

## “Tour Program for International Transit Passengers at Narita Airport - Narita-transit Tour” Starts on March 1, 2015!

In Sept. 2014, 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, 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 “Narita-transit Program” will start on March 1, 2015, as the results of the deliberations.

○ Overview of the “Tour Program for International Transit Passengers at Narita - Narita-transit Program”

Five attractive tourist routes around Narita Airport, three (3) guided and two (2) self-guided tours, will be provided for international transit passengers so that they can get in touch with the nature and cultures in Japan.

【Guided Tour : Grand tours by volunteer guides】

- ① Narita City : Experiencing the Japanese culture at “Naritasan Shinshoji Temple” and “Omotesando” (front approach to it)
- ② Shibayama Town : Discovering the history of aeronautical science and experiencing flight simulation at the Museum of Aeronautical Sciences
- ③ Town of Tako : Walking through “SATOYAMA” , idyllic landscape in Japan

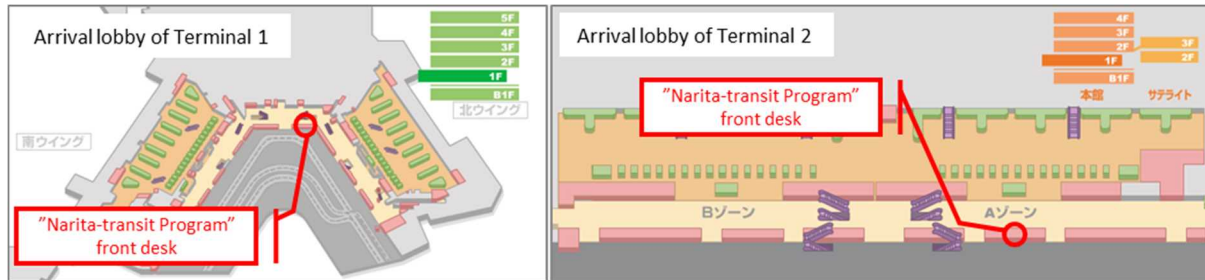
【Self-guided Tour: Participants can enjoy benefits】

- ④ AEON MALL in Narita : Enjoy shopping with a gift ticket
- ⑤ SHISUI PREMIUM OUTLETS : Join a shopping bus tour

【Reception Hours】 9:00AMm~12:00PM

【Reception Area】 ” Narita-transit Program” front desk in the arrival lobby of Terminal 1 & 2 at Narita International Airport

### Front Desk



(※Supporting materials) ” Narita-transit Program” leaflet and a poster

(Notes) “Narita City” trial tour will be carried out on the launching date, March 1, 2015 (Sun.) for the press, and prior booking is required as described below. Those who wish to attend are asked to send the completed application form (\*using the form attached) before 18:00PM on February 27, 2015 (Friday) via **FAX**.

On that day, you will be required to come to the “Narita-transit Tour” front desk in the arrival lobby of Narita Int’ l Airport **Terminal 1 at 10:00AM.**

#### [Inquiries]

Nishihira, Receiving Foreign Tourists Division, JTA

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Civil Aviation Bureau

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「Narita-transit Program」  
Application Form for the Trial Tour

To: Receiving Foreign Tourists Division, Japan Tourism Agency

FAX : 03-5253-1563

- Date : March 1, 2015 (Sunday) 10 : 00AM~13 : 00PM
- Meeting Place : "Narita-transit Tour" front desk,  
in the arrival lobby of **Terminal 1** - Narita Int' l Airport

Company name : \_\_\_\_\_

Area of your business : \_\_\_\_\_

Name of contact person : \_\_\_\_\_

Phone or cell-phone number : \_\_\_\_\_

Fax number : \_\_\_\_\_

Number of participants : \_\_\_\_\_

※ Please complete the form and send it to us before 18:00PM on Feb. 27 (Friday) **via FAX.**

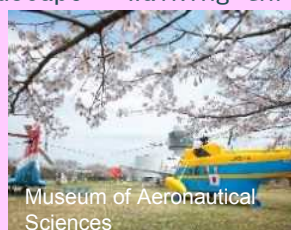
# Narita-transit Program

- On March 1, the tour program for international transit passengers starts in an effort to offer them the Japanese Spirit of Hospitality and make them want to visit Japan again, or even promote tourism around the airport.
- Five (5) attractive tourist routes (3 guided and 2 self-guided tours) will be provided so that they can get in touch with the nature and cultures in Japan.

