

Narita International Airport Today and Outlook for the Future

TFWA Asia Pacific Exhibition & Conference
Workshop A : Rediscovering Japan
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Hideki Hayashida

Senior Vice President and
Executive Divisional Director, Marketing Division
Narita International Airport Corporation (NAA)



NAA NARITA INTERNATIONAL AIRPORT CORPORATION

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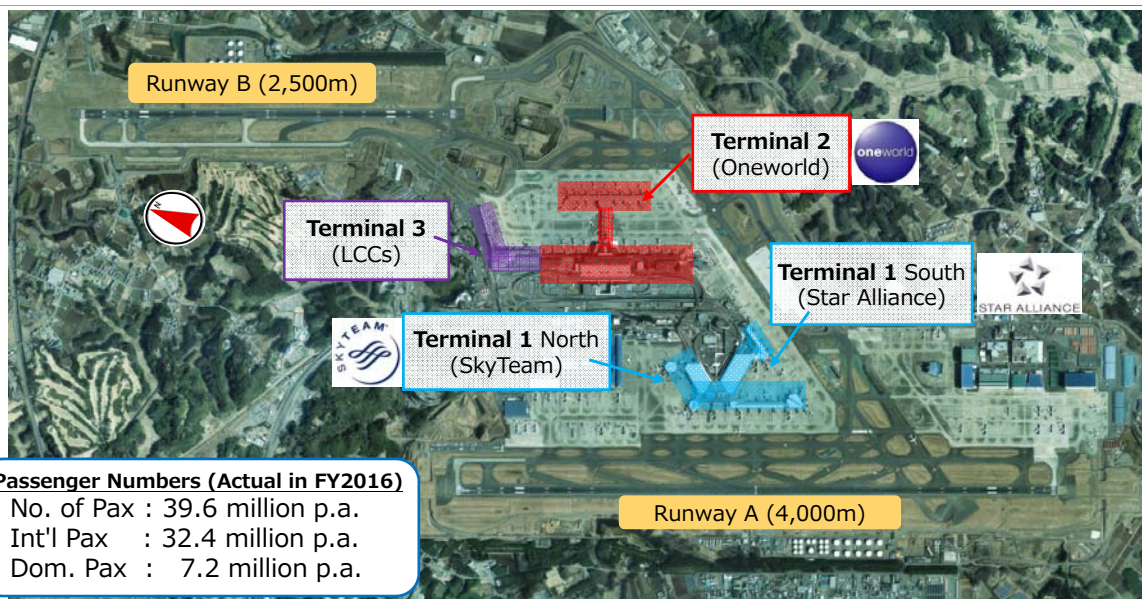
