

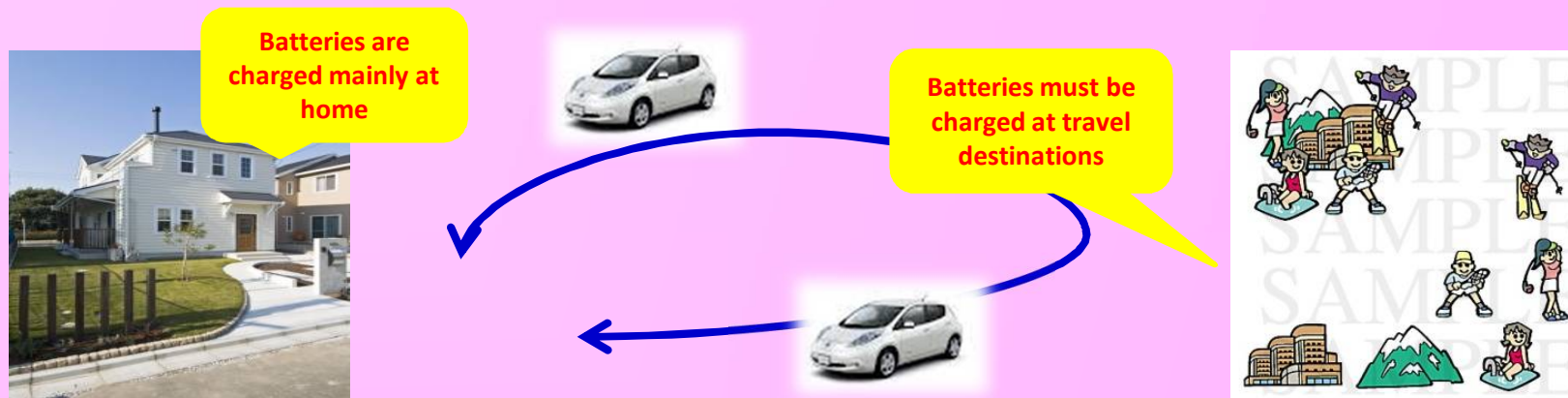
EV/PHV Town Symposium IN Goto Islands, Nagasaki

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.

