

**JR KYUSHU IR DAY 2022**

# **City-Building in the Nagasaki Area**

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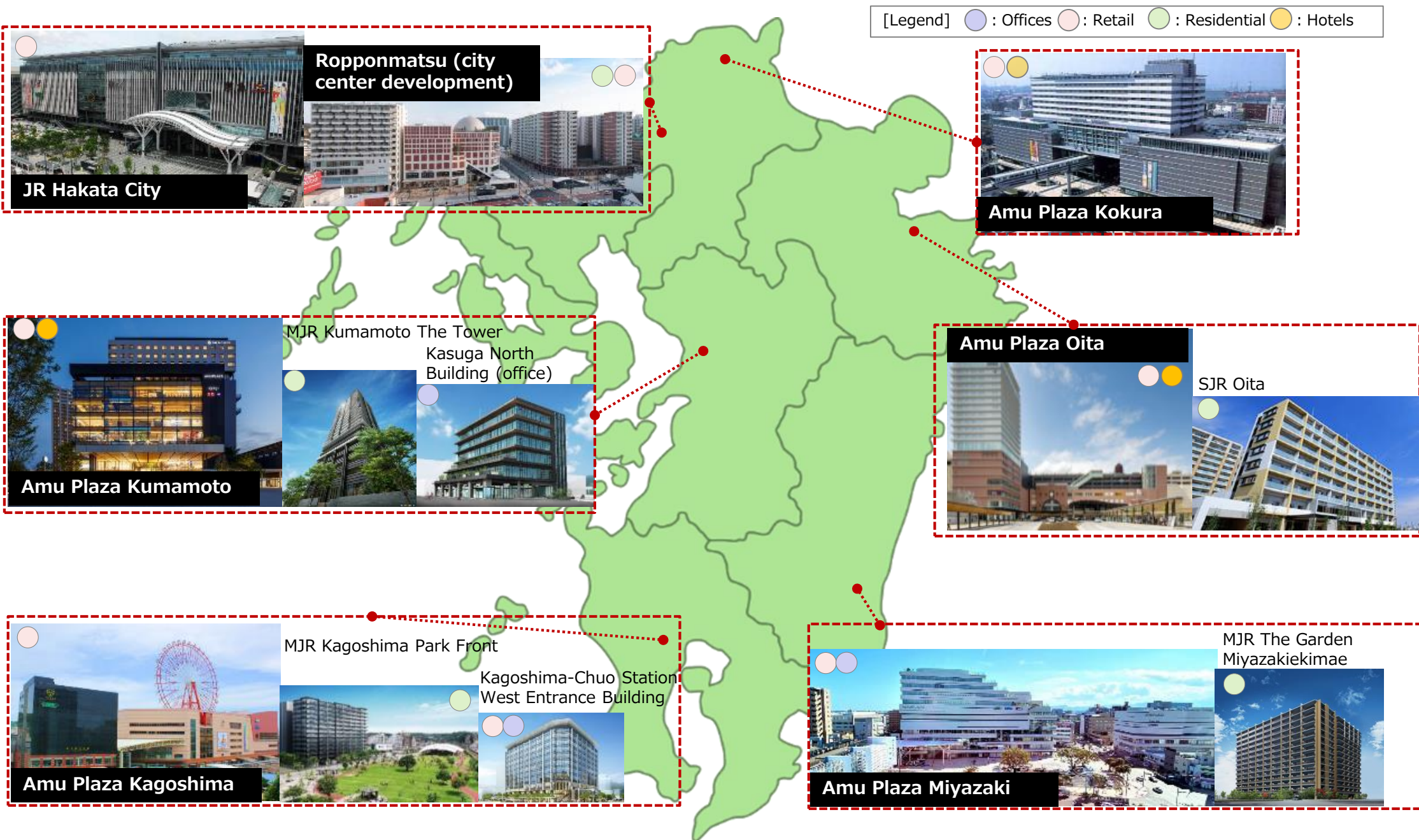
November 29, 2022

KYUSHU RAILWAY COMPANY

Director and Managing Corporate Officer,  
Director General of Business Development Headquarters