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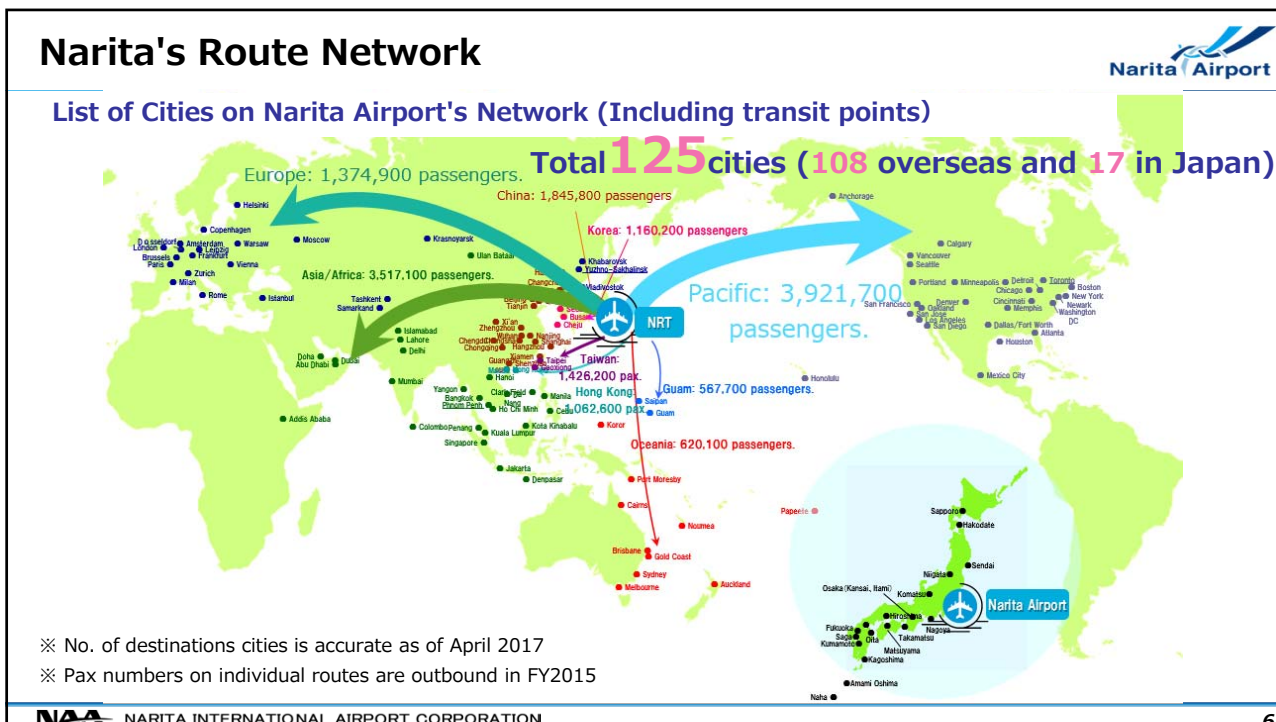
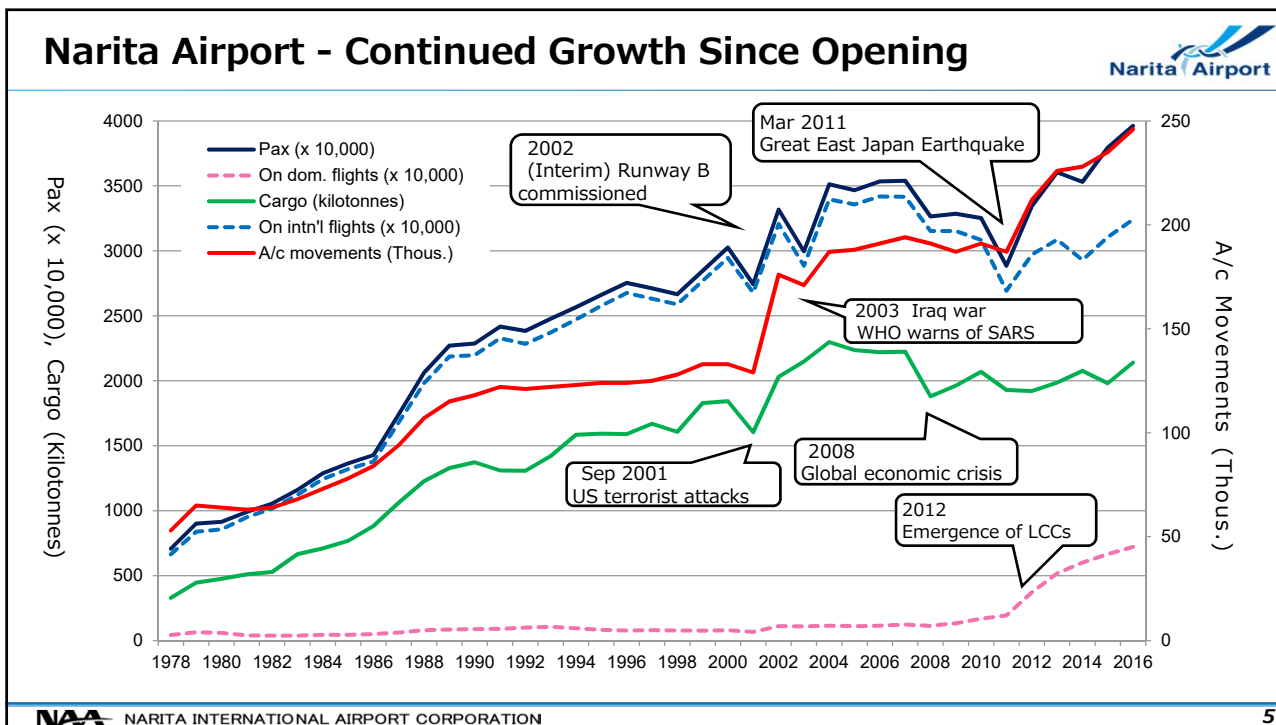
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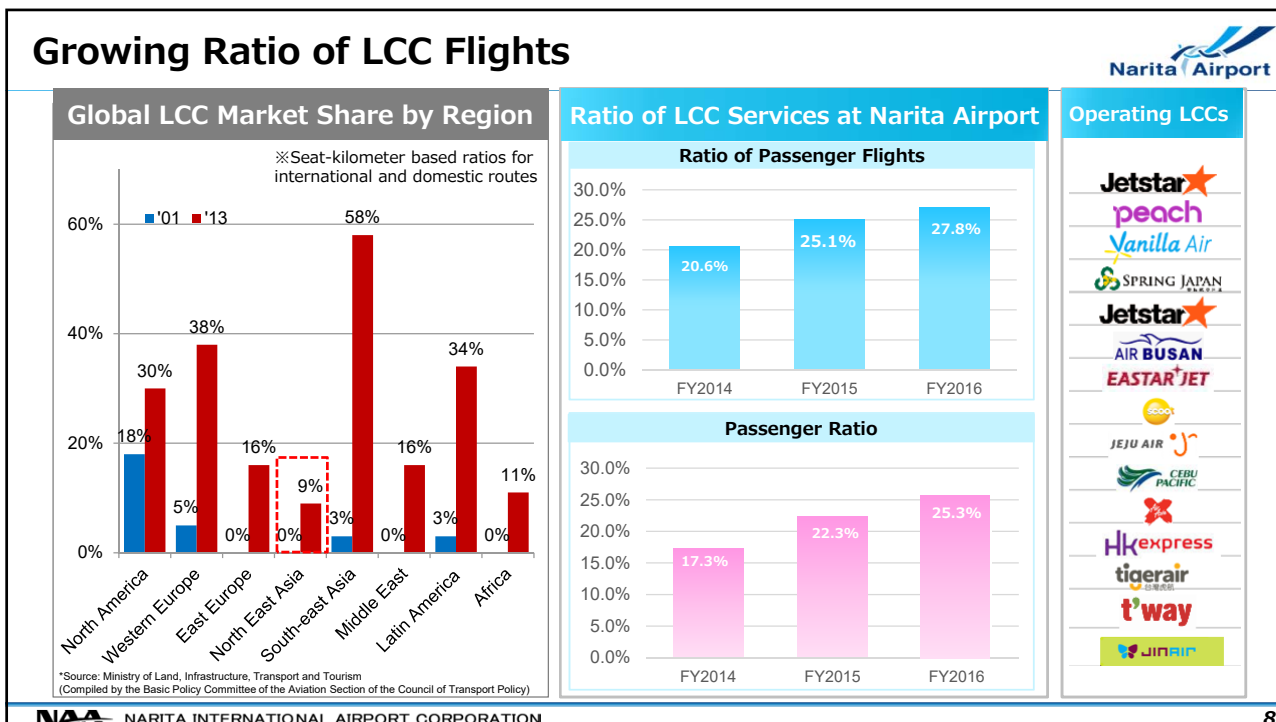
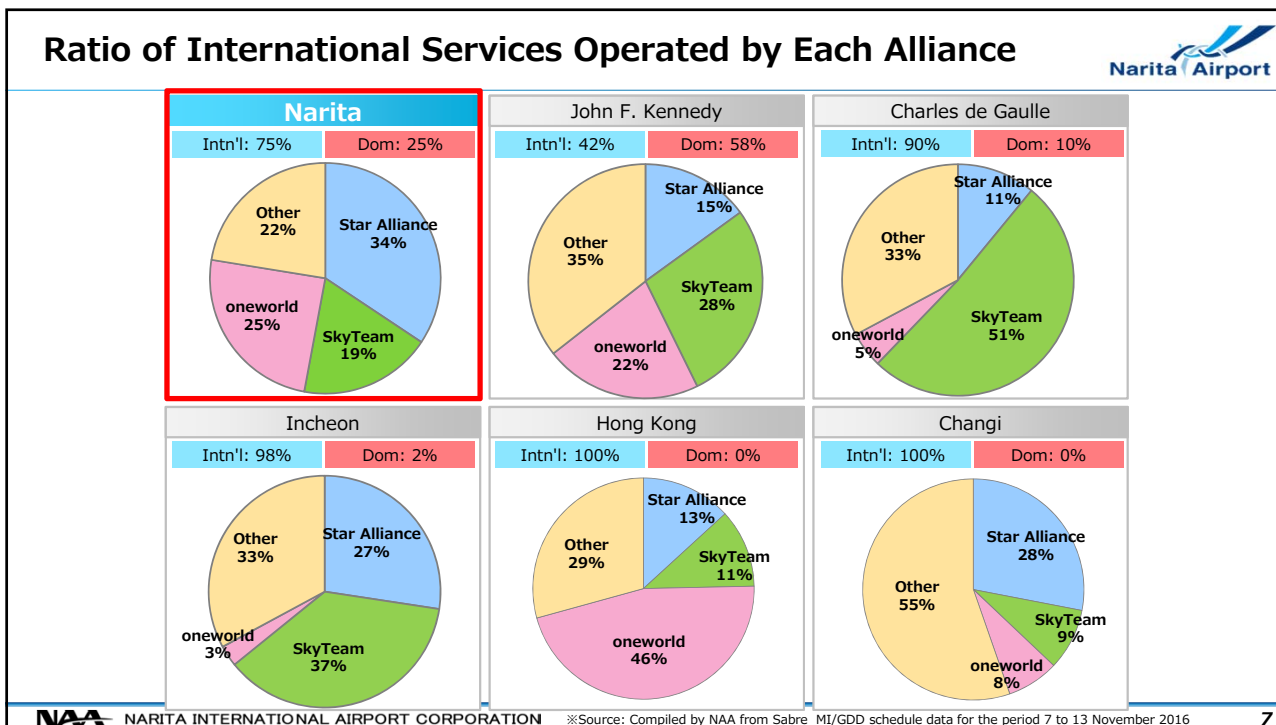
1. Narita Airport Today

