

November, 2011

**"2012 Shinjuku/Hakone/Enoshima & Kamakura/Ito Chinese New Year Campaign"
from Fri. January 20 through Wed. February 29, 2012!**

The Odakyu Group is welcoming foreign travelers to Japan from Friday, January 20 through Wednesday, February 29, 2012 by distributing pamphlets with "2012 Shinjuku/Hakone/Enoshima & Kamakura/Ito Chinese New Year Campaign" coupons useable in the Shinjuku, Hakone, Enoshima, Kamakura and Ito areas.

The campaign is in thanks for the assistance for reconstruction and warm words of encouragement received after the earthquake and tsunami disasters struck Eastern Japan in March.

During the campaign, coupons will be made available by distributing them at information counters for foreign travelers at Shinjuku and Odawara Stations such as the Odakyu Sightseeing Service Center. The coupons will offer discounts at places like the Odakyu Department Shinjuku Store in the Shinjuku area as well as discounted service at Shinjuku MYLOAD and Flags, which deal in popular fashion and sundries. Coupon holders will also receive preferential service such as discounts and commemorative gifts at participating stores and establishments in the Hakone, Enoshima, Kamakura and Ito areas.

On top of all this, the Odakyu Sightseeing Service Center Shinjuku will sell the Chinese New Year Hakone Free Pass at a discounted price. The pass, an extremely convenient excursion ticket geared towards foreign travelers, allows for unlimited rides on the Hakone Tozan Line, Cable Car and Ropeway as well as the Lake Ashi Pirate Ship, Hakone Tozan Bus and more. The pass can also be used to purchase a discounted Odakyu Travel plan that includes a round-trip ride on the Limited Express Romancecar and accommodations in Hakone. In addition, an event will be held at Togendai Station from Saturday, January 21 through Monday, January 23, 2012 for people to experience Japanese culture and create an exciting, welcoming mood. There will be commemorative visit Japan photos with samurais and handmaidens, rice cake pounding and a taiko (Japanese drum) performance.

Below is an overview of the "2012 Shinjuku/Hakone/Enoshima & Kamakura/Ito Chinese New Year Campaign."



Odakyu Sightseeing Service Center Shinjuku



Odakyu Romancecar



Odakyu Department Shinjuku Store



Lake Ashi Sightseeing Cruise and Mt. Fuji



Photos with samurais and handmaidens



Taiko (Japanese drum) performance

"2012 Shinjuku/Hakone/Enoshima & Kamakura/Ito Chinese New Year Campaign" Overview

1. Name : "2012 Shinjuku/Hakone/Enoshima & Kamakura/Ito Chinese New Year Campaign."
2. Period : Fri. January 20 – Wed. February 29, 2012
3. Place : 4 places of Shinjuku, Hakone, Enoshima/Kamakura, Ito
4. Details

(1) Sales of the heavily discounted Chinese New Year Hakone Free Pass (excursion ticket). Valid for 2 days.

The Odakyu Sightseeing Service Center Shinjuku will sell those showing a non-Japanese passport Chinese New Year-only discounted Hakone Free Pass for convenient excursions in Hakone (including round-trip travel from Shinjuku on the Odakyu Line and unlimited rides on the Hakone Tozan Line, Cable Car and Ropeway as well as the Lake Ashi Pirate Ship, Hakone Tozan Bus and more). The center will also offer purchasers the Odakyu Hakone Nonbiri Coupon for discounted services at 70 businesses in the Hakone area including tourist facilities, restaurants and souvenir shops.

- Period Fri. January 20 – Wed. February 29, 2012 departures
- Ticket Adult 4,100 yen (Regular price 5,000 yen) , Child 1,500 yen

(2) Chinese New Year Discount Accommodation Plan

Odakyu Travel will sell a discount accommodation plan in set comprised of the Chinese New Year-only Hakone Free Pass, a round-trip ride on the Limited Express Romancecar and accommodation at a Hakone hotel or inn.