**Toshihiro Mori**

# City-Building Where People Want to Live, Work and Visit



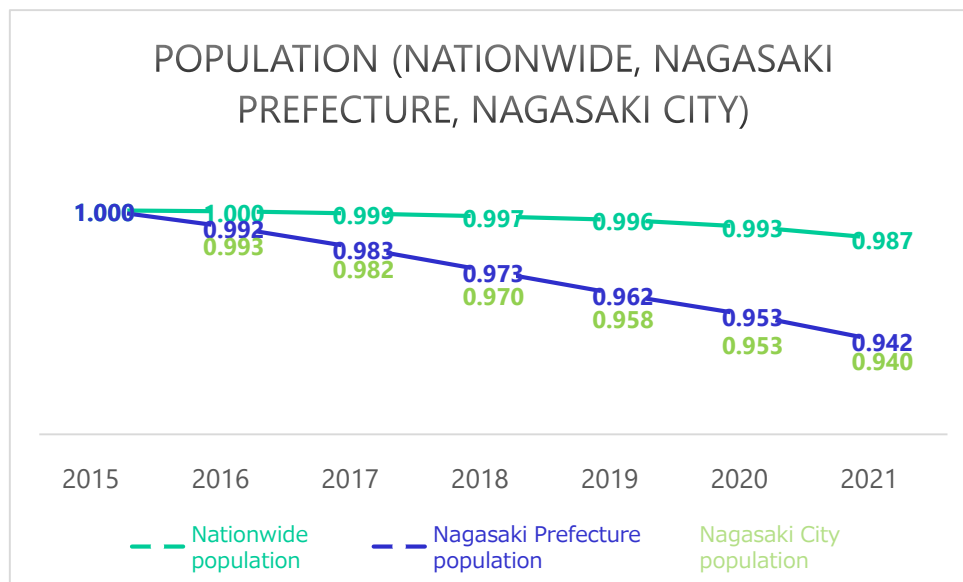
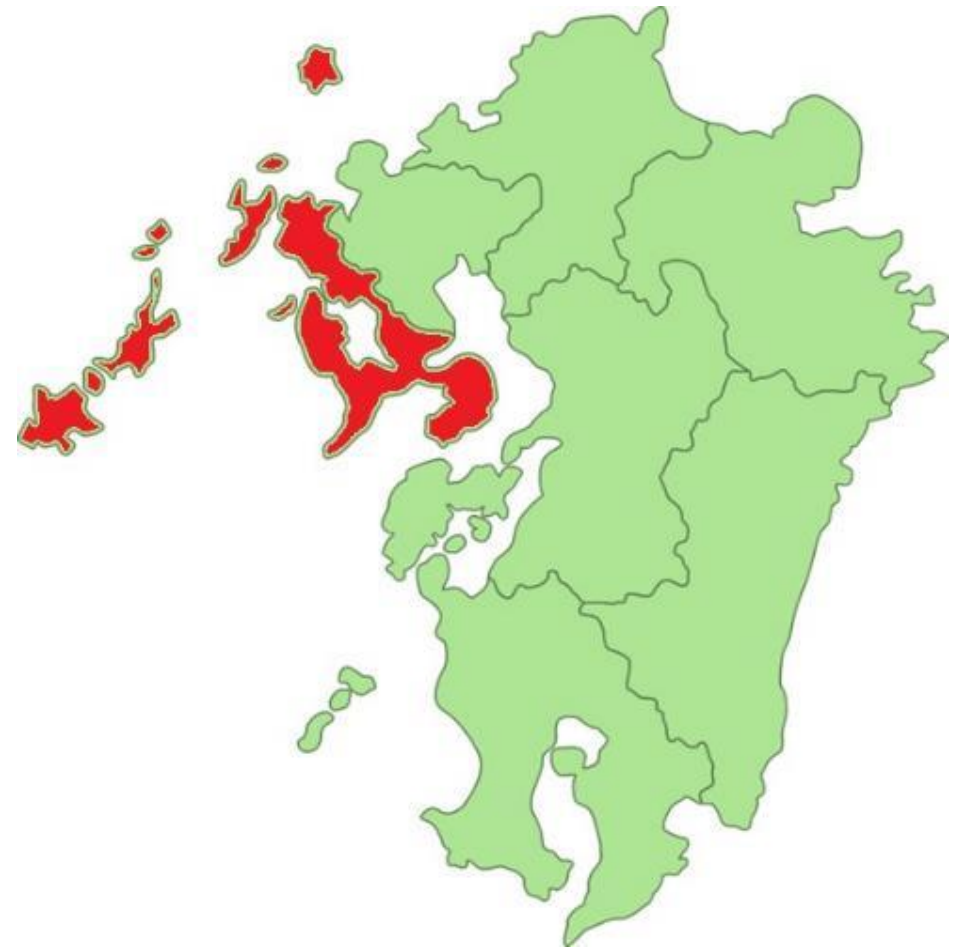
# Outline of Nagasaki

	Area (km <sup>2</sup> )
Kagoshima Pre.	9,186
Miyazaki Pre.	7,735
Kumamoto Pre.	7,409
Oita Pre.	6,341
Fukuoka Pre.	4,987
Nagasaki Pre.	4,131
Saga Pre.	2,441

Source: Japan in Figures 2022 (MIAC Statistics Bureau)

	Population (thousands) 2020	Change in population (%) 2015-2020
Fukuoka Pre.	5,135	0.7
Kumamoto Pre.	1,738	(2.7)
Kagoshima Pre.	1,588	(3.6)
Nagasaki Pre.	1,312	(4.7)
Oita Pre.	1,124	(3.6)
Miyazaki Pre.	1,070	(3.1)
Saga Pre.	811	(2.6)

Source: Japan in Figures 2022 (MIAC Statistics Bureau)



Source: Population Estimates (MIAC Statistics Bureau), Population Movement Survey (Nagasaki Prefecture), Population Estimates by Age and Gender Based on Population Census Results (Nagasaki City)

**Largest rate of population decline in Kyushu  
Leading entire nation in population decline**

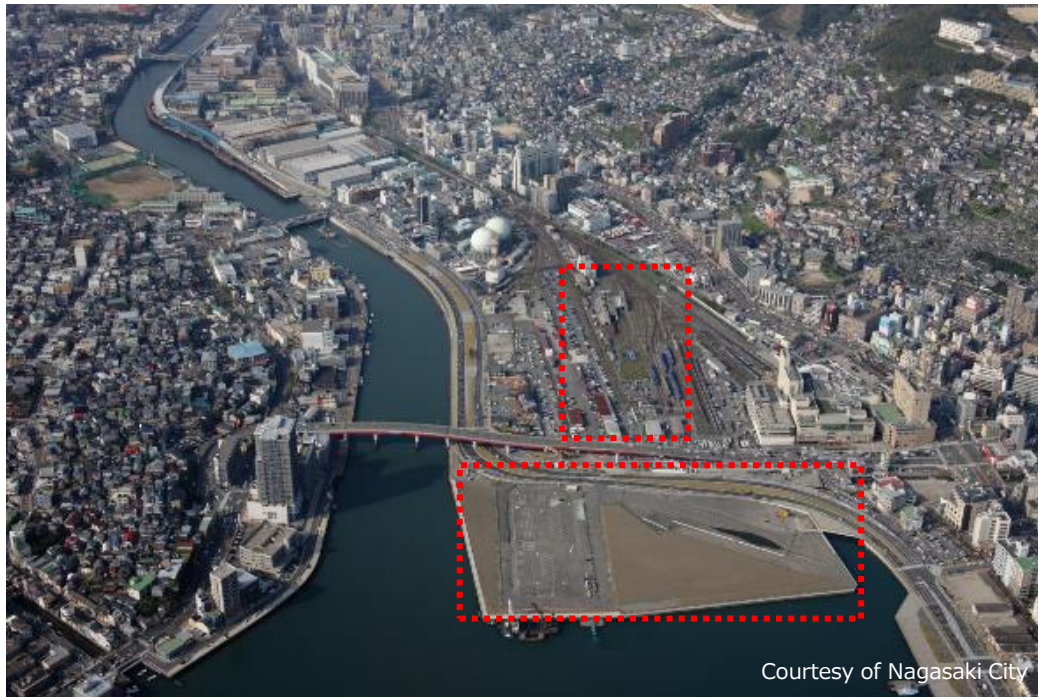
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# **Changes in Areas Around Nagasaki Station**