Overview of Narita Airport





※ No. of destinations cities is accurate as of April 2017
 ※ Pax numbers on individual routes are outbound in FY2015



Terminal 3



Terminal 3 Opened 8 April 2015

Terminal Concepts

- Casual**
More accessible air travel
- Functional**
Simple and easy to use
- Exciting**
Relaxation in a comfortable environment

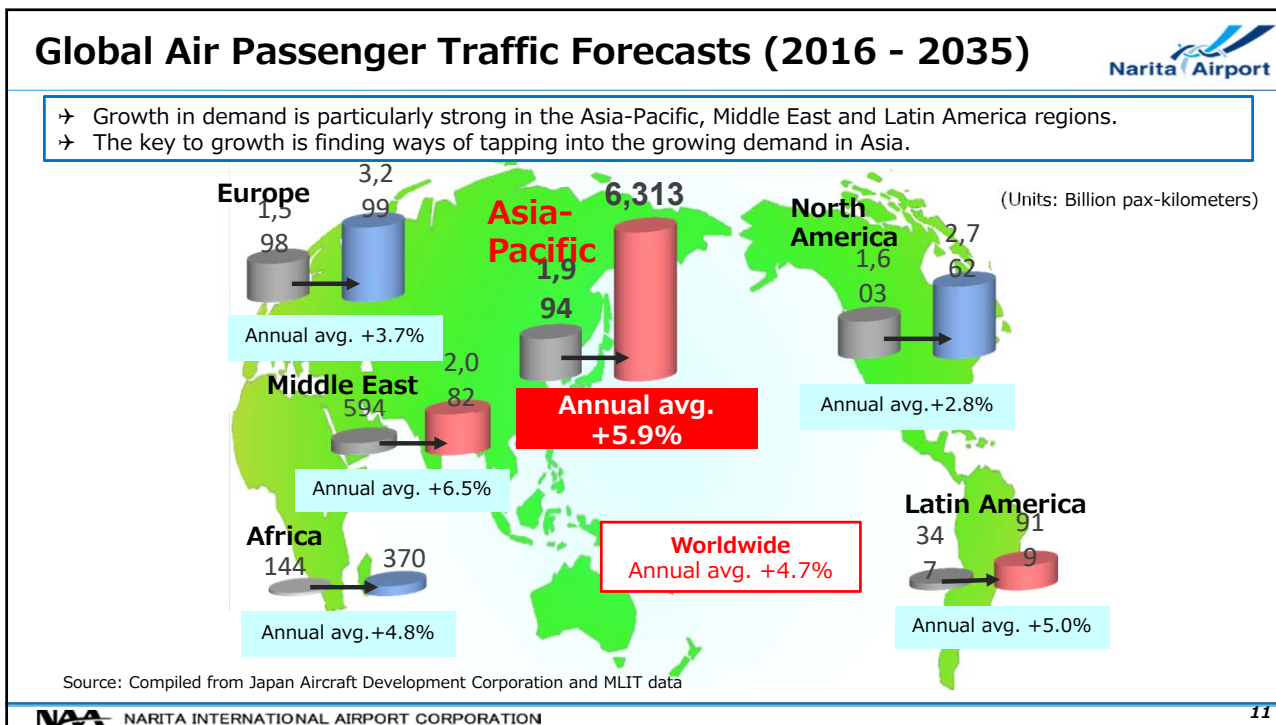



5 Airlines in Terminal 3

Domestic airlines: Jetstar Japan, Spring Japan, Vanilla Air
Overseas airlines: Jetstar, Jeju Air
(As of April 2017)




2. Global Air Transport Demand





3. Becoming an Advanced Tourism Country


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New Government Goals for Becoming an Advanced Tourism Country



Tourism Vision to Support the Future of Japan: Key Policies

No. of Visitors to Japan

2020: **40 million**

(About double 2015 figures)

2030: **60 million**

