

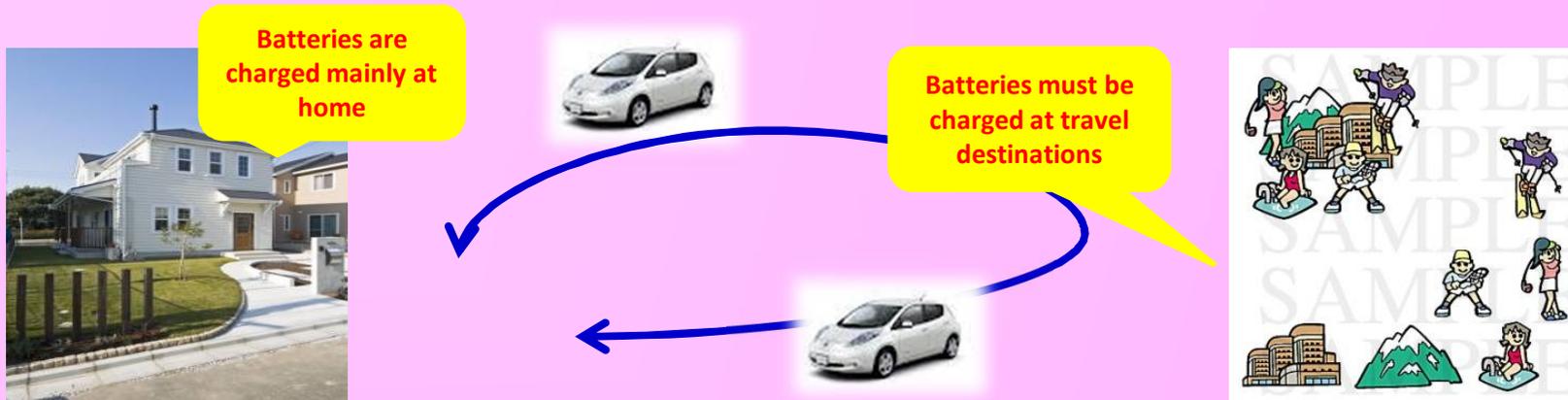
EV/PHV Town Symposium IN Goto Islands, Nagasaki

Feb 7th to Feb 8th 2013

**JTB Corporate Sales Inc.
Sales Promotion Department**

**Producer of Environment Market
Takayuki Kuroiwa**

Why should charging stations be equipped at travel destinations ?



Homes and travel destinations are the main places to recharge EV • PHV.

