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PARIS 2007

December 6th & 7th 2007
The 2nd INTERNATIONAL CONFERENCE
ON RAILWAY STATIONS

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Station Renaissance Program and Development of *Ekinaka* (in-station) business

Hiroyuki Takeshima
Corporate Starategy Dept.
Life-style Business Development Headquarters
East Japan Railway Company

Creation of Stations of the 21st Century -The Station Renaissance program-

Stations, used by 16 million passengers per day, are JR East's largest business resource.

Customer perspectives

Standpoint of group value enhancement

Reconstruction of optimal facility designs from zero = regeneration of stations

Enhancement of customer service

Creation and vitalization of businesses

Integration of railway and lifestyle service businesses

Cooperation with community and vendors

Enhanced attractiveness of stations

Higher profitability from stations

The Station Renaissance Program
-Specific Contents-

Integration of railway and commercial space（brightness）

Commercial space above concourse

Improved signboards

Comfortable restroom

The Station Renaissance Program
-Specific Contents-

Design of waiting space

Provision of cultural space

Strengthened information
transmission functions

The Station Renaissance Program
-Development Status-

Ueno Station

Tachikawa Station
（Planned image）

Nishi-Funabashi Station

Takasaki
East exit
(Mar. '06)

Omiya
(Mar. '05)

Tabata
(FY '08)

Shinagawa
(Oct. '05)

Haijima
(Aug. '07)

Tachikawa
(Oct. '07)

Mitaka *I
(Dec. '07)

Asagaya
(May '03)

Koriyama
(Mar. '05)

Tokyo
(Oct. '07)

Morioka
(Feb. '06)

Fukushima
(Dec. '03)

Mito
(Mar. '05)

Utsunomiya
(Aug. '05)

Nishi Funabashi
(Mar. '05)

Tsudanuma
(Nov. '02)

Ofuna
(Apr. '07)

Koenji
(Mar. '06)

Takadanobaba
(Nov. '06)

Ueno
(Feb. '02)

Tsudanuma Station

Fukushima Station

Shinagawa Station

The Station Renaissance Program
-Major Themes in Commercial Development -

➤Attractiveness of space
-Cluttered atmosphere of station space with incoming and outgoing passengers-

➤Attractiveness of outlets
-Disadvantage of customers easily getting bored with frequent usage in daily lives-

➤Attractiveness of products
-Consideration to passengers' usages of outlets on the way to their destinations-

Major Themes in Commercial Development
-Attractiveness of Space-

Environmental design

Improved illumination

Enhanced decoration,
taking seasonality into account

Major Themes in Commercial Development
-Attractiveness of Outlets-

Selection of high-profile tenants

Utilization of event space for shorter span (weekly and monthly)

Contracting methods

- Leasehold for fix period

- Purchase of sold-stock only

Major Themes in Commercial Development
-Attractiveness of Products-

Visibility and appeal power

Original packaging with dividers

Small potion sales of high-quality products

Recent Development Case
-Tokyo Station: a central station with a daily passenger usage of 764,000

Concierge

Cloakroom

Pierre Marcolini

Daily dish shop of a long-established Japanese restaurant in Kyoto

Recent Development Case
-Tachikawa Station: 44 min. by train from Tokyo
Station with daily passenger usage of 306,000