(About triple 2015 figures)

Spending by Visitors to Japan

2020: **8 trillion yen**

(More than double 2015 figures)

2030: **15 trillion yen** ※

(More than quadruple 2015 figures)

※Larger than the value of Japan's automobile exports
(Value of automobile exports in FY2015: 12 trillion yen)

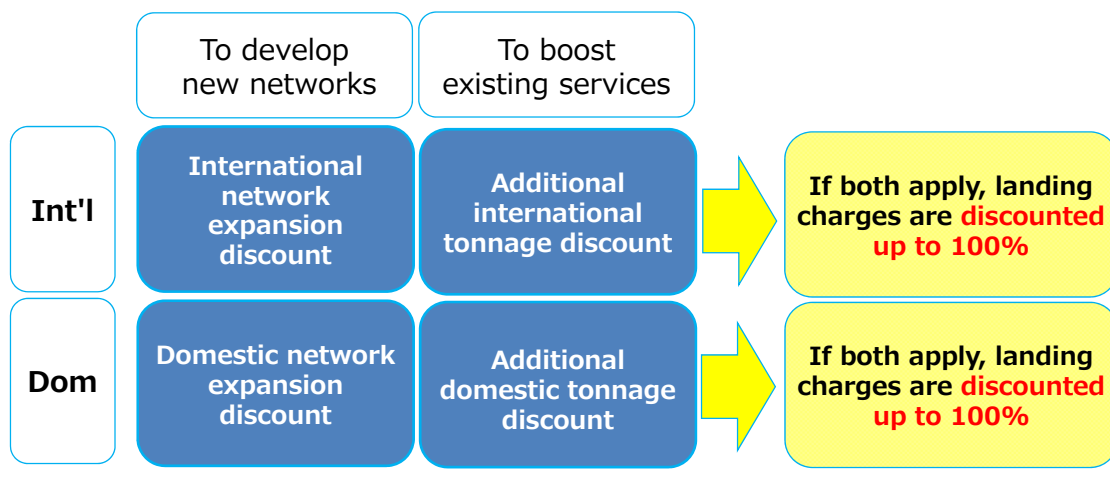


4. Further Function Enhancements at Narita Airport

5. Air Route Network Expansion Initiatives

Air Route Network Expansion Initiatives

Narita Hub Promotion Incentives (1 April 2015 to 31 March 2018 (3 years))





Narita Airport Marketing Incentives

(1 April 2017 to 31 March 2019 (2 years))

With recent improvements in aircraft performance, airlines are rapidly reorganizing their routes and introducing direct flights between Asia and North America. This has resulted in an **escalation in competition between airports** to obtain routes for their networks.



