

The First Meeting of the Initiative for Attracting Transit Passengers to Japan for Sightseeing

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) are making joint efforts to attract more international transit passengers, among those who have no plan to enter into Japan, by exposing them to the charm of Japan.

We expect that the number of foreign visitors to Japan will increase, and at the same time, the areas around the airports will be revitalized and this effort may create opportunities for them to visit Japan in the future.

In this regard, the measures to attract more transit passengers are to be incorporated in “the Action Program toward the Realization of Tourism-Oriented Country 2014” agreed upon by the Ministerial Council on the Promotion of Japan as a Tourism-Oriented Country in June of this year.

This is to inform you that “the Initiative for Attracting Transit Passengers to Japan for Sightseeing” was established in order that the interested parties may work in partnership, and the 1st round of the meeting will be held as described below, targeting the area around Narita International Airport, which has a particularly large number of passengers.

Outline

1. Date : September 19, 2014 (Friday) 10:30~11:30am
2. Venue : Narita International Airport Corporation, Head-office Building 1F
S3・S4 Conf. Room
3. Constituent Members : See the attached Appendix
4. Agendas (tentative):
 - ・ Establishment of the Initiative for Attracting Transit Passengers to Japan for Sightseeing (tentative)
 - ・ Future Plans for the Projects for Attracting Transit Passengers to Japan for Sightseeing (tentative)
 - ・ Others

【Contact information】

Receiving Foreign Tourists Division Japan Tourism Agency :

Gotoh (Ext. 27902) · Nishihira (Ext. 27905)

Tel: 03-5253-8111 Direct line : 03-5253-8972 FAX : 03-5253-1563

Office for Narita International Airport,

Capital Area Airports Division, Civil Aviation Bureau

Tsukuda (Ext. 49332 · Sato (Ext. 49335)

Tel: 03-5253-8111 Direct line : 03-5253-8956 FAX : 03-5253-1660

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