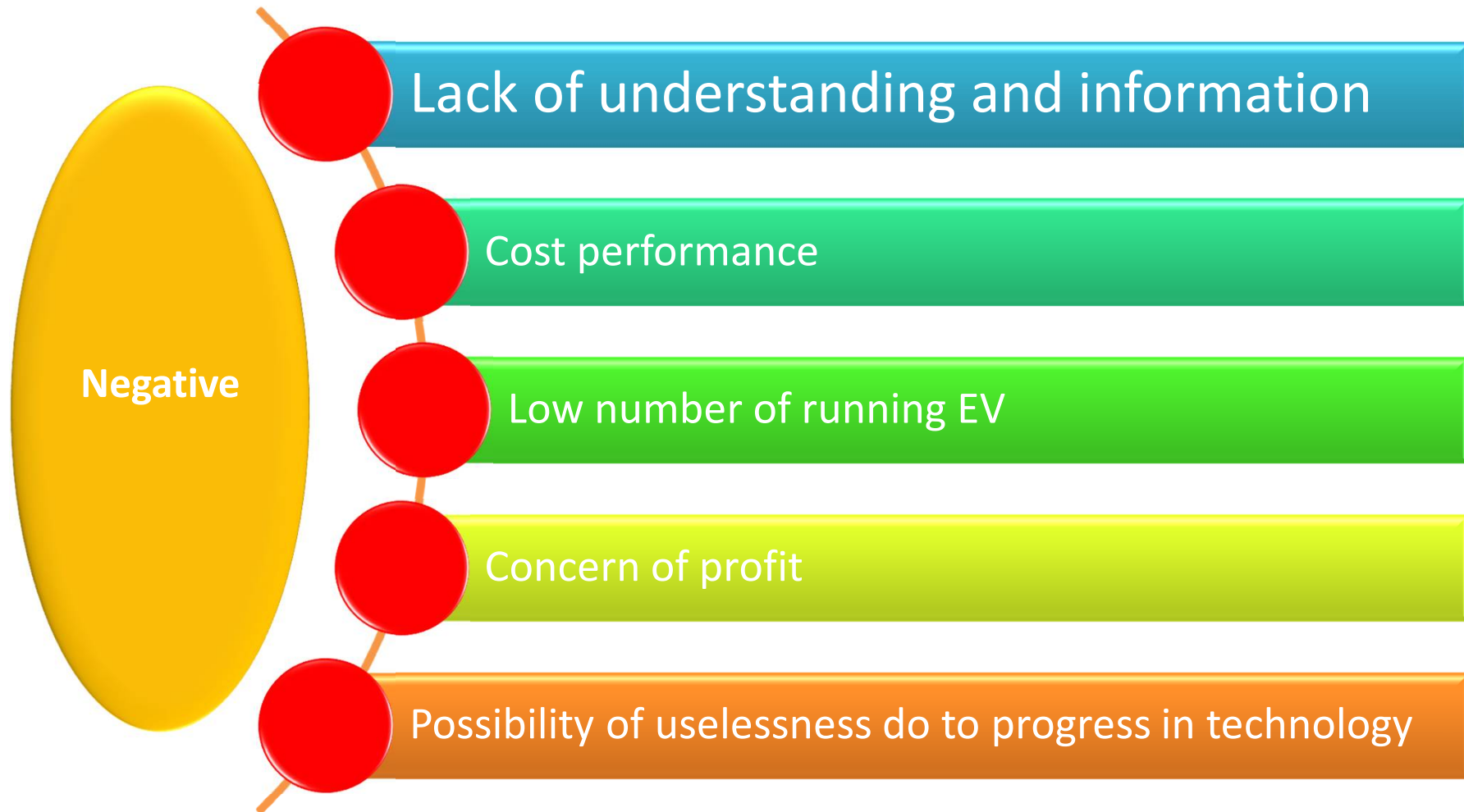
This is because recharging these two vehicles takes time: more than an hour for additional charging, and 2 to 4 hours when charged at travel destinations. Also, PHV runs by gas during low battery, which makes recharging unnecessary on the way.

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!