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    graph TD
      A[To maintain and increase passenger and cargo traffic at Narita Airport] --> C[Introducing the Narita Airport Marketing Incentives]
      B[To expand airport retail sales] --> C
      C --> D[Strengthen Marketing activities by the airlines]
      D --> A
      D --> B
  
```

Strengthen Marketing activities by the airlines

Based on the number of passengers or volume of cargo, NAA will subsidize part of the expenses for marketing activities (shop sales promotions, etc.)

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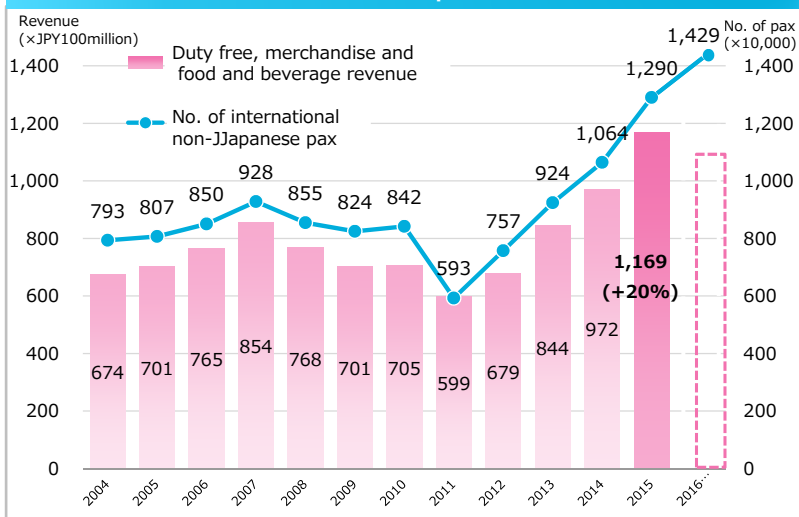
6. Creating Attractive Retail Spaces

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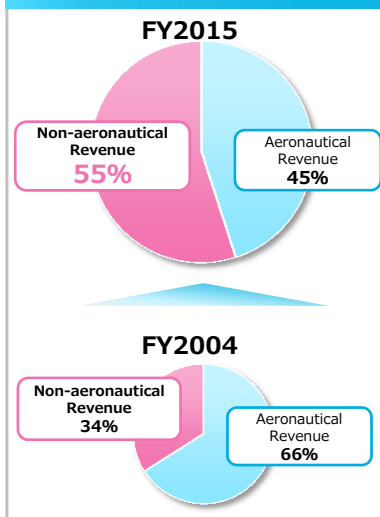
Airport Retail Revenue and Ratio of Non-Aeronautical Revenue



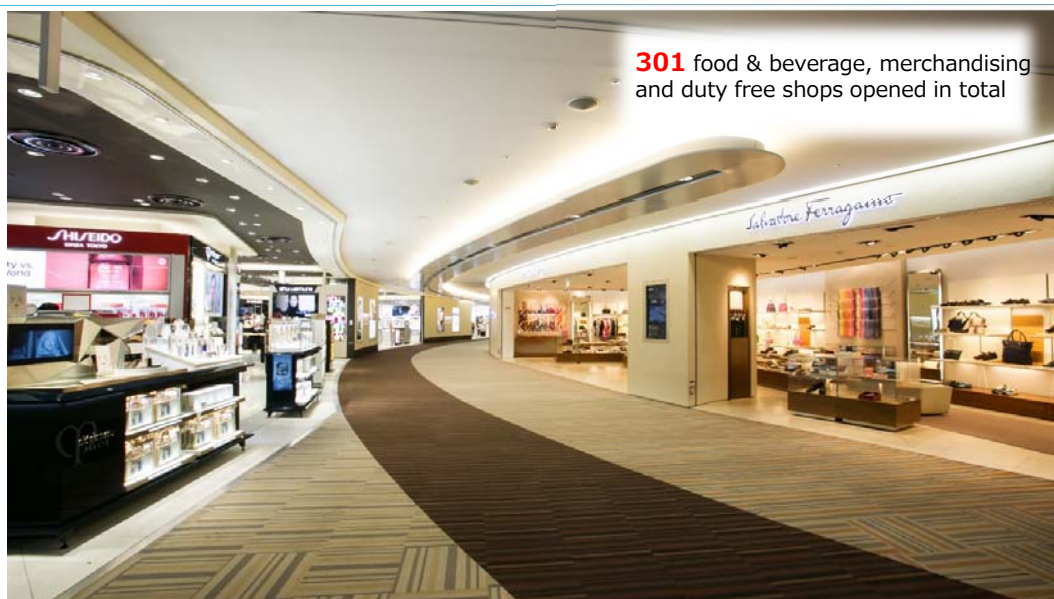
Trends in Duty Free, Merchandise & Food and Beverage Sales at Narita Airport



Greater Ratio of Non-Aeronautical Revenue



Creating Attractive Retail Spaces



301 food & beverage, merchandising and duty free shops opened in total

Narita Airport

narita | nakamise NARITA NORTH STREET

BURBERRY	BVLGARI	Cartier	CHANEL
Chloé	COACH	HERMÈS	LOEWE
MONTBLANC	Salvatore Ferragamo	TIFFANY & Co.	

ナリタ 5 番街
NARITA 5th AVENUE

