

## J-WING TRAVEL

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### Japan's Leading Tourism and Aviation Weekly

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#### **This Week Headline**

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#### **\*A new campaign encourages two-ways tourism between Japan and France**

A new tourism promotion campaign "Japan and France in these relation," celebrating the 150th anniversary of the Japan-France diplomatic relation, kicked off on March 25. Maison de la France (the tourism authority of France) and Japan National Tourist Organization (JNTO) expect that the campaign will encourage two-ways tourism between both countries.

Catherine Oden, director of the tourism authority, said that France hope to increase Japanese visitors from about 650,000 annually today to 700,000 annually through the campaign promotions. Combined with a goal of 150,000 French visitors to Japan, both countries aim to expand two-ways tourists to 850,000 this year.

A theme of the new campaign is "similarity" in culture and history between Japan and France. Joint promotional posters feature a pair of Itsukushima Shrine and Mont Saint-Michel, both of which are registered as World Heritages, a pair of Tokyo Tower and Eiffel Tower and so forth. By introducing similar icons, the campaign will motivate potential tourists of each country to visit each other.

The kind of two-ways tourism promotion with a creative concept of appealing both countries at the same time has not been developed before. Oden said "We are developing unprecedented campaigns with a theme of blending Japan and France. Each country is actually close despite far from each other. We have similar tourism sources."

Despite lower growth of Japanese visitors to France in these days, more than 650,000 Japanese visit France annually, and Japan is the fifth country in total stays in France. Also, local spending a day per Japanese visitor is approximately 270 Euro. With the facts, France still regards Japan as one of the most important tourist markets in the world.

In the meantime, JNTO President Tadatoshi Mamiya said, "We will develop promotions with an emphasis on popular themes for French people, such as traditional cultures, architectures, Japanese cuisine, health or healing. Also, we will introduce unknown local destinations."

JNTO targets wealthy and highly educated senior travelers or young travelers who are highly interested in modern cultures of Japan particularly in this campaign. The number of French visitors to Japan in 2007 was up 16.9% to 137,7000 over 2006, largely increasing from around 85,000 in 2003, when Visit Japan Campaign began. Mamiya expects that the new campaign will help continue double-digit annual growth of French visitors.

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**\*AFR will begin operating A380 for its Narita flights in July 2009**

Air France (AFR) Managing Director Japan Claude Thenevin revealed that

the airline would begin operating A380 on its Paris-Narita route in July 2009 for the first time as a European carrier, when he joined an announcement ceremony for the new promotional campaign celebrating the 150th anniversary of the Japan-France diplomatic relation on March 25. He emphasized that AFR would further exploit the Japan market with the A380 flight service. AFR fully collaborates in developing the campaign.

AFR today serves 20 Paris-Narita flights a week except code-shares with JAL. Thenevin said that AFR would serve 14 flights a week or double daily after July 2009, broken down into ten flights a week by A380 and four flights a week by B777. Despite reduction of six flights a week, Thenevin said that the total seat capacity on the route would not change because of larger A380.

At Charles de Gaulle International Airport, the new satellite "S3" including spots for A380 has opened.

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### **\*Jetstar achieved the initial goals on its Japan routes**

Jetstar Airways Regional General Manager Japan Masaru Kataoka said at a news conference in Osaka on March 25 that the low-cost carrier of Australia succeeded in achieving the initial goals of both profit and load factor in the first business year. Also, he revealed that the direct selling rate (including dealings through its subsidiary Jetstar Holidays) reached 15%, higher than the original goal of 10%.

Jetstar began serving Sydney-Kansai International Airport flights on March 25 last year, followed by Cairns-Central Japan International Airport on August 2 and Cairns-Kansai on September 8. In the summer schedule beginning from March 30 this year, the airline will serve a total of 17 flights a week between Australia and Japan.

Jetstar has drawn attentions as the first full-scale LCC in the Japan market. Kataoka, however, said, "We are providing almost full services in the cabin of our Japan flights. It is difficult to define us as a LCC. Jetstar is a complete LCC in the domestic market of Australia, however it is looking for

intermediate services in between full service and LCC on international long-haul flights."

Jetstar is making efforts to raise awareness of its brand name in the Japan market and to balance between direct selling and selling via travel agents. Kataoka said, "Out of the whole travel distribution for the Australia market in Japan, selling via travel agents reaches 90%. We cannot ignore the fact. We are challenging increase of direct selling while respecting the conventional distribution system."

Also, Jetstar is trying to sweep away a negative image that it is difficult to book seats for a group. For that, it will offer seminars for travel agent staff in charge of group travels.

Jetstar will introduce B787s as early as 2009. Qantas Group has ordered 65 B787s in total, out of which the first 15 are used by Jetstar. For the newest aircraft, the airline plans to develop a special campaign. Kataoka said, "We are discussing expansion of flight network in Japan in accordance with introduction of B787," however he added that nothing is decided at this moment.

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### **\*JAL and JTB announce joint charter products for Europe**

JAL and JTB announced on March 24 that the pair would jointly offer 19 charters for Europe this summer from July to September. Aircraft for the products will change from B777 with 268 seats last year to B747-400 with 356 to 372 seats this summer, expecting to collect more customers.

