

Vol. 09-G8

November 4, 2009

## Visit Japan Year 2010: Shinjuku, Hakone, Enoshima and Kamakura, Winter Campaign (January 1 to March 31)

We warmly welcome our overseas visitors, and offer assistance with travel and shopping

The Odakyu Group is pleased to present the [Visit Japan Year 2010: Shinjuku, Hakone, Enoshima and Kamakura, Ito Winter Campaign], which is scheduled to run from Friday January 1 to Wednesday March 31, 2010.

To coincide with the Chinese New Year holiday, the Odakyu Group has expanded the scope and duration of its special Welcome Chinese New Year's Tourists Campaign to include events held over the 4 areas of Shinjuku, Hakone, Enoshima and Kamakura, and Ito, and to warmly welcome visitors from overseas and offer assistance with travel and shopping plans.

During this period, Odakyu Travel is offering a special plan for the Hakone area at a discount price, which combines an excursion ticket called the Special Chinese New Year Hakone Freepass with 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 and Ropeway, the Hakone Sightseeing Cruise on Lake Ashi, Hakone Tozan Bus, and more.

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

In addition, during the Campaign visitors to the Sho-nan area are entitled to half price admission at the Enoshima Aquarium and a 5% discount at restaurants and souvenirs shops in Enoshima. In the Shinjuku area, special discounts are available on select items at the main Shinjuku branch of the Odakyu Department Store and Shinjuku Flags (China UnionPay bank cards welcome), as well as a complimentary drink at the store's restaurants, and more.

In the Ito area, visitors enjoy discounts at city galleries and museums, the Komuroyama Kanko Lift fare, and on items at the Komuroyama Rest House.

In addition, the Odakyu Sightseeing Service Center - an information center inside Shinjuku Station specially for foreign tourists - will have staff fluent in foreign languages on hand to help ensure the most pleasant travel experience possible for overseas visitors.

The following is an overview of the Visit Japan Year 2010: Shinjuku, Hakone, Enoshima and Kamakura, Ito Winter Campaign



Lake Ashi Cruise & Mt. Fuji



Pose for photos with samurai & lady attendant



Japanese drumming display



Odakyu Sightseeing Service Center



Odakyu Romancecar



Odakyu Department Store, Shinjuku

### Campaign Overview

- 1. Event Name:** Visit Japan Year Campaign 2010: Shinjuku, Hakone, Enoshima & Kamakura, Ito
- 2. Duration:** Friday January 1 - Wednesday March 31, 2010
- 3. Locations:** The four areas of Hakone, Shinjuku, Enoshima & Kamakura, and Ito
- 4. Special privileges offered at each of the featured areas**

#### Hakone Area

The following facilities offer discounts and special events for overseas visitors during the periods indicated. To receive these benefits, visitors must present a Web coupon, which can be found on the website for the [Visit Japan Year Winter Campaign 2010: Shinjuku, Hakone, Enoshima & Kamakura, & Ito].

##### (a) Discounted Chinese New Year Hakone Freepass available (valid for two days)

The Chinese New Year Hakone Freepass is available at a discounted price to tourists presenting an overseas passport at the Odakyu Sightseeing Service Center in Shinjuku Station. The Freepass, which is available only around the Chinese New Year, is highly convenient for travel around the Hakone area. It 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, and the Hakone Tozan Bus.

Also, visitors purchasing the Freepass receive the Odakyu Hakone Nonbiri Coupon, making them eligible for discounts at some 70 locations in the Hakone district, including sightseeing facilities, restaurants, and gift shops.

- Valid period: Wednesday January 20 - Monday February 28, 2010
- Rates: Adults: ¥4,100 (regular price ¥5,000) Children: ¥1,500

##### (b) Special Limited Campaign Accommodation Plan

Odakyu Travel is offering a special discount plan combining the special Chinese New Year Hakone Freepass with round-trip Limited Express Romancecar tickets and accommodation at a Hakone hotel or *ryokan*.

- Valid period: Monday January 4 - Wednesday March 31, 2010
- Example rates:

Accommodation at the Hakone Lake Hotel: Adults: ¥13,990 per person (two persons per room)

Accommodation at the Hakone Highland Hotel: Adults: ¥21,340 per person (two persons per room)

(c) Welcome Events at Togendai Station

These various events offer opportunities to encounter Japanese culture, such as *mochitsuki* (rice-cake making) events, complimentary *amazake* rice wine, free souvenir photos with samurai and *koshimoto* lady attendant, Japanese drumming and dancing shows, and more.

- Valid period: Saturday February 13 - Monday February 15, 2010 (three days)

(d) Complimentary *Evangelion* Map of Hakone (English version)

From Saturday February 6, 2010, customers purchasing the Hakone Freepass at the Odakyu Sightseeing Service Center will also receive a complimentary voucher for a map introducing the Hakone area modeled on the popular anime series *Evangelion*.

