

2025
L02

Service 3

Basic Course

Revenue Increase Initiatives through Discount Tickets



Various Styles of Ticket

KEY POINT

By learning various Tokyo Metro's initiatives to increase revenue through ticket fares, you will discover hints for increasing fare revenue. From today's lecture, you will be able to learn about various ticket ideas that could be applied to your business.

OVERVIEW

We will introduce a variety of tickets designed for both daily use and special occasions, followed by examples of "Revenue increase initiatives through discount tickets". Simple transportation tickets can be an effective strategy to boost a railway company's revenue when combined with the right ideas.

LECTURE CONTENTS

1) Tickets offered by Tokyo Metro

- Introduce a variety of tickets that are on sale throughout the year

2) Fare Settings

- Explain Tokyo Metro's passengers fares

3) Tokyo Subway Ticket

- Show examples of discount tickets offered to tourists in collaboration with another subway company in Tokyo
- Explain the diverse sales channels of Tokyo Subway Ticket

4) Tokyo Metro 24-hour Ticket

- Introduce various Tokyo Metro 24-hour tickets that are created using 5 different examples
- Explain hints for increasing ticket revenue by introducing some of Tokyo Metro's products

KEY DETAILS

Dates and Times **February 24 and 26, 2026 (The same content will be presented on each day.)**
-February 24, 2026, 5:00 p.m. JST / 10:00 a.m. CEST / 4:00 a.m. EST <Duration: 1 hour>
-February 26, 2026, 9:00 a.m. JST / 2:00 a.m. CEST / 8:00 p.m. EST <Duration: 1 hour>

Targets Introductory Course: for those aspiring to work in the railway industry (students, etc.)

Location Online (Microsoft-Teams)

Language English

Lecture Fee 15,000 JPY (per day) Note: Applications within Japan are subject to the tax separately.
*Cut-off date: Please apply and pay before February 19th, 2026 23:59 JST in order to receive related-materials by email in advance.

Certificate Attendance Certificate (digital) will be issued.

LECTURER



ATSUSHI KAMIMURA

Joined Tokyo Metro in 1996. Based on his experience in passenger service planning and operation including tickets producing, fare system and so on, he has worked on overseas projects.

More Info and application



<https://sites.google.com/tokyometroacademy.com/index>

You can apply regardless of your field.