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November 7, 2008

Welcome Chinese New Year's Tourists Campaign 2009 to be Launched January 20th
—Special services to be offered to tourists from the East Asian region visiting the Hakone, Shonan, Shinjuku and Ito areas

The Odakyu Group is pleased to present the Welcome Chinese New Year's Tourists Campaign 2009, which will run from January 20 through February 28.

The annual campaign is timed to correspond to the lunar (Chinese) New Year, during which period large numbers of tourists visit Japan from neighboring East Asian countries. As a collaborative initiative of the Odakyu Group, the campaign is designed to welcome foreign tourists and to facilitate travel and shopping for the visitors in the three areas of Hakone, Enoshima/Kamakura and Shinjuku, plus Ito for the first time this year.

To help foreign tourists get the most fun out of their Hakone experience, the Hakone area Campaign package combines an excursion ticket called the Special Chinese New Year Hakone Freepass, round-trip Limited Express "Romancecar" tickets, and accommodation in Hakone. Freepass holders enjoy unlimited boarding of the Hakone Tozan Train, the Hakone Tozan Cable Car, the Hakone Ropeway, the Hakone Sightseeing Cruise on Lake Ashi, and more.

The Campaign also offers a variety of events designed to give visitors a taste of Japanese culture and fun memories of their trip to Japan, including a *mochitsuki* event, free souvenir photos with samurai and lady attendant, traditional Japanese drumming and dancing shows, and more at Togendai Station.

In addition, users visiting the Shonan area are entitled to half off admission at the Enoshima Aquarium, and a five-percent discount on restaurants and souvenirs shops in Enoshima. In the Shinjuku area, special discounts are available on select items at the Odakyu Department Store Shinjuku Main Store (China UnionPay bank cards welcome), a complimentary drink at the store's restaurants, and more.

In the Ito area, which will be participating in the Campaign for the first time this year, users enjoy discounts on the Komuroyama Lift fare, and on select items sold at the Komuroyama Rest House.

During the Campaign period, brochures for tourists in English, Chinese, and Korean will be distributed in the four areas featured in the Campaign. In addition, the Odakyu Sightseeing Service Center—an information center inside Shinjuku Station for foreign tourists only—will have staff fluent in foreign languages on hand to help ensure visitors the most pleasant travel experience possible. The Center has been designated by the Japan National Tourist Organization (JNTO) as a "Visit Japan" Tourist Information Office.

The following is an overview of the Welcome Chinese New Year's Tourists Campaign 2009.

Campaign Overview

- 1. Event Name:** Welcome Chinese New Year's Tourists Campaign 2009
- 2. Duration:** January 20–February 28, 2009
- 3. Locations:** The four areas of Hakone, Shonan, Shinjuku and Ito
- 4. Special privileges offered at each of the featured areas**

Hakone

- (a) Special Chinese New Year Hakone Freepass available (valid for two days)

The Special Chinese New Year Hakone Freepass is available at a discount at the Odakyu Sightseeing Service Center in Shinjuku Station, a location certified as a “Visit Japan” Tourist Information Office, to tourists presenting their passport. This Freepass, which includes round trip transportation on the Odakyu Line departing from Shinjuku, plus unlimited travel on the Hakone Tozan Line, the Hakone Tozan Cable Car, the Hakone Ropeway, the Hakone Sightseeing Cruise, the Hakone Tozan Bus and more, is highly convenient for travel in Hakone.

- Validity period: January 20–February 28, 2009
- Rates: Adults: ¥4,100 (compared to the regular rate of 5,000 yen)
Children: ¥1,500
(Users must depart from/arrive at Shinjuku Station)
- Special privileges: Users present their Freepass to enjoy special discounts at some 50 locations including tourist facilities, restaurants, gift shops and more in the Hakone area.

- (b) Special Chinese New Year Accommodation Plan

Discount packages consisting of the Special Chinese New Year Hakone Freepass, round-trip Limited Express “Romancecar” tickets and accommodation at a Hakone hotel or *ryokan* (Japanese-style inn) are available at the Odakyu Sightseeing Service Center. Tourists simply present their passport to qualify.

