

## Hospitality Program for International Transit Passengers

Tokyo, 27 March 2014: Aiming to become the airport of our customers' popular choice, Narita Airport will use its extensive air services network to over 100 cities at home and overseas to strengthen the functions and convenience of its transit services.

Based on the favorable outcome of a trial\* conducted between October and December 2013 as the first step in enhancing the convenience of its transit passenger experience, Narita Airport will introduce a new "Hospitality Program", intended primarily for non-Japanese passengers connecting between international flights, from April 2014 as follows.

(\*Outcome of Trial)

- 1,365 responses received from 1,456 participants in the program.
- Responses indicated:
  - Approximately 40% of respondents wanted transit lounges to be established, around 20% wanted transit tours, and some 10% wanted transit hotels.
  - We estimate that those respondents wanting a transit lounge preferred the charges to be relatively low, with around 30% preferring charges of around ¥1,000 - ¥1,500, followed by ¥1,500 - ¥2,000, and ¥500 - ¥1,000.
  - If transit tours were available, around 60% of the respondents said they would like to participate, and 60% preferred the charge to be ¥3,000 or less.

### 50% Discount on Use of the Travelers' Lounge "Rassurants" and Shower Rooms

Passengers transferring between international flights at Narita will be entitled to receive discount coupons at the Tourist Information Center for overseas visitors located on the ground floor (arrivals hall) of each terminal after completing entry formalities into Japan.

#### ■ Distribution of discount coupons

These coupons will entitle holders to a 50% discount on normal charges for using the Traveler's Lounge "Rassurants" and the Shower Rooms to refresh while waiting in transit.

<Traveler's Lounge "Rassurants">

When: 1 April 2014 - 31 March 2015

Charge: ¥500 incl. tax (normal charge ¥1,030 incl. tax)

Where: 5F Central Building, Terminal 1 & 4F Main Building, Terminal 2

<Shower Rooms>

When: 1 April 2014 - 31 March 2015

Charge: ¥500 incl. tax (normal charge ¥1,030 incl. tax)

Where: 2F Central Building, Terminal 1 & B1F Main Building, Terminal 2

## Sightseeing Taxis with English-Speaking Drivers

Currently, the Tourist Information Center for overseas visitors offers suggestions for tours to Naritasan Shinshoji Temple, sake breweries in the vicinity of the airport, tourist farms (where you can pick your own fruit or vegetables) and other tourist spots outside the airport tailored to the tourists' transit times and wishes.

Under the new service, information will be provided on sightseeing taxis with English-speaking drivers as follows.

### ■ **Information on sightseeing taxis with English-speaking drivers**

Up until now, Chiba-ko Taxi KK has been operating sightseeing taxis with drivers speaking English. From 1 April 2014, they plan to offer a new rate structure (starting from ¥6,800/2 hours per taxi -- within city limits) and new routes that include strawberry farms in Narita City and Narita Dream Ranch. (New rates and routes subject to approval)

## New and Upgraded Lounge Spaces

The following facilities will be set up along the scenic corridor connecting the Main & Satellite Buildings of Terminal 2 where transit passengers can relax in comfort.

- Cafe & bar
- Massage salons
- Relaxation corners (with reclining chairs)
- Personal corners (individual booths set up for using PCs)
- Event spaces
- Kids Park
- Benches

Planned opening: April 2015

Further efforts will be made to improve and expand the lounge space in the Terminal 1 refurbished Central Area (the area joining the North and South Wings) as follows.

- Expanded lounge space
- Reclining chairs
- Lounge chairs

Planned opening: Around fall, 2014



Terminal 2 connecting corridor (illustration)



Terminal 1, New Section, Central Area (current)

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## Events on Japanese Culture

### **Introducing Japanese culture -- Spring 2014**

Up until now, we have taken steps to introduce various aspects of Japanese culture to visitors from overseas to deepen their understanding of Japan and foster their desire to visit again. Throughout 2014, we will contribute to promoting knowledge of Japanese culture through new programs designed to enable visitors to see, hear and experience for themselves. The following initiatives will be launched in April through June. Details of the program from summer onwards will be announced later once they have been finalized.

#### ★ **Ukiyo-e Hyakunin Isshu (One Hundred Poets, One Hundred Poems) playing cards** **NEW**

A special exhibition of beautiful Ukiyo-e Hyakunin Isshu playing cards created over a period of ten years by a Canadian artist. The meanings of the poems will also be explained in English, while the exhibition area will introduce scenes of the creation process.

When: 1 April Tuesday -30 June Monday 2014.

Where: Center of the Terminal 2 International Departure Hall



#### ▪ **KOTO★LIVE <Performance>**

When: Every Tuesday and Thursday starting from 3 April

Where: Airside event space, 2F Main Building, Terminal 2

#### ▪ **Traditional Japanese culture workshops** \*please refer to the timetable on the last page

These workshops will be held to enable passengers to see and experience aspects of the traditional Japanese culture for themselves, including kokeshi doll-making and origami (the art of paper folding). Participants can take their handiwork home together with a fond memory of Japan.

