



January 2016

## January 20 (Wed) to February 29 (Mon), 2016

### 2016 Shinjuku/Hakone/Enoshima, Kamakura/Ito Winter Campaign

#### --The Odakyu Group welcomes visitors from abroad--



The Odakyu Group is holding the 2016 Shinjuku/Hakone/Enoshima, Kamakura/Ito Winter Campaign from January 20 (Wed) to February 29 (Mon), 2016. This campaign is held in collaboration with the Odakyu Group and facilities found in various areas to welcome visitors from abroad. In addition to distributing pamphlets that include coupons filled with special privileges and introduce events held in various areas, the Odakyu Sightseeing Service Center celebrates the coming of winter together with visitors from abroad such as by holding events in Hakone that let you experience Japanese culture.

#### ■ Waiting for you with plenty of special offers during the campaign.

##### ◆ Distributing money-saving coupons!

Money-saving coupons that let you receive special services such as discounts and commemorative items at Shinjuku, Hakone, Enoshima, Kamakura, and Ito are distributed at the Odakyu Sightseeing Service Center.

##### ◆ Holding events that let you experience Japanese culture!

Join various events that let you experience Japanese culture for free in Hakone from February 6 (Sat) to February 8 (Mon).

##### ◆ Offering money-saving tour products!

Odakyu Travel Co., Ltd. offers tour products where rides from Shinjuku to Hakone-Yumoto on the Limited Express "Romancecar" and lodging in Hakone come in one set with a Hakone Freepass at special prices.

An outline of the 2016 Shinjuku/Hakone/Enoshima, Kamakura/Ito Winter Campaign is as shown below.



The Limited Express "Romancecar"  
travelling between Shinjuku and Hakone



A commemorative photo with a samurai  
and maidservant



The Sightseeing Cruise at Lake Ashi and  
Mount Fuji

#### ◆ Some of the locations where the coupons can be used ◆



Odakyu Department Store  
Shinjuku Main Store



Haku-undo Tea Garden  
in Hakone Gora Park



Enoshima Aquarium

## <2016 Shinjuku/Hakone/Enoshima, Kamakura/Ito Winter Campaign>

1. Name 2016 Shinjuku/Hakone/Enoshima, Kamakura/Ito Winter Campaign
2. Period January 20 (Wed) to February 29 (Mon), 2016
3. Locations Shinjuku, Hakone, Enoshima, Kamakura, and Ito
4. Description

(1) Money-saving coupons and novelties distributed

- 1 Locations where they are distributed Odakyu Sightseeing Service Center (Shinjuku/Odawara)
- 2 Description of special offers Special privileges and offers are given to visitors from abroad at facilities where the coupons can be used.

\*Details on the terms and contents of the special offers at the facilities are described on the coupons.



Coupon Book (photo)

- 3 Novelties Specially-made washcloths are given to the first thirty thousand visitors from abroad who purchase tickets or passes at Odakyu Sightseeing Service Centers (Shinjuku/Odawara) during the campaign.



Specially-made washcloth (photo)

(2) Events in Hakone where you can experience Japanese culture

- 1 During the campaign, visitors from abroad with a coupon brochure can experience Tencha (a form of Japanese tea ceremony where the participants can freely enjoy green tea and snacks without the need to follow formal tea ceremony practices) at the Haku-undo Tea Garden in Hakone Gora Park.
- 2 For three days from February 6 (Sat) to February 8 (Mon), various events where you can be exposed to Japanese culture such as photo shoots where you can have commemorative photos taken with samurais and maidservants in costumes depicting the clothes of the Edo period, fun raffles where there are no losing tickets, and so on - **all of which can be attended for free** - at the Hakone/Togendai Terminal.

February 6 (Sat)	February 7 (Sun)	February 8 (Mon)
<b>11:00 a.m. to 3:30 p.m.: Commemorative photo shoot with a samurai and maidservant, fun raffle</b> <b>From 12:40 p.m.: Rice cake pounding event</b> <b>From 2:10 p.m.: Passing out of amazake</b>		
<b>11:00 a.m. to 3:30 p.m.: Japanese calligraphy experience</b> <b>12:00 p.m. to 12:20 p.m.: Taiko drum performance</b> <b>1:50 p.m. to 2:10 p.m.: Taiko drum performance</b>	<b>11:00 a.m. to 3:30 p.m.: Origami experience</b> <b>12:00 p.m. to 12:20 p.m.: Lion dance performance</b> <b>1:50 p.m. to 2:10 p.m.: Lion dance performance</b>	<b>11:00 a.m. to 3:30 p.m.: Hakone mosaic woodwork experience</b> <b>12:00 p.m. to 12:20 p.m.: Welcoming by Kirariko (Hakone Geishas)</b> <b>1:50 p.m. to 2:10 p.m.: Welcoming by Kirariko (Hakone Geishas)</b>

(3) Offering money-saving tour products

Tour products where rides from Shinjuku to Hakone-Yumoto on the Limited Express "Romancecar" and lodging in Hakone come in one set at special prices are offered. Please visit the Odakyu Travel website for details.

Odakyu Travel website:

URL: <http://www.odakyu-travel.co.jp/eng/index.html>

5. Other Please visit sites such as the official Odakyu Electric Railway website and HAKONE NAVI for details on this campaign, the latest information on Hakone, and other relevant information.

Odakyu Electric Railway website

URL: <http://www.odakyu.jp/english/2016wc/>

HAKONE NAVI

URL: <http://www.hakonenavi.jp/english/>

**<Odakyu Sightseeing Service Center (Shinjuku/Odawara)>**

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|-------------------------|--|
| 1. Hours                | Shinjuku 8:00 a.m. - 6:00 p.m. (open all year)<br>Odawara 8:30 a.m. - 6:00 p.m. (open all year)                                  |
| 2. Locations            | West Ground Exit at Odakyu Line Shinjuku Station, next to the information window at Odakyu Line Odawara Station.                 |
| 3. Languages            | English, Chinese, Korean   |
| 4. Business Description | West Ground Exit at Odakyu Line Shinjuku Station, in front of ticket gate at Odakyu Line Odawara Station.                        |
| 5. Contact Information  | TEL: 03-5321-7887, FAX: 03-5321-7886<br>E-MAIL: <a href="mailto:welcome@odakyu-dentetsu.co.jp">welcome@odakyu-dentetsu.co.jp</a> |



**Odakyu Sightseeing Service  
Center / Shinjuku**