

Hospitality in Multiple Languages

Tokyo, 30 January 2014 : As part of Narita's drive to become our customers' preferred airport, the following initiatives are underway at Narita Airport to convey our hospitality for non-Japanese customers using multiple languages.

1. Enhanced Multilingual Assistance

Presently, assistance at information counters, terminal signs, floor guide at Narita Airport are provided in four languages--Japanese, English, Chinese and Korean. To make the airport even easier to use and understand for passengers from abroad, the following improvements are planned in our language support.

(1) Multilingual Information Leaflet

The four languages in demand after Japanese, English, Chinese and Korean have been selected for leaflets at our information counters providing information mainly for arriving passengers on access from Narita Airport and methods for connecting to the Wi-Fi network, etc.

◆ Publication: March 2014

◆ Languages: Thai, French, Spanish, Indonesian

(Example 1) Welcome อินดีต้อนรับ accueil bienvenido selamat datang

(Example 2) Narita Airport นาริตะ l'aéroport de Narita Aeropuerto de Narita Bandara Narita

(2) Additional Languages on NariTra

The voice translation application for smartphones, NariTra, which currently supports Japanese, English, Chinese and Korean, will be upgraded to support four more languages.

◆ Service Launch: March 2014

◆ Additional Languages: [Voice translation] Indonesian

[Text translation] Thai, French, Spanish

(3) Additional Languages for the Automated Flight Information Service (NAA Narita International Airport Information)

At the moment, flight information using an automatic voice guide is only available in Japanese, while English inquiries are handled by English-speaking operators. With the planned upgrade, flight information in English, Chinese and Korean will also be available via the automatic voice guide.

◆ Upgrade: March 2015

2. Multilingual Welcome Signs

As of January 2014, Narita Airport is served by scheduled services operating to 33 countries and 3 territories. There are around 25 languages, including Japanese, which are used as the native language (national or official language) in those countries. Narita Airport will therefore set up welcome signs in these 25 languages as described below.

(1) Multilingual Welcome Messages Using Digital Signage (25 Languages)

Messages to welcome visitors and encourage further visits to Japan will be displayed in the 25 native languages of the 33 countries and 3 territories on Narita Airport's network.

① Welcome sign in the arrival lobbies (Example) "Welcome!"

Visitors to Japan will be welcomed in their respective languages.

◆ Start of Display: March 2014

◆ Locations: 14 display terminals in the arrival lobbies of Terminals 1 and 2

② Signs to encourage further visits in the departure lobbies (Example) "Please come again!"

Messages will be displayed in multiple languages to encourage Non-Japanese passengers who are leaving the country to come and visit Japan again.

◆ Start of Display: March 2014

◆ Locations: 12 display terminals in the departure lobbies of Terminals 1 and 2

(2) Installation of Multilingual Welcome Signboards (25 Languages)

Welcome messages will be displayed on illuminated signboards placed along the arrival flow lines to welcome visitors arriving in Japan.

◆ Installation: March 2014

◆ Locations: 15 in total (8 in Terminal 1, 7 in Terminal 2)

[Reference]

The 25 National Languages of the 33 Countries and 3 Territories on Narita's Network

(Source: Ministry of Foreign Affairs of Japan)

Japanese, English, Chinese (Traditional & Simplified), Korean, French, Spanish, German, Dutch, Italian, Danish, Finnish, Russian, Turkish, Mongolian, Burmese, Thai, Vietnamese, Malay, Indonesian, Filipino, Arabic, Urdu, Hindi, Sinhalese, Palauan