

# Development of 'Event Trains' for local revitalization

Transport & Rolling Stock DEPT  
East Japan Railway Company

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EAST JAPAN RAILWAY COMPANY

# Outline

For reconstruction assistance from the Great East Japan Earthquake



***POKÉMON with YOU TRAIN***

***TOHOKU EMOTION***

***SL GINGA***

For local revitalization

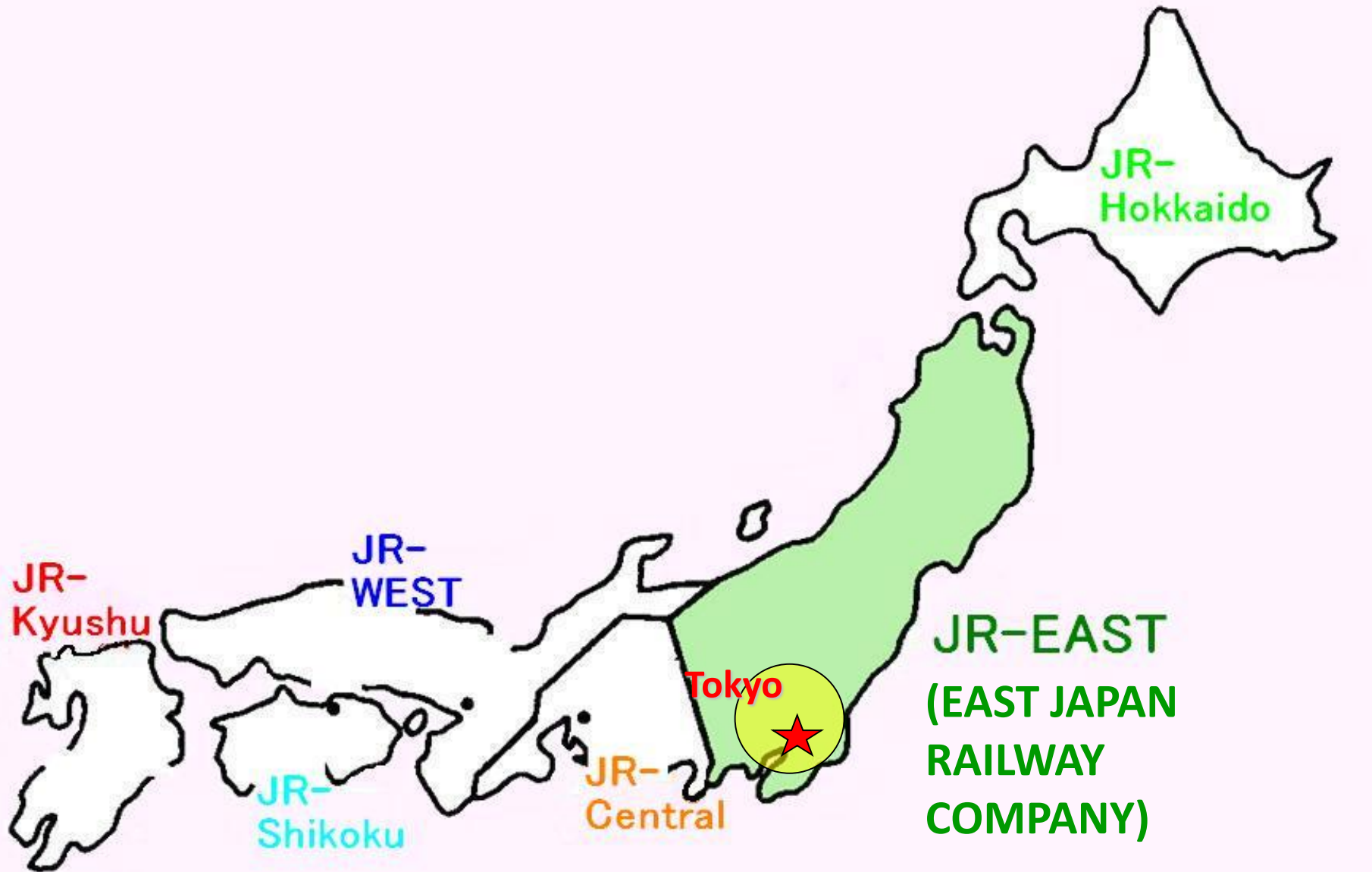


***TOREIYU***



***GENBI SHINKANSEN***

# About JR-EAST



# JR-EAST Corporate Data

Number of Employees	58,550 (as of April 1,2015)
Number of Stations	1,665 (as of April 1,2015)
Number of Rolling Stock	13,130 (as of April 1,2015)
Average Number of Trains Per Day	12,416 (as of March 15,2015)
Passenger Line Network	7,458 kilometers (as of April 1,2015)
Average Number of Passengers Per Day	17 million (2014)





