

Haneda Wins Best ITF Theme Award at 2017 Taipei International Travel Fair!

- Haneda Booth's First Award at Largest Travel Fair in Asia -



One lantern for each of the 48 destinations on Haneda's domestic network

Festival food stall design promotes Japanese cuisine

Tokyo International Air Terminal Corporation (TIAT) participated for the first time in the 2017 Taipei International Travel Fair (ITF), the largest travel fair in Asia, with a booth promoting Haneda Airport and was presented with the Best ITF Theme Award.

The booth was designed to resemble a Japanese festival food stall where visitors could have photographs taken with artificial food displays so often seen in restaurant windows as well as try their hand with capsule toy vending machines, yo-yo fishing balloons and superball scooping, etc.

The ITF was held over 4 days from Friday, 27 October to Monday, 30 October 2017 with a record crowd of 367,000 visitors.

This year featured 1,650 booths from 950 organizations and 68 countries. The Best ITF Theme Award was presented to 5 of those booths and Haneda Airport was the sole recipient of the award among 142 booths from Japan.

TIAT has exhibited at travel fairs in cities around the world such as Guangzhou, Bangkok, Kuala Lumpur, Beijing and Jakarta since September last year to encourage travelers from abroad to visit Japan and use Haneda Airport. TIAT uses video and other media to highlight not only the facilities and services at Haneda Airport, but also the many tourism attractions throughout Japan and is enthusiastically promoting the convenience of Haneda as a connection to the 48 destinations on its domestic route network.

TIAT will continue to be active in various locations around the world to publicize the beauty of Japan and the convenience of Haneda Airport.

