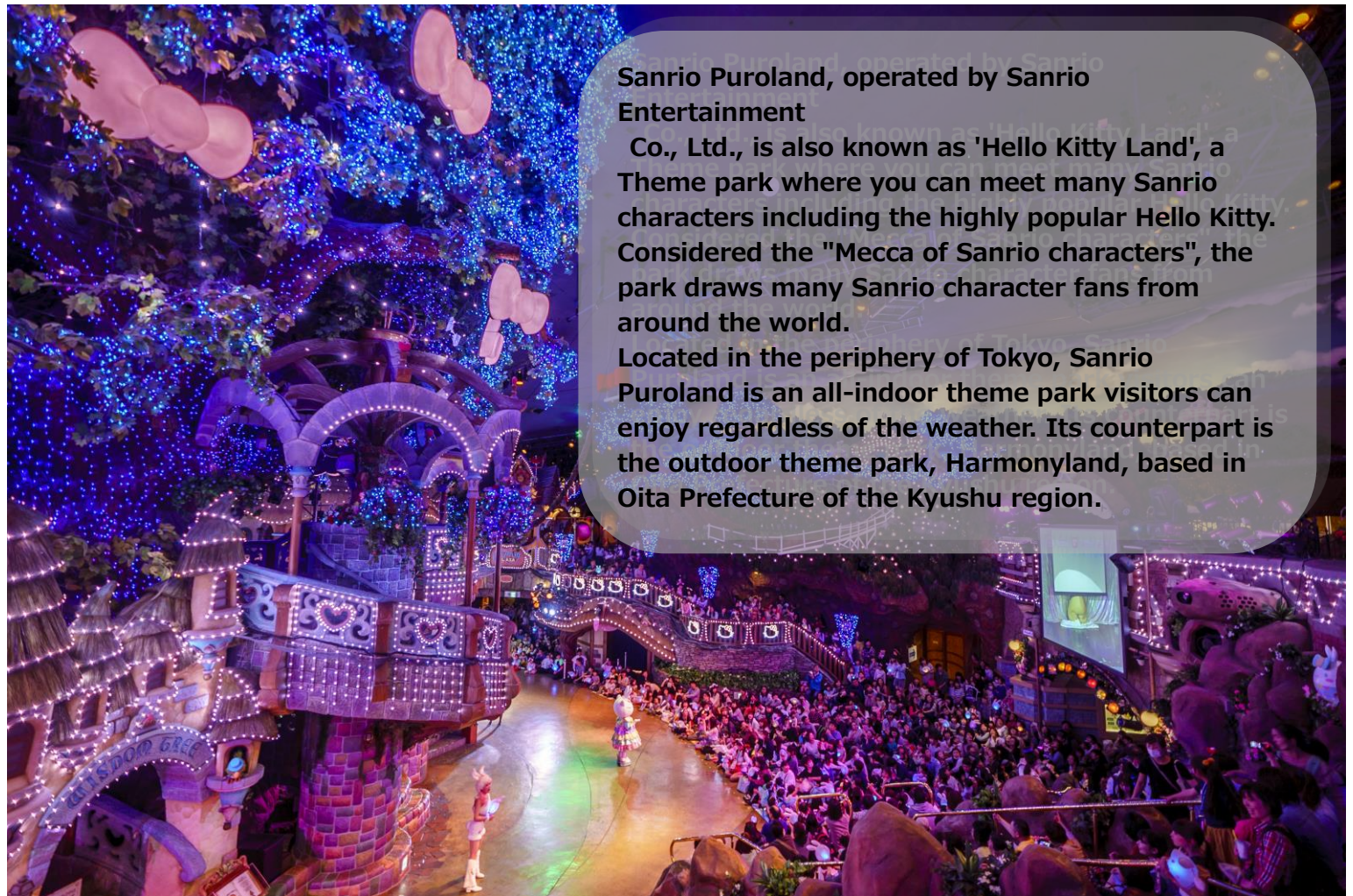




## Sanrio Entertainment Co., Ltd. FACT BOOKBOOK

\* as of Mar, 2021





Sanrio Puroland, operated by Sanrio Entertainment

Co., Ltd., is also known as 'Hello Kitty Land', a Theme park where you can meet many Sanrio characters including the highly popular Hello Kitty. Considered the "Mecca of Sanrio characters", the park draws many Sanrio character fans from around the world.