BRAND BOUTIQUES	BOTTEGA VENETA	BURBERRY	BVLGARI	Cartier
CHANEL	COACH	GUCCI	HERMÈS	LESPORTSAC
PRADA	Salvatore Ferragamo	TIFFANY & Co.	TUMI	OMEGA

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Narita Airport

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Terminal 1 Narita Dining Terrace



Arrival Duty Free Shops

* Images are illustrations.



Fa So La



7. 'Omotenashi' at Narita Airport

Refurbishment Offers Clean, Comfortable Toilet Areas



Recipient of Toilet of the Year Award



Narita TraveLounge (Pay Lounge)



Narita
TraveLounge

Adults (12 years old or older)
¥1,200
Children (6 to 11 years old)
¥600
OPEN 6:30A.M.~9:30P.M.



NEAR GATE26


Kabuki Gate (Gallery & Shop)



Interior Decorative Exhibitions Express the Traditions and Seasons of Japan



Promotion of Fast Travel



Ongoing Moves to Shorten Processing Times

Illustration


① Easy to understand information displays

② Self check in kiosks


③ Bag drop kiosks

④ More advanced, streamlined security screening

⑤ Improved dwell environment before boarding




※The IATA Fast Lane program recommends the automation of passenger procedures (self-service) and the introduction of common-use facilities.



Strategic Targets (by end of fiscal 2018)

- Usage of procedure automation services ⇒ **80% or higher**
- Processing time ⇒ **(Departure) Within 10 minutes***


