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For Immediate Release

SEIBU HOLDINGS INC.

Seibu Group Strengthens Efforts to Attract Inbound Travelers to Shiga Area through Local Partnerships

- The Seibu Group has developed sightseeing routes in the Shiga Area and produced a foreign-language pamphlet that introduces those routes in detail
- The special benefits of the “SEIBU PRINCE CLUB emi” membership program for foreign visitors to Japan will be provided at facilities outside of those in the Seibu Group for the first time

For the purpose of attracting foreigners visiting Japan to the Shiga Area, Ohmi Railway and Lake Biwa Otsu Prince Hotel, members of the Seibu Group that operate their businesses in that area, will lead efforts to highlight the appeal of the area in partnership with places of interest, tourist spots and local people in Shiga. More specifically, the Seibu Group has developed sightseeing routes and produced a foreign-language pamphlet, and will implement various other measures to attract foreign visitors to Shiga. Details are as follows.

The Seibu Group has developed sightseeing routes in the Shiga Area and produced a foreign-language pamphlet that introduce those routes in detail

The Seibu Group has multiple businesses in operation in the Shiga Area. These include railways, buses, sightseeing cruises of Lake Biwa and a sightseeing ropeway all operated by the Ohmi Railway Group, as well as the Lake Biwa Otsu Prince Hotel operated by Prince Hotels. In addition to these facilities and services under the Group, the Seibu Group has partnered with local tourist facilities, local restaurants and other non-Group facilities to develop sightseeing routes for foreign visitors to Japan. By partnering with these non-Group facilities, the Seibu Group will offer a series of suggestions to travelers for ways to enjoy themselves in the form of accommodations, sightseeing, recreation, dining and shopping while simultaneously ensuring that those travelers fully experience the appeal of the Shiga Area.

In order to introduce the sightseeing routes that it has newly developed, the Seibu Group has prepared a foreign-language pamphlet that introduces the Shiga Area in traditional Chinese. On the multilingual website of the Seibu Group, [a page introducing the Shiga Area](#) has also been set up. Going forward, through means such as distributing that pamphlet at travel exhibitions held overseas and featuring its contents in overseas travel magazines, the Seibu Group will lead efforts to expand awareness of the Shiga Area and implement various measures for that purpose. The Group will also make that pamphlet and webpage successively available in other languages as well.

The special benefits of the “SEIBU PRINCE CLUB emi” membership program for foreign visitors to Japan will be provided at facilities outside of those in the Seibu Group for the first time

The Seibu Group offers its “SEIBU PRINCE CLUB emi” membership program to its foreign customers who are visiting Japan. As one of the measures that the Group has taken in partnership with the Shiga Area, starting Saturday, July 1, 2017, SEIBU PRINCE CLUB emi members who present the below membership card at select non-Group facilities in the Shiga Area are eligible to receive a variety of special benefits and services, such as

discounts, free soft drinks and free gifts.

This endeavor in the Shiga Area is the first time that SEIBU PRINCE CLUB emi special benefits and services will be available at facilities outside of those belonging to the Seibu Group. Through conducting publicity for those special benefits and services alongside that for its newly-developed sightseeing routes, the Seibu Group will further intensify its efforts to communicate the appeal of the Shiga Area.



Hachiman Preservation District for
Groups of Historic Buildings



SEIBU PRINCE CLUB emi card

<Tourist Spots, Facilities and Services Introduced Along Sightseeing Routes in Shiga Area>

	Name	Examples of Special Benefits and Services Received with SEIBU PRINCE CLUB emi
Non-Seibu Group Facilities	Hikone Castle (Hikone City)	-
	Yume-Kyobashi Akarikan (shop and hands-on candle making studio) (Hikone City)	Free novelty gift upon purchasing merchandise of 2,000 yen or more
	Mensho Chakapon Noodle Restaurant (Hikone City)	Free glass of iced oolong tea with meal
	Taga Taisha Shrine (Town of Taga, Inukami District)	-
	Itokirimochi Sohonke Tagaya Rice Cake Shop (Town of Taga, Inukami District)	10% off total when purchasing merchandise
	Suigo No Sato Maruyama Rowboat Cruises (Omihachiman City)	400-yen discount on rental boat charges 100-yen discount on regular-service boat charges
	Restaurant Tiffany (Omihachiman City)	Free soft drink with meal
	Hachiman Preservation District for Groups of Historic Buildings (Omihachiman City)	-
	Tea Space Charaku (Omihachiman City)	5% off total upon use
	Hieizan Enryakuji Temple (Otsu City)	-
	Hiyoshi Taisha Shrine (Otsu City)	-
	Nagisa WARMS Restaurant (Otsu City)	5% off total upon use
	Biwako Valley (Otsu City)	300-yen discount on round-trip ropeway passenger tickets (adults)
	Omi Jingu Shrine (Otsu City)	-
	Miidera Temple (Otsu City)	-
	CAFE INTRO (Kusatsu City)	10% off total upon use
Seibu Group Facilities	Lake Biwa Otsu Prince Hotel (Otsu City)	“BEST RATE AVAILABLE,” etc.
	“OHMI MARINE” Hikone Port (Hikone City) Chikubu Island Cruise	20% off cost to ride
	Hachimanyama Ropeway (Omihachiman City)	10% off cost to ride
	Kusatsu Aquatic Botanical Garden “Mizu no Mori” (Kusatsu City)	100-yen discount on lotus soft-serve ice cream
	“SEKISHO-AN” Tea-Ceremony House in Biwako Cultural Park (Otsu City)	50-yen discount on matcha set (gree tea & Japanese sweets)

