



Retailing

Since its privatization in 2004, consolidating and expanding non-aeronautical revenue has been an important consideration for NAA. We have addressed this by establishing a retail subsidiary and adopting measures in the corporate group to bolster its retailing business while moving resolutely to build and improve our retail facilities.

Overview of Retail Facilities

The shopping zones at Narita Airport are divided into the airside restricted areas and the landside public areas.

The duty-free shops and exclusive fashion malls in the restricted areas include "narita nakamise", which opened in the South Wing in Terminal 1 in 2006; "Narita North Street", which opened in the North Wing in 2007; and "Narita 5th Avenue", which opened in Terminal 2 in 2007. These areas contain duty-free shops with extensive ranges of authentic quality-guaranteed items, items available only at Narita Airport, and other goods. The sophisticated environment provides comfort and excitement to the shopping experience.

In fiscal 2012, major upgrade projects were carried out in "narita nakamise", "Narita 5th Avenue" and "Narita North Street". Existing shops were remodeled and new shops joined, including many boutiques never before seen in airport duty-free shopping areas in Japan. These improvements added another level of sparkle to the enjoyment of shopping in the restricted areas.

NAA is also focusing its efforts on improving shopping facilities in the public areas before the outbound passport control.

Retail Operations 1
Retail Management Department
Chihiro Oshima



We now have a large number of shops, restaurants and cafes offering an extensive variety of products ranging from food & beverages to apparel, cosmetics, jewelry & accessories, books, pharmaceuticals, daily commodities, travel goods and souvenirs.

In July 2013, the major convenience store chain, 7-Eleven, opened a shop on the 4th floor of the Main Building in Terminal 2 as the first 24-hour concession to open in the passenger terminals at Narita.

In addition to this, in July 2014, a major facelift was completed on the Airport Mall shopping area on the 4th floor of Terminal 1. Of the 27 new stores that were opened in conjunction with this, 22 appear for the first time at an airport in Japan. There are now more than 70 stores in total in the mall.

The aim of this upgrade was to brighten up the overall facility and open new shops to create a more enjoyable shopping environment for our customers. The work was carried out under a basic concept devised to create a bright and bustling shopping facility that is easier to find, easy to browse, enjoyable and reassuring for customers.

To make the facility easier to find, the walls at the entrance to the mall now feature a bright design and a large shopping & dining sign. By creating a gate-like

impression, the area has become more visible and inviting.

To make it easy to browse for shoppers, the design of the floors, ceilings, lighting, information signs, etc. have been totally revamped to create a bright and bustling shopping area, and the layout has been carefully planned so that customers will find it easier to navigate and shop in all areas of the mall.

Bearing in mind that Narita Airport is used by customers of differing nationalities, age groups and travel objectives, the mall has a rich variety of shops ranging from popular and well-known trend-setting stores to shops that are rare and unique, to satisfy all needs. By improving the lineup of products and shops available, we have created a shopping zone that is both enjoyable and reassuring.

Sales Promotion Activities

The target customer sector for the shopping areas in Narita airport include, of course, travelers as well as the 40,000 employees who work at the airport, in addition to the local residents.

Information on the airport website is the primary venue for sales promotion.

The shopping pages on the website are designed to enable users to easily search for shops, products and services by objective. They present product and shop recommendations in an easy-to-see format while allowing shoppers to reserve products on the websites of the duty-free shops. (Product reservations are available to international travelers only)

Narita Airport also publishes a quarterly magazine, "Narita International Airport Smart Book", for Japanese customers as part of its drive to attract more customers to its retail facilities. The magazine carries articles on

food & beverage, souvenirs and other shops. It serves as a guide for airport users to plan before they arrive what they want to buy, eat and do at the airport. With suggestions such as popular souvenirs, menu recommendations and recommended locations and services, the magazine offers ways of enjoying the comfort and convenience of the airport.

The Smart Book provides enjoyable reading for not only travelers but everyone visiting the airport. Readers can experience the excitement of travel and plan journeys. In that sense, it plays a role in stimulating demand for travel. The Smart Book is available at major rail and bus stations, local hotels and regional airports in Japan. It is also distributed to the Travel Cafes in Tokyo, municipal offices in the areas around the airport and libraries as a constructive way of publicizing the shopping areas at Narita Airport. Until recently, the magazine was only available in



Improved Convenience with the Opening of a Capsule Hotel

A new capsule hotel, "nine hours", opened in July for overnight stays and day use. The hotel is located inside the multistory car park with direct access to Terminal 2 and caters to individual traveling styles, including the needs of those requiring overnight accommodation before leaving on early morning flights, as well as customers wanting a few hours during the day to nap, rest or use the shower.

Japanese. However, since the Autumn 2013 issue (published on October 1), some of the articles have been translated into English, Chinese and Korean, and placed on the Narita Airport website as an aid in attracting non-Japanese customers.

Through strategies like these, we are able to enhance the profile of the shopping areas at Narita Airport, increase the number of repeat shoppers and gradually generate positive results.

Future Outlook

NAA has set an annual sales target of 80 billion yen for duty-free shops, merchandise stores and food & beverage outlets in the airport under the NAA Group Mid-Term Management Plan for fiscals 2013-2015, "Innovative Narita 2015", which was released in March 2013.

NAA has set a three-pronged approach to achieving this target: more visitors to the airport, wider retail space, and high turnover.

More Visitors to the Airport

NAA will embark on a drive to encourage more members of the public to visit the airport in addition to departing and arriving passengers that will increase in line with the increased volume of air traffic.

Wider Retail Space

We will expand our shopping areas in Terminal 1 & 2 as well as the new LCC terminal.

High Turnover

We will continue to revamp and upgrade existing shops while strengthening our ties with shop operators to create a shopping environment with a level of attraction unique to Narita Airport.



Retail Operations 1
Retail Management Department
Hirokazu Hoshino

Junichi Akiba