December 6th & 7th 2007

The 2nd INTERNATIONAL CONFERENCE
ON RAILWAY STATIONS

Next Station

The 2nd international conference on railway stations
Station Renaissance Program and Development of *Ekinaka* (in-station) business

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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  
Reconstruction of optimal facility designs from zero  
= regeneration of stations

Enhancement of customer service  
Integration of railway and lifestyle service businesses

Standpoint of group value enhancement  
Creation and vitalization of 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
-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

Crowd

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)

- 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.