JAL will serve direct flights for Ljubljana, the capital city of Slovenia, for the first time as a Japanese carrier. Also, charters for Dubrovnik of Croatia will be offered this summer as well. The charters for both of the destinations will be served as open jaw operations. The charters will depart from Narita International Airport or Kansai International Airport.

JAL will also offer charters for Scandinavian destinations for the first time, to

Bergen of Norway and Stockholm of Sweden from Sapporo, Sendai, Hiroshima, Kumamoto, Nagasaki and Kagoshima.

In addition, charters from Fukuoka to Vienna of Austria and from Sendai, Sapporo and Fukuoka to Rome and Milan of Italy will be served.

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### **\*Narita increases international flights this summer**

Narita International Airport Co. (NAA) reported that the number of flights during the summer schedule 2008 is 3,702 a week in total, more than 3,680 a week a year earlier but smaller than 3,710 a week for the winter schedule 2007. In comparison with the winter schedule 2007, Narita operates 22 a week more passenger flights but 30 a week fewer cargo flights.

New airlines flying into Narita are Aloha Airlines that will begin services on April 1 under a code-share agreement with United Airlines and Transaero Airlines of Russia that will begin services on April 25.

JAL and ANA will take over Taiwan flights from Japan Asia Airways (JAA) and Air Nippon (ANK) respectively.

The number of airlines flying into Narita is 73 from 39 countries and two regions.

The number of international passenger flights during the summer schedule 2008 is 2,916 a week, increasing from 2,894 for the winter schedule 2007. In the first passenger terminal, the following airlines increase flights: two flights a week by Air Canada, 14 flights a week by Aeroflot, 30 flights a week by ANA, 10 flights a week by Continental/Micronesia Airlines and four flights a week by Northwest Airlines. Aeroflot will move to the first passenger terminal from the second passenger terminal on April 22. The following airlines reduce flights: two flights a week by Aircalin, 28 flights a week by ANK and 14 flights a week by United Airlines.

In the second passenger terminal, only JAL International increases its international flights from 506 a week in the winter schedule 2007 to 598 a week this summer. The following airlines reduce flights: 70 flights a week by JAA, two flights a week by Philippine Airlines and two flights a week by Qantas Airways.

ANA increases its international cargo flights from 24 a week in the winter schedule 2007 to 29 a week this summer, and ANA & JP Express begins serving one cargo flight a week.

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### **\*Kansai increases international flights this summer**

Kansai International Airport Co. reported that the number of international flights would reach 814 a week at a peak period during the summer schedule this year, more than 782 a week during the last summer schedule and 779 a week during the winter schedule last year.

Eva Airways will begin serving three Taipei-Kansai-Los Angeles flights a week. Air China and Xiamen Airlines will begin serving Chengdu flights and Guilin flights respectively.

JAL Group will increase its international flights (including cargo flights) from 100 a week in the last summer to 120 a week in this summer. ANA Group will increase those from 83.5 a week to 100.5 a week.

Also, ANA&JP Express will increase its international cargo flights from 2.5 a week in the last summer to 5.5 a week in this summer to expand capacity on its Taipei flights. Nippon Air Cargo will increase those from 15 a week in the last summer to 16 a week in this summer to begin serving Chicago and New York flights with B747F.

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### **\*Centrair reduces both international passenger and cargo flights this summer**

Central Japan International Airport (Centrair) Co. reported that the number of international flights during this summer schedule is 354 a week at a peak period, smaller than 405 a week a year earlier. Both passenger and cargo flights reduce from 354 a week in the last summer to 329 a week in this summer and from 51 a week in the last summer to 25 a week in this summer.

Centrair strengthens cargo flight operation under "Fly Centrair CARGO" program, however more than half of international cargo flights withdraw from the airport this summer.

JAL takes over seven Taipei flights a week from Japan Asia Airways (JAA), and ANA also takes over seven Taipei flights a week from Air Nippon (ANK).

For China, China Southern Airlines starts serving seven Shanghai-Guangzhou flights a week, but suspends Shanghai-Shenzhen flights and Guangzhou flights this summer. Also, the airline increase its Shenyang flights from one a week to two a week. China Eastern Airlines increases its Qingdao-Beijing flights from six a week to seven a week.

For Southeast Asia, Thai Airways International increases its Bangkok flights from seven a week to ten a week, and Garuda Indonesia Airlines will begin serving three Denpasar flights a week on June 2 this year.

Continental Airlines suspends its Honolulu flights from April 1.

Regarding cargo flights, ANA shifts all of its international cargo flights from Centrair to Kansai International Airport, and Nippon Cargo Airlines (NCA) suspends its cargo services from Centrair. JAL reduces its international cargo flights from six a week in the winter schedule 2007 to four a week this summer.

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San-Miyanaga Building 4th floor, 5-12, Moto-Akasaka 1-chome, Minato-ku, Tokyo 107-0051,  
Japan

Phone: 81-3-3796-6646, Fax: 81-3-3796-6645

<mailto:jwtw@jwing.com> , <http://jwing.com/e/> (English) , <http://jwing.com/> (Japanese)

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