# Changes Around Nagasaki Station

Aerial photo taken in 2009



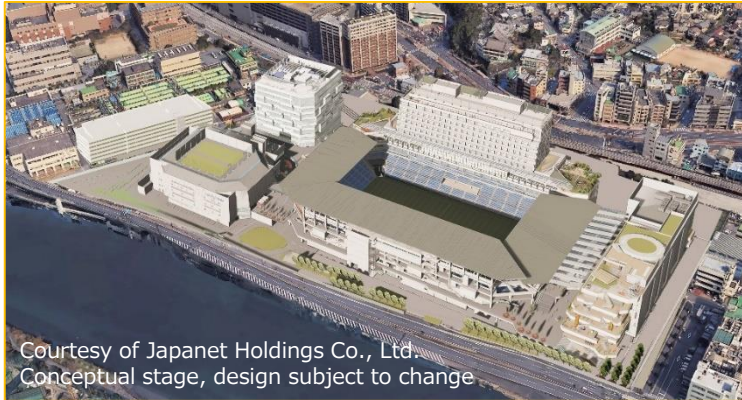
Aerial photo taken in 2019





# Changes Around Nagasaki Station

Nagasaki Stadium City planned to open in 2024



Nishi-Kyushu Shinkansen opened on September 23, 2022



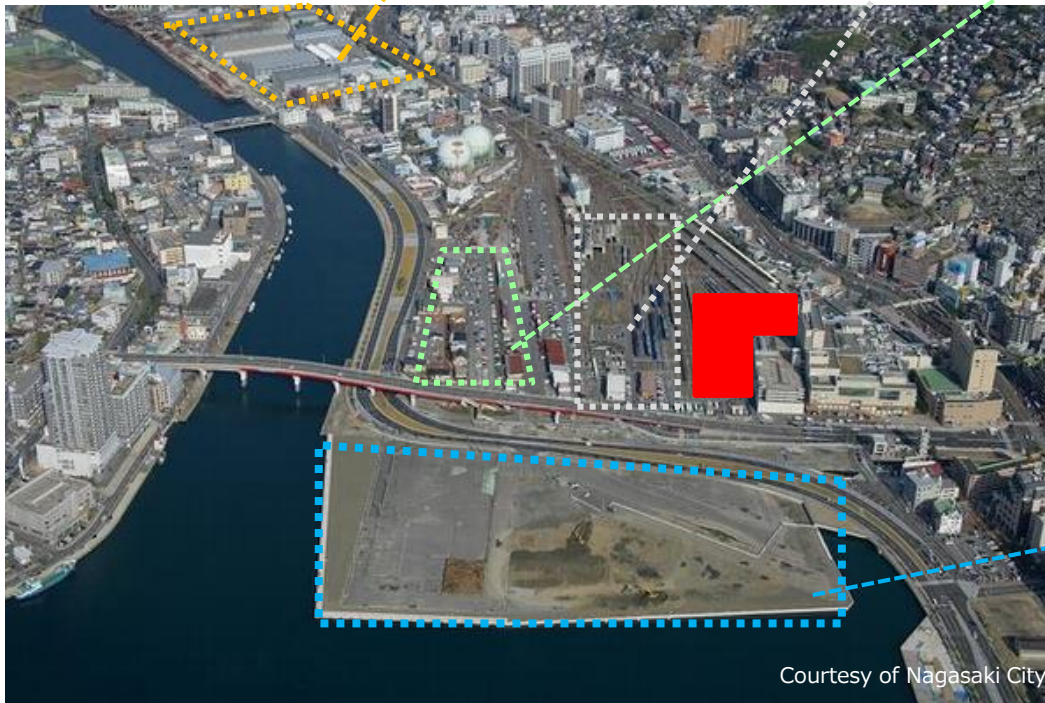
Move of Nagasaki Police Department in 2020



MICE facility opened in 2021



Move of Nagasaki Prefecture's government building in 2018



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# **New Nagasaki Station Building**

## **Fall 2023 Opening**



**JR Kyushu Group Aims to  
Build Cities Where People  
Want to Live, Work and Visit**



# New Nagasaki Station Building

## Building Cities Where People Want to Live, Work and Visit



## Complex building as a new landmark in Nagasaki





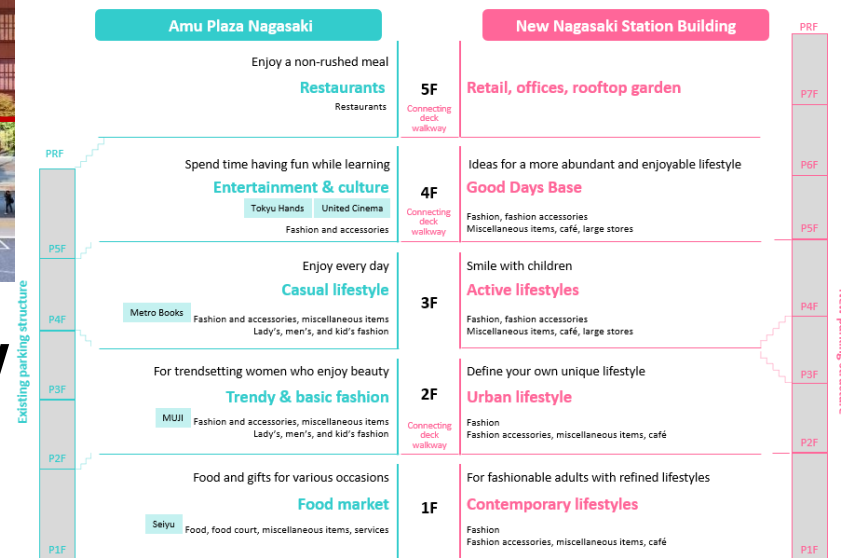
# New Nagasaki Station Building (Retail)