Located in the periphery of Tokyo, Sanrio Puroland is an all-indoor theme park visitors can enjoy regardless of the weather. Its counterpart is the outdoor theme park, Harmonyland, based in Oita Prefecture of the Kyushu region.

## ■ Company Overview

Company Name	Sanrio Entertainment Co.,Ltd.
Representative	Chairman, President, and Chief Executive Officer of Sanrio Entertainment Co.,Ltd
Established	July 1, 2009
Capital	100 million yen
Associated Company subsidiary)	Sanrio Company, Ltd. (Established in 1960: Totally-held
Employees	330 (excluding part-time employees, performers)
Location	1-31 Ochiai, Tama-shi, Tokyo 206-8588
Main Phone Number	+81-3-42-372-6500
Principal Business Activities	Theme Park Operation

### Business Establishments

- Sanrio Entertainment Co.,Ltd.

<http://www.sanrio-entertainment.co.jp/> [JP only]

- Sanrio Puroland : 1-31 Ochiai, Tama-shi, Tokyo

<http://www.puroland.jp/> [EN/CH(Traditional / Simplified )/TH/IDN/KR]

- Harmonyland : Fujiwara 5933, Oaza, Hijimachi, Hayami-gun, Oita-ken

<http://www.harmonyland.jp/>[EN/CH(Traditional / Simplified )/TH/IDN/KR]

\*Overseas development through licensing

Established businesses in Malaysia (2012), Korea (2013), United Kingdom (2014), and China (2015). Most recently, we are aiming to open a Hello Kitty theme park in Vietnam (2018).



## ■ SNS Account

LINE: @purolandjp [JP only]



Facebook : @purolandjp  
[EN/CH(Traditional / Simplified )/TH/IDN/KR]



Instagram: @puroland\_global [EN only]



Twitter : @purolandjp [JP only]

YouTube : @purolandjp



## ■ History

- 1987. 11. Sanrio Communication World Co., Ltd. Established as the operating company for Sanrio Puroland.
- 1988. 10. Sanrio participates in the establishment of Harmonyland Co., Ltd. as operating company for Harmonyland with Hijimachi, Oita Prefecture and neighboring companies.
- 1990. 12. Sanrio Puroland theme park opens (Metropolitan Tokyo)
- 1991. 04. Harmonyland theme park opens (Oita Prefecture)
- 1999. 08. Company name changed from Sanrio Communication World Co., Ltd. to Sanrio Puroland Co.,Ltd.
- 2009. 07. Sanrio Entertainment Co., Ltd. was established due to merging of theme park business.





## Summer Festival

At Puroland, a summer festival where you can meet many Sanrio characters is held annually. This year, at "Puro Summer Festival 2019" has 3 points. "The music festival", incorporates different music styles, namely Rock, Hip-hop, Techno, and Disco & Soul and stages live performances. And even its indoor theme park, "KAWAII" (cute) and colorful beach festival" at entertainment hall with glowing sun tan Hello Kitty and Daniel and "food and desserts festival" also holds at the same time.

## Halloween

A "Halloween Party" is held from September to October every year. In addition to characters in costume that come and greet you, there many fun Halloween themed events planned.







## Christmas & New Year

Enjoy Puroland during its winter season. Comfortably have fun in the in-door facility even on a cold winter day. A Christmas event, where you can enjoy the popular Christmas show with snow and illumination, is held every year.

## Easter

Every year from March to June we are celebrating "Puro Easter". The easter show, "Egg'n'Roll Easter" visitors are invited to join its new show featuring American oldies including classic & popular songs.



## ■ Services for Tourists

- Credit cards, Alipay, and WeChatPay accepted (some corners accept cash only)
  - Free Wi-Fi
  - Fully accessible in wheelchair
  - The baby Center has children's toilets, children's tables and more.
  - Baby food, baby formula and paper diapers are sold at the Information Counter[1F]
  - Smart tablet video interpretation service (12 languages) providing a 3-way communication service between guests, staff and interpretation operator via TV phone.
- [Locations] 3F information desk





# Popular Attractions

## Cinamoroll Fuwa Moko Town

15th anniversary event for  
CINNAMOROLL.  
Enjoy the world of CINNAMOROLL  
at "Cinamoroll Dream Cafe",  
the "Photo Spot", and  
"Cinamoroll Anniversary Shop".



