

Civil Aviation Bureau, Ministry of Land, Infrastructure,
Transport and Tourism (MLIT)
Narita International Airport Corporation

Joint Advertising Campaign to Raise Awareness of Improved Accessibility from/to Narita International Airport

To be implemented in the Capital Region and 17 Domestic Airports!

- The first-ever advertising campaign jointly performed by transport service providers from a user perspective!
- Posters and leaflets with the catch-phrase “Fast, Reasonable and Convenient Public Transportation !
- An advertising campaign to raise awareness in almost 2,000 locations across Japan, including stations, trains/busses, rest areas along express ways, major commercial complexes, outlet malls in the capital region and 17 domestic airports served from Narita International Airport!

Traveling between Narita International Airport and central Tokyo has been improved greatly by the efforts made by the respective transport service providers, starting with the Narita SKY ACCESS Line opened in July 2010 and low-cost airport shuttle bus services that followed. Yet, we have no success in breaking the images of Narita Airport as “A long way from central Tokyo and not easily accessible” , “Public transport from/to Narita so expensive” . With that in mind, the Liaison Council for Improving Accessibility at Narita Airport composed of representatives from several transport service providers will jointly launch an advertising campaign to raise awareness of improved accessibility from/to Narita International Airport accordingly.

1. Main Advertising Locations

(1) Capital Region

① Posters

- ✓ 117 stations including all the stations of the Keisei Line and major JR stations
- ✓ Busses of Keisei Bus, trains of Keisei Electric Railway, and shuttle buses of Airport Limousine, Tokyo Shuttle and THE ACCESS NARITA
- ✓ Wangan-Makuhari, Shisui and Taiei rest areas along the HIGASHI-KANTO EXPRESSWAY and Makuhari rest area along the Keiyo Road

② Leaflets

- ✓ All the 65 stations of the Keisei Line
- ✓ Inquiry offices of bus terminals, Michi-no-Eki, Chiba-kun-Plaza, etc.

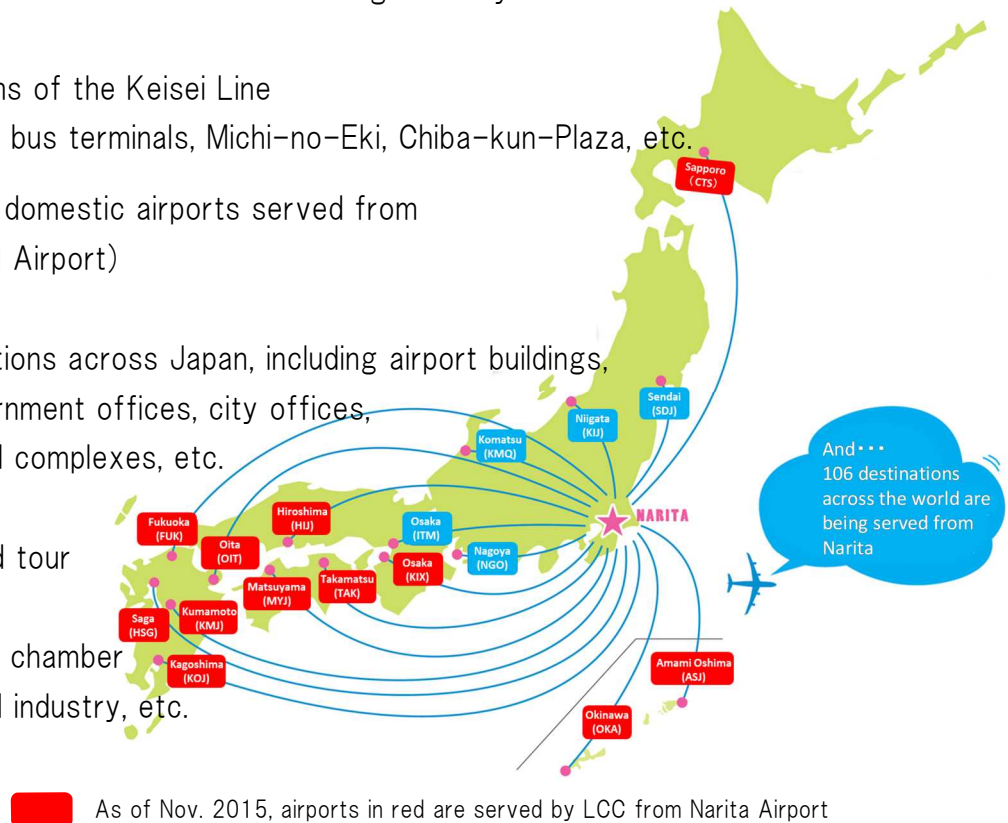
(2) Local Areas (17 domestic airports served from Narita International Airport)

① Posters

- ✓ Almost 150 locations across Japan, including airport buildings, prefectural government offices, city offices, major commercial complexes, etc.

② Leaflets

- ✓ Bus terminals and tour buses
- ✓ Passport offices, chamber of commerce and industry, etc.



2. Campaign Period

- ✓ From early December 2015 to end of March 2016

<Supporting Information>

- List of Members of the Liaison Council for Improving Accessibility at Narita Airport

【Contact Information】

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**The Liaison Council for Improving Accessibility
at Narita International Airport**

Constituent Members

- East Japan Railway Company (JR East)
- Keisei Electric Railway Co., Ltd.
- Keisei Bus Co., Ltd.
- Chibakotsu Co., Ltd.
- Airport Transport Services Co., Ltd.
- Narita Airport Transport Co., Ltd.
- BE-TRANSSE GROUP
- Chiba Prefecture
- Chiba Prefectural Police
- East Nippon Expressway Company Limited (NEXCO)
- Airline Operators' Committee Narita International Airport (Narita AOC)
- Road Bureau, MLIT
- Railway Bureau, MLIT
- Road Transport Bureau, MLIT
- Civil Aviation Bureau (*organizer*), MLIT
- Kanto District Transport Bureau, MLIT
- Tokyo Regional Civil Aviation Bureau (TCAB), MLIT
- Narita Airport Office, Tokyo Regional Civil Aviation Bureau (TCAB) , MLIT
- Narita International Airport Corporation (*organizer*)

In random order