# Background

The Great East Japan Earthquake occurred on March 11, 2011

Shinchi Station in Joban Line

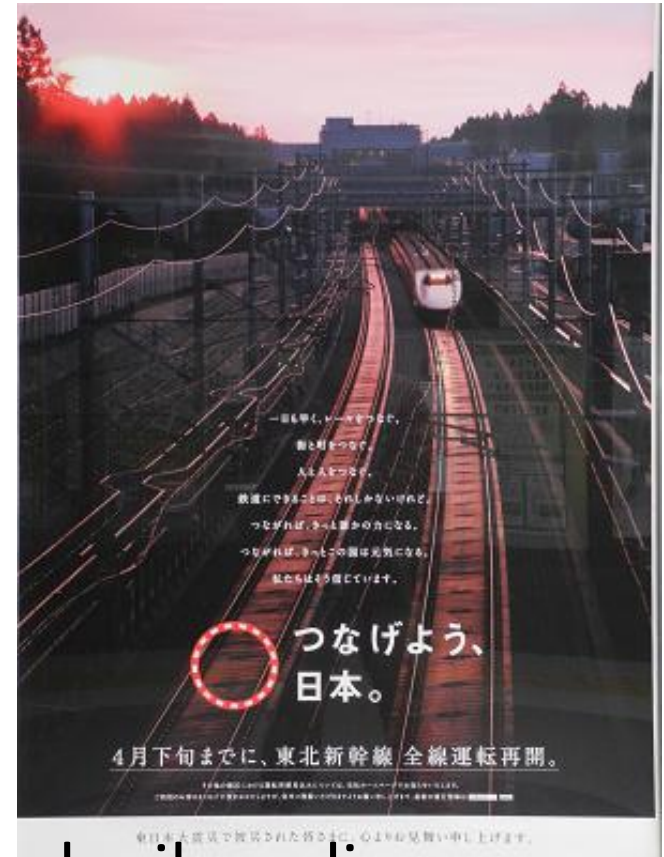


The tsunami carried away rails, stations, and rolling stock.

# Background

As a result of trying to do restoration work quickly

The Tohoku Shinkansen resumed operation over the whole line on April 29, 2011.



We have restored most of the local railway lines.



# Background

Many towns along the Pacific Coast were washed away by the tsunami .



We thought we can change a train into a sightseeing place.

# 3 lines in the Pacific Coast

②

## HACHINOHE-Line

Oct.19.2013

**TOHOKU EMOTION**



③

## KAMAISHI-Line

Apr.12.2014

**SL GINGA**



①

## OFUNATO-Line

Dec.22.2012

**POKÉMON with YOU TRAIN**



Shin-AOMORI

HACHINOHE

KUJI

Shin-  
HANAMAKI

KAMAISHI

ICHINOSEKI

KESENNUMA

TOKYO







# ① ***POKÉMON with YOU TRAIN***







# ① **POKÉMON with YOU TRAIN**



Playroom car

Seating car

- Special interior decoration by the “POKÉMON” characters
- A car with seats for groups and a playroom where kids can play freely



# ***Activity along the wayside***



Station-name signboard



Photo spot

- “POKÉMON” characters are shown in the station-name signboard.
- There is a photo spot in the station.



# HACHINOHE-LINE

②

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## ② **TOHOKU EMOTION** *"A Trip in a Dining Train"*



- A “Restaurant Train” where tourists could enjoy a meal while watching the beautiful Pacific Ocean





## ② **TOHOKU EMOTION** *"A Trip in a Dining Train"*



Dessert & Afternoon Tea



Lunch Course

- Popular chefs make menus that use fresh local ingredients
- The menu changes every three months, and the chef changes every six months.





## ② **TOHOKU EMOTION** *"A Trip in a Dining Train"*



Compartment room

- A compartment car has seven private rooms

## ② **TOHOKU EMOTION** *"A Trip in a Dining Train"*



Open Kitchen

- The open kitchen car has a five-meter-long counter





## ② **TOHOKU EMOTION** *"A Trip in a Dining Train"*



- A dining car has twenty seats.



## ② **TOHOKU EMOTION** *"A Trip in a Dining Train"*



- This train provides the best hospitality

# ***Activity along the wayside***



- People living along the wayside wave large flags every time.



# KAMAISHI-LINE

②

## HACHINOHE-Line

Oct.19.2013

**TOHOKU EMOTION**



③

## KAMAISHI-Line

Apr.12.2014

**SL GINGA**



①

## OFUNATO-Line

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**POKÉMON with YOU TRAIN**



Shin-AOMORI

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KAMAISHI

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TOKYO



# ③ **SL GINGA** ” RAILWAY TO THE STARS”



As the symbol of recovery from the Great East Japan Earthquake we restored a Steam Locomotive, C58.



# ③ **SL GINGA** ” RAILWAY TO THE STARS”



You can experience the world of the novel ‘Night on the Milky Way train’ written by Kenji Miyazawa.