## Five Attractive Tourist Routes

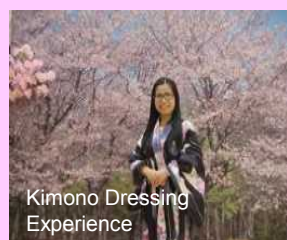
### 【Guided Tour】

- ① Narita: Japanese culture - Shinshoji Temple & Omotesando
- ② Shibayama: Aeronautica history/Flight simulation - Museum of Aeronautical Sciences
- ③ Tako: Idyllic landscape - Walking through “SATOYAMA”



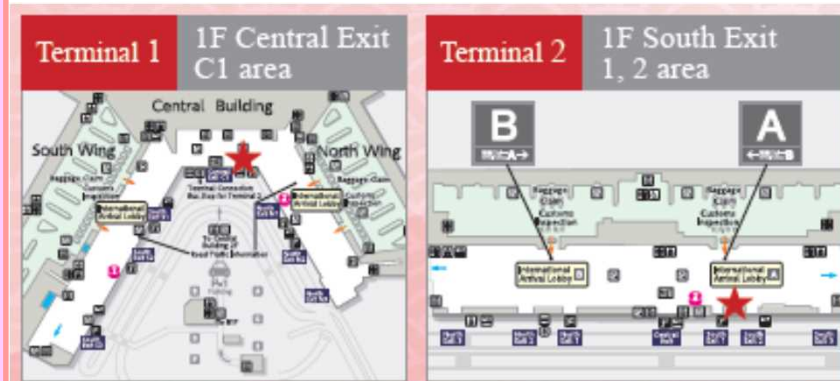
### 【Self-guided Tour】

- ④ AEON MALL Narita: Shopping with a gift ticket
- ⑤ SHISUI PREMIUM OUTLETS: Shopping bus tour



## Reception : Arrival lobby at Narita Airport (9:00AM to 12:00PM)

[Two voluntary guides will give the grand tour for 2 to 3 hours]



## Promotion using leaflets and posters



## What are "Transit Tours"?

These special, hassle-free tour options allow you to turn your transit time into a chance to enjoy Japan.

Welcome to Japan!  
If you have a layover at Narita Airport, choose from several tour options that let you experience Japanese warmth and hospitality, and some of our country's history and culture, as well as shopping.

Guides are also available to help you make the most of your limited layover time without fear of missing your flight. Why not take this opportunity to enjoy a bit of Japan?

## Two plan options are available.

### Plan 1 Volunteer Guide Tours

All tours are run by local guides who get you safely to and from the airport and who help ensure that you are able to experience the warmth and hospitality of Japan.

Narita City

Shibayama town

Tako town

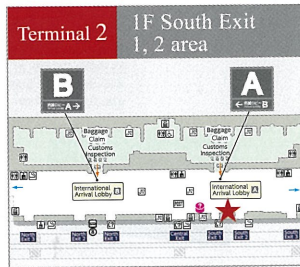
### Plan 2 Self Tours

All tours are self-guided, allowing you more time to shop as well as providing special offers and discounts.

Shisui Premium Outlets®

AEON Mall Narita

For more details, please visit the **Narita Transit Program counter** in Narita Airport.



## Memo

Please return no later than \_\_\_\_\_ :

to Terminal \_\_\_\_\_

[Flight]

[Departs]

\_\_\_\_\_

[Terminal]

Please confirm your terminal beforehand, with your airline.

### Important Notes

(1) This program is for those who have spare time for layover. (2) Tour participants must be eligible to enter Japan. (3) Please ensure that you have sufficient layover time to participate in your desired tour, as tour participants are solely responsible for their schedule and any possible delays which may arise. (4) All tours are intended to guide non-Japanese travelers who are changing planes at Narita Airport, to the surrounding area at Narita Airport. It does not matter whether the connecting flight is a domestic or international flight. (5) All tours are free of charge; however, participants are responsible for all personal expenses, including transportation costs and entry fees, while on the tour. (No need to cover guides fees or expenses.) (6) Due to the limited number of volunteer guides available, there is no guarantee that a guided tour can be provided to all participants desiring one.