## Building Cities Where People Want to Live, Work and Visit



Attractive retail center with customer draw

### BLOCK PLAN



※The plan is subject to change

# New Nagasaki Station Building (Hotel)

## Building Cities Where People Want to Live, Work and Visit

**Opening in early 2024**

[New hotel] Floors 7-13



**Partnership with Marriott  
International  
High-hospitality hotel for the  
world's wealthy**





# New Nagasaki Station Building (Office)

## Building Cities Where People Want to Live, Work and Visit

**Garden × Office**

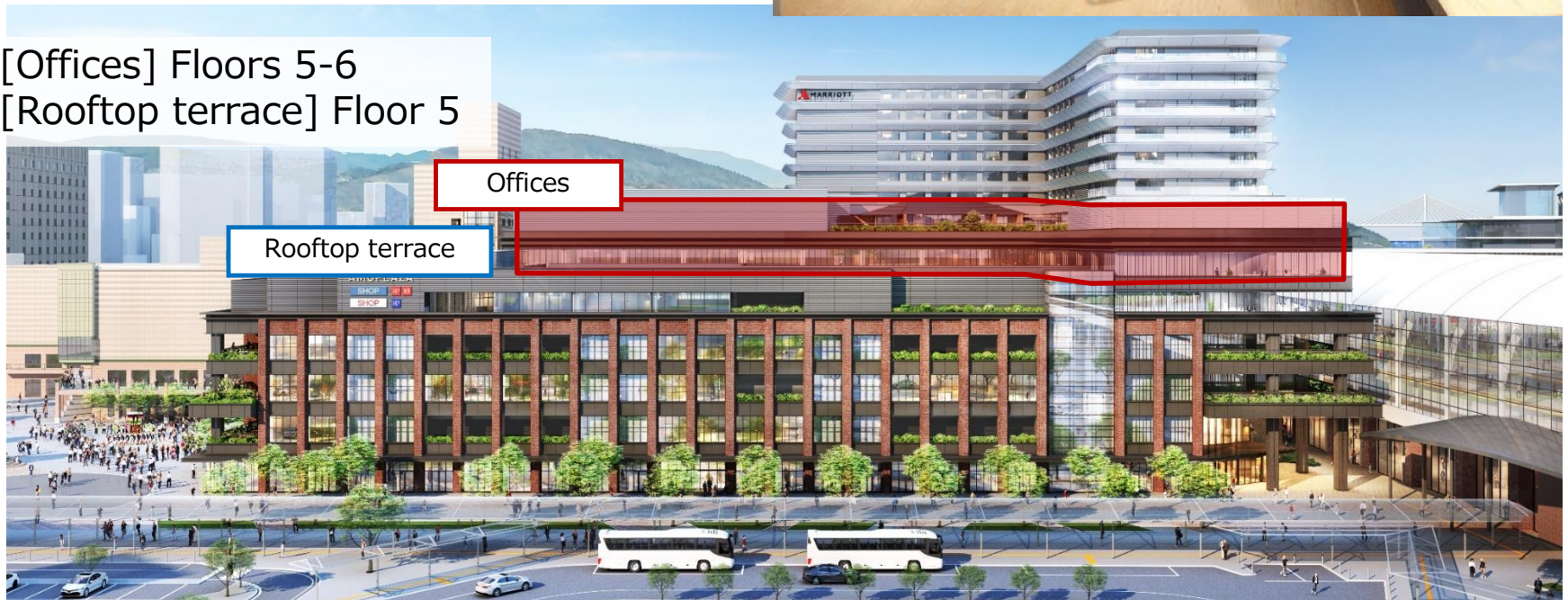
## **Green Work Place**

One of region's largest floor areas  
(approx. 1,000 tsubo)