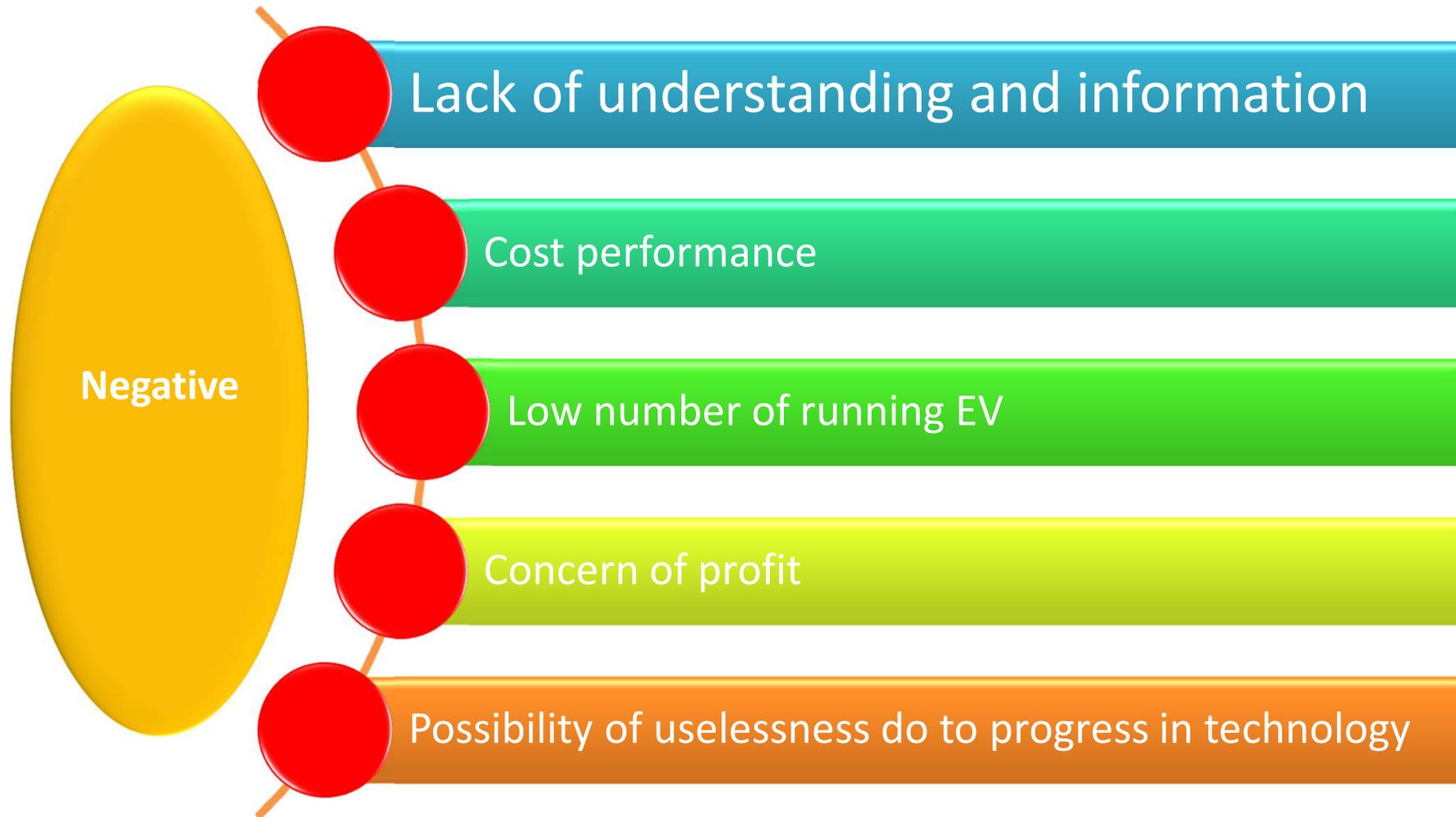
This is because recharging these two vehicles takes time: more than an hour for additional charging, and 2 to 4 hours when charged at travel destinations. Also, PHV runs by gas during low battery, which makes recharging unnecessary on the way.

Therefore, charging stations should be located in a place not just for recharging, but more importantly a place to spend a meaningful time. The point is,

Hotels, the most typical travel destination, should be equipped!