- Validity period: January 20–February 28, 2009
- Example rates:
Stay at the Hakone Lake Hotel: Adults: 13,990 yen (rate per person/two persons per room)
Stay at the Hakone Highland Hotel: Adults: 21,840 yen (rate per person/two persons per room)

- (c) Welcome Events at Togendai Station

- Period: January 30–February 1, 2009 (three days)
- Description:
–Pose for a free souvenir photo with samurai and lady attendant 11:00–15:30

- Complimentary children's lucky draw (every ticket is a winning one) 11:00-15:30
- Complimentary *amazake* from 13:50 (for 200 people)
- Mochitsuki* event/free *mochi* tasting from 14:30
- Japanese drumming and dancing shows from 12:15, 13:50 (January 30 only)
- Meet Kirariko (Hakone's geisha) from 12:15, 13:50 (January 31 only)
- Yudate-shishimai (lion dance) from 12:15, 13:50 (February 1 only)

Shonan Area

Special Campaign Privileges

Facility	Special Privileges	Nearest Station
Enoshima Aquarium	50% off admission (Adults: ¥2,000 → ¥1,000)	Katase-Enoshima Station
Restaurants and souvenir shops on Enoshima displaying a Campaign sticker	5% discount	Katase-Enoshima Station

To receive these privileges, users must present their passport and an Enoshima/Kamakura Chinese New Year's Tourists Campaign 2009 leaflet.

Shinjuku Area

Special Campaign Privileges

Location	Shop(s)	Privileges
Odakyu Department Store Shinjuku Main Store (China UnionPay card accepted)	All shops (note that the discount does not apply to some items)	10% discount (When you pay in cash or with China UnionPay cards)
	Restaurant area (Main Bldg. 12th-14th floors) (not offered at the Canterbury Café)	Complimentary drink with a meal
	Duty free counter (Main Bldg. 5th Floor)	Free gift of chopsticks in <i>hana-yuzen</i> patterned paper sheaths

To receive these privileges, users must present their passport and a Welcome Chinese New Year's Tourists Campaign 2009 brochure.

Ito Area

Special Campaign Privileges

Facility	Special Privileges	Nearest Station
Komuroyama Lift	Discount (Adult round-trip fare: ¥400 → ¥300)	Ito Station
Komuroyama Lift + Komuro Zogan Art Museum discount ticket	Discount (Adult admission: ¥800 → ¥700)	Ito Station
Komuroyama Rest House	<i>Tsutsuji</i> ice cream discount (¥300 → ¥250)	Ito Station
	¥100 discount per ¥1000 spent on select items	

To receive these privileges, users must present their passport and an Ito Chinese New Year's Tourists Campaign 2009 leaflet.

5. Additional Information

- Pages describing the Welcome Chinese New Year's Tourists Campaign 2009 will be launched on the Odakyu Electric Railway Website. Information on the campaign will be available in English, Chinese and Korean as follows.

English: <http://www.odakyu.jp/english/>

Chinese: <http://www.odakyu.jp/chinese/>

Korea: <http://www.odakyu.jp/korean/>

- English, Chinese and Korean brochures on the Welcome Chinese New Year's Tourists Campaign 2009

- i) Description:
- Introduction to the campaign
 - Map of Hakone, Enoshima/Kamakura, and Ito
 - Guide to transportation systems and events in Hakone, Enoshima/Kamakura, and Ito
 - Guide to Odakyu Group commercial facilities in the Shinjuku Station area (near the Odakyu Line)

- ii) Brochures distributed at: Odakyu Sightseeing Service Center, Odakyu Department Store (Shinjuku Main Store), Odawara Station, Hakone-Yumoto Station, Togendai Station, Fujisawa Station, Katase-Enoshima Station, major stations on the Enoden Line, Ito Station Bus Information Counter, etc.

- Overview of the Odakyu Sightseeing Service Center

i) Business hours: 8:00–18:00 (open year-round)

ii) Location: Inside Odakyu Shinjuku Station

iii) Available languages: English, Chinese and Korean

iv) Services: Information on sightseeing and transport for foreigners, ticket sales including Limited Express “Romancecar” tickets, a variety of Freepasses, etc.

v) The Center has been designated a “Visit Japan” Tourist Information Office by JNTO.



A Sightseeing Cruise Ship and Mount Fuji on Lake Ashi



Pose for a Free Souvenir Photo with Samurai and Lady's Attendant



Display of Japanese drumming



Odakyu Sightseeing Service Center



Odakyu Limited Express "Romancecar"



Odakyu Department Store Shinjuku Main Store