Attractive office space for companies  
setting up new offices in Nagasaki



[Offices] Floors 5-6  
[Rooftop terrace] Floor 5

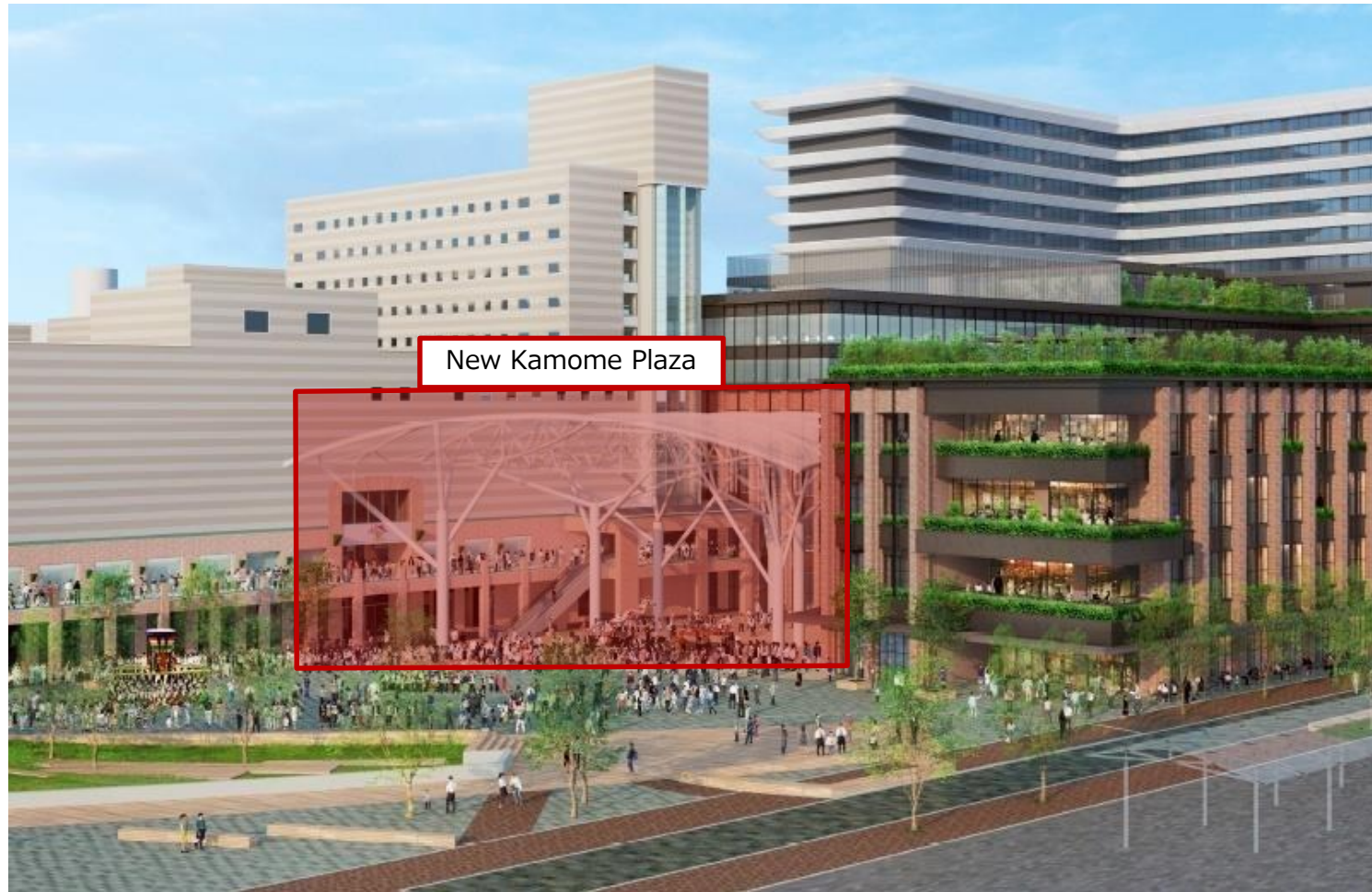




# New Nagasaki Station Building (Kamome Plaza)

## Building Cities Where People Want to Live, Work and Visit

### Busy plaza near the train station

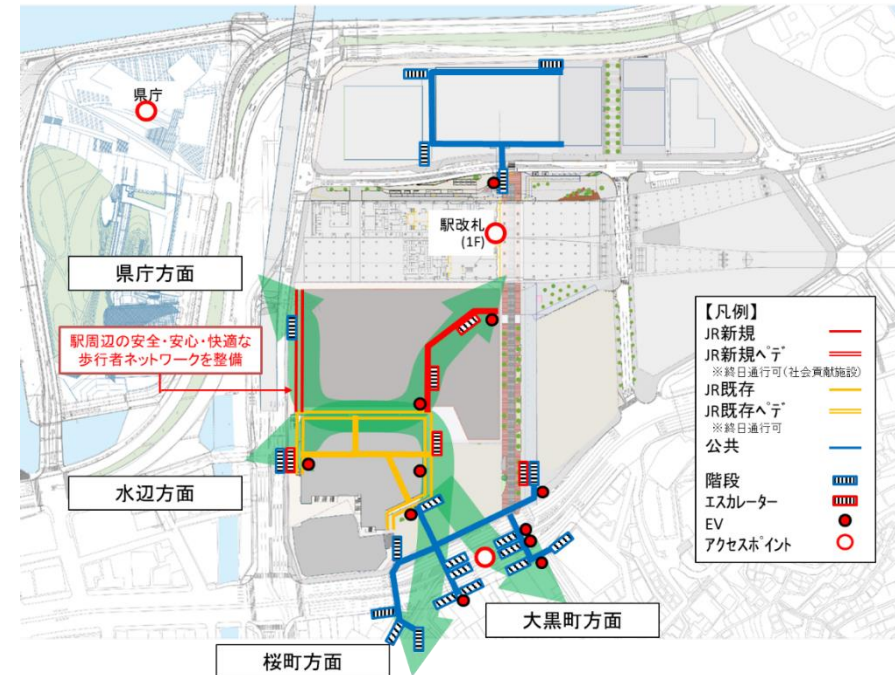


# City-Building in Collaboration with Regions

## Collaborative city-building agreement with Nagasaki City

- 1) Create a platform for bustling community interaction
- 2) Create nodes for various means of transportation
- 3) Create communities in collaboration with neighboring regions
- 4) Create beautiful city landscapes unique to Nagasaki
- 5) Create safe and secure communities

Pedestrian Flow Network Map (2<sup>nd</sup> Floor Level)



## Establishment of Committee to Promote City-Building Around Nagasaki Station (May 9, 2022)

Members: Committee for City-Building Near Nagasaki Station ,  
Association of Retail Stores Near Nagasaki Station ,  
Nagasaki International Tourism and Convention Association,  
Premier New Nagasaki Co., Ltd. Hotel New Nagasaki, Matsufuji Shoji Co., Ltd. ,  
Nagasaki Broadcasting Company, JR Nagasaki City Co., Ltd.



