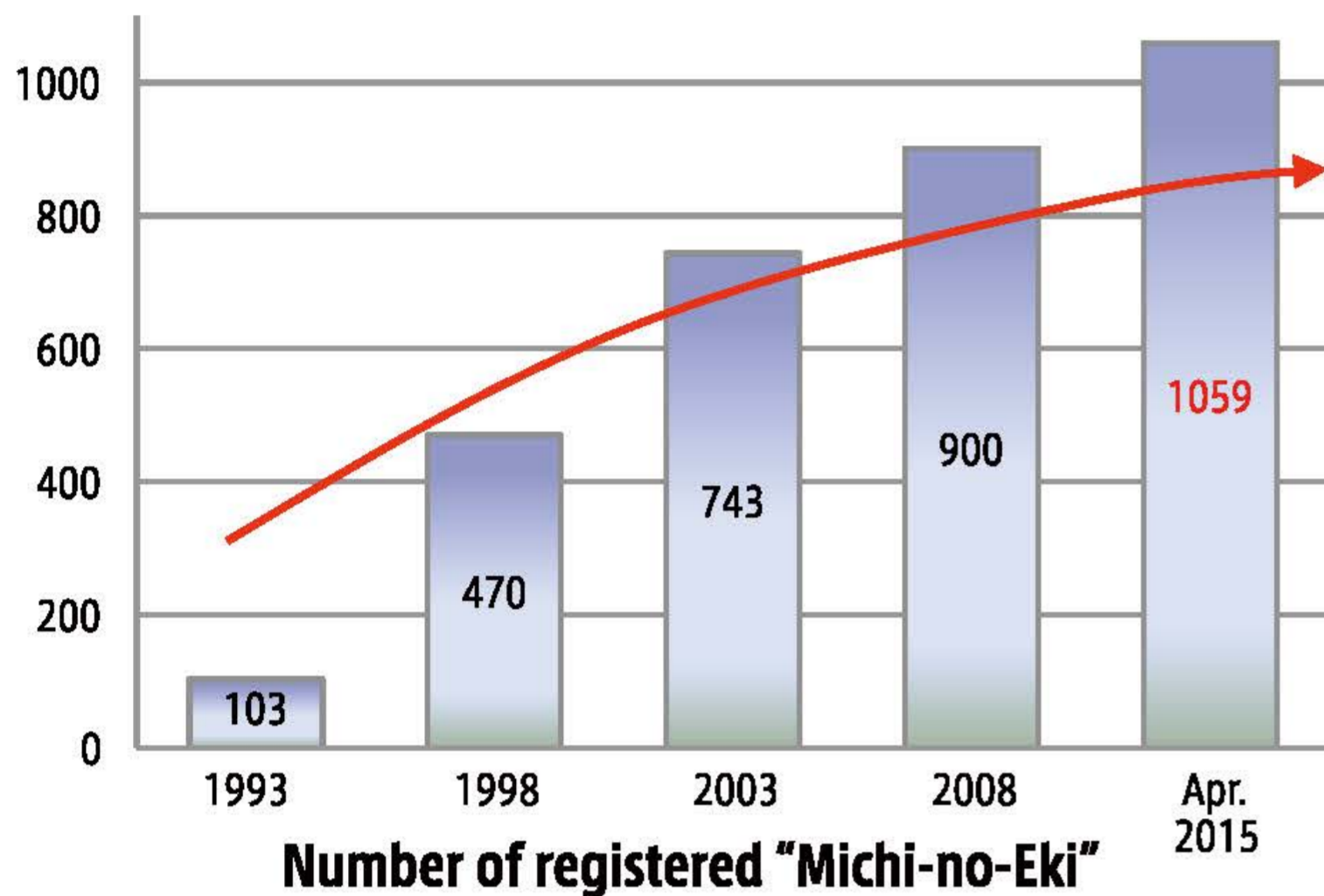


Contribution of "Michi-no-Eki" to local revitalization

"휴게소"를 활용한 지역 활성화

"Michi-no-Eki" is a roadside station, providing places for rest of road users and local information access as well as local promotion. Its legal framework was established about 20 years ago and currently more than 1,000 Michi-no-Eki are in operation. While it was intended to provide a rest place for drivers, recently it is also functioning as a facility for various activities that reflect the local characteristics such as agriculture, tourism, welfare and culture, which contributes to local job creation, economic stimulation and improvement of services for the local community.



Facilities in "Michi-no-Eki"

● Sale of local products

Local Producers directly sell their products to the customers. This promotes local production for local consumption.



● Promotion of "Local industry"

Michi-no-Eki has a central role in process of local specialties, development of original products and its sale.



● Supporting a better life in aging society

Michi-no-Eki contributes to local welfare by operating route sales for elderly people with limited mobility.



● Disaster rescue and relief

Michi-no-Eki functioned as a backup logistic base for Japan Self Defense Force, fire brigades and volunteers who committed to rescue and restoration activities in the middle of the Great East Japan Earthquake.

