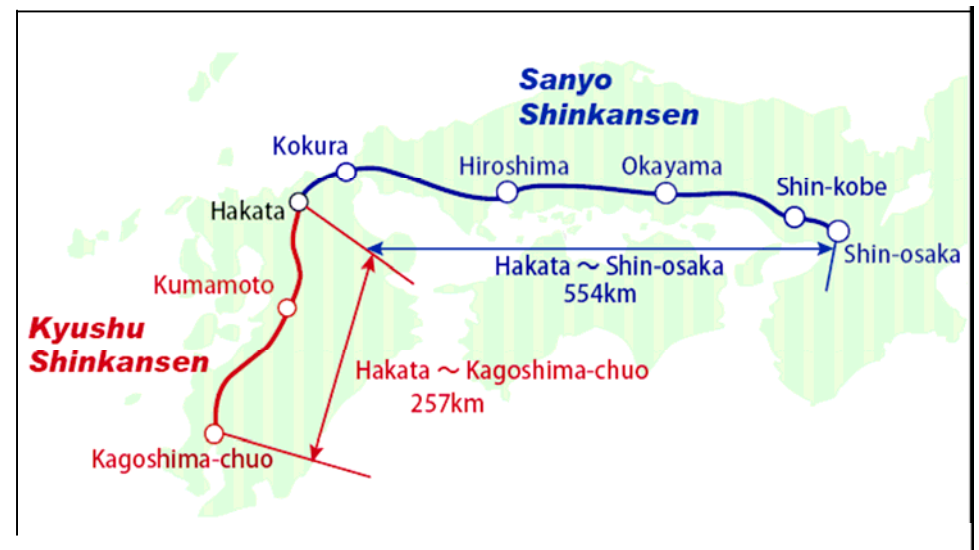
【The full opening of Kyushu Shinkansen】

Kyushu Railway Company

The image of diagram



Through operation with Sanyo Shinkansen
Kagoshima-chuo - Shin-osaka
1 train / hour



【The full opening of Kyushu Shinkansen】 *Kyushu Railway Company*

Development of Hakata station building “JR Hakata City”
(will open on Mar 3, 2011)

- Commercial facilities
 - ✓ Department store
 - ✓ 170 specialty stores
 - ✓ 50 restaurants
 - ✓ Movie theater
(11screens)
 - ✓ Hall,Conference rooms
- Target tenant sales
\$790 million
- Job creation
6,000



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Hakata Urban Development Council (HUDC)

- Established in Apr. 2008

- Memberships of 142 (as of Dec.2010)

Mainly consists of companies, resident organizations, and Fukuoka city.

- Goal

To create an attractive Hakata urban area all can be proud of by leading urban development activities played by residents, workers, and visitors in this area, the gateway to all Kyushu and Asia.

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Hakata Urban Development Council (HUDC)

· Activities

Basically follows what “The guideline for Hakata urban development” points out, which was decided by HUDC in Dec. 2009. Five areas of actions are requested by the guideline.

- ✓ Liveliness building and mobility improvement for pedestrians
- ✓ Transportation
- ✓ History, traditions and cultures
- ✓ Environment and nature
- ✓ Safety and Security

Thank you very much for your attention!