



March 2017

**For the cherry blossom viewers from abroad,  
The “Sakura Campaign” will be started!**  
- Promoting the charm of cherry blossoms in Hakone during its one month peak time -

Odakyu Electric Railway is implementing the “Sakura Campaign” from March 27 (Mon.) to April 20 (Thu.), 2017 for foreign visitors.

■ **Free gift of chopsticks with cherry blossom designs!**

Chopsticks with cherry blossom designs will be given out to the first 25,000 foreign visitors who purchased tickets such as Hakone Freepass and limited express Romancecar tickets during the campaign at the Odakyu Sightseeing Service Center at Shinjuku Station or Odawara Station.

■ **Providing tourist-friendly information on great spots for viewing cherry blossoms in Hakone as well as their blooming time.**

Free pamphlets are distributed in which tourists can get information on Hakone’s recommended spots where the cherry blossom viewing is enjoyable roughly for one month each year, as well as information on blooming time, souvenirs themed on cherry blossoms, and more.

■ **Website linked with SNS has been opened for submitting photos and sharing the charm of cherry blossoms!**

During the campaign period, a special webpage on the global website will be opened, which provides information on great spots for viewing cherry blossoms and the blooming time in Hakone and other spots along the Odakyu Line. Also a webpage for posting photos will be made, where the photos you posted on Twitter or Instagram with “#OdakyuSakura” hashtag will be shared on the webpage. This will be a place where you can share the charms and memories of beautiful cherry blossoms along the Odakyu Line.



Chopsticks with cherry blossom designs



Pamphlets introducing information on cherry blossoms in the Hakone area

The outline of the SAKURA Campaign is as follows;

1. Name “Sakura Campaign”
2. Period March 27 (Mon.) - April 20 (Thu.), 2017
3. Location Odakyu Sightseeing Service Center (Shinjuku/Odawara)  
URL: <http://www.odakyu.jp/english/center/>
4. Target Visitors from abroad who have purchased a ticket at one of the locations above.
5. Content
  - (1) Free gift chopsticks with cherry blossom designs.  
\*For the first 25,000 customers.
  - (2) Distribution of pamphlets introducing spots for viewing cherry blossoms in the Hakone area  
\*Languages: English, Chinese (traditional and simplified), Korean.  
\*Distribution will be terminated when the pamphlets stock runs out.
6. Others Webpage featuring the campaign is opened on the website.
  - (1) Information on great spots for viewing cherry blossoms along the Odakyu Line and their blooming time  
Information on recommended spots along the Odakyu Lines, as well as their blooming time offered in a timely manner
  - (2) A webpage for photo sharing is opened  
Photo sharing webpage where photos can be shared when a post is made on Twitter or Instagram with the “#OdakyuSakura” hashtag.  
URL: <https://odakyu-season.jp/>



Odakyu Sightseeing Service Center / Shinjuku



Odakyu Sightseeing Service Center / Odawara