# ③ **SL GINGA** ” RAILWAY TO THE STARS”



- A world view of the early 20<sup>th</sup> century
- The optical planetarium, the first one on a train in the world

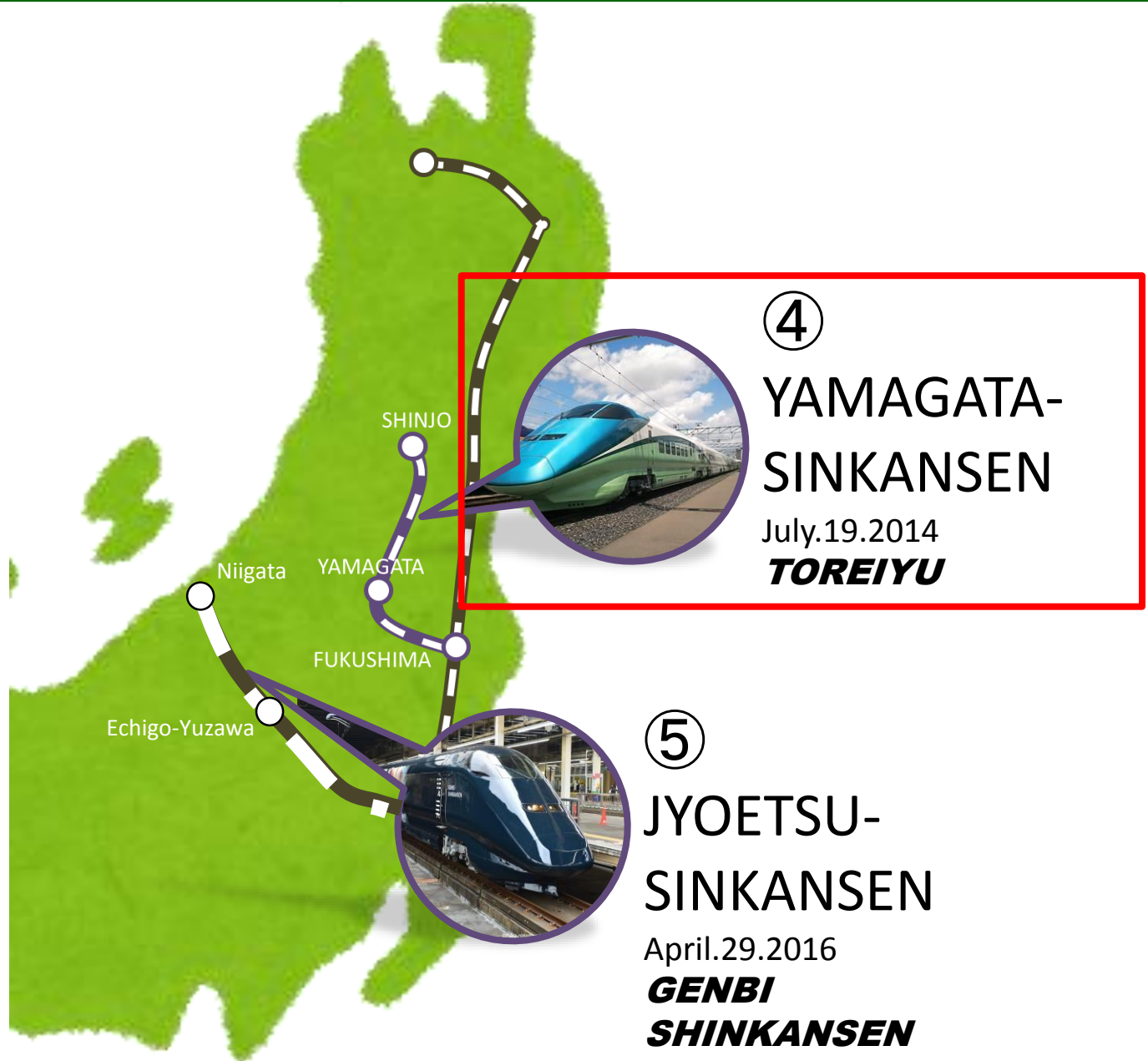


# ***Activity along the wayside***



- This is the event ‘A horse and the SL run in parallel’

# ***For local revitalization***







# ④ TOREIYU



- The Shinkansen passengers can feel that they are in a chain of hot spring towns





## ④ TOREIYU



- There is footbath in this train.
- You can experience what it's like being at a hot spring.





## ④ TOREIYU



After Bath Lounge



- There is 'After Bath Lounge',
- You can drink fruit juice, wine, and Japanese Sake made in Yamagata.

# ***For local revitalization***



④

YAMAGATA-  
SINKANSEN

July.19.2014  
***TOREIYU***

⑤

JYOETSU-  
SINKANSEN

April.29.2016  
***GENBI  
SHINKANSEN***



# ⑤ **GENBI SHINKANSEN**



©mika ninagawa, Courtesy of Tomio Koyama Gallery

- The concept of this train is ‘Contemporary Art and Café’
- It will come into service on April 29, 2016.

# ⑤ GENBI SHINKANSEN



※ パース内の写真作品(イメージ) ©石川直樹 Courtesy of SCAI THE BATHHOUSE

- Come and feel the unique Shinkansen experience of traveling with contemporary art.



# ⑤ GENBI SHINKANSEN



- There is a café that serve desserts using local ingredients.

# ***Conclusion***



- From now on, we will propose new style of travel through developing event trains which provide a ‘happy time’ on the train.