### Narita International Airport Information

**☎ 0476-34-8000** Desk Hours: 9:00 - 12:00

If calling from outside Japan

**☎ +81-476-34-8000** <http://www.narita-airport.jp/en/index.html>

To customers returning from a Transit Tour  
(Narita Airport information)

- Please feel free to take advantage of the Personal Lounge which is available to transit customers.
- Special events and other entertainment can be enjoyed while you wait. Please visit our website for details.

# NARITA TRANSIT PROGRAM



WORLD  
SKY GATE  
NARITA

Japan.  
Endless  
Discovery.

Narita  
Transit Program

Japan.  
Endless  
Discovery.

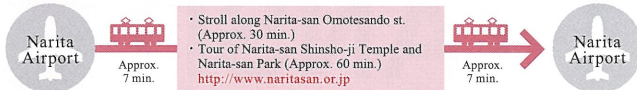
Narita  
Transit Program

Total Time  
**3**  
hrs.

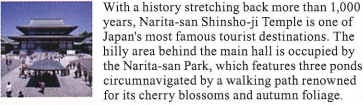
## Japanese Culture Experience at Narita-san Shinsho-ji Temple



Experience traditional Japanese culture with a visit to Narita-san Shinsho-ji Temple, one of Japan's most famous tourist destinations with a history stretching back more than 1,000 years. Travel back in time as you explore the tightly-spaced rows of inns, handicraft shops and restaurants lining Narita-san Omotesando street.



- Stroll along Narita-san Omotesando st. (Approx. 30 min.)
- Tour of Narita-san Shinsho-ji Temple and Narita-san Park (Approx. 60 min.)



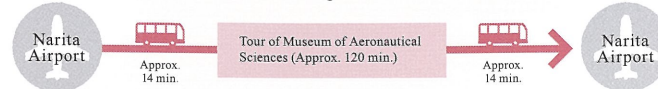
- Option**
- Sutra copying experience
  - Famous eel cuisine restaurant

Total Time  
**3**  
hrs.

## Discovery of aeronautical science history and air craft pilot experience



Spend an enjoyable hours flying in a flight simulator and seeing about jumbo jet wings, engines and all manner of other aeronautical history and facts at the Museum of Aeronautical Sciences. There is a restaurant in the building.



One of Japan's best hands-on museums, featuring full-size displays of aircraft, aircraft parts, a variety of interactive corners and an observation gallery offering a full view of Narita Airport.

- Open: 10:00 a.m. - 5 p.m. (entry until 4:30 p.m.)
- Closed: Monday (following business day if Monday is a public holiday)
- Entry: Adults 500 yen · Middle & High-school Students 300 yen · Children (4yrs.+ ) 200 yen \*Special discount available for participants

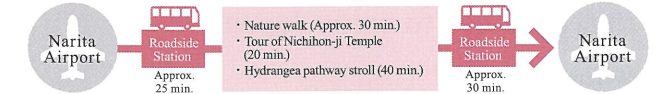
- Option**
- Waterfront Nature Stroll (Approx. 30 min.)
  - Forest Walk (Approx. 45 min.)
  - "Sky Station" Handmade Breads and Shopping
  - Restaurant Fuwari

Total Time  
**3**  
hrs.

## Japanese Country Life Experience



Choose this option to visit the traditional Japanese countryside of Tako town to enjoy the Japanese bucolic scenery including the rice paddy of Chiba's famous rice brand: "Tako Rice".



Taking in the pastoral beauty of Japan's countryside as you walk amongst the paddies which grow Tako Rice which was chosen to be a tribute to the Emperor.

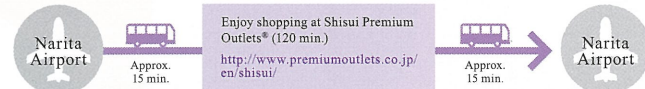


Path by the river that run through the town was named after the 10 thousand hydrangea that blooms by the bank. Not only the hydrangea in the summer, but there are many seasonal flowers like field mustard and cherry blossoms in the spring, and cosmos in the autumn, which entertains visitors' sights.

- Option**
- Shiraishi Confectionery
  - Roadside Station Tako Hydrangea Hall
  - Nichihonji Temple

Total Time  
**2.5**  
hrs.

## Shisui Premium Outlets® Shopping Bus Tour



Enjoy shopping at Shisui Premium Outlets® (120 min.)

