



January 2018

The “2018 Odakyu Group Winter Campaign”!

- Promoting exchanges with visitors from abroad and giving support for more memorable travels -

The Odakyu Group is holding the “2018 Odakyu Group Winter Campaign” from February 12 (Mon / national holiday) to February 25 (Sun), 2018.

The campaign will be held in accordance with the coming of winter, when there are many visitors from abroad centering on East Asia. This year, the Odakyu Group and facilities of various areas come together to welcome tourists from abroad and let them enjoy events where they can experience aspects of Japan such as its culture as well as implementing communication measures with attendants along railroad lines that pass through various areas and are popular with tourists from abroad such as Shinjuku, Hakone, and Enoshima / Kamakura.

◆ Get special offers at the Odakyu Sightseeing Service Center in Shinjuku!

During the campaign, visitors from abroad who purchased a Hakone Kamakura Pass discount tourist ticket receive a free original tenugui (traditional Japanese cotton hand towel) at the “Odakyu Sightseeing Service Center, Shinjuku”, which is a tourist information center for tourists from abroad.

◆ Events that let you experience Japanese culture held in the Hakone area!

Events where you can see Japanese culture from up close such as rice cake pounding event and temple festival will be held for three days from February 16 (Fri) to 18 (Sun) at the Hakone / Togendai Terminal. There is a new kotatsu (a type of heating table) corner as of this year that lets you experience a traditional way of spending winter in Japan (all events can be participated in for free).

◆ Limited-time gifts are also available in the Enoshima area!

Visitors who present a Hakone Kamakura Pass at the Shonan FUJISAWA Concierge in the concourse at Fujisawa Station during the campaign receive a set of special chopsticks designed in the motif of cherry blossoms.

◆ Be greeted by attendants wearing “Welcome Badges”!

During the campaign, train station attendants at various areas wear “Welcome Badges” with hospitable words such as “May I help You? “. Various transportation facilities and train stations also greet tourists from abroad with decorations that welcome the coming of winter.



A welcoming event at Hakone

A commemorative photo of a samurai warrior and his retainer

(photo from the last year's event)



Welcome Badge (image)

Below is an outline of the “2018 Odakyu Group Winter Campaign”

1. Name 2018 Odakyu Group Winter Campaign
2. Period February 12 (Mon / national holiday) - February 25 (Sun), 2018
3. Location Shinjuku, Hakone, and Enoshima/Kamakura area
4. Description
Shinjuku area Giving away of free tenugui (traditional Japanese cotton hand towel)

- (1) Period February 12 (Mon / national holiday) - February 25 (Sun), 2018
- (2) Location Odakyu Sightseeing Service Center, Shinjuku
- (3) Outline Visitors from abroad who purchased a Hakone Kamakura Pass discount tourist ticket for tourists from abroad receive a free original tenugui hand towel.



Original tenugui (image)

- Hakone area Hakone Winter Tourist Welcoming Campaign
- (1) Period February 16 (Fri) - February 18 (Sun), 2018
- (2) Hours 11:00 a.m. - 3:00 p.m. each day
- (3) Location Hakone / Togendai Terminal
- (4) Outline Various events that let visitors experience Japanese culture are held.
All events can be participated in for free.
- (5) Details <throughout the days>
Kotatsu experience, commemorative photo with a samurai warrior and his retainer, traditional Japanese festival corner
<from 12:40 p.m.>
Rice cake pounding event

- Enoshima / Kamakura area Giving away of special chopsticks
- (1) Period February 12 (Mon / national holiday) - February 25 (Sun), 2018
- (2) Location The Shonan FUJISAWA Concierge in the concourse at Fujisawa Station
- (3) Outline Visitors from abroad who presented a Hakone Kamakura Pass discount tourist ticket for tourists from abroad receive a set of special chopsticks designed in the motif of cherry blossoms.

Various areas Welcoming of visitors with Welcome Badges

- (1) Period February 12 (Mon / national holiday) - February 25 (Sun), 2018
- (2) Location Some stations on the Odakyu Line (Shinjuku, Odawara, Fujisawa area)
Stations on the Enoshima Electric Railway, facilities along the Enoshima Electric Railway on Enoshima, various locations that offer public transportation on Hakoneyama
- (3) Outline Train station attendants at various areas wear “Welcome Badges” with hospitable words such as “May I help You?” as they greet tourists from abroad.

Various areas Decorations that welcome the coming of winter

- (1) Period February 12 (Mon / national holiday) - February 25 (Sun), 2018
- (2) Location Odakyu Sightseeing Service Center (Shinjuku/Odawara), Odawara Station, Hakone area, Enoshima/Kamakura area
- (3) Outline Tourists from abroad are greeted with decorations that welcome the coming of winter at various stations and transportation facilities operated by the group.

*The campaign gifts listed above are available only while supplies last.

[Reference] On the “Welcome winter! Hakone/Fuji Single-day Tour” at Odakyu Travel

For a limited time during the four days from February 16 (Fri) to 19 (Mon), Odakyu Travel Co., Ltd of the Odakyu Group is holding the “Hakone/Fuji Single-day Tour” for visitors from the Greater China Region. It is a single-day tour where tourists from abroad staying in Tokyo take an Odakyu Romancecar departing from and returning to Shinjuku and a chartered bus, and the participants receive original tenugui hand towels as a special benefit.

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

[Reference] On the Hakone Kamakura Pass discount tourist ticket for tourists from abroad

The “Hakone Kamakura Pass” is a money-saving tourist ticket that offers unlimited rides on all Odakyu Lines and includes all of the services provided in our “Hakone Freepass” and “Enoshima/Kamakura Freepass”, which are popular among visitors from abroad. The pass is valid for three days at 6,500 yen each for adults. In addition to unlimited rides, you can receive special services at facilities such as restaurants and art museums in locations centering on Hakone, Enoshima, and the Enoshima/Kamakura area by presenting this pass.

Hakone Kamakura Pass : http://www.odakyu.jp/english/deels/freepass/hakone_kamakura/