

Efforts to Promote the Inbound Tourism Policy

Enhancing both infrastructure and management aspects

The number of foreign tourists is increasing and has reached approximately 19,730,000 in 2015. Many AEON MALLs all over Japan are taking various measures to attract more foreign customers to visit our malls smoothly and enjoy shopping comfortably.



"Maneki-neko" (good fortune cat) as a popular photo spot for overseas visitors (AEON MALL Tokoname)

AEON MALL Narita (Chiba Prefecture)



Grasping various customer needs at the gateway of Japan



Many foreign customers visit our mall mainly by tour buses and shuttle buses from nearby hotels totaling more than 8,000 buses per year. As a result, our sales of duty-free products have reached 7 to 9% of the total sales. Recently, customers from Thailand, as well as from China, are rapidly increasing, and customers from diverse countries visit us regularly. It is a characteristic of AEON MALL Narita that the number of customers who are working for airline companies exceeds 20% of total foreign customers. While we have always paid special attention to provide convenience to foreign customers, in order to cope with the increasing demand due to a boost in the number of foreign customers during the past several years, we have enhanced our service systems such as setting up duty-free counters where custom-

ers can complete duty-free procedures at one place, information services in English and Chinese, and automatic foreign exchange teller machines, and organizing customer service trainings for specialty stores to better cater to foreign customers as an activity of AEON Association Shops Committee. The situation surrounding foreign customers is changing every day. We performed a large-scale questionnaire survey at the end of 2015, and researched what kind of customers visit us for what purposes. From the research, we found that the ratio of customers visiting us soon after arrival in Japan, during their stay in Japan and at the time of departure from Japan was about the same. We will further analyze the survey and prepare a careful response to customer needs, and consequently hope to welcome more customers.

Takuya Kato
General Manager



AEON MALL Tokoname (Aichi Prefecture)

Pursuit for "Japan Hospitality" in the immediate vicinity of the Chubu Centrair International Airport

The newly opened AEON MALL Tokoname, in Tokoname City, Aichi Prefecture is located just across the channel from the Chubu Centrair International Airport which is used by more than 10 million passengers annually. In the mall, we offer "JAPAN HOSPITALITY", (Japanese hospitality with a smile) in both infrastructure and management aspects.



We operate shuttle bus services directly connecting the airport and our mall in 15 minutes. We offer more frequent bus services on weekends and holidays.



Customers can check the departure information of domestic and overseas flights at the Chubu Centrair International Airport in the mall; therefore, customers can enjoy shopping without worrying about missing their flights.



We prepare sign boards in Japanese, English, Chinese (both simplified and traditional characters) and Korean in the mall.



Twelve public baths including a large open-air bath are prepared for customers to enjoy "Japanese relaxation".



Cooperating with Lixil Corporation, which has a strong tie with Tokoname City, customers can use its most advanced toilet models that Japan can boast to the world.



The "Walking information attendants" who are fluent in foreign languages make their rounds in the building to offer assistance to customers.



We often hear that customer service for foreigners is difficult due to the language barrier, but actually customers do not care much about language difficulties. You do not have to be too nervous about the language; you just welcome the foreign customers naturally in the same way as you do for Japanese customers. We are studying how to better cater to foreign customers together with specialty stores including how we should prepare menu items for vegetarians in restaurants, etc.

Yukie Saito
Sales representative



About 60% of the visitors to the information center are foreigners. 7 out of a total of 10 staff members based at the information counter can communicate in English or Chinese, and there are those who can speak Korean or Thai too. We try to guide customers in their native language so that they can understand the instructions more easily.

Remi Kobayashi
In Charge of Information Sales Coordinator
Kanto Information Division
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To extract further potential abilities

The Inbound Promotion Group selected 37 malls from throughout Japan and is promoting infrastructure development and measures to attract tourists. Because customers can shop effectively at one stop, the convenience of AEON MALL is very attractive to travelers. Considering the increasing number of repeat visitors who are interested in local cultures in Japan, we think our company has more room to exhibit our strength. We will strengthen our PR activities at overseas travel exhibitions, etc. In addition we

will promote efforts to popularize our name and increase our brand image through the facilities of overseas AEON MALLs and our group companies, and through the network of AEON CREDIT members, in the future.

Zhao Ming
Inbound Promotion Group Manager
Sales Management Department

