

Creating an Environment to Welcome Muslim Travelers to Japan

Tokyo, 28 November : In March this year, the government set up a Ministerial Council on the Promotion of Japan as a Tourism-Oriented Country, with a view to undertaking a determined push to rebuild a strong Japanese economy and develop Japan into a tourism destination offering attractions surpassing those of neighboring countries, as part of its growth strategy. At its meeting in June, the Council drew up an action program and initiated a drive to achieve these objectives.

In response to these developments, Narita Airport, which aims to become the customer users' preferred airport, has embarked on a drive to provide more services and an environment to accommodate its Muslim customers who make up a large proportion of visitors from South East Asia by providing Halal food and devotion areas. Muslim passenger traffic from South East Asia is expected to continue increasing and the following are some of the new services to be put in place:

1. Prayer Room Improvements

(1) Renaming of facility to "Prayer Room" (1 December 2013)

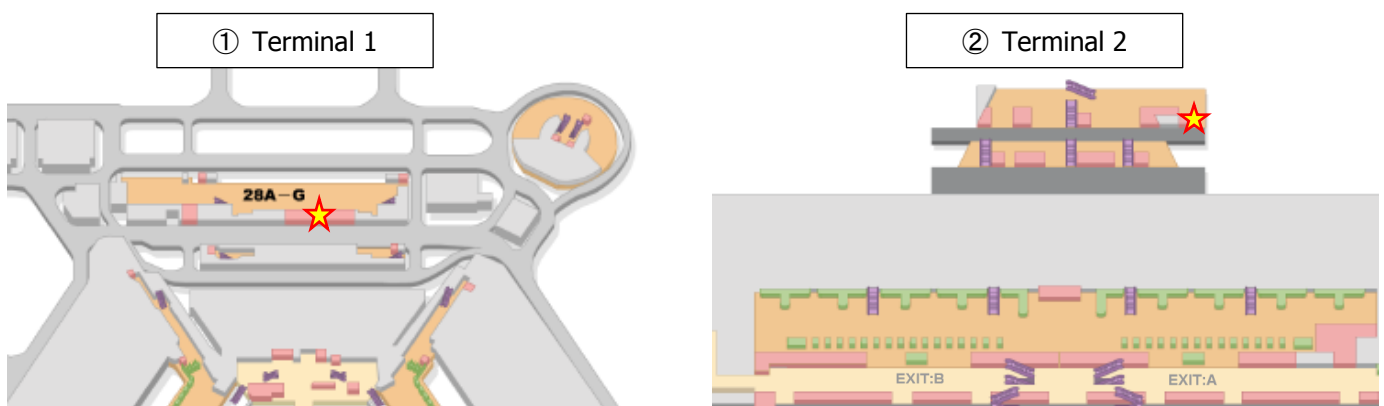
Presently, "Silence Rooms" for prayer and meditation are available in the area before passport control in Terminal 1 and 2. These will be renamed "Prayer Rooms" to indicate the purpose of these facilities more clearly to the customers. (*Note 1)

(2) Ablution areas for ritual washing before prayers (January 2014)

(3) New prayer rooms in the areas after passport control (by summer 2014)

Locations of new prayer rooms:

- ① Near Bus Gate 28 on the 2nd floor of the Central Building in Terminal 1
- ② Near Bus Gate 70 on the 1st floor of the Main Building in Terminal 2 (*Note 2)



(*Note 1) As before, the prayer rooms will be available for all.

(*Note 2) The new prayer room in Terminal 2 will be a temporary facility (with no ablution area) until further development, planned in conjunction with the construction of the connecting corridor in the terminal.

2. Halal Food Services

(1) Halal catering service in the rental lounges

Customers using the rental lounges will be able to order Halal meals prepared at the international Halal in-flight catering kitchens of Cosmo Enterprises Co., Ltd. and TFK Corporation.

* Halal is an Arabic word meaning "permissible" and refers to objects and actions that are considered lawful under Islamic law. Muslims avoid food that contains alcohol, pork and their derivatives, and their beliefs dictate that other food products must also be prepared and cooked in accordance with Islamic law.

■ Catering Companies

Rental lounges in Terminal 1: Tokyo Airport Restaurant Co., Ltd.

(Prepared by Cosmo Enterprises Co., Ltd.)

Rental lounges in Terminal 2: TFK Corporation

■ Halal Meal Orders

Reservations accepted from Sunday, 1 December 2013

* The actual service will be available from Friday, 6 December 2013.

■ Locations

23 rental lounges at Narita Airport (11 lounges in Terminal 1, 12 lounges in Terminal 2)

Please check the link below for information regarding the locations of the lounges.

https://www.narita-airport.jp/jp/guide/service/list/svc_24.html

■ Sample Menu

Here are samples of the menu. Please check what is available when applying for this service as the menu is subject to change without notice.



Assortment of Japanese and Western hors d'oeuvres

(For 8 persons)



Assortment of sandwiches

(For 8 persons)

- How to Use the Service

Reservations for Halal catering must be made at least 5 days in advance.

- Where to Order

Rental Lounge Reservation Desk, Terminal 1, Central Bldg., 5F (Inside Traveler's Lounge Rassurerants)

Tel: +81 (0) 476-32-2364/2375 Hours: 9:00 - 18:00 everyday

(2) Halal certified restaurants (available by summer 2014)

Halal certified restaurants offering meals prepared in dedicated Halal kitchens will soon be available in our passenger terminals.

* A Halal kitchen is a kitchen in which only Halal ingredients are used in compliance with Halal rules.

The kitchen is kept free of alcohol, pork and other food items derived from these products, and food is prepared using dedicated cooking utensils and Halal ingredients and seasonings.

3. Airport Staff Training on Serving Muslim Customers

We will provide training to our airport staff to familiarize them with Islamic rules and customs to deepen their knowledge and understanding of Muslim customer needs so that they may offer services and hospitality tailored to the customers' requirements.

- Training Schedule and Location

From 2:00 p.m. on Thursday, 19 December 2013, at NAA Headquarters conference room

- Participants

Approx. 150 employees working at Narita Airport

- Training Details

Participants will be helped to gain a better understanding of Muslim people living in South East Asia and be guided on how they can better serve Muslim customers at Narita Airport using examples.

Supported by:

ASEAN-Japan Centre (ASEAN Promotion Centre on Trade, Investment and Tourism)

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