

August 21, 2024
East Japan Railway Company

We will conduct a demonstration experiment of "travel planning support service for foreign visitors to Japan" using generative AI
~ Verifying the effectiveness of services that expand the "width" of experiences in Japan ~

○JR East uses AI models generated by the Digital & Data Innovation Center* (hereinafter referred to as "DICE"). A travel planning support service developed using Google and Google Cloud technologies, including "Gemini" We will begin a demonstration experiment of "JR East Travel Concierge" on July 29, 2024.

○"JR East Travel Concierge" uses chat-style dialogue with generative AI and the three functions as below, "spot suggestions", "information provision" and "itinerary generation", we can propose travel destinations and generate trip plan for customers through this web service.

○In this demonstration experiment, we will get feedback from users to target foreign visitors to Japan. We will obtain such feedbacks and verify their effectiveness, and use them to improve future services for foreign visitors to Japan.



(*)Digital & Data Innovation Center

For the purpose of promoting cross-sectional data utilization, generation AI utilization, and agile development of the JR East Group. New organization established in October 1, 2023

1. Overview of demonstration experiment

(1) Period

July 29, 2024 - October 31, 2024 (planned)

(2) Travel planning support service "JR East Travel Concierge"

• "JR East Travel Concierge" (hereinafter referred to as the "Service"), developed by DICE with the support of Google and in collaboration with Google Cloud, is a service that aims to provide a fulfilling travel experience in Japan. This is a free travel planning support service. This is a web service that utilizes generation AI to extract the context from chat-style interactions and generate travel destination suggestions and itineraries that meet the needs of travelers. Through conversation, we create new encounters with the charms of Japan for users.

- This service has three functions: “spot suggestion”, “information provision”, and “itinerary generation”.

We will suggest spots and services in Japan, including the JR East area.

- By providing this service targeting foreign visitors to Japan on a journey or while traveling, we will verify its effectiveness in a demonstration experiment.

(3) How to use this service and its functions

- You can start using it from the website below.

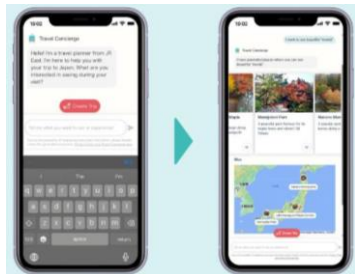
“JR East Travel Concierge” URL: <https://travel-ai-concierge.com>

① [Spot suggestion function] From a chat-style conversation with the generated AI, attractive spots that match the trip you are envisioning in Japan will be suggested. Even if you don't like any of the suggested spots, you can improve your suggestions through dialogue.

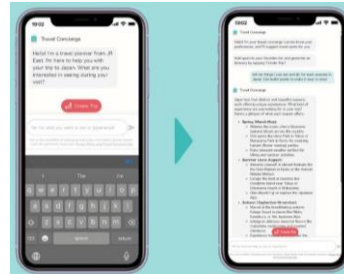
② [Information provision function] We will answer any questions or concerns users may have about traveling in Japan, such as regarding rules unique to Japan and Japanese culture.

③ [Itinerary generation function] You can generate a travel plan that includes the spots you want to visit from among the suggested spots.

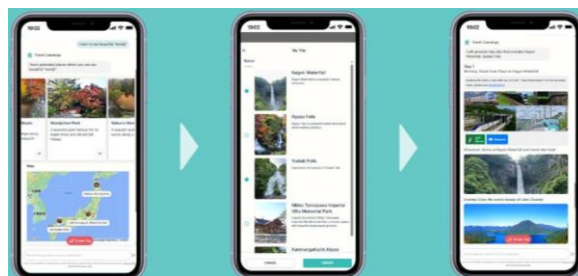
Three functions of this service



[Spot suggestion function]



[Information provision function]



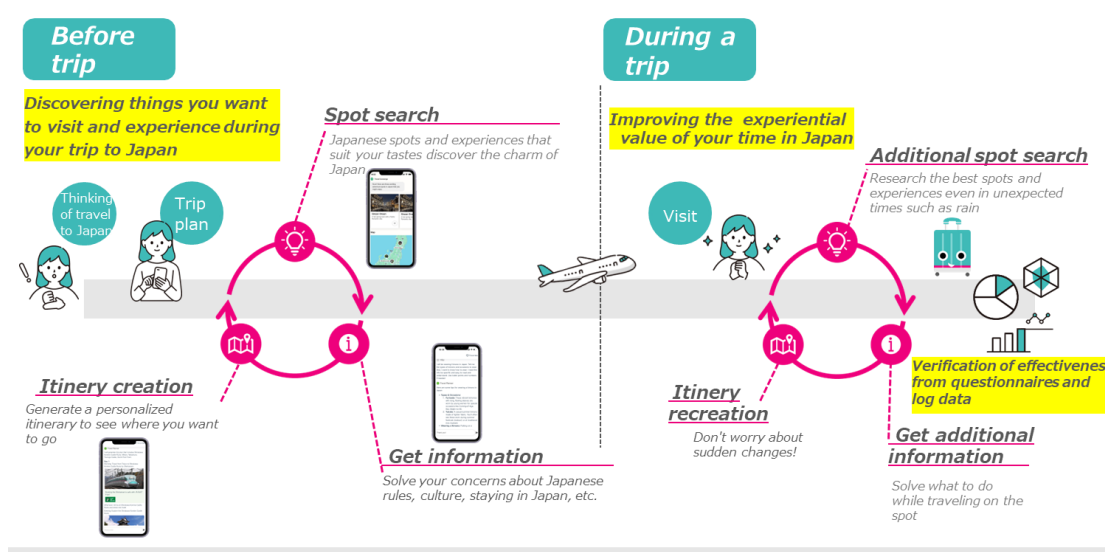
[Itinerary generation function]

(4) Verification of the effectiveness of this service

- In order to collect feedback from more foreign tourists visiting Japan and to verify the value of our services, we will be recruiting users through service information cards

distributed on the website and inside stations.

- We will verify the usage status of this service by foreign visitors to Japan during Tabi Mae/Tabi Naka, and their satisfaction with the spots and itineraries proposed by this service through surveys and log data.
- If customers have requests for additional functions to this service, or if there are inaccurate or inappropriate answers from the generated AI, we will ask them to give us feedback through a questionnaire.
- This service has been developed since February 2024 using agile development methods. During the demonstration experiment period, we aim to collect various points for improvement and use them for future improvements.



Customer journey

2. About the future

We aim for this service to function as a travel portal for foreign visitors to Japan. In addition, we will consider linking with other services and expanding information so that we can further increase the number of points of contact between foreign visitors to Japan and the JR East Group's areas and services.

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