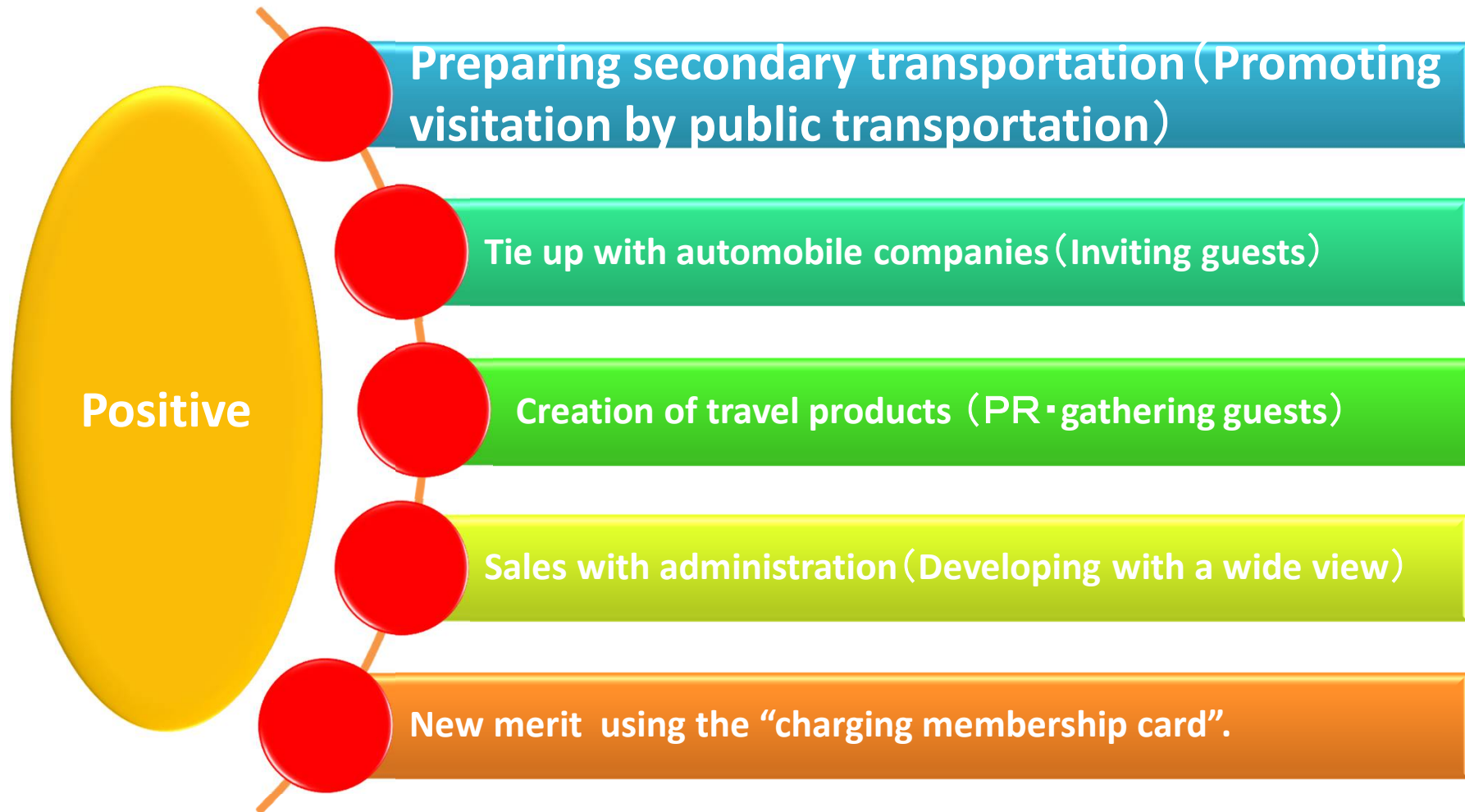
It is inevitable for JTB to build a travel friendly environment for EV owners by equipping charging stations and constructing network, since we have strong bonds with destinations such as tourist attractions, souvenir shops, golf clubs and hotels.

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

Equipping
charging
stands



- 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.