## Gudetama Land

All new 'Gudetama' Land!  
Enjoy this hands-on attraction  
that showcases the word of  
Gudetama.



## Märchen Theater

2018.3.10 Start

**\*Re-opened as social distance ver.**

Launch of a new type of musical showcasing a collaboration of “kawaii” Sanrio characters and traditional Japanese kabuki theatre. Based on the story of ‘Momotaro’ the new programme will incorporate spectacular acrobatics and video shows.



## Lady Kitty House

Meet and greet the super star 'Hello Kitty'! You can also experience Kitty's life style here. She welcomes her friends and Kitty fans all over the world in Lady Kitty House.

## Miracle Gift Parade

**\*Temporally suspended**

The Parade features 'Hello Kitty' and 'Daniel' arriving from the Strawberry Kingdom, along with 'My Melody' and other Sanrio characters who move through the park on colorful floats. It will allow you to escape into a fairytale world where dreams come true!







## Entrance Shop

The largest shopping area in Puroland.  
Full of original goods and sweets,  
I deal for souvenirs.

## Puroland Original Goods

Limited goods that can only be acquired  
in Puroland are highly popular.  
You will find your favorite goods.



## Sanrio World Rainbow Restaurant

This Restaurant is cute, popular,  
and the theme of a rainbow  
(The world of the popular Sanrio 7 characters).  
You can enjoy a great variety of dishes on the menu  
in each Sanrio characters' counters.  
(Sanrio characters send the messages in the counters.)

# Popular Goods, Shops, & Restaurants



**Duty Free**  
**Currency Exchange**  
**Wi-Fi available.**

## Character Food Court

This restaurant serving up Puroland's original treats and character-themed menus!

Every year from July to September,  
a popularity poll is held for unique curries of cute characters!

## Yakata Restaurant

*\*Temporarily closing on weekday.*

Main buffet restaurant to meet some of the most popular Hello Kitty Land characters.

In order to prevent the spread of the new coronavirus infection, character greetings and buffet-style meals have been suspended so that guests can enjoy a single plate of popular menu items.

## WeChatPay

Account Name : 东京 hello Kitty 乐园.



## ■ Language Support

### OMOTENASHI GUIDE

The App is supported in multiple languages with subtitles in English, Chinese, Korean.



Download the application and the game dialogue will be displayed on your mobile device in the language of your choice.



**OMOTENASHI  
GUIDE**

#### \*How to use

1. Open the application when an announcement is being played in a Supported spot.
2. The contents of the announcement will be displayed.

App name : OMOTENASHI GUIDE  
Supported languages : differs by spot  
Supported environments : supports iOS 8.0 and up / Android 4.4 and up  
Price : free

DL Link for iOS

<https://itunes.apple.com/app/id980596965>

DL Link for Android

<https://play.google.com/store/apps/details?id=jp.co.yamaha.omotenashiguide>

**This OMOTENASHI GUIDE is available at Märchen Theater and Fairly Land Theater.**

#### \* At Märchen Theater

"KAWAII KABUKI - Momotaro by the Hello Kitty Troupe" started from 2018.3.10

[https://en.puroland.jp/special/kawaiikabuki\\_lang/index\\_en.html](https://en.puroland.jp/special/kawaiikabuki_lang/index_en.html)

#### \*At Fairly Land Theater

New Show "Wish me mel's Chance for you" starts from 2019.9.21

Wish Me Mell is helping to connect everyone's smiles at Puroland.

Why did Mell come to help connect everyone's smiles and feelings?

