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While Open Skies as well as other policies and initiatives to liberalize and deregulate air transport rapidly moves forward, the competition among airports confronting Narita continues to intensify as a result of the secondary expansion of international slots at Haneda Airport in early 2014 and the prominent growth of key Asian airports such as Incheon. For Narita to further enhance its presence as an international hub in East Asia, it is imperative that it meets diversifying needs by pursuing marketing promotion activities in a proactive and strategic manner. Aiming to become the airport of our customers' choice as set out in our mid-term management plan, we have embarked on a range of marketing promotion activities.

With restructuring of the company organization in July 2013, Aviation Marketing, Support & Coordination Department was set up within NAA specifically tasked to undertake marketing and promotional activities. The department carries out sales activities targeting airlines, works to maintain existing routes and focuses its efforts on attracting new airlines and developing new routes. Specifically, this includes setting up Narita Airport's promotion booths and exchanging ideas with airlines on



a one-on-one basis at the Routes Conferences where airlines and airport operators meet to mutually explore possibilities for route development such as the one in Las Vegas in September 2013, as well as the IATA Slot Conferences where airlines around the world meet to coordinate their summer and winter schedules, such as those in Fort Worth in November 2013 and Abu Dhabi in June 2014, to collect information on airlines' intentions and needs. At these conferences, future functional improvements at Narita are introduced and the possibilities of route development are explored. Representatives from Narita Airport attended the CAPA conference in Seoul in September 2013 and World Low

Cost Airlines Asia Pacific in Singapore in February 2014 to exchange information with leaders of LCCs in Asia on future plans for Narita Airport, including the LCC terminal.

Through activities such as these, we are able to hold talks with airlines that are more specific in content and the information thus obtained can be utilized for facility planning, continued route development and marketing activities to attract airlines for the benefit of future airport management.

Furthermore, Aviation Marketing, Support & Coordination Department serves as a centralized contact point for airlines launching new services. It provides total support for the various formalities relating to launching services which were, until now, complicated and handled by multiple departments and sections. The department makes use of the advantage of being able to offer an integrated response to all aspects from initial approach to airlines to eventual launching of services, to formulate useful proposals on – for example – the venue of a press conference or a joint press release for improved convenience from an airline perspective.

In addition to this, we have set out on a more diverse range of initiatives as part of our strategy for boosting aviation demand, which includes marketing support for the airlines using our website and other conventional media available at the airport as well as the PR space and digital signage that we have set up in Shisui Premium Outlets which opened in April 2013, organizing joint promotions with airlines and railway companies in conjunction with the launch of new air services, and



participation in the Visit Japan Travel Mart. In the years ahead, we intend to collaborate more closely, not only with airlines, but also with the Narita International Airport Promotion Association and other local authorities, travel companies and related organizations to widely publicize Narita Airport's features and initiatives in an effort to stimulate potential demand. These features and initiatives include its extensive network served by well-balanced services by the three major alliances, expanded domestic services and early morning flights operated by LCCs.

We will continue to keep abreast of the contemporary needs of the aviation industry, bear in mind the importance of airport management that will readily respond to those needs, and undertake our marketing and promotional activities in collaboration with the airlines and other relevant parties to attract and expand new routes, with Aviation Marketing, Support & Coordination Department playing a central role in the ongoing expansion of our network. In doing so, we will seek to consolidate our standing as an international hub in East Asia and the airport of choice.