# Building Cities Where People Want to Live, Work and Visit



Property name	Units	Date built
MJR Urakami Green & Towers	78	2012/2
MJR Dejima Bayside Tower	52	2013/2
MJR Urakami Precious Garden	116	2014/12
MJR Manzaimachi	89	2015/8
RJR Precia Miyoshimachi	60	2008/11
RJR Precia Urakami Station South	130	2023/2

## RJR Precia Urakami Station South

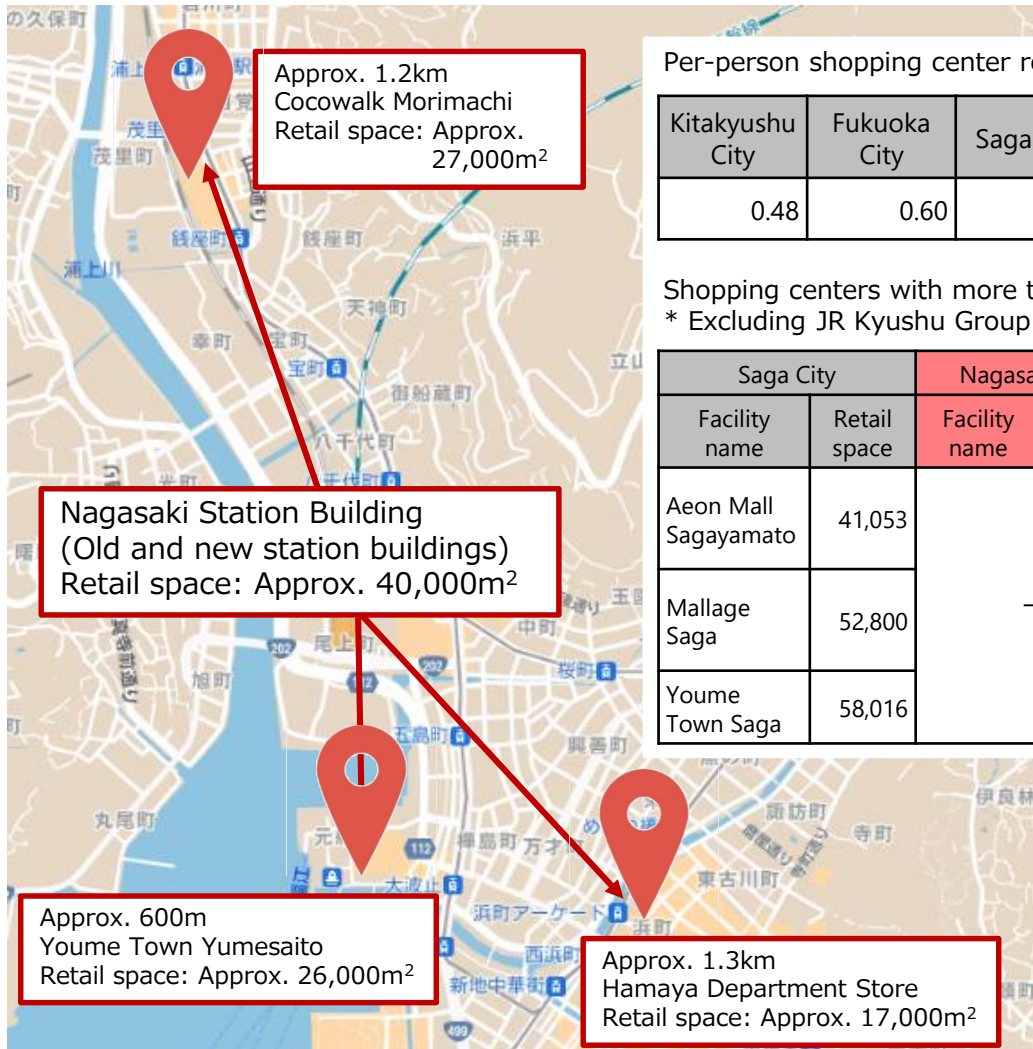




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# Potential of Nagasaki

# Potential (Retail)



Per-person shopping center retail space in major cities of Kyushu

Kitakyushu City	Fukuoka City	Saga City	Nagasaki City	Kumamoto City	Oita City	Miyazaki City	Kagoshima City
0.48	0.60	0.76	0.38	0.48	0.65	0.55	0.52