Limited to the first 3,000 customers. Offer expires when sold out.

(e) Hakone Cultural Experience Tour

Odakyu Travel is planning to offer a day-return tour with opportunities to experience the traditional culture of Hakone, such as *zazen* meditation and geisha dances. Further details will be provided as they become available.

### Shinjuku Area

The following facilities offer discounts and original merchandise for overseas visitors during the periods indicated. To receive these benefits (except at Shinjuku Mylord), visitors must present a Web coupon, which can be found on the website for the [Visit Japan Year Winter Campaign 2010: Shinjuku, Hakone, Enoshima & Kamakura, & Ito].

(a) Odakyu Department Store

Valid period: Saturday January 9 - Sunday February 28, 2010

Details: 10% discount on shopping (cash or China UnionPay card)

(excludes sale items, some brands, and items less than ¥2,100)

(b) Shinjuku Mylord

Valid period: Wednesday January 20 - Sunday February 28, 2010

Details: Visitors presenting a stamped coupon from the Campaign pamphlet available at the Odakyu Sightseeing Service Center will receive a ¥1,000 discount on purchases.

Limited to purchases of ¥3,000 or more

Limited use of 1 coupon per shopping trip

(c) Shinjuku Flags

Valid period: Sunday February 14 - Sunday February 21, 2010

Details: 10% discount on shopping (only for China UnionPay card users)

The first 500 customers will receive complimentary original Shinjuku Flags merchandise.

(d) Hyatt Regency Tokyo

Valid period: Friday January 1 - Wednesday March 31, 2010  
Details: Complimentary drink for those dining at restaurants & bars within the hotel  
(not including certain premises)

(e) Odakyu Hotel Southern Tower

Valid period: Friday January 1 - Wednesday March 31, 2010  
Details: 10% discount on evening meals for those dining in the restaurants, lounges, & bars within the hotel

### **Enoshima & Kamakura Area**

From Wednesday January 20 to Sunday February 28, 2010, special discounts at the following facilities will be made available to overseas visitors. To receive these benefits, visitors must present a Web coupon, which can be found on the website for the [Visit Japan Year Winter Campaign 2010: Shinjuku, Hakone, Enoshima & Kamakura, & Ito].

Also, on Sunday February 14, the Hello Kitty character from Sanrio Puroland will be making an appearance at Enoshima. Hello Kitty will be greeting overseas visitors to Enoshima. Further details of Hello Kitty events will be provided as they become available.

- (a) 50% discount on admission to Enoshima Aquarium (e.g. Adult admission of ¥2000 becomes ¥1000)
- (b) 5% discount on gift shops & restaurants etc. within the city of Enoshima
- (c) 20% discount on admission to Enoshima Iwaya
- (d) Admission to Enoshima Escar escalator, Samuel Cocking Garden, and Enoshima Observation Tower at special piece of ¥670
- (e) 5% discount on drinks and meals at Italian restaurant [il Chianti Beache]

### **Ito Area**

From Saturday January 16 to Wednesday March 31, 2010, in addition to a complimentary gift, those purchasing the Ito sightseeing freepass will also receive discounts on use of galleries and museums etc. within the city of Ito, as well as discounts on services such as the Komuroyama Lift and items at the Komuroyama Rest House.

To receive these benefits, visitors must present a Web coupon, which can be found on the website for the [Visit Japan Year Winter Campaign 2010: Shinjuku, Hakone, Enoshima & Kamakura, & Ito].

## **5. Additional Information**

- Pages describing the [Visit Japan Year Campaign 2010: Shinjuku, Hakone, Enoshima & Kamakura, Ito] will be launched on the Odakyu Electric Railway Website. Information on the campaign will be available in English, Chinese and Korean at the sites indicated below.

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

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

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

<http://www.odakyu.jp/english/2010wc/>

- During the campaign, English, Chinese and Korean pamphlets regarding the [Visit Japan Year 2010: Shinjuku, Hakone, Enoshima and Kamakura, Ito Winter Campaign] will be available at the Odakyu Sightseeing Service Center, overseas offices of the JNTO (Japan National Tourism Organization), and other locations.

- **The Odakyu Sightseeing Service Center**

- i) Commenced operations: August 1, 1998
- ii) Business hours: 8:00 – 18:00 (open all year round)
- iii) Location: Inside Odakyu Shinjuku Station
- iv) Available languages: English, Chinese, Korean
- v) Services: Information on sightseeing and transport for overseas visitors, ticket sales including Limited Express Romancecar tickets, various Freepass tickets, etc.
- vi) This Center has been designated a “Visit Japan” Tourist Information Office by JNTO on September 2005.

For all inquiries regarding this news release:

[Inquiries in English]

Odakyu Sightseeing Service Center (contact: Hirota) 03-5321-7887

{Inquiries in Japanese}

Odakyu Electric Railway Co. Ltd., CSR & PR Department (contact: Y. Fujita, Arai) 03-3349-2290