

Narita Airport Oasis Project

A number of projects are underway such as the lengthening of the parallel runway, construction of a new railway link to downtown Tokyo, terminal refurbishment and expansion of the retail areas to ensure that Narita Airport maintains its status as one of the world's greatest airports. In addition to these facility development projects, the Narita Airport Oasis Project was launched in July 2008 with the aim of making Narita more attractive under the concept of creating an airport that is fun for travelers and attractive to other visitors, and a place that airport staff can be proud of.

The name of this project is derived from an oasis in a desert which attracts travelers looking for water and shade. It epitomizes the idea of an airport where people in search of dreams and enjoyment of overseas travel can gather and ideas spring forth like a fountain in an oasis.

The goal is to make full use of airport functions and capacity so that our customers are satisfied with, and enjoy using Narita and look forward to using it again as one of their favorite airports. With government initiatives within the Visit Japan Campaign to attract visitors to Japan and lend impetus to the development of a tourism environment, NAA is driving forward with specific projects designed to make full use of terminal facilities and resources in the area around the airport, explore natural and cultural assets of Japan, make information services more convenient for customers,

and promote eco-friendly measures such as the use of natural energy power sources.

Younger staff members not only from various departments and offices within NAA but also from other companies in the airport are participating in this project as project members and are holding regular plenary meetings and smaller group meetings to make plans and preparations for putting ideas into action. At the start of the project, ideas were collected extensively from NAA, its subsidiaries and airport businesses. More than 600 ideas were forwarded to the project team and the members went through and selected those that seemed effective and achievable. As a result, the following 6 ideas were put into effect from January 2009.

1. First Sunrise Flight (operated by JAL Tours, planned by NAA and Japan Airlines)
2. NIPPON WEEK
3. Oasis Music Week
4. Happy Kutan's Day
5. Message Board
6. Narita Tanabata Day

The First Sunrise Flight was designed to enable customers other than those traveling elsewhere to enjoy flying out of the airport. As the first event of this kind to be offered by NAA and the first ever New Year sunrise flight at Narita Airport, the service proved extremely popular and the number of applications

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1. First Sunrise Flight (operated by JAL Tours, planned by NAA and Japan Airlines)



2. NIPPON WEEK



6. Narita Tanabata Day

far exceeded seating availability. NIPPON WEEK was held so that our non-Japanese customers in particular can experience the delights of Japanese-style hospitality. The event featured traditional Japanese culture in a format that was easy to follow. Moreover, Oasis Music Week provided up-and-coming artists, airport staff, music university students and elementary school children with a venue for giving a performance. Recitals on various musical instruments were held in the departure lobbies and the airport was filled with music. Various other events in conjunction with Happy

Kutan's Day, Message Board and Narita Tanabata Day were also held to offer hospitality to our customers. All these events have been well received by passengers waiting to board their flights who commented that they were able to enjoy their waiting time and that the events helped them to relax.

The Narita Airport Oasis Project will continue with its activities to exploit Narita's potential to make it an enjoyable and an exciting place to be.

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3. Oasis Music Week



4. Happy Kutan's Day



5. Message Board