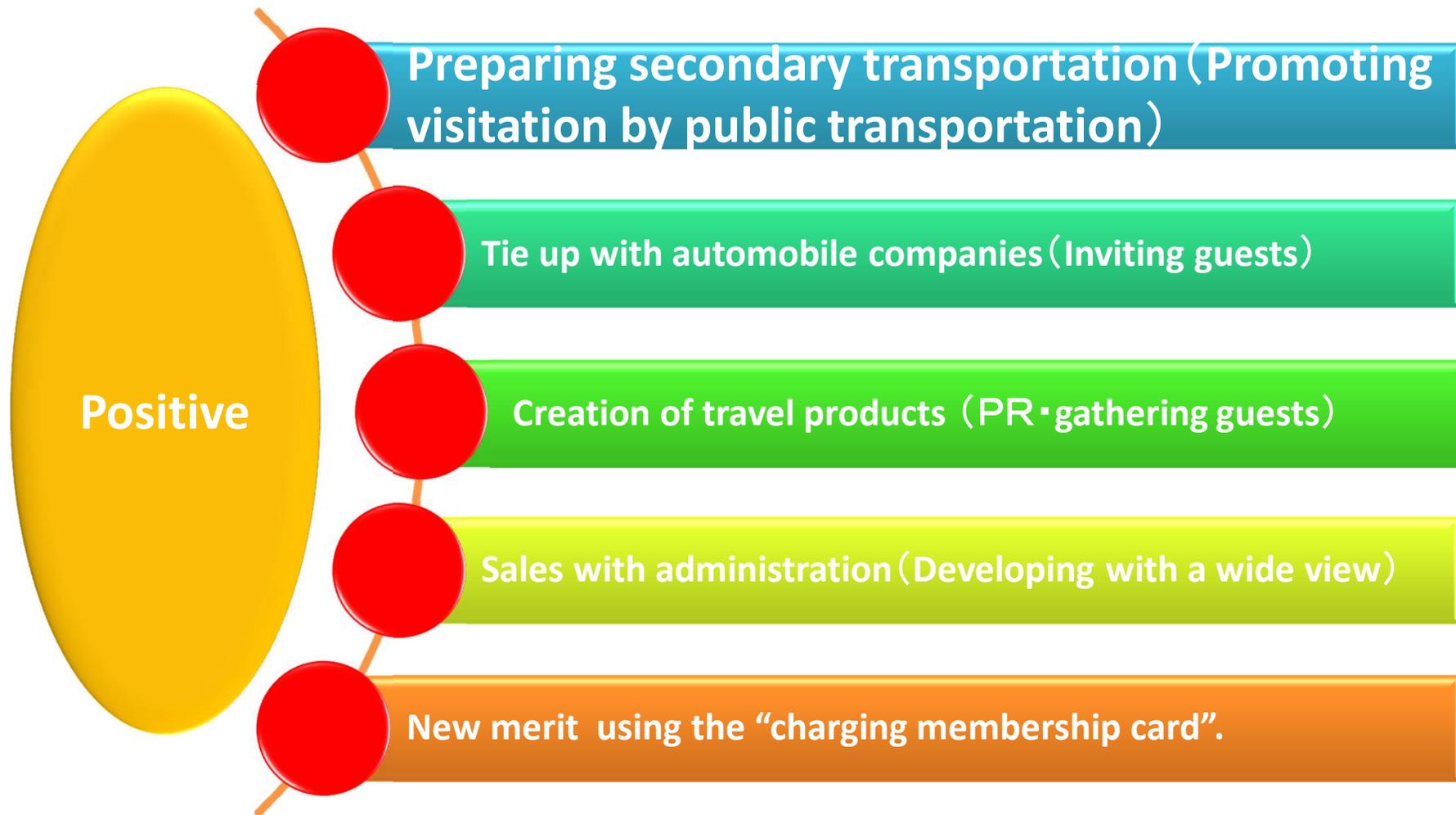
It is inevitable for JTB to build a travel friendly environment for EV owners by equipping charging stations and constructing network, since we have strong bonds with destinations such as tourist attractions, souvenir shops, golf clubs and hotels.

Obstacles for Charging Station set up



Indication of concrete merit is needed. For example, solving problems such as secondary transportations, defusing heavy traffic, and creating new clients. And developing in a wider angle strategically, not only by individual institutions, but view points of regions.

Offering concrete merits



Making a new mechanism which gives direct merit to the places and regions where charging stands are equipped. Mechanism which every player wins, must come before everything.

Preparing secondary transportation (Problem Solving)

EV mobility tourism reinvigorating project

Introducing EV



Developing ECO travel items for EV tourism

- Branding a clean and eco friendly area
- Activating movement within regions, by increasing convenience of secondary transportation
- Monthly cost reduction and distributing new service for partners.