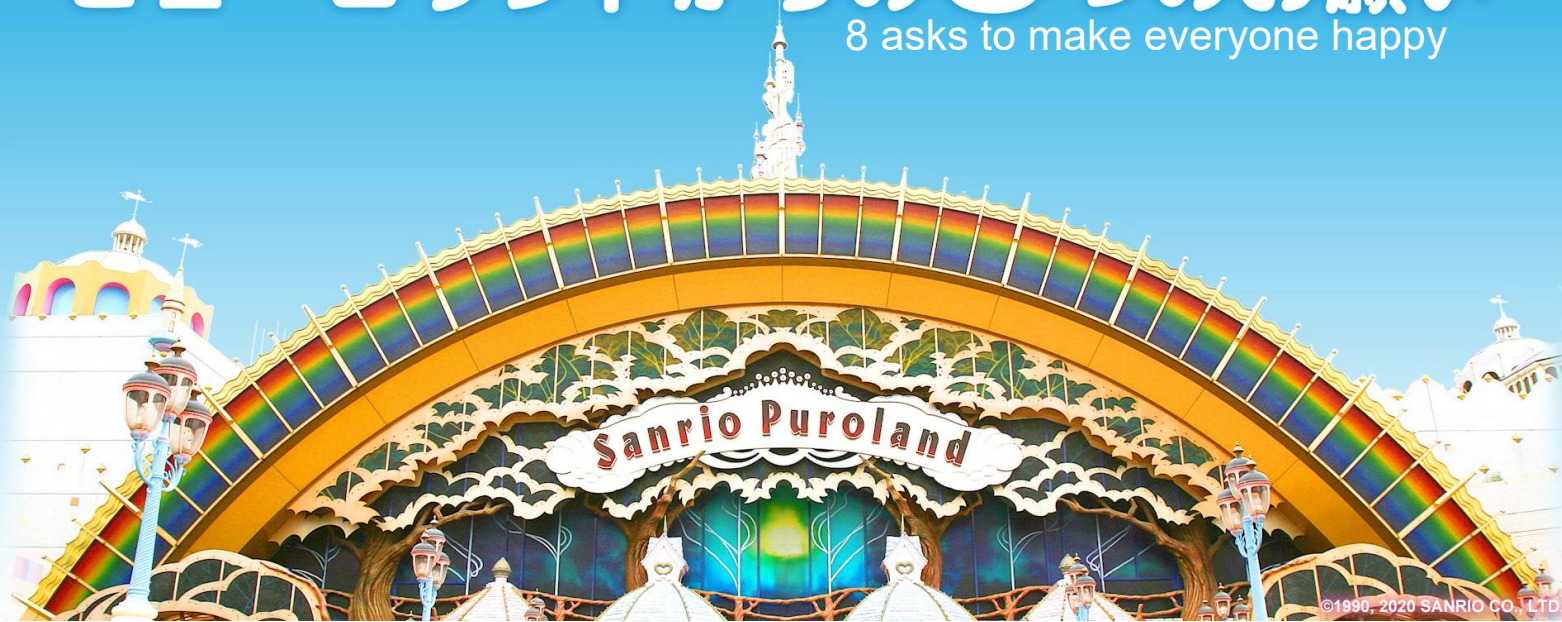
This is a heartwarming review show that will surely make you love Mel even more.

<https://www.puroland.jp/liveshow/chance-for-you/>



# ピューロランドからの8つのお願い

## 8 asks to make everyone happy



©1990, 2020 SANRIO CO., LTD.

1. Please apply online to enter the lottery for our limited visitors' slots. If you win a slot you can then purchase your entry pass.



2. If you did not feel well, please postpone your visit to a later date when you are well and happy again..



3. Please bring your entry pass together with your passport on the day you come to see us.



4. We'll be asking you to have your temperature taken at the entrance.



5. We kindly ask you to please wear a mask at all times.

6. The marking on the floor will help you keep social distance when waiting in line. We thank you for your kind cooperation.

7. We encourage you to wash your hands frequently.

8. When you clap for us, we know that you are cheering in your mind.

"Thank you very much for your cooperation! We look forward to seeing you soon at Sanrio Puroland!"





