

March 29, 2010

Odakyu Sightseeing Service Center, Odawara — providing travel information to foreign visitors— will open a branch inside Odawara Station of Odakyu Line on Tuesday, April 6.

—Supporting foreign visitors and providing transportation and sightseeing information in Odawara, the entrance to Hakone—

Odakyu Electric Railway Co., Ltd. (head office: Shinjuku-ku, Tokyo; President: Yorihiro Osuga) will open an Odakyu Sightseeing Service Center, Odawara branch inside Odawara Station of Odakyu Line on Tuesday April 6, 2010 to specifically cater foreign visitors.

In recent years, many foreign tourists have visited Japan, with about 6.8 million visitors in 2009. Odakyu opened its first Odakyu Sightseeing Service Center to specifically cater foreign visitors inside Shinjuku Station of Odakyu Line in 1999, a first attempt in the railway industry. The center has been visited by a total of about 353,000 people by December 2009. Now there will also be a branch of Odakyu Sightseeing Service Center in Odawara Station, which, as a starting point for travel in Hakone, is visited by many foreign tourists. We have enhanced the center’s function to provide information to foreign visitors who may have trouble getting used to traveling in Japan.

The Odawara branch will act as a facility for providing information on transportation and sights, as well as selling all kinds of tickets, such as the Hakone Freepass. It is also designated by the Japan National Tourism Organization (JNTO) as a Visit Japan Information Center.

To commemorate the opening, the first 300 foreign visitors to purchase any type of ticket at the center, such as the Hakone Freepass, will receive an Odakyu-original travel pouch convenient for traveling.

We will continue to extend our services to ensure foreign visitors can enjoy a safe and comfortable trip while in Japan.

An overview on “The Opening of Odakyu Sightseeing Service Center, Odawara” is provided below.



“Odakyu Sightseeing Service Center, Odawara”
*Photo is only a conceptual image.



Odakyu-original travel pouch for the first 300 foreign visitors

1. Name Odakyu Sightseeing Service Center, Odawara
2. Location 1-1-1 Shiroyama, Odawara-shi
(Next to the Odawara Station of Odakyu Line counter)
PHONE/FAX: 0465-24-4101
3. Opening on Tuesday, April 6, 2010
4. Business Hours 9:30 a.m. – 5:30 p.m. (seven days a week)
5. Languages Available English, Mandarin, and Korean
6. Services ·Providing information on sights and transportation
·Selling of train tickets, Romance Car express tickets, and various types of free passes.
7. Give-Away Campaign
- Period Starts from Tuesday, April 6, 2010 * while give-away stock lasts.
- Details To commemorate the opening of the center, the first 300 foreign visitors to purchase any type of ticket, such as the Hakone Freepass or a Ltd. Exp. Romancecar ticket at the Odakyu Sightseeing Service Center, Odawara, will receive an Odakyu-original travel pouch convenient for traveling.
*Limited to visitors holding a non-Japanese passport only.