



Retailing Business

Since its privatization in 2004, consolidating and expanding non-aeronautical revenue has been an important element 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 appeared, 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 has also focused its efforts on improving shopping facilities in the public areas before outbound passport control.

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

The shopping area on the 4th floor in Terminal 2 had never undergone a major upgrade since the opening of the terminal in 1992. Work on a major upgrade began and the project reopened in stages during fiscal 2011.

Improvements were made to the passenger flows, existing shops were renovated and new shops opened with the concept of making them easier to find, easier to see and more enjoyable. The area now greets customers with a brighter, more convenient atmosphere offering a rich array of shops.

The 5th floor food court in Terminal 1 was also given an upgrade in July 2012. Passengers experience a sense of light and breeze with standard earthen colored floors throughout in a brighter, natural environment. Seating was significantly increased and new shops added to create a food court with an even greater variety.

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, and 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 and allow shoppers to reserve products on the websites of the duty-free shops. (Product reservations are available to international travelers only)

Narita Airport publishes a quarterly magazine, "Narita 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 and beverage shops, souvenir and other shops. It serves as a guide for airport users to plan what they want to buy, eat and do at the airport before they arrive. 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.

Smart Book provides enjoyable reading for everyone as well as travelers. Readers can experience the excitement of travel and plan journeys. In that sense, it plays a role in stimulating demand for travel. Smart Book is available at major rail and bus stations, local hotels and regional airports in Japan. It is distributed to the Travel Cafe in Tokyo, municipal offices in the areas around the airport and libraries as a constructive way of publicizing the shopping areas at Narita Airport.

In April 2012, shop staff who are able to assist customers in a foreign language (other than English) began wearing badges displaying the language they speak. The badges are uniform in design for all shops and have been applauded for the fact that they clearly indicate who is able to assist in each of the languages and, therefore, provide greater convenience to our 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 positive results.



"I speak" badges



Smart Book

Future Developments

NAA has set an annual sales target of 80 billion yen for duty-free shops, merchandise stores and food and 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.

Bearing in mind that sales in fiscal 2012 were less than 70 billion yen, we are aware of very ambitious nature of this target.

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

1. 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, with increases in air traffic.

2. Wider Retail Space

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

3. 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 glamor unique to Narita Airport.

We are launching these initiatives in fiscal 2013 to increase revenue and this will include the opening of a new store on the 4th floor of the main building in Terminal 2 by a major convenience store franchise. We also plan to embark on gradual preparations for further development of our shopping environments and the appearance of new shops, which will begin to take place in fiscal 2014.