## ■ Ticket Price

※The senior price below will be changed on Apr. 1st

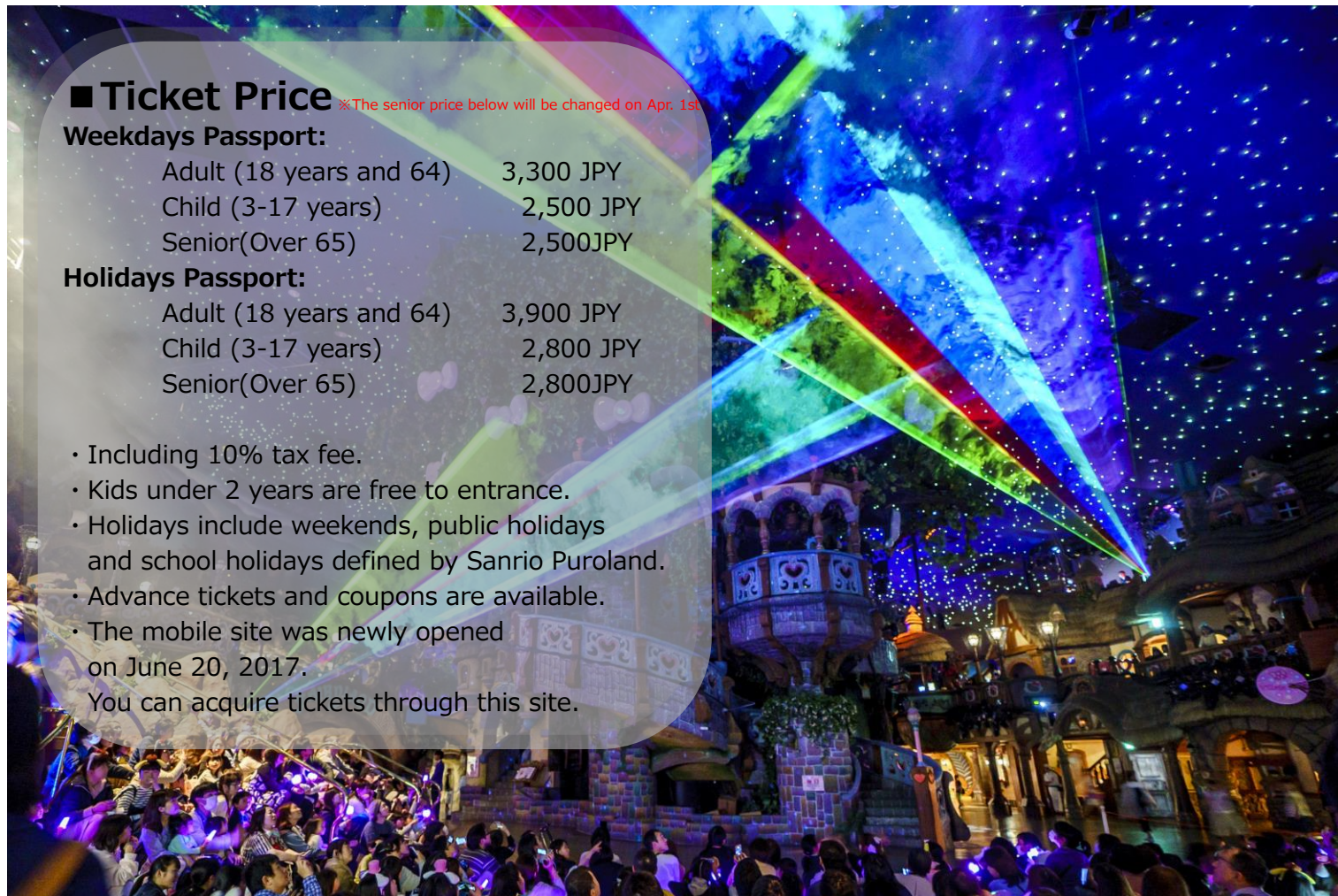
### Weekdays Passport:

Adult (18 years and 64)	3,300 JPY
Child (3-17 years)	2,500 JPY
Senior(Over 65)	2,500JPY

### Holidays Passport:

Adult (18 years and 64)	3,900 JPY
Child (3-17 years)	2,800 JPY
Senior(Over 65)	2,800JPY

- Including 10% tax fee.
  - Kids under 2 years are free to entrance.
  - Holidays include weekends, public holidays and school holidays defined by Sanrio Puroland.
  - Advance tickets and coupons are available.
  - The mobile site was newly opened on June 20, 2017.
- You can acquire tickets through this site.



## ■ Operation Schedule

<https://en.puroland.jp/homeen/calendaren/>

\* Operating days and hours may change without prior notice.

Please kindly check our homepage before you arrive.

Thanks for your understanding and cooperation.

## ■ Contact Details for the Media

Please contact us via Email ([SET@bluemoonmarketing.jp](mailto:SET@bluemoonmarketing.jp)) first. (English or Japanese)

We also accept requests for coverage throughout the year.

Sanrio Entertainment Co., Ltd. Overseas PR Agency

(Contact personnel: Ayako Noda, Maaya Kinoshita)

Bluemoon Marketing Inc.

E-mail: [SET@bluemoonmarketing.jp](mailto:SET@bluemoonmarketing.jp)

+81-3-6880-9121 (Mon-Fri: 9:00-18:00 / JST) \*English Available

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