Shopping centers with more than 30,000 m<sup>2</sup> of retail space

\* Excluding JR Kyushu Group facilities, Fukuoka City, Kitakyushu City

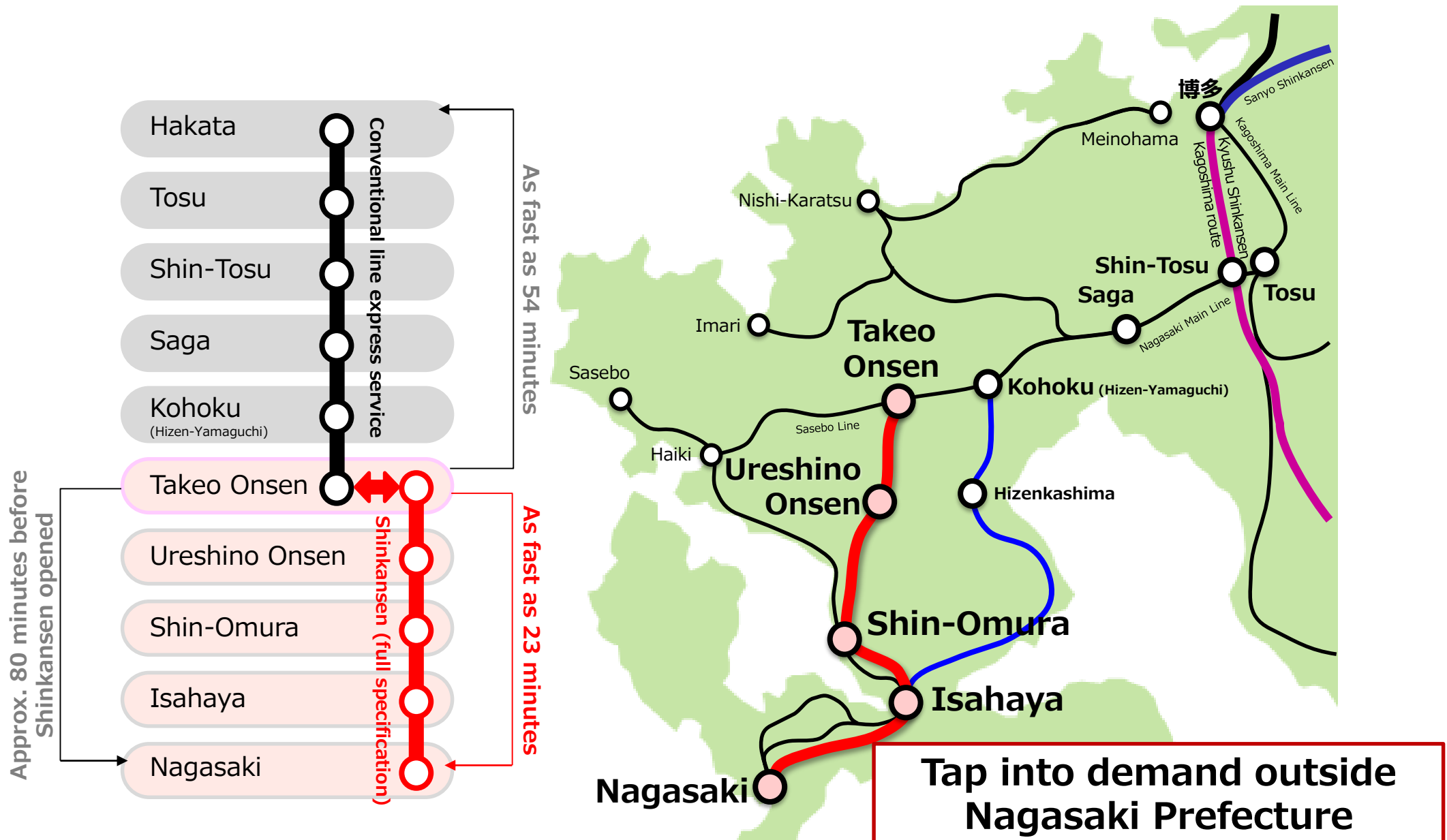
Saga City		Nagasaki City		Kumamoto City		Oita City		Miyazaki City		Kagoshima City	
Facility name	Retail space	Facility name	Retail space	Facility name	Retail space	Facility name	Retail space	Facility name	Retail space	Facility name	Retail space
Aeon Mall Sagayamato	41,053	—		Tsuruya Department Store	76,592	TOKIWA Wasada Town	65,567	Miyako City	32,000	Aeon Mall Kagoshima	78,000
Mallage Saga	52,800			Youme Town Hamasen	44,264	Park Place Oita	117,437	Aeon Mall Miyazaki	84,000		
Youme Town Saga	58,016										

Source: JR Kyushu, based on data from Japan Council of Shopping Centers' Nationwide List of Shopping Centers, websites of local governments

**Room for more retail facilities**  
**One of region's largest retail facilities**

Created based on Google Maps

# Potential (Retail)





# Potential (Tourism)

Port calls by cruise ships operated by foreign and Japanese companies

2015		2016		2017		2018		2019	
Port name	Times	Port name	Times	Port name	Times	Port name	Times	Port name	Times
Hakata	259	Hakata	328	Hakata	326	Hakata	279	Naha	260
Nagasaki	131	Nagasaki	197	Nagasaki	267	Naha	243	Hakata	229
Yokohama	125	Naha	193	Naha	224	Nagasaki	220	Yokohama	188
Naha	115	Yokohama	127	Yokohama	178	Yokohama	168	Nagasaki	183
Kobe	97	Kobe	104	Ishigaki	132	Hirara	143	Ishigaki	148

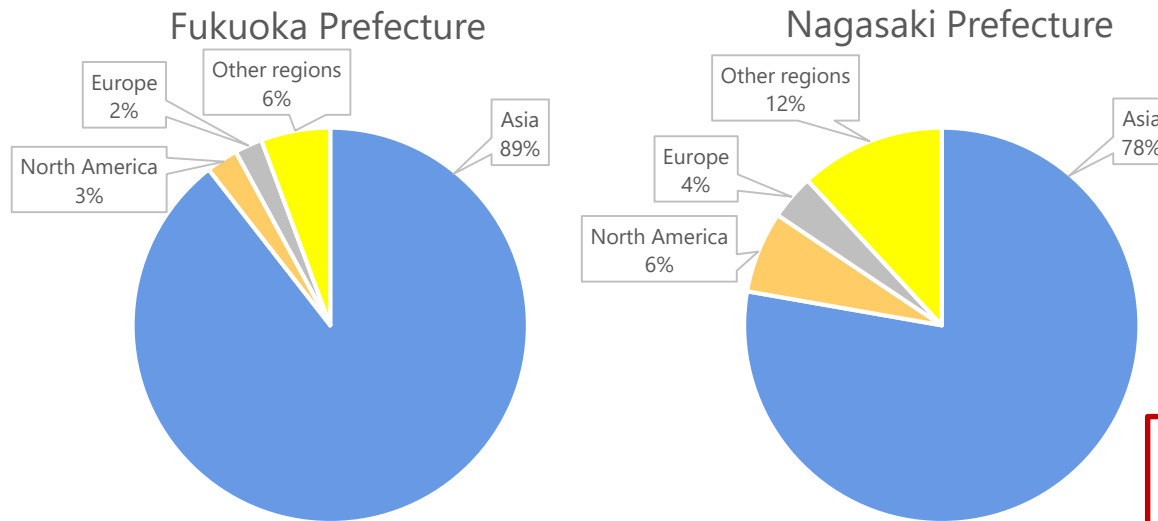
Source: Number of Cruise Ship Passengers Visiting Japan and Port Calls by Cruise Ships in Japan in 2019  
(Ministry of Land, Infrastructure and Transport)



Photo courtesy of Nagasaki Prefecture Convention and Tourism Association

Permission to use photo received from Roman Catholic Archdiocese of Nagasaki

Ratio of Visitors by Foreign Country in 2019



Source: Overnight Travel Statistics Survey (2019) (Ministry of Land, Infrastructure and Transport)



