JRPass.com becomes the first company based outside Japan authorized to sell individual Tokaido Shinkansen QR tickets through a partnership with JR Tokai Tours, the travel agency subsidiary of JR Central

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It just became easier for travelers to buy Japanese rail tickets

Today, JRPass.com announced the launch of individual T?kaid? Shinkansen ticket sales. The UK-based online ticketing platform has helped Western travellers navigate Japan by rail for seventeen years. With this launch, and through a partnership with JR Tokai Tours, the travel agency subsidiary of JR Central, JRPass.com becomes the first authorised company based outside of Japan and with no office in Japan to sell city-to-city Shinkansen tickets directly to international customers.

The service launches with two of Japan's most-travelled routes on the T?kaid? Shinkansen: **Tokyo to Osaka** and **Tokyo to Kyoto**. One-way tickets start from 16,500–17,000 yen (approximately $102-106 USD), depending on the exchange rate at booking. Tickets are issued digitally as QR codes, allowing travellers to head straight to the gate without needing to collect a physical ticket or queue for pickup.

Solving a Real Problem for International Travellers

As the price of a Japan Rail Pass has changed in recent years, some travellers making shorter intercity journeys may find a pass isn't the best fit. JRPass's individual ticket option addresses this directly, giving customers the choice to book only the routes they plan to take.

At launch, tickets can be booked up to 30 days in advance, with plans to extend the booking window to 180 days, subject to system rollout. Customers receive their ticket as a QR code, which serves as their boarding pass for the day of travel.

"Japan's railways are one of the great travel experiences in the world, and the Shinkansen is at the heart of that. We at JRPass.com have spent seventeen years making Japan by rail accessible to Western travellers, and this is the moment that work has been building toward. Being the first Western company based outside Japan to sell individual Shinkansen tickets through a partnership with JR Tokai Tours is something we don't take for granted. It means our customers can now book with the flexibility they need and the confidence they expect from us. We're genuinely proud to be doing this in partnership with JR Central."

— Haroun Khan, Founder, JRPass

Partnership with JR Tokai Tours

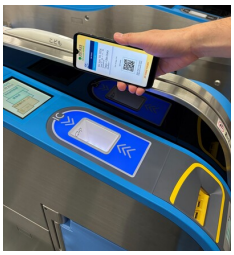
JR Tokai Tours is the travel agency subsidiary of JR Central (Central Japan Railway Company), the operator of the **T?kaid? Shinkansen**, the world's busiest high-speed rail line, connecting Tokyo, Nagoya, Kyoto, and Osaka. Through a partnership with JR Tokai Tours, an official supplier of T?kaid? Shinkansen QR tickets, JRPass.com has become the first authorised overseas retailer of these tickets. This collaboration enables international travellers to conveniently purchase city-to-city Shinkansen tickets directly through JRPass.com.

JR Tokai Tours:

"JR Tokai Tours is a member of the JR Central Group and provides travel products featuring the Tokaido Shinkansen. Through its integration with JR Central's EX reservation system, it enables a fully digital booking experience, including QR-based ticket issuance, delivering a highly convenient travel experience for customers.

We are delighted to have signed a sales agreement with JRPass.com, making it the first company based outside Japan authorized to sell Tokaido Shinkansen QR tickets. Through this partnership with a company that has extensive sales experience, we aim to make Shinkansen travel more accessible and convenient for international visitors."

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— Masaya Sugiura, CEO, JR Tokai Tours

How it works

Customers book their Shinkansen ticket through JRPass.com in a simple, guided online flow, selecting their route, travel date, and preferred seat. Key details at launch:

- **Routes at launch:** Tokyo – Osaka and Tokyo – Kyoto (one-way)
- **Price:** From approximately 16,500–17,000 yen $102-106
- **Booking window:** Up to 30 days ahead at launch (extending to 180 days in future)
- **Delivery:** QR code, no physical ticket required
- **Seat reservations:** All tickets are reserved-seat tickets and seats are assigned automatically by the JR reservation system.
- **Refunds and changes:** Changes are allowed up to 6 hours before departure. Time changes on the same day, route, and class are free. Changes to the date, route, class, or passenger count require cancellation and rebooking. Cancellations before departure incur a 10% fee, and refunds are typically processed within 7 days.
- **Languages:** English at launch; further languages to follow
- T&C's are subject to change in the future.

On the day of travel, customers present their QR code at the Shinkansen gate by scanning it at gates marked with the yellow "QR" symbol, then keep the printed Seat Information slip (car + seat number) and scan the same QR code again to exit.

You can find images of the Shinkansen and QR codes here, provided by JR Tokai Tours.

Availability

Individual Shinkansen tickets will be available to purchase at **JRPass.com**. The service is open to passengers travelling on the Tokaido Shinkansen.

— ENDS —

Notes to Editors

About JRPass.com: JRPass.com is a UK-based online seller of Japan rail products, founded in 2008. The company has sold Japan Rail Passes to customers in over 100 countries and holds an independent customer satisfaction rating of over 99%. JRPass.com is an authorised retailer of the Japan Rail Pass and, from 13th July, the first Western company official seller of individual Shinkansen tickets through a partnership with JR Tokai Tours.

About JRTokai Tours: JR Tokai Tours is a travel agency of subsidiary of JR Central that provides travel products and tourism content centered on the Tokaido Shinkansen. Through its integration with JR Central's EX reservation system, it enables a fully digital booking experience, including QR-based ticket issuance, delivering a highly convenient travel experience for customers.

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