When: Approximately 2 weeks each month

Where: Airside event space, 3F Central Building, Terminal 1

Airside event space, 2F Main Building, Terminal 2

#### ▪ **Calligraphy event**

Calligrapher Haru will host calligraphy events. He will write the names of overseas visitors in kanji (Japanese characters) to create beautiful art pieces that they can take home with them. He will explain the meaning of each character, and have the guests select the characters they will use.

When: 17 April Thursday and 18 April Friday 2014

Where: Airside event space, 3F Central Building, Terminal 1

#### ★ **Public demonstration of bathhouse mural painting** <Live performance and exhibition> **NEW**

When: 26 April Saturday 2014 (Performance), 26 April Saturday -2 May Friday 2014 (Display)

Where: "Skyrium", 3F Southside Waiting Area, Terminal 2

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★ **Touring Performance Theater** ~ Vaudeville entertainment **NEW**

This event gives customers the opportunity to experience the atmosphere of the vaudeville, which underpins Japan's traditional performing arts. Guests may enjoy rakugo (traditional Japanese comic storytelling), paper-cutting art, street performance arts, shamisen and other performances that change daily.

When: 27 April Sunday - 2 May Friday 2014

Where: Airside event space, 3F Central Building, Terminal 1



★ **Evolving Japanese game** ~ "Ken-dama" (Cup-and-ball) game performance **NEW**

Using a wide variety of tricks and acrobatics, performers will entertain airport visitors by a demonstration of the traditional cup-and-ball game, which originated during the Edo Period (1600-1867). After the show, the performers will host cup-and-ball lessons in which anyone can participate, giving passengers the chance to actually play with the toy.

When: 28 April Monday 2014

Where: "Skyrium", 3F Southside Waiting Area, Terminal 2



★ **Exercising with KARATE** **NEW**

Tired transit passengers can unwind while experiencing karate for themselves. Women are invited to take lessons in the art of self-defense. After exercising, they can try on a karate tunic.

When: 15 May Thursday and 16 May Friday 2014

Where: Airside event space, 2F Main Building, Terminal 2

• **Ninjas** ~ A real experience of the world of stealth <Performance>

When: 31 May Saturday 2014

Where: Airside event space, 2F Main Building, Terminal 2

★ **Getting in touch with Japanese etiquette** <Experience> **NEW**

When: 2 June Monday - 6 June Friday 2014

Where: Airside event space, 3F Central Building, Terminal 1

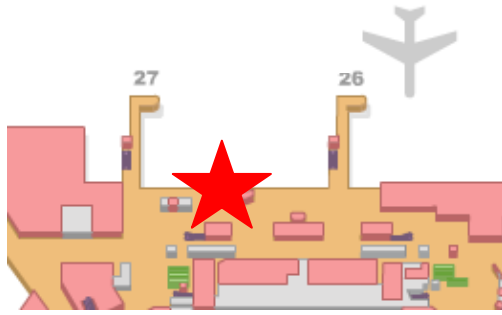
★ **Picture story show in Narita Airport** <Performance> **NEW**

When: 20 June Friday 2014

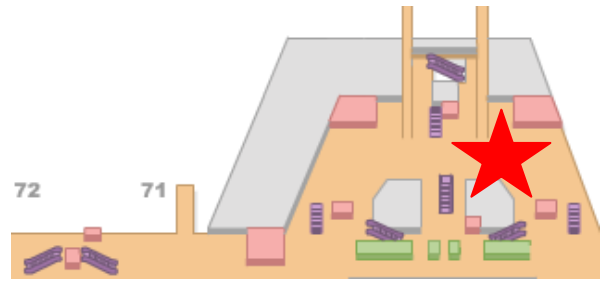
Where: Airside event space, 3F Central Building, Terminal 1

**Note:** Events marked with ★ are held for the first time at Narita Airport.

\* Event spaces



Terminal 1



Terminal 2

Using the airside areas of Terminals 1 and 2 as stages for introducing Japanese culture, we have installed event venues featuring Japanese-style decorations to enhance customers' enjoyment of Japanese culture in a very Japanese ambiance.

Introducing Japanese Culture Spring 2014 Timetable						
	April		May		June	
Terminal 1 Restricted area	Calligraphy event 17-18	Touring Performance Theater 27 April - 2 May	Traditional Japanese culture workshops 7-9, 12-16	Getting in touch with Japanese manners 2-6	Picture story show 20	
Terminal 2 Restricted area	Traditional Japanese culture workshops 2-4, 7-11, 14-18		Exercise with KARATE 15-16	Ninjas 31	Traditional Japanese culture workshops 3-6, 9-13	
	KOTO★LIVE Every Tuesday and Thursday					
Terminal 2 3F, Skyrium (Event space on the departure floor)	Public demonstration of bathhouse mural painting production and exhibition Performance: 26 April Display : 26 - 2 May		"Ken-dama" (Cup and ball )game performance 28		Ukiyo-e hyakunin isshu playing card display	