

Expansion of Digital Free Pass, Digital Pass for tourist facilities, on-demand transportation service content, etc.

**Implementation of the Phase 2 of Japan's first "Tourism-type MaaS" demonstration experiment in Izu**

Tokyu Corporation  
East Japan Railway Company  
JR East Marketing & Communications, Inc.

Tokyu Corporation, East Japan Railway Company and JR East Marketing & Communications, Inc. have started a demonstration experiment of a secondary transportation integrated service "Tourism-type MaaS" in the Izu area on April 1, 2019 (hereinafter referred to as "the experiment") that allows domestic and foreign tourists to reach their destinations seamlessly by making it possible to search, make reservations and make payments on their smartphones for transportation services such as railways, buses, AI on-demand shared transportation, and bicycle rental etc.

During "Phase 1", which was conducted from April 1 to June 30 this year, due in part to the influence of the Shizuoka Destination Campaign, the dedicated MaaS application "Izuko" (hereinafter referred to as "Izuko") received a wide recognition and the number of downloads crossed 20,000, the initial target value for 6 months, on May 27th, 57th day after the start of the successful demonstration experiment. On the other hand, many issues were highlighted too, with cases of the user needs not being met in terms of the the service content, usable area, operability, etc. and burden being placed on users and service providing facilities.

Towards the implementation of "Phase 2", we will make the following improvements as a result of considering the how the service can contribute more to the users and transportation service operators alike by solving the problems faced in "Phase 1". Regarding the implementation period of "Phase 2" which was originally scheduled for September 1~November 30, 2019, it will be changed to December 1, 2019~March 10, 2020 in consideration of the time required for the development process and the possibility of use by more visitors by matching the timing to the busy season of visitors to Izu.

The details of "Phase 2" implementation will be announced once determined.

\* Major improvement items in "Phase 2"

▪ **Enhancement of the Digital Free Pass and Digital Pass services**

We will expand the product lineup of the Digital Free Pass and Digital Pass. Digital Free Pass will be expanded to 6 types (from 2 types in Phase 1), including four new products adding unlimited ride tickets for new sections on the JR Ito Line (Atami Station~Ito Station) and bus rides in Atami City. Digital Pass that can be used as admission tickets to tourist facilities will be expanded to 12 types (from 7 types in Phase 1), adding 5 facilities including "Akao Herb & Rose Garden" in Atami and the Shimoda Ropeway. In addition, on-demand transportation running in Shimoda city from Phase 1 will become Digital Pass-compatible in Phase 2, and with 11 additional stops, will be operating over a total of 27 locations.

▪ **Enhancement of the route search function**

In addition to railway and bus, airplane and ship route search will also become possible.

▪ **Reduction of the operational loads of tourist facilities**

With use of the Digital Pass, the functions of marking it as "used" and real-time counting are introduced, leading to prevention of fraud and support of the accounts of the facility, which reduces the operational burden.



▲ Akao Herb & Rose Garden



▲ Shimoda Ropeway

(For reference) This material has been delivered to the National Land Transportation Press Association, Tokiwa Club, Marunouchi Press Club, and JR Press Club.

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[Appendix]

1.Comparison table for new and old "Izuko" service contents

	Phase1	Phase2
Period	April 1-June 30, 2019	December 1, 2019 ~March 10, 2020 (planned)
Service name	"Izuko"	
Supported languages	Japanese, English	
Route search function	Railway, bus	Railway, bus, <b>airplane, ship</b>
Digital tickets	[Presentation type] Digital Free Pass: <u>2 types</u> Digital Pass tourist facility admission ticket: <u>7 types</u>	[Presentation type] Digital Free Pass: <u>6 types</u> ["Used" function added type( <u>fraud prevention type</u> )] Digital Pass tourist facility admission ticket: <u>12 types</u>
Payment methods	Credit card	
On-demand Transportation (Shimoda city)	[Stops] <u>16 locations</u> (free trial operation) * Out of service 10 days(April 29th to May 5th, May 17th to May 19th)	[Stops] <u>27 locations</u> (Paid, digital pass compatible) * Scheduled out of service 10 days (December 27th, 2019 to January 5th, 2020)

2. Phase 1 experiment results