

## New Direct Service Between Tokyo (Narita) and Amami - Bridging Amami Islands to Asia, Service to Amami Airport Starts Today!

- Peach Aviation is the only airline to offer direct service between Tokyo (Narita) and Amami with daily flights.
- Direct service between Osaka (Kansai) and Amami will start on Thursday, December 26, 2019.

**Osaka, October 1, 2019** - Peach Aviation Limited (“Peach”; Representative Director and CEO: Shinichi Inoue) has begun offering direct service between Tokyo (Narita) and Amami today, Tuesday, October 1, 2019. This is the only direct and regularly-operated service between Narita Airport and Amami as daily flights in both directions. The first flight, Flight No. MM545, was nearly full with 161 passengers on board. It arrived at Amami Airport at 04:27 PM.



Photo: Arrival Ceremony at Amami Airport with Satoshi Mitazono, Governor of Kagoshima (left) and Shinichi Inoue, Representative Director and CEO of Peach Aviation (right).

Today’s ceremony to mark the arrival of the first flight to Amami Airport was attended by Satoshi Mitazono, Governor of Kagoshima, representatives from local governments and organizations, and Shinichi Inoue, Representative Director and CEO of Peach Aviation. The passengers were welcomed at the arrival gate with a lei of Amami Islands’ famous raw sugar bars and a pink flower lei with the logo of Peach Aviation.

Mr. Mitazono said “We hope that the Peach Aviation flights will lower the cost of travel to and from the Amami Islands and to help increase the number of foreign tourists who visit the area. The prefecture hopes to work with local municipalities to promote tourism and encourage more people to fly Peach to visit the islands of Amami to enjoy the beauty of nature and the unique local culture.”

Shinichi Inoue, Representative Director and CEO of Peach, commented, “Peach has been striving to boost various destinations in addition to bringing many people to those areas via our casual style of air travel. Peach plans to boost potential demand and increase the number of inbound travelers to promote tourism in the Amami Islands. Peach will be the bridge between the Amami Islands and the rest of Asia. With the service that launches today, we will create a movement that allows affordable travel to the Amami Islands, not only from Japan but also from the rest Asia and the world.”

Peach and Kagoshima Prefecture created “Amami Islands Cheering Squad” on Wednesday, August 21, 2019. The group has been working on economic development and revitalization of the Amami Islands based on three pillars: developing tourism resources, increasing the number of visitors, and contributing to the local economy. Their first project was to collaborate with Amami Oshima Shinkin Bank and Origami Inc. to promote easy cashless tourism and shopping. Origami Inc. is the provider of the mobile payment service, “Origami Pay.” Today, booklets with coupons were given out on-board to passengers flying from Tokyo (Narita) to Amami. The coupons can be used at “Origami Pay” participating stores within Amami Islands. We plan to work with relevant groups on a variety of projects like this in the future.



Photo: Tokyo (Narita) - Event Commemorating the First Flight from Narita Airport to Amami



Photo: Amami - Event Commemorating the First Flight from Amami to Tokyo (Narita) Airport

Every passenger on the first flight from Narita (MM545) and the first flight from Amami (MM546) was greeted with a high-five from flight attendants and a commemorative gift at the time of departure.

In addition to the service between Tokyo (Narita) and Amami, Peach Aviation will add a daily flight between Amami and Osaka (Kansai) in both directions on Thursday, December 26, 2019. Tickets are available for sale now, including on Peach’s official website.

Peach is committed to providing affordable air travel to allow more people to fly, and to supporting further development and revitalization of tourist destinations.

Please see below for more details on the first flights between Tokyo (Narita) and Amami.

<Data on First Flights>

Flight No.	Depart Tokyo (Narita)	Arrive Amami
MM545	01:50 p.m.	04:27 p.m.
No. of passengers on board: 161 passengers (incl. 4 infants) and 6 flight attendants		

Flight No.	Depart Amami	Arrive Tokyo (Narita)
MM546	05:16 p.m.	07:36 p.m.
No. of passengers on board: 108 passengers (incl. 2 infants) and 6 flight attendants		

<Flight Schedule>

Tokyo (Narita) – Amami

Flight No.	Depart Tokyo (Narita)	Arrive Amami
MM545	01:50 p.m.	04:35 p.m.

Flight No.	Depart Amami	Arrive Tokyo (Narita)
MM546	05:15 p.m.	07:25 p.m.

Period: Oct. 1 – Oct. 26, 2019

Flight No.	Depart Tokyo (Narita)	Arrive Amami
MM545	01:15 p.m.	04:15 p.m.

Flight No.	Depart Amami	Arrive Tokyo (Narita)
MM546	04:55 p.m.	07:00 p.m.

Period: Oct. 27 – Dec. 25, 2019

<Fare>

Tokyo (Narita) – Amami: From ¥5,990 to ¥39,290 (Simple Peach, one-way)

<Aircraft>

Airbus A320-200 (Capacity: 180)

**About Peach ([www.flypeach.com](http://www.flypeach.com))**

Peach began services based out of Kansai Airport in March 2012. Currently, in addition to Kansai Airport, Peach has hubs at New Chitose Airport, Sendai Airport, and Naha Airport with 28 aircraft that service 19 domestic routes and 17 international routes. It operates approximately 120 flights per day and is used by over 18,000 passengers daily. Peach will complete its integration with Narita-based airline Vanilla Air by the end of the 2019 fiscal year. From October 27, Narita Airport will be Peach's new base aiming to become Asia's leading LCC.