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January 17, 2020

This year again, Keikyu will promote cherry-viewing spots along the Keikyu Line to international tourists!
Miurakaigan & Yokohama/Ooka River Cherry Campaign
Original cherry-design fan giveaways for international tourists!

From Friday, January 24, to Sunday, April 12, 2020, Keikyu Corporation (Head Office: Nishi Ward, Yokohama City; President: HARADA Kazuyuki; hereinafter "Keikyu") will run a promotion targeting international tourists to publicize the Kawazu-zakura cherry blossoms in Miurakaigan and the Somei-yoshino cherry blossoms blooming along the Ooka River in Yokohama.

The number of international tourists mainly from the Greater China area such as China and Taiwan is expected to further increase, starting from the Chinese New Year on Saturday, January 25, 2020. In time with this, Keikyu will promote the appeal of famous cherry-viewing spots along the Keikyu Line again this year, including spots of the early-blooming Kawazu-zakura cherry blossoms, which can be enjoyed in Miurakaigan for about one month from February through March, and the Somei-yoshino cherry blossoms along the Ooka River, which will be in its best season from March through April.

This annual promotion counts its third year this year. Specifically, we will put up decorations that provide an atmosphere of cherry blossoms in full bloom near the ticket gates of the Haneda Airport International Terminal Station and at the Keikyu Tourist Information Centers at the Haneda Airport International Terminal Station and at Shinagawa Station, which international tourists frequently use. In addition, we will hold giveaways of original cherry-design fans at specific spots in Miurakaigan and along the Ooka River to international tourists who show us the PASMO PASSPORT, a specific discount passenger ticket, or a campaign leaflet.

This time, we will also offer a campaign to give a 100-yen discount on draft beer to visitors who show us a campaign leaflet through a tie-up with "Tinys Yokohama Hinodecho," a complex using tiny houses established as a collaboration project between Keikyu and YADOKARI Co. Ltd.

Keikyu will promote the use of the Keikyu Group's services by continuing to publicize the appeal of "cherry blossoms" along the Keikyu Line to international tourists. The details are as shown in the Attachment.



Kawazu-zakura cherry blossoms in Miurakaigan



Cherry blossoms along the Ooka River in Yokohama

* This material is distributed to the press club at the Ministry of Land, Infrastructure, Transport and Tourism, Tokiwa Club, Leisure Press Club, and the press club at the Yokosuka Municipal Government.

Attachment

Promotion for international tourists during the cherry-viewing season

1. Period: Friday, January 24, to Sunday, April 12, 2020

2. Content

(1) Decorations at Haneda Airport International Terminal Station and Keikyu Tourist Information Centers

We will put up decorations that provide an atmosphere of the Kawazu-zakura cherry blossoms in Miurakaigan and the Somei-yoshino cherry blossoms along the Ooka River in Yokohama, near the 2nd floor ticket gates of the Haneda Airport International Terminal Station, by the counters of the Keikyu Tourist Information Center at the Haneda Airport International Terminal Station, and by the entrance of the Keikyu Tourist Information Center at Shinagawa Station.



Cherry decorations put up last year

(2) Original cherry-design fan giveaways

(a) Kawazu-zakura cherry blossoms in Miurakaigan

We will give away original cherry-design fans to the first 1,000 international tourists who show us any of the following at Miurakaigan Station or Misakiguchi Station: a Misaki Maguro Day Trip Ticket; a Train & Bus Ticket of the Misaki Maguro Pass; a PASMO PASSPORT; or a campaign leaflet (an image displayed on a mobile phone screen also allowed)

* Giveaway period: Friday, January 24, to Sunday, March 8, 2020

(b) Somei-yoshino cherry blossoms along the Ooka River in Yokohama

We will give away original cherry-design fans to the first 500 international tourists who show us any of the following at "Tinys Yokohama Hinodecho": a passenger ticket of the YOKOHAMA BAY AREA 1 DAY PASS; a PASMO PASSPORT; or a campaign leaflet (an image displayed on a mobile phone screen also allowed)

* Giveaway period: 11:00 a.m.–9:00 p.m., Saturday, March 21, to Sunday, April 12, 2020



Image of the original cherry-design fan
(Kawazu-zakura cherry blossoms in
Miurakaigan)

(3) "Tinys Yokohama Hinodecho" tie-up campaign

From Friday, March 21, to Sunday, April 12, 2020, we will give a 100-yen discount on draft beer at "Tinys Living Hub" in "Tinys Yokohama Hinodecho" to visitors who show us the Ooka River campaign leaflet.

3. Campaign sites

(a) Kawazu-zakura cherry blossoms in Miurakaigan

English <http://www.haneda-tokyo-access.com/en/sakura-shopping-2020/>
Chinese (traditional) <http://www.haneda-tokyo-access.com/tc/sakura-shopping-2020/>
Chinese (simplified) <http://www.haneda-tokyo-access.com/cn/sakura-shopping-2020/>
Korean <http://www.haneda-tokyo-access.com/kr/sakura-shopping-2020/>

* The English and Chinese (traditional) sites are planned to open at 10:00 a.m., Friday, January 24. The Chinese (simplified) and Korean sites will open subsequently.

(b) Somei-yoshino cherry blossoms along the Ooka River in Yokohama

English <https://www.haneda-tokyo-access.com/en/sakura-2020/>
Chinese (traditional) <https://www.haneda-tokyo-access.com/cn/sakura-2020/>
Chinese (simplified) <https://www.haneda-tokyo-access.com/tc/sakura-2020/>
Korean <https://www.haneda-tokyo-access.com/kr/sakura-2020/>

* The sites are planned to open at 10:00 a.m., Monday, March 2, 2020.

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