

Sanrio Entertainment Co., Ltd.
Fact Book

 Sanrio Puroland



* as of February, 2018

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	Sanrio Company, Ltd. (Established in 1960: Totally-held subsidiary)
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/>

Sanrio Puroland <http://www.puroland.jp/>

1-31 Ochiai, Tama-shi, Tokyo

Harmonyland <http://www.harmonyland.jp/>

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

*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).

	
Sanrio Puroland Image	Harmonyland Image

■ SNS Account

Twitter : <https://twitter.com/purolandjp>
 Facebook: <https://www.facebook.com/purolandjp/>
 Instagram: <https://www.instagram.com/purolandjp/>
 LINE: <https://www.puroland.jp/line/>
 YouTube: <https://www.youtube.com/user/purolandJP>

■ History

November 1987	Sanrio Communication World Co., Ltd. established as the operating company for Sanrio Puroland
October 1988	Sanrio participates in the establishment of Harmonyland Co., Ltd. as operating company for Harmonyland with Hijimachi, Oita Prefecture and neighboring companies
December 1990	Sanrio Puroland theme park opens (Metropolitan Tokyo)
April 1991	Harmonyland theme park opens (Oita Prefecture)
August 1999	Company name changed from Sanrio Communication World Co., Ltd. to Sanrio Puroland Co.,Ltd.
July 2009	Sanrio Entertainment Co., Ltd. was established due to merging of theme park business



■ Popular Annual Events (partial)

Puroland is a great in-door theme park where you can comfortably enjoy events regardless of the season and weather. Children can enjoy the park completely carefree. Popular events are held each season with new themes every year.

<p style="text-align: center;">Summer</p> 	<p style="text-align: center;">Autumn</p> 
<p style="text-align: center;">Summer Festival</p> <p>At Puroland, a summer festival where you can meet many Sanrio characters is held annually. This year, in 2017, at "Summer Illumination!" that is split into daytime and nighttime festivals, you can witness half a million light bulbs, the largest number of light bulbs in Puroland' s history, sparkle beautifully.</p>	<p style="text-align: center;">Halloween</p> <p>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.</p>
<p style="text-align: center;">Winter</p> 	<p style="text-align: center;">Spring</p> <p style="text-align: center;">Coming Soon!</p>
<p style="text-align: center;">Christmas & New Year</p> <p>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.</p>	

■ Popular Attractions

<p style="text-align: center;">Cinamoroll Fuwa Moko Town</p> 	<p style="text-align: center;">Gudetama Land</p> 
<p style="text-align: center;">2017.2.10 Open</p> <p>15th anniversary event for CINNAMOROLL. Enjoy the world of CINNAMOROLL at "Cinamoroll Dream Cafe", the "Photo Spot", and "Cinamoroll Anniversary Shop".</p>	<p style="text-align: center;">2016.7.16 Open</p> <p>All new 'Gudetama' Land! Enjoy this hands-on attraction that showcases the word of Gudetama.</p>
<p style="text-align: center;">Märchen Theater</p> 	<p style="text-align: center;">Lady Kitty House</p> 
<p style="text-align: center;">2018.3.10 Start</p> <p>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.</p>	<p>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.</p>
<p>Miracle Gift Parade</p> 	
<p>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!</p>	

■ Popular Goods, Shops, & Restaurants

<p style="text-align: center;">Entrance Shop</p> 	<p style="text-align: center;">Puroland Original Goods</p> 
<p>The largest shopping area in Puroland. Full of original goods and sweets, ideal for souvenirs. * Duty Free, Currency Exchange, Wi-Fi available</p>	<p>Limited goods that can only be acquired in Puroland are highly popular. You will find your favorite goods. *Products in the photo may change or be cancelled without prior notice.</p>
<p style="text-align: center;">Sanrio World Rainbow Restaurant</p> 	<p style="text-align: center;">Character Food Court</p> 
<p>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.)</p>	<p>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!</p>

■ Ticket Price

Weekdays Passport:	Adult (18 years and over)	3,300 JPY
	Child (3-17 years)	2,500 JPY
Holidays Passport:	Adult (18 years and over)	3,800 JPY
	Child (3-17 years)	2,700 JPY

- Including 8% 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.

■ Services for Tourists

- Credit cards accepted (some corners accept cash only)
- Duty free counter
- Currency exchange machine (3F)
- Free Wi-Fi
- Smart tablet video interpretation service (12 languages) providing a 3-way communication service between guests, staff and interpretation operator via TV phone.

[Locations] 1F information desk, 3F information desk, 4F duty-free counter

[Languages] English, French, Portuguese, Spanish, Chinese, Korean, Thai, Vietnamese, Tagalog, Nepalese, Hindi, Russian

Contact Details for the Media:

Please contact us via Email (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)

Bluemoon Marketing Inc.

E-mail: SET@bluemoonmarketing.jp

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

©1976,1979,1988,1990,1996,1999,2001,2005,2009,2010,2012,2013,2018 SANRIO CO., LTD.