* From the departure lobby to the duty-free area




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Deployment of leading-edge ICT - Smart Airport




① Introduction of the world's highest standard of free public wireless LAN (**WiGig®**)



② Installation of **next-generation interactive digital signage** with capacity for automatic responses in several languages







③ Introduction of advanced **autonomous mobile robots** with anti-collision functions





Surprise and impress passengers

④ Development and introduction of **robots that assist in work activities**

⑤ Development of **route guide service** using precision position finding technology





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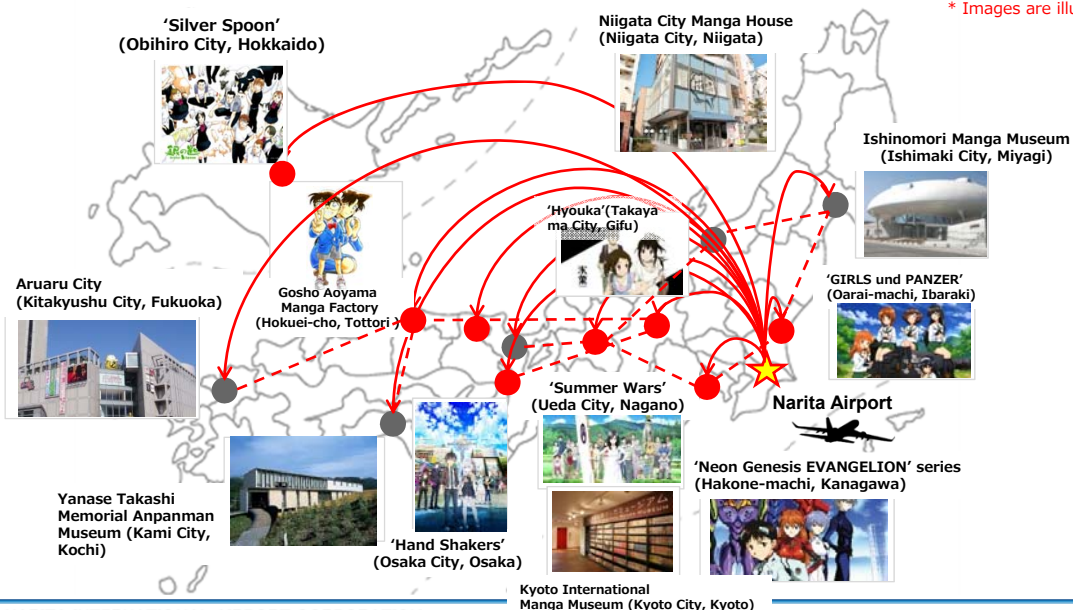
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8. Anime Tourism

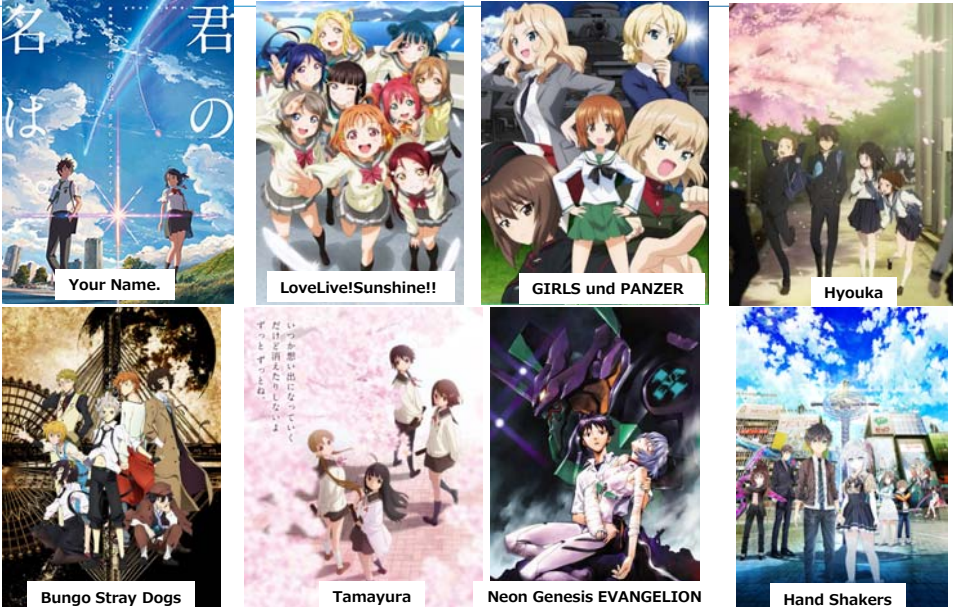
Narita Airport is the Gateway

~ The Starting Point for the Anime Pilgrimage ~

* Images are illustrations.



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Your Name. **LoveLive!Sunshine!!** **GIRLS und PANZER** **Hyouka**

Bungo Stray Dogs **Tamayura** **Neon Genesis EVANGELION** **Hand Shakers**

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* Images are illustrations. 



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