Photo courtesy of Nagasaki Prefecture Convention and Tourism Association

**Draw in more wealthy tourists from Asia, Europe, and the U.S. with unique culture and reputation**

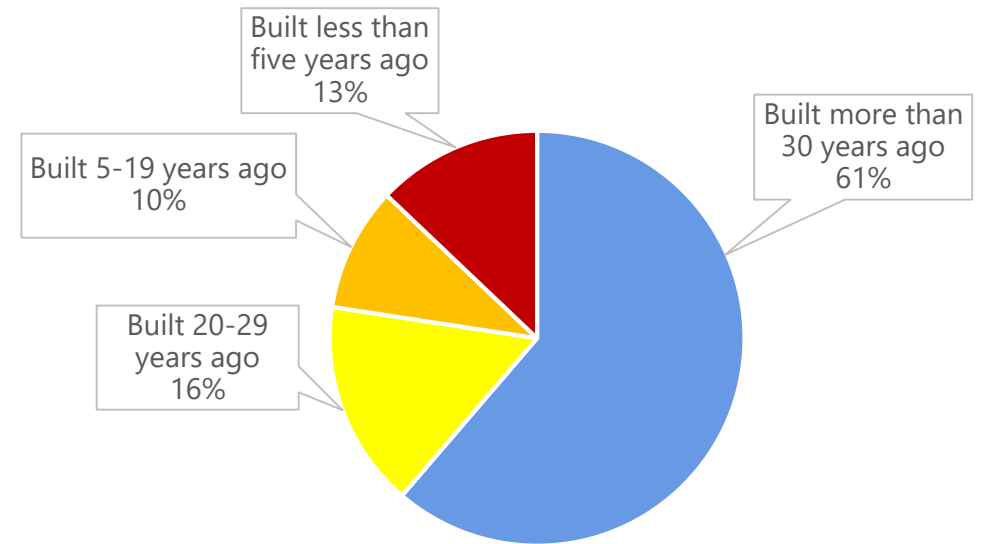
# Potential (Offices)

## Office Buildings near Nagasaki Station



Created based on Google Maps

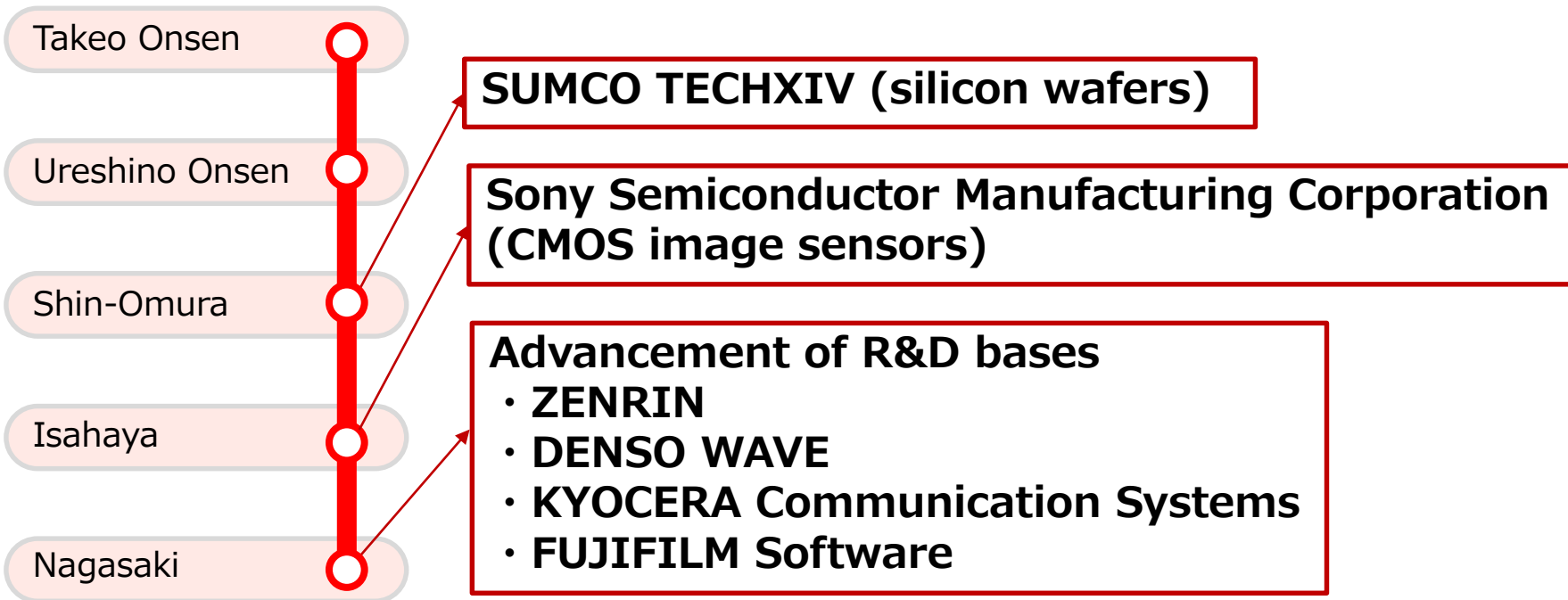
## Age of office buildings near Nagasaki Station



**Prime location directly next to Nagasaki Station**  
**Lure companies with latest equipment competing with older office buildings**

# Expect Stronger Demand for Offices

## Ongoing Boost from Opening of Nishi-Kyushu Shinkansen



**Lure companies with human resource training and conversion of core industries**





# **New Nagasaki Station Building**

## **Fall 2023 Opening**



**JR Kyushu Group Aims to  
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# Ongoing Boost from Opening of Nishi-Kyushu Shinkansen

2022.3.18

Nagasaki Kaido  
Kamome Market



**Average daily sales  
approximately  
150%  
Shinkansen pre-opening  
level**

2022.9.23

Nishi-Kyushu  
Shinkansen



**102%  
the 2018 level  
(number of passengers,  
2018 conventional line  
express service)**

Autumn 2023

- New Nagasaki Station Building
- Ureshino Yadoya



Beginning of 2024

Nagasaki Marriott  
Hotel