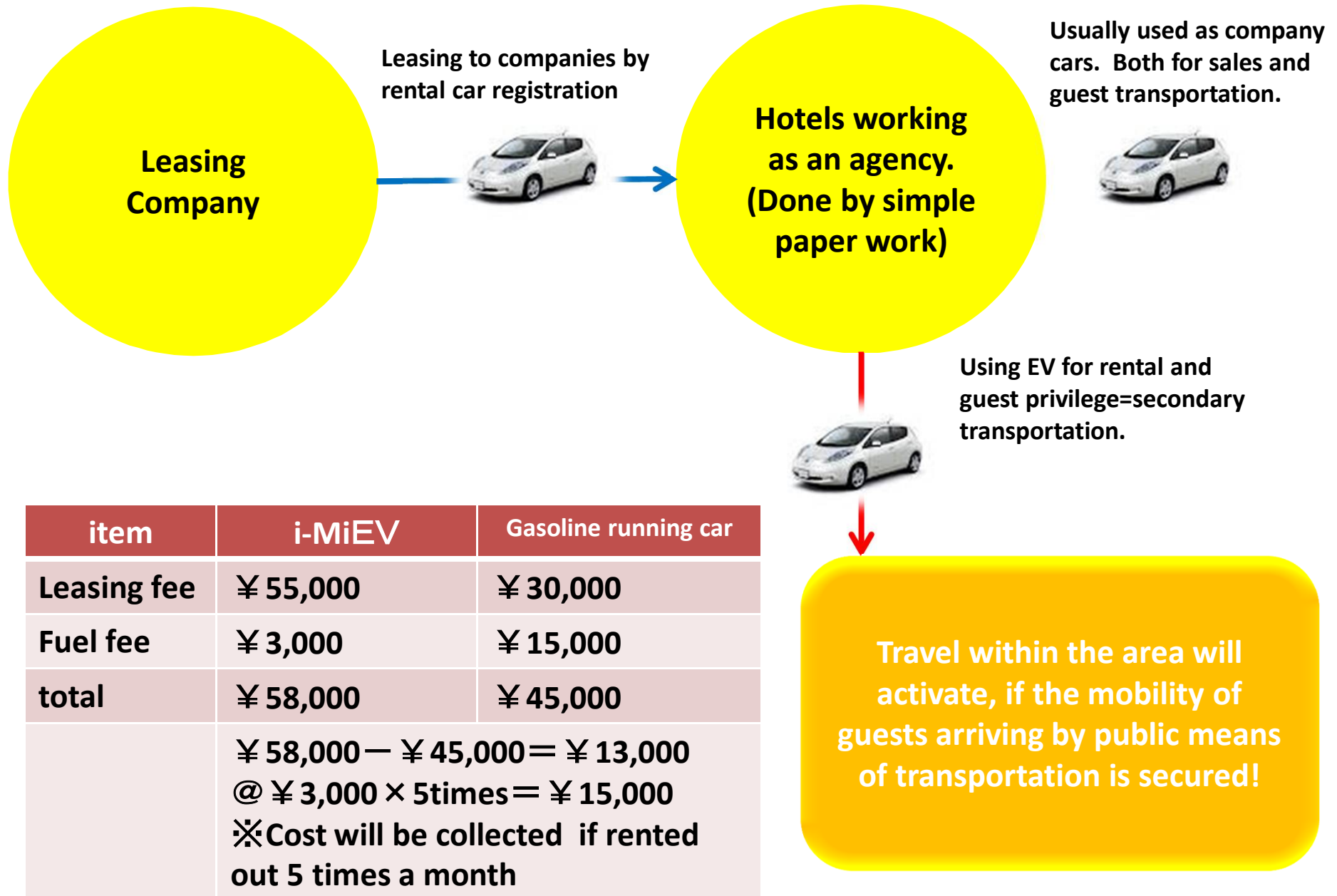
Charging
confirmation
membership
card



Supporting PR



Preparing secondary transportation (Problem Solving)



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

おでかけCard ポイントモール Powered by SYMONS

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 お問い合わせ

初めての方はこちら
おでかけCard
ポイントモールとは?

カテゴリー別

- + デパート・総合通販
- + 食品・飲料
- + 家電・パソコン
- + 電話・通信
- + ファッション
- + ベビー・キッズ
- + 美容・健康
- + 書籍・新聞
- + 趣味・スポーツ・写真
- + 不動産
- + インテリア・生活雑貨
- + 車・交通
- + マネー

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
サイモンズポイントがたまる送料無料のオンラインストア
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 セゾン ベルメゾンネット DHD 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	ご当地お茶 本場シリーズ	ご当地お茶倶楽部(飲料) 初回購入で500pt
1/17	生酵素と消臭感のお肌薬	置き薬美人(コスメ) 初回購入で1600pt
1/17	CMサイト	CMサ-介(会員登録) 会員登録後、CM視聴で90pt
1/16	サンスター リンクルエッセンス無料モニター	3月24日迄! サンスター リンクルエッセンス無料モニター(コスメ) 無料モニターで20pt

キャンペーン情報

季節のオススメ

- 【伊勢丹】「ファッションの伊勢丹」オンラインショッピング
- 季節のご挨拶とちょっとしたお祝いまで、趣が通ります。ごきげん。
- 名古屋を中心とした総合スーパー「アピタ」のオンラインショッピングサイト
- 特選ブランドの味、スイーツセレクト、こだわりの銘酒、特選洋食器など
- ギフト、スイーツ、コスメなど、丸WEBショッピング

Beneficial points will be added by consuming certain goods or services

New merit by practical use of charging membership card

living



Saving or
gaining
points



Using
points

Travelling

