



## Haneda Wins "Best Event Award" for its Exhibit at Seoul International Tourism Industry Fair!



Tokyo International Air Terminal Corporation and Japan Airport Terminal Co., Ltd. operated their first booth at the Seoul International Tourism Industry Fair (SITIF 2019) and won the Best Event Award. This is the third event by Haneda Airport to win an award at a tourism event overseas following on from awards at travel fairs in Taipei and Manila.

SITIF 2019 ran for four days from June 6 (Thu) to 9 (Sun) with participants from 800 agencies in 70 countries around the world. Haneda was selected for the award from 900 booths. Visitors to Japan from South Korea have continued to increase in recent years with a total of 7.53 million in 2018, an increase of 5.6% over the previous year. South Korea is the second largest inbound market next to China. The booth experienced a great deal of activity with large numbers of visitors expressing interest in Japan.

Haneda Airport operates its booths at travel events in cities around the world to encourage visitors from abroad to come to Japan and use Haneda Airport. This travel fair was its 15th such event. The booths are a proactive means of publicizing the very convenient connections from Haneda to 48 domestic destinations with video presentations to highlight the interesting tourism locations throughout Japan in addition to the facilities and services offered by Haneda Airport.

Visitors to the booth were entertained with traditional Japanese games such as throwing fans at a target as well as a rugby goal kicking game to publicize the Rugby World Cup to be held in Japan, quoits, capsule toy dispensing machines and other attractions.

We will continue to publicize the beauty of Japan and the convenience of Haneda Airport at venues and event around the world.

