

October 15, 2025

To whom it may concern

FUJIKYUKO Co., Ltd.

Hakone Pleasure Cruise Co., Ltd.

A New Entertainment Ship Featuring a Golden Tea Room
「HAKONE CRUISE Matcha Party」
Launch on Lake Ashi, Hakone in December 2025!



※Image

Hakone Pleasure Cruise Co., Ltd, a member of the Fujikyu Group, will launch the 'HAKONE CRUISE Matcha Party', a new ship themed around "tea," on Lake Ashi, Hakone, in December 2025. This new cruise is conceptualized on the "once-in-a-lifetime" encounters and discoveries brought about by "a single cup of tea," blending traditional Japanese culture with modern experiential value. It will serve as "a place where people meet through tea and share special moments," allowing guests to experience the unique charm of Hakone, where magnificent nature and historical culture thrive.

The cruise will feature various uniquely designed spaces to welcome guests, including a sparkling "Golden Tea Room," a zone with soft, dreamlike lighting inspired by paper lanterns, and an open-air bench area reminiscent of a tea plantation. Against the backdrop of Lake Ashi's scenery, which changes expression with each season, guests can savor the profundity of tea, new discoveries, and unexpected encounters to their heart's content, as if touring a series of tea rooms within the ship.

Following the "Hakone pleasure cruise SORAKAZE," launched in February 2024, the Fujikyu Group aims to provide a special time where passengers can feel the spirit of Japanese "hospitality" and "Ichigo Ichie (once-in-a-lifetime encounter)" beyond mere transportation. We will further enhance the tourism value of Lake Ashi, delivering a

unique Japanese cultural experience and inspiration to international visitors, and offering healing and discovery away from daily life to domestic customers.

Further details will be announced sequentially. Please look forward to them.

'HAKONE CRUISE Matcha Party' Overview

Cruise name: HAKONE CRUISE Matcha Party

Launch schedule: December 2025

Capacity: 550 people (planned)

Route: Hakone Sekisho-ato Port ~ Moto-Hakone Port ~
Hakonemachi Port ~ Kojiri Port (approx. 11.3km))



Logo Design

< Onboard Image >

Designed by Mr. Yasuyuki Kawanishi, who has a wealth of achievements including JR West Group's high-speed boat "SEA SPICA," the limited express "WEST EXPRESS GINGA," and the Fujikyū Group's "Hakone pleasure cruise SORAKAZE," which launched in February 2024.



Lake Ashi and HAKONE CRUISE Matcha Party



3rd-floor outdoor deck (aft side)



3rd-floor outdoor deck (bow side)



2nd-floor "Golden Tea Room"



2nd-floor outdoor deck



2nd-floor passenger cabin



1st-floor shop



1st-floor passenger cabin

「Hakone Pleasure Cruise」 Business information

< Access >

By Car / Approximately 30 minutes from Hakone Yumoto Onsen via Hakone Shindo

Road

Approximately 50 minutes from Tomei Gotemba IC via Otome Pass and Lake Ashi

By Train / Approximately 50 minutes from Odawara Station by Izu-Hakone Bus

Approximately 35 minutes from Hakone Yumoto Station by Izu-Hakone Bus

< Inquiries >

Hakone Pleasure Cruise (Moto Hakone Office)

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Prefecture

TEL : 0460-83-6351

Company Profile

Company Name: Hakone Pleasure Cruise Co., Ltd.

Representative: Ichiro Motegi

Established: December 1, 2022

Location: 45-3 Moto-Hakone, Hakone-machi, Ashigarashimo-gun, Kanagawa Prefecture

Business Activities: Passenger boat business

Stock Listing: Unlisted

Official Website: <https://www.hakone-yuransen.jp/>

Material Download URL

<https://fujikyu.box.com/v/251015HAKONECRUISE-MatchaParty>

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