Nursery school
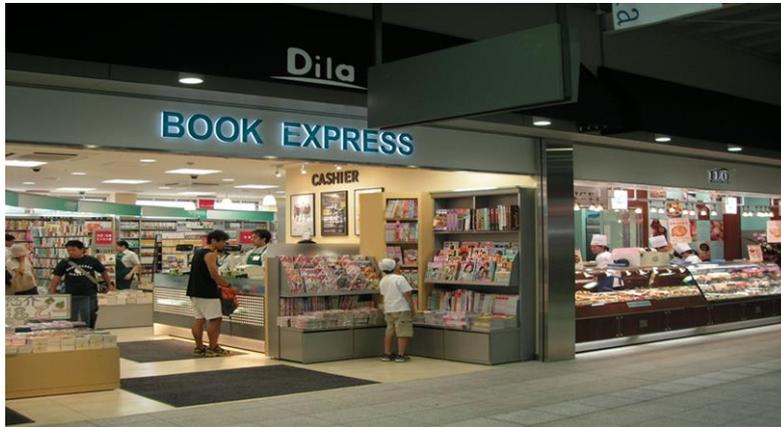

English conversation school

Dental clinic

Recent Development Case
-Haijima Station: 56 min. by train from Tokyo Station
with daily passenger usage of 53,000
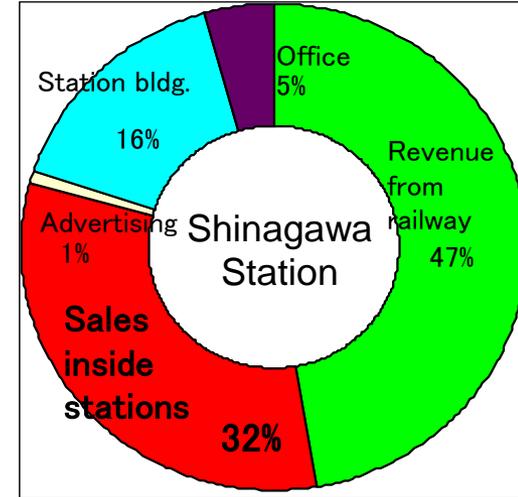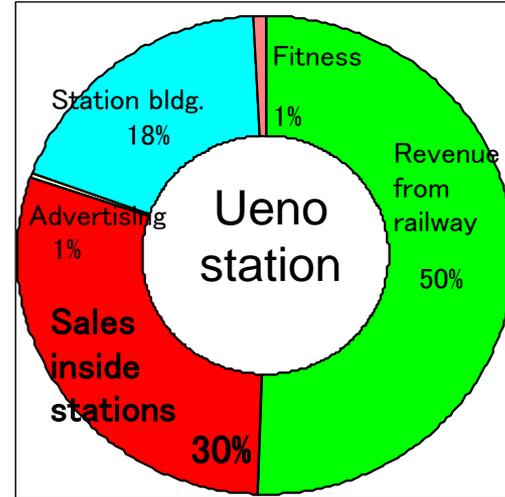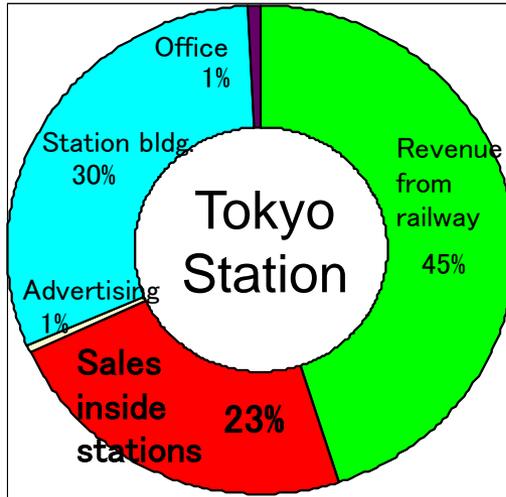
Convenient outlets on the way to destinations

Space design in accord with market type

Effects of Commercial Development -Composition of Sales at Major Stations in Tokyo （FY2006）

Tokyo Station
- Office 1%
- Station bldg. 30%
- Advertising 1%
- Revenue from railway 45%
- Sales inside stations 23%

Ueno station
- Fitness 1%
- Station bldg. 18%
- Advertising 1%
- Revenue from railway 50%
- Sales inside stations 30%

Shinagawa Station
- Office 5%
- Station bldg. 16%
- Advertising 1%
- Revenue from railway 47%
- Sales inside stations 32%

Increase of outlets inside stations

Increase of sales at outlets

Development to one of two main businesses apart from the railway business like a set of wheel

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Thank you very much for your attention.