



MLIT

Ministry of Land, Infrastructure, Transport and Tourism
2-1-3 Kasumigaseki, Chiyoda-ku, Tokyo 100-8918, JAPAN



Japan Tourism Agency

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Japan Tourism Agency Ministry of Land, Infrastructure, Transport and Tourism

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Civil Aviation Bureau

Japan Tourism Agency

Take a Sip of Japan! “Japanese Liquor Campaign” Continues!

- In October, 2013, the “Japanese Liquor Campaign” was started, as the first joint trial project by the Government, airport companies and the alcohol production industry.
- Efforts will be continued into FY2014.

With the goal of achieving a tourism-oriented country, we carried out PR efforts for “Japanese Liquor” at four international airports, Narita, Haneda, Chubu and Kansai, introducing the charm of Japanese alcoholic beverages to more than 70 thousand* foreign travelers during the campaign period.

*Total number of foreign visitors to our booths between October 1 last year and March 3 this year (data from organizers)

Last year, the Government achieved a total of 10 million visiting foreign travelers, and has set out to try and increase this to 20 million by 2020. Exposing foreign people to the culture and charm of Japan, through “Japanese Liquor” in which they have a significant interest, will allow us to continue increasing the number of foreign visitors to the country.

[Take a Sip of Japan! “Japanese Liquor Campaign” Outline]

1. Period From April 1, 2014 (Tuesday) to March 31, 2015 (Tuesday)
2. Venues Duty-free areas around the Narita, Haneda, Chubu and Kansai international airports (see separate material for more information)
3. Contents PR activities for foreign visitors to sample Japanese sake
Introduction to sake production and drinking methods, information on sake storehouses that foreign people can tour, etc.
4. Organizers Japan Sake and Shochu Makers Association, Narita International Airport (Corp.), Tokyo International Air Terminal (Corp.), Chubu International Airport (Co., Ltd.), New Kansai International Airport (Co., Ltd.)
5. Support Ministry of Land, Infrastructure, Transport and Tourism; Japan Tourism Agency (MLIT); National Tax Agency

*For details of the period, venues and contents please see the website of the respective airport company.



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For inquiries, please contact the following.

Civil Aviation Bureau (Available in Japanese only)

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Office for Airport Policy in Kinki and Chubu Area: Katayama (Ext. 49636) and Adachi (Ext. 49624)

Phone: 03-5253-8111 (agency), Direct: 03-5253-8956, 8613 (division), Fax: 03-5253-1660

Japan Tourism Agency (Available in Japanese only)

Tourism Resources Division: Minakuchi (Ext. 27802)

Phone: 03-5253-8111 (agency), Direct: 03-5253-8925 (division), FAX: 03-5253-8930

Airport

Narita Airport: Phone: 0476-34-5619 (direct)

Haneda Airport: Phone: 03-6428-5951 (direct)

Chubu Airport: Phone: 0569-38-7777 (direct)

Kansai Airport: Phone: 072-455-2037 (direct)

Images of how the campaign would be implemented at airports

○ The national government, airport operators, and alcoholic beverage industry will join together again in FY2014 to carry out a promotion at four airports under a unified concept.

Narita International Airport (Terminal 1)



Existing store

- The direct sales store "AKIHABARA" is to be refurbished (planned for August 2014) to install a sake tasting corner within the shop for promotional purposes.
- While refurbishing is carried out, a sake tasting campaign booth will be installed in another existing shop for promotional purposes.



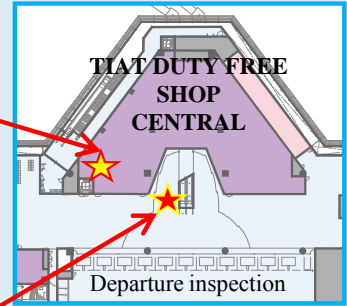
After redecoration (image)

※Permanent installation is being considered inside shops in Terminal 2 as well for FY2015.

Haneda International Airport (International passenger terminal building)



Retail store



TIAT DUTY FREE SHOP CENTRAL

Departure inspection



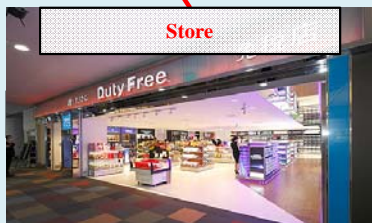
Campaign booth

Chubu Centrair International Airport (passenger terminal)



Store

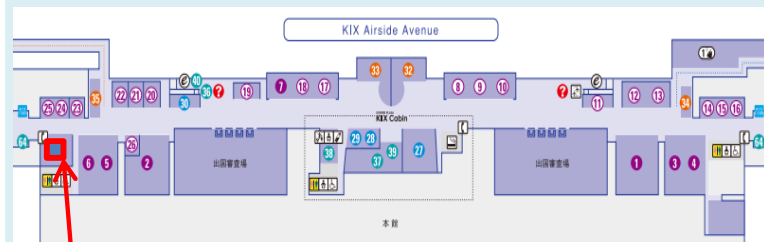
Campaign booth outside a store



- Install permanent special corner in the direct sales store.
- Set up a campaign booth for sake tasting in the store as required.
- Also carry out at a campaign booth outside the shop as required.

Kansai International Airport (Terminal 1)

※Also carried out in terminal 2 as required



"Miyabi" store



Campaign image

- Set up a special permanent corner in the direct sales store for promotion using sake tasting as required.

- Regularly change the distillery on display to widely introduce the appeal of Japanese sake.
- Provide foreign language pamphlets and video content for promotion toward foreign visitors.