

Holding of the 3rd Visit Japan Campaign Committee for International Transit Passengers

With the aggressive goal of increasing the number of foreign visitors to Japan to 20 million by 2020, Civil Aviation Bureau (JCAB) and Japan Tourism Agency (JTA) have established the Visit Japan Campaign Committee for International Transit Passengers in Sept. 2014, and been considering specific plans according to the Action Program toward the Realization of Tourism-Oriented Country 2014, which was endorsed on June 17, 2014.

We expect that not only the number of foreign visitors will further increase but also the areas around the airport will be revitalized and those visitors will come back again, through the concerted efforts by the Committee to turn international transit passengers having no plan to enter Japan into inbound passengers, by exposing them to the attractiveness of Japan.

This is to inform you that the third Visit Japan Campaign Committee for International Transit Passengers will be held as described below.

Details

1. Date: February 27, 2015 (Friday) 10:30-11:30AM (*Tentative schedule)
2. Venue: Conference Room S3・S4 on the 1st floor at Narita International Airport Corporation headquarters
3. Committee members : See Attached List
4. (Proposed) Agendas:
 - ・ How to offer programs for International Transit Passengers
 - ・ Specific measures to promote programs for International Transit Passengers
 - ・ Other issues

[Inquiries]

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Initiative for Attracting Transit Passengers to Japan for

Sightseeing

Constituent Members

- Japan Airlines Co., Ltd.
- ALL NIPPON AIRWAYS Co., Ltd.
- Jetstar Japan Co., Ltd.
- Spring Airlines Japan Co., Ltd.
- Vanilla Air Inc.
- AEON MALL CO., Ltd.
- Mitsubishi Estate • Simon Co., Ltd.
- Narita International Airport Corporation
- Chiba Prefecture
- Narita City
- Shibayama Town
- Tako Town
- Civil Aviation Bureau, MLIT
- Kanto District Transport Bureau, MLIT
- Japan Tourism Agency, MLIT
- Japan National Tourism Organization

(Observers)

- Airline Operators' Committee Narita International Airport (Narita AOC)
- Immigration Bureau, Ministry of Justice.
- Japan Tourism Agency, MLIT

In random order