<http://www.premiumoutlets.co.jp/en/shisui/>



Shisui Premium Outlets®, which has 120 international and Japanese brand stores. In April 2015, 60 new stores will be opened and the number of the stores will be 180 in all. It is the one of the popular tourist spots and enjoy shopping and fine dining before return. From Narita Airport to Shisui Premium Outlets® between direct buses run. Ticket for the direct bus are sold at the Keisei Bus counter. There is also Flight information of Narita Airport in food court. You can see the flight info, any time before return.

**Special Offers** Please show your Transit Tour participant certificate at the information center. And then, you can get the Discount Coupon, Souvenir gift and Wi-Fi Guest code.

- Option** Enjoy all the Japanese cuisines, such as Sushi, Ramen, Udon and Okonomiyaki

Total Time  
**3**  
hrs.

## AEON Mall Narita Shopping & Wonderful "WA" Experience



Casual shopping at AEON Mall Narita (120 min.)

<http://narita-aeonmall.com.e.cb.hp.transer.com>



AEON Mall Narita is a convenient spot close to Narita Airport where you can find souvenirs. Enjoy shopping for popular green tea confections and cosmetics while savoring Japanese cuisine - all in one location! Participants with a bit more time can take part in the Japanese "WA" experience program.

**Special Offers** Customers who apply for this Transit Tour will receive a 500 yen gift voucher for use within AEON Mall Narita. \*Gift vouchers can be exchanged at the information desk on the second floor of AEON Mall Narita.

- Option**
- Yukata dress-up experience (Approx. 40 min. / fees apply)
  - Participants with time to spare can learn how to wear yukata.
  - \*Instruction is given in Japanese.
  - \*Availability is limited, so please check in advance.
  - \*Photos are for illustration purposes only.

## Volunteer Guide Tours Self Tours



Total Time  
**2**  
hrs.

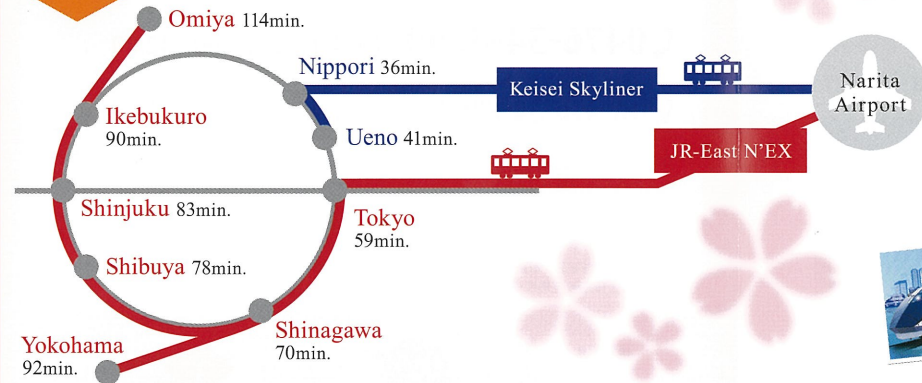
## Strawberry Picking (Atsuta Farm) and Narita-san Shinsho-ji Temple Taxi Tour (Total 2h Paid Tour)



Before your strawberry picking excursion at Atsuta Farm, visit to Narita-san Shinsho-ji Temple, one of Japan's most renowned tourist destinations. This temple, connected with the Chisan branch of Shingon Buddhism, is one of the country's holiest sites and has a history stretching back over 1,000 years. Later, enjoy a stroll through the surrounding environs and down Omotesando. Transport is by hired taxi.

\*Available between January and May; fees apply (approx. 6,800yen/car : for taxi hire fee + 1,500yen/person : for strawberry picking)

## If you have plenty of time Head to downtown Tokyo in under an hour from Narita Airport!



### Special Offer for Travellers!

**N'EX TOKYO Round Trip Ticket**

From March 14, 2015, JR-East offers a round-trip ticket for 33% and over savings on the N'EX, directing Narita Airport and major station in the Tokyo metropolitan area.

**Skyliner & Tokyo Subway Ticket**

A ticket for the fast and comfortable Skyliner limited express, connecting Narita Airport to the heart of Tokyo in as little as 36 minutes (\*1), and the Tokyo Subway Ticket, which allows users to freely ride any Tokyo subway line for one to three days, all at a specially low priced set.

\*1 Fastest time (in minutes) between Narita Airport Terminal 2 Station and Nippori Station.

For further details, please visit JR-East Travel Service Center or Keisei customer counter