*To receive SEIBU PRINCE CLUB emi special benefits and services, please present your SEIBU PRINCE CLUB emi card upon using applicable facilities.

*Please note that the content of the above special services is subject to change.

(Reference ①)

Sightseeing Routes in Shiga Area on Which Travelers Can Take Advantage of Their SEIBU PRINCE CLUB emi Card

① Journey that takes you around Shiga Prefecture's leading castle and shrine (Hikone Area)

Otsu Station⇒Hikone Station⇒Hikone Castle⇒Yumekyobashi Castle Road⇒Yume-Kyobashi Akarikan [Present card here for special benefit]⇒Mensho Chakapon Noodle Restaurant [Present card here for special benefit]⇒Hikone Station⇒Tagataishamae Station⇒Taga Taisha Shrine⇒Itokirimochi Sohonke Tagaya Rice Cake Shop [Present card here for special benefit]⇒Tagataishamae Station⇒Hikone Station⇒Otsu Station

② Journey to experience historical streetscapes and riversides (Omihachiman Area)

Otsu Station⇒Omihachiman Station⇒Suigo No Sato Maruyama Rowboat Cruises [Present card here for special benefit]⇒Restaurant Tiffany [Present card here for special benefit]⇒Hachiman Preservation District for Groups of Historic Buildings⇒Hachimanyama Ropeway [Present card here for special benefit]⇒Tea Space Charaku [Present card here for special benefit]⇒Omihachiman Station⇒Otsu Station

③ Journey to get a sense of nature in Shiga at Lake Biwa and Hieizan (Otsu Area)

Nishiki Station⇒Sakamoto Station/Cable Sakamoto Station⇒Cable Enryakuji Station⇒Hieizan Enryakuji Temple⇒Cable Enryakuji Station⇒Cable Sakamoto Station⇒Hiyoshi Taisha Shrine⇒Sakamoto Station⇒Ishiba Station⇒Nagisa WARMS Restaurant [Present card here for special benefit]⇒Lake Biwa Otsu Prince Hotel

④ Cycling journey around Otsu: Shinto shrine and Buddhist temple visits, lakeside picnic and tea ceremony experience

Lake Biwa Otsu Prince Hotel⇒Omi Jingu Shrine⇒Miidera Temple⇒CAFE INTRO [Present card here for special benefit]⇒Kusatsu Aquatic Botanical Garden “Mizu no Mori” [Present card here for special benefit]⇒“SEKISHO-AN” Tea-Ceremony House in Biwako Cultural Park [Present card here for special benefit]⇒Lake Biwa Otsu Prince Hotel

■Webpage Introducing Shiga Area (URL): <http://www.seibugroup.jp/zh-tw/seasons/shiga/>



Yume-Kyobashi Akarikan



Suigo No Sato Maruyama Rowboat Cruises



Nagisa WARMS Restaurant



CAFE INTRO

(Reference ②)

SEIBU PRINCE CLUB emi is a membership program for foreign visitors to Japan that enables members to quality for the “BEST RATE AVAILABLE” at Prince Hotels and takes advantage of a variety of benefits and services when they visit facilities under the Seibu Group all across Japan, such as golf courses, ski slopes and shopping facilities.

[List of Benefits/Services Available to SEIBU PRINCE CLUB emi Members]