Equipping charging stands



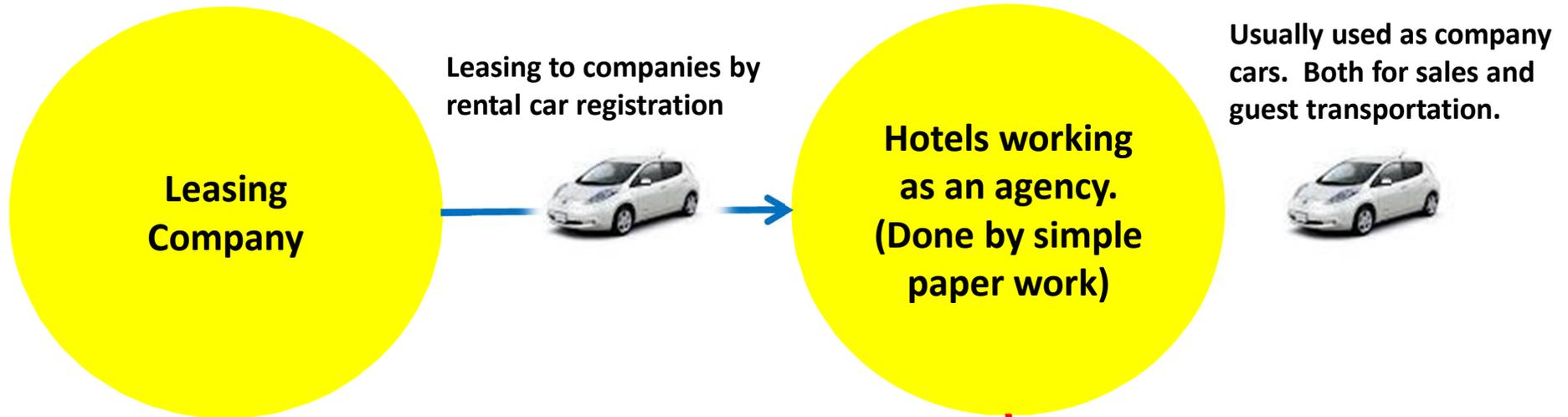
Charging confirmation membership card



Supporting PR



Preparing secondary transportation (Problem Solving)



item	i-MiEV	Gasoline running car
Leasing fee	¥ 55,000	¥ 30,000
Fuel fee	¥ 3,000	¥ 15,000
total	¥ 58,000	¥ 45,000
	¥ 58,000 - ¥ 45,000 = ¥ 13,000 @ ¥ 3,000 × 5times = ¥ 15,000 ※Cost will be collected if rented out 5 times a month	

Travel within the area will activate, if the mobility of guests arriving by public means of transportation is secured!

Preparing secondary transportation (Problem Solving)

Renting cheap and free scheduled transportation

Easier than bus, cheaper than taxi

Client merit

Partner merit

Gasoline running → EV
Environment Friendly CSR

Increasing client satisfaction by securing secondary transportation

Region Merit

Contributing to low carbon!! Defusing heavy traffic by promoting public means of transportation.

Practical use of foreign capital

PR of charging spot information in JTB HP, supported by administration.



Automobile company campaign and Accommodation present campaign for users



Making guidebooks under the budget of charger companies, and system engineering companies.



Practical PR use of popular SNS sites, under JTB's budget.

New merit by practical use of charging membership card

Points will be added when shopping in more than 1000 web sites

ポイントモール
Powered by SYMONS

おでかけCard

メニュー おでかけCardトップ ポイントをためる ポイントを使う Q&A お問合せ

初めての方はこちら
おでかけCard
ポイントモールとは？

キャンペーン情報

私が読書でためているのは
知識だけじゃないのです
本の福袋
プレゼントキャンペーン
サイモンズブックストア

ショップを検索 検索
人気検索ワード オルビス セノン ヘルメゾンネット DHC Yahoo!ショッピング

新着ショップ

1/17	30秒でつくる陶器肌	【シルキーカバーオイルブロック】(コスメ) 初回商品購入で1000pt
1/17	ご当地地産倶楽部(飲料)	初回購入で500pt
1/17	生酵素と消臭力の お肌薬	置き染美人(コスメ) 初回購入で1600pt
1/17	CMサイト	CMサイト(会員登録) 会員登録後、CM視聴で30pt
1/16	3月24日迄! サンスター リングルエッセンス無料モニター (コスメ)	無料モニターで20pt

季節のオススメ

SETAN 【伊勢丹】「ファッションの伊勢丹」オンラインショッピング

SATSUKUSHI 季節のご挨拶ちよっとしたお祝いまでご趣が盛りだくさんごギフト。

APITA 名古屋を中心の総合スーパー「アピタ」のオンラインショッピングサイト

Kintetsu 特選ブランドの味、スイーツセレクト、だわりの銘酒、特選洋食器など

ギフト、スイーツ、コスメなど、丸丸WEBショッピング

キャンペーン情報

Beneficial points will be added by consuming certain goods or services

New merit by practical use of charging membership card

living



Using points

Travelling

Saving or gaining points

