

February 19, 2015

The Tobu Tojo Line's first inbound pass

Available exclusively to visitors from abroad!

KAWAGOE DISCOUNT PASS

Tobu Railway Co., Ltd.

Tobu Railway (Head office: Sumida-ku, Tokyo) will introduce its new KAWAGOE DISCOUNT PASS on Sunday, February 1, 2015. A first for its Tojo Line, the pass will only be available to visitors from abroad at the Tojo Line Ikebukuro Station and the Tobu Travel, Ikebukuro travel agency.

With a record 13 million travelers* visiting Japan from abroad last year and more expected in the future, the Discount Pass is part of Tobu Group's Mid-Term Management Plan for 2014 to 2016, which includes plans for expanding services offered to visitors from abroad. The pass offers a reduced round-trip rate on the Tobu Tojo Line from Ikebukuro Station to Kawagoe or Kawagoeshi Station, and gives pass holders discounts and services from six participating retailers and restaurants for a truly great deal.

Since 2004, Tobu Railway has offered three different discount passes, including the ALL NIKKO PASS, to visitors using Tobu lines in the Nikko and Kinugawa Onsen areas. With travel on the Tojo Line now easier than ever since the recent cooperation between Tobu, Seibu, Tokyo Metro, Tokyu, and Minato Mirai lines, the KAWAGOE DISCOUNT PASS available exclusively to visitors is just another step in inviting passengers to all of Tobu's lines. Through expansion of the discounts and services offered, Tobu Railway hopes to further introduce people from around the world to the *kurazukuri*-style old storehouses, the Kashiya Yokocho penny candy shops, the symbolic "Toki no Kane" bell tower, and the countless nostalgic "Little-Edo" charms of Kawagoe, one of the true highlights of the Tojo Line.

See the separate sheet for further details on the Discount Pass.

* Based on findings from the Japan National Tourist Organization (JNTO)



Lantern-shaped KAWAGOE DISCOUNT PASS (adult)
(approx. 8 x 12 cm)



Kawagoe's "Toki no Kane" bell tower

For inquiries, call the Tobu Sightseeing Service Center at ☎ 03-3841-2871.

KAWAGOE DISCOUNT PASS Details

1. Name: KAWAGOE DISCOUNT PASS

Note: Explanations for using the pass are printed in English, Chinese (Traditional and Simplified), Korean, Thai, and Japanese on the reverse side of the pass.

2. Availability: Available all year round starting Sunday, February 1, 2015

Note: Good for one day within one month of the date of issue. Pre-orders start Sunday, February 1, 2015.

3. Location of purchase: Tojo Line Ikebukuro Station or Tobu Travel, Ikebukuro Travel Agency

4. Period of validity: Good for travel on one day only

5. Price: Adult 700 yen; Child 360 yen

Note: Standard round-trip rate between Ikebukuro and Kawagoe or Kawagoeshi is Adult 940 yen, Child 480 yen (standard ticket purchases)

6. Overview

(1) Reduced round-trip rate between Ikebukuro Station and Kawagoe or Kawagoeshi Station on Tojo Line.

(2) Additional services provided at the following six shops.

① Tsuchikane Folk Arts

Hours: 10:00 to 18:00

Closed: Wednesdays (or the day following, if Wednesday is a public holiday) and the New Year's holiday period

Service: 10% discount on items purchased

② Ryoutei Yamaya

Hours: 11:30 to 21:30 (last order at 19:30)

Note: Weekday lunch hours 11:30 to 14:00 (last order at 13:30)

Closed: Closed irregularly, during the New Year's holiday period, and for Obon during summer

Service: One complimentary item provided with "Kagome" and "Tsubasa" box lunches during exclusive weekday lunch

③ Torokko

Hours: 10:00 to 17:00

Closed: Irregular

Service: 5% discount on "Satsumaimo Mini Kaiseki"

④ Koedo Kawagoe rental kimono shop, Vivian

Hours: 10:00 to 17:00 (weekdays), 10:00 to 18:00 (Saturday, Sunday, holidays)

Closed: Tuesdays (but open on the 18th of each month for "Kimono Day"), New Year's holiday period

Service: Complimentary gift with non-rental purchases of 1,000 yen or more (tax excluded)

⑤ Unakko

Hours: From 11:00 a.m. until unagi is sold out

Closed: Tuesdays and year end

Service: One complimentary item with meal

⑥ Inabaya

Hours: 9:00 to 18:30

Closed: Irregular

Service: One complimentary "Imo Donut" with purchase of 1,000 yen or more (including tax)

7. Miscellaneous: The pass can only be purchased by persons visiting Japan.

The pass cannot be accepted at ticket gates, so please present it at the service window.