



5<sup>th</sup> January 2016

## The Spring Festival Event will be held in Namba CITY・Namba PARKS

- Experience of donating Ema to Sumiyoshitaisha
- Show your passport to enjoy privilege (discount, novelty present, etc.)

Nankai Electric Railway is currently promoting the Medium-term management plan, Depth Development 113. Expansion of Kansai Airport Inbound Business is one of the basic policy and we are promoting various initiatives.

With the increase of foreign tourists in the coming Spring Festival, we will hold various initiatives to make tourists enjoy shopping and eating in Namba area. During the nine days from 6<sup>th</sup> (Sat) February to 14<sup>th</sup> (Sun), **special campaign limited to foreign tourists** will be held in Namba CITY and Namba PARKS. And during the three days from 6<sup>th</sup> (Sat) February to 8<sup>th</sup> (Mon), an **'OMOTENASHI' Event** will be held at GALLERIA COURT, on the B1 of Namba CITY main building.

Besides, we have prepared other events and special service to welcome tourists.

1. Offer privilege (discount, novelty present) to foreign tourists those who show passport at shops (a part) in Namba CITY and Namba PARKS. **※This time is the first time.**
2. Present discount coupon (with a purchase of 10,000JPY or more⇒500JPY off) to those who show passport.
3. Hold free Japanese culture event. (Experience of donating Ema collaborated with Sumiyoshitaisha, tasting Japanese tea, performance of Japanese gong and drum, etc.) **※Donating Ema experience is the first time.**
4. Special sale of Japanese souvenir and sundries.

The details are as following on the attached sheet.



Image of special discount coupon for tourist



Scene of last year's Event

Initiatives during the Spring Festival period

1. Campaign in Namba CITY and Namba PARKS (a part of shops)

- (1) Period 6<sup>th</sup> (Sat) February 2016~14<sup>th</sup> (Sun) 9days
- (2) Target 25 shops in Namba CITY and 63 shops in Namba PARKS
- (3) Contents

Offer discount service or present novelty to foreign tourists those who show passport on the purchase. **※This time is the first time**

※The details of privilege are on the guide brochure for foreign tourists.

2. The Spring Festival Event

- (1) Period 6<sup>th</sup> (Sat) February 2016~8<sup>th</sup> (Mon) from 10:30 to 19:00
- (2) The site GALLERIA COURT, on the B1 of Namba CITY main building
- (3) Contents

- ① Present discount coupon (with a purchase of 10,000JPY or more⇒500JPY off) to those who show passport.

※Students from EHLE Institute College and faculty of international tourism of Hannan University will assist to present discount coupon at Namba Station, 1F of Namba CITY main building and Carnival Mall as well as at GALLERIA COURT.

- ② Experience of donating Ema collaborated with Sumiyoshitaisha (Free)

**※This time is the first time.**

- ③ Tasting Japanese tea (Free)

- ④ Performance of Japanese gong and drum.

Start from GALLERIA COURT and parade to Namba Carnival Mall 3times a day.

- ⑤ Special sale of Japanese souvenir and sundries.

3. Others

- (1) Tax-free shops in Namba PARKS and Namba CITY

Shopping center	Number of Tax-free shops
Namba CITY	About 100 (About 55 last Spring Festival)
Namba PARKS	About 160 (About 90 last Spring Festival)

- (2) Event information on global site and Facebook

Information of the Spring Festival Event will be send to the following websites.

- ① Nankai Electric Railway global website How to Enjoy OSAKA

<http://www.howto-osaka.com>

- ② Nankai Electric Railway Facebook (English ver.)

<https://www.facebook.com/osaka.nankai>