NEWS RELEASE

March 7, 2017

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**Stayers from Germany increased by 80 %. Reinforce preparation
to have more people from Europe visit Koyasan**

Newly issue pamphlets "World Heritage Koyasan" in Germany & Spanish

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Nankai Electric Railway Co., Ltd. (CEO: Achikita Teruhiko) is raising as one of the basic policies, "Promotion of Tourist-Inbound Business" in its Medium-Term Management Plan, "Shinten 133 Plan" and has been taking various kinds of measures to foster it.

We have issued the pamphlet in 6 languages, including English and French. At this time, we newly issue pamphlets in Germany and Spanish, and distribute them.

Koyasan is known as a spot where visitors can experience traditional Japanese cultures like temple lodging and vegetarian cuisine and many travelers from Europe pay a visit there. Especially, the number of visitors from Germany is increasing rapidly. In 2016, the number increased by 80%, compared with the previous year. Furthermore, we received more questions from Spain about temple lodging and the access. We consider this measure to be a good chance to enhance the satisfactions of the visitors and the international recognitions.

The detail is as follows.

 The overview of the pamphlet "World Heritage Koyasan" in Germany and Spanish

1. Inception date of distribution
   March 9, 2017

2. Place of distribution
   NAMBA Sta. SHIN-IMAMIYA Sta. KKANSAI-AIRPORT Sta. KOYASAN Sta.

3. Size and Pages
   A4 size, 4 pages

4. Contents
   In addition to a map in Koyasan and places to visit, information
   about the access to Koyasan is included.

5. Languages (except Germany and French)
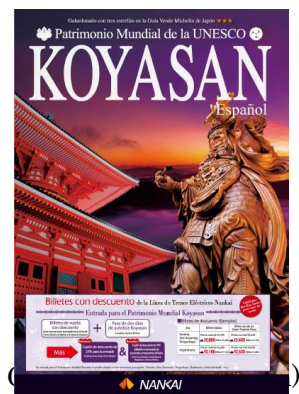   Japanese, English, French, Korean, Chinese (Traditional & Simplified)

〈Reference〉

Number of people who stay in Koyasan（Estimated figure）		
Germany	5,500 people	（yr/yr <u>182.0%</u>）
Spain	3,500 people	（yr/yr 109.5%）
All over the world	75,000 people	（yr/yr 136.7%）
	The source: Koya-cho	

※The design of each language is sar