Company Name	Facility Name	Benefits/Services	
Prince Hotels	Prince Hotels & Resorts accommodations (hotels/ryokan inns)	BEST RATE AVAILABLE <Prince Basic Member>	Guaranteed best rate among comparable plans when making reservation
		Birthday present (for use during your birthday month)	Suite Room Plan
		Late check-out	Check-out up to 3:00 PM allowed provided that rooms are available
		English-language newspaper provided free of charge	*Does not apply at certain accommodations
	Prince Golf Resorts	Guaranteed best rate for golf	Guaranteed best rate among comparable plans when making reservation
	Prince Snow Resorts	Discount on cost of ski lift tickets	Adults (junior high school student age or older): 500 yen off
	T-Joy Prince Shinagawa/T-Joy Seibu Oizumi	Discount on cost of movie tickets	General entry/students/persons from 3 years of age to junior high school student age: 200 yen off (Does not apply to senior citizens aged 60 or older) *Discount does not apply to 3D screenings *Discount does not apply to late shows
	Karuizawa Sengataki Hot Springs	Discount on cost to enter bath	Adults: 200 yen off / Children: 100 yen off
	Onioshidashi Park	Discount on cost of entry	Adults & children: 200 yen off
	Hakone Komagatake Ropeway	Discount on cost to ride	10% off
	Shin-Yokohama Skate Center	Discount on cost to ice skate	Adults & children: 200 yen off
	Hakone-En Aquarium	Discount on cost of entry	Adults: 300 yen off / Children: 150 yen off
Seibu Railway	Seibu Tourist Information Center Ikebukuro	Special passenger ticket offer	SEIBU 1Day Pass: 1,000 yen SEIBU 2Day Pass: 2,000 yen *Unlimited rides for all Seibu lines (excluding the Tamagawa Line)
			SEIBU 1Day Pass + Nagatoro: 1,500 yen SEIBU 2Day Pass + Nagatoro: 3,000 yen Unlimited rides for all Seibu lines (excluding the Tamagawa Line) + a designated section of the Chichibu Railway
		Free novelty gift	Put a picture taken of Seibu Tourist Information Center Ikebukuro and your card together up on your SNS account to receive a free novelty gift
Seibu Properties	PePe/BIGBOX Takadanobaba/Karuizawa Prince Shopping Plaza	Free novelty gift	Receive a free novelty gift with purchases totaling 15,000 yen or more
		Price discount	Receive a discount or discount coupon
Seibu Recreation	Seibuen Amusement Park	Discount on cost of entry	Adults, children & senior citizens: 200 yen off
		Discount on cost of One-Day Free Ticket	Adults: 300 yen off Children & senior citizens: 200 yen off

		Free novelty gift	Receive a free novelty gift with purchases totaling 15,000 yen or more
	DyDo Drinco Ice Arena/ Higashi-Yamato Skate Center	Discount on cost to ice skate	Adults & children: 200 yen off
	Matsuri No Yu Onsen at Seibu-Chichibu Station	Discount on cost of entry	Adults: 50 yen off; children: 30 yen off on weekdays, 40 yen off on Saturdays, holidays and other specific days
Izuhakone Railway	Hakone Ashinoko Yuransen Ferry	Discount on cost to ride	10% off one-way fare
	Izu Mito Sea Paradise	Discount on cost of entry	Adults: 400 yen off / Children (from 4 years of age to elementary school student age): 200 yen off
	Hakone Jukkokutoge Cable Car	Discount on cost to ride	10% off standard fare
	Hakone Sekisho Tabimonogatari	Matcha tea ceremony experience	500 yen off
Seibu Travel	Chichibu Single-Day/Overnight Stay Plan package (Seibu Travel-designated packages)	Free gift with package purchase	Receive mineral water (PET bottle) or a novelty gift free of charge
Yokohama Hakkeijima	Yokohama Hakkeijima Sea Paradise	Preferential price for One-Day Pass (Four aquariums & attractions)	Adults & high school students: 650 yen off / Elementary & junior high school students: 400 yen off Small children (4 years of age or older): 250 yen off / Senior citizens (65 years of age or older): 400 yen off *May be applied to up to 5 visitors including the card holder *Separate charges apply during the winter season
	Aqua Park Shinagawa	Discount on cost of entry	Adults (high school student age or older), elementary & junior high school students and small children (4 years of age or older): 200 yen off *May be applied to up to 5 visitors including the card holder
	Sendai Umino-Mori Aquarium	Discount on cost of entry	Adults, high school students, junior high school students, elementary school students and senior citizens: 200 yen off / Small children: 100 yen off *May be applied to up to 5 visitors including the card holder
Saitama Seibu Lions	MetLife Dome	Discount on cost of entry on day of regular-season professional baseball game	Tickets can be purchased at advance ticket price
Toshimaen	Toshimaen Niwanoyu Hot Springs	Discount on cost of entry	300 yen off *Night Spa excluded
	Toshimaen Amusement & Water Park	Discount on One-Day Ride ticket/One-Day Summer ticket/pool entry ticket/One-Day Kids' ticket	Adults & children: 400 yen off
Seibu Bus	Seibu Expressway Bus Ikebukuro Ticket Center	Special fare	Hakone Line “Prince Express Hakone Lake Ashinoko” One-way fare: Flat 1,000 yen (no specified stops for boarding and disembarking)
		Free novelty gift	Receive a novelty gift free of charge when presenting

			your ticket for a Seibu expressway bus (Web Passenger Slip also accepted)
Ohmi Railway	Hachimanyama Ropeway	Discount on cost to ride	10% off
	Shizugatake Lift	Discount on cost to ride	10% off
	“OHMI MARINE” Hikone Port cruises	Discount on cost to ride	20% off *Only applies to Chikubu Island cruises and Take Island cruises departing from and returning to Hikone Port (sea excursion tours and island visit tours)

*Efforts will be made to further enhance benefits/services going forward. Please note that the above benefits/services are subject to change.