

08-40

March 13, 2009

**Information Desk for Foreign Visitors inside Odakyu Shinjuku Station
Odakyu Sightseeing Service Center Tops 300,000 Users**

Odakyu Electric Railway Co., Ltd. (headquartered in Shinjuku, Tokyo; Yorihiko Osuga, president) operates an information desk for foreign visitors, the Odakyu Sightseeing Service Center, inside Odakyu Shinjuku Station, which welcomed its 300,000th user on Friday, March 13, 2009. That day, the company presented Mr. and Mrs. Yoon of Korea, the 300,000th customer, with a celebratory ceremony that included a banner-unfurling and commemorative photo with the Shinjuku Station Master, in addition to the presentation of Odakyu Limited Express “Romancecar” original goods.

In addition, in commemoration of reaching the 300,000-customer mark, the center will present its first 3,000 customers starting March 13 with an original photo frame designed with the Odakyu Romancecar (along with a Romancecar postcard).

Odakyu Electric Railway was the first company in the railroad industry to establish an information desk just for foreign visitors, opening the “Odakyu Sightseeing Service Center” in August 1999. Staffed with English, Chinese and Korean speakers, the center provides information on sightseeing and transportation, and sells items including general train tickets, Romancecar limited express tickets and various Freepasses. The center is also designated as a “Visit Japan” Tourist Information Office by the JNTO (Japan National Tourist Organization), and was used by 65,000 visitors in fiscal 2007. The Odakyu Sightseeing Service Center hopes to continue to improving its services, so it can keep providing foreign visitors with peace of mind and comfort as they enjoy Japan.

Here is an overview of the Odakyu Sightseeing Service Center.



The Odakyu Sightseeing Service Center’s 300,000th customers, Mr. and Mrs. Yoon, and the Shinjuku Station Master

Comments from the 300,000th customer, Mr. Yoon:

“We’re very surprised, but very happy. This will be a great memory of our honeymoon.”

1. Odakyu Sightseeing Service Center Overview

- (1) Opening date: August 1, 1999
- (2) Business hours: 8:00 A.M.–6:00 P.M. (open year-round)
- (3) Location: Inside Odakyu Shinjuku Station
- (4) Languages spoken: English, Chinese, Korean
- (5) Services: Provide foreign visitors with sightseeing and transportation information, sell general train tickets, Romancecar limited express tickets and various Freepasses
- (6) Annual users: Approx. 65,000 (fiscal 2007)

2. Odakyu Efforts Involving Foreign Visitors

- December 1996 Release English-language website
- August 1999 Open the Odakyu Sightseeing Service Center at the Shinjuku Station West Exit
- October 2000 Release Chinese-language website
- July 2001 Release Korean-language website
- May 2002 Update station signage to include Japanese, English, Chinese and Korean
- May 2005 Odakyu Sightseeing Service Center tops 100,000 users.
- September 2005 Odakyu Sightseeing Service Center is designated an “i” Information Office by the JNTO (Japan National Tourist Organization).
- January 2006 Begin Welcome Chinese New Year’s Tourists Campaign*

*This campaign is held by the Odakyu Group in the four areas of Hakone, Shonan, Shinjuku and Izu to welcome the many travelers from nearby Asian countries visiting Japan for the Chinese New Year, through support such as travel and shopping.



The Odakyu Sightseeing Service Center