- Period Fri. January 20 – Wed. February 29, 2012 departures
 - * In addition to the period above, discount accommodation plans will also be sold for customers departing by March 20.
- Travel Expenses
 - (example) Hotel Okada Main building Adults one person: 15,940 yen- (If 6 Adults in 1 room)
 - Hotel Green Plaza Hakone Japanese room Adults one person : 17,240 yen- (If 5 Adults in 1 room)

(3) Welcome Event at Togendai Station

Commemorative photos with samurais and handmaidens, a raffle, rice cake pounding, free sweet sake, taiko (Japanese drum) performance* and other events for visitors to experience Japanese culture.

- Period Sat. January 21 – Mon. January 23, 2012 for 3 days
Every day from 11:00 a.m. to 3:30 p.m.
(Rice cake pounding : 12:40 p.m.-, Free sweet sake: 2:10 p.m.-)
 - *Sat. January 21 Taiko (Japanese drum) performance
 - Sun. January 22 Yudate lion dance (Shinto ceremony)
 - Mon. January 23 Geisha welcomingTimes for all of the above are 12:00 – 12:20 p.m. and 1:50 – 2:10 p.m.

(4) Distribution of Pamphlets with Coupons

1. Distributed at: Odakyu Sightseeing Service Center (Shinjuku and Odawara)
Japan National Tourism Organization Overseas Office etc.,

2. Preferential service in all areas

Foreign visitors holding coupons from the "2012 Shinjuku/Hakone/Enoshima & Kamakura/Ito Chinese New Year Campaign " pamphlet will receive the special discounts below.

* The discount period may differ from the period during which the campaign runs depending on the facility.

* Details such as facility overviews and discount info are printed in the coupon book.

Shinjuku Area

○Odakyu Department Shinjuku Store

Customers showing a coupon at the Odakyu Department Shinjuku Store Main Building 2nd Floor Tax-free Counter will receive a free 10% discount ticket.

* Some shops and products excluded.

○Shinjuku MYLOAD

1,000 yen discount only for customers showing a coupon.

* Limited to purchases of at least 3,000 yen

○Flags

Customers showing a coupon and purchasing with a UnionPay card will receive a 10% discount at Flags stores.

* Some stores and products excluded.

Hakone Area

○Preferential service

Coupon-holding customers will receive small presents at Togendai Station during January 21-23.

Enoshima & Kamakura Area

○Preferential service

Discounts at facilities including 50% off admission to the Enoshima Aquarium.

○Discounted Facilities

Enoshima Aquarium, souvenir shops and restaurants in Enoshima, Il Chianti Beache (Italian restaurant), Enoshima Escar, Enoshima Sea Candle, Enoshima Caves

Ito Area

○Preferential service

Commemorative present for Ito Sightseeing Free Pass purchasers.

○Usable at:

Ito ekimae Information Office, Odakyu Sightseeing Service Center Shinjuku

<About Odakyu Sightseeing Service Center (Shinjuku and Odawara) >

1. Business Hours Shinjuku 8:00 a.m.- 6:00 p.m. (Open year-round)
Odawara 9:30 a.m. - 5:30 p.m. (Open year-round)
2. Place : Inside Odakyu Line Shinjuku Station and next to the Odakyu Line Odawara Station counter
3. Available in : English, Chinese, and Korean
4. Business : Sightseeing and transportation info, sale of regular and limited express train tickets and "free" (unlimited ride) passes, etc. for foreign tourists. Designated a Visit Japan Tourist Information Center by the Japan National Tourism Organization.
5. Contact Phone : 0 3 - 5 3 2 1 - 7 8 8 7
Fax : 0 3 - 5 3 2 1 - 7 8 8 6
E-MAIL : welcome@odakyu-dentetsu.co.jp
H P : English (<http://www.odakyu.jp/english>)
Traditional Chinese (<http://www.odakyu.jp/tc>)
Simplified Chinese (<http://www.odakyu.jp/sc>)
Korean (<http://www.odakyu.jp/korean>)

Visit our homepage for more information about the campaign.

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