

1 August 2026

NEW KIX MATSURI Summer Campaign Featuring ATARASHII GAKKO!

Kansai Airports is pleased to announce the launch of “NEW KIX MATSURI,” a summer shopping and dining campaign in the international departure area of Terminal 1 at Kansai International Airport (KIX).

Following its recent renovation, the international departure area at KIX now offers 50 diverse retail and dining outlets, including comprehensive duty-free stores, luxury brand boutiques, souvenir shops featuring sweets and specialty products from across Japan, relaxing cafés, and restaurants serving authentic Japanese cuisine.

“NEW KIX MATSURI” is a campaign designed to showcase the appeal of the airport’s wide variety of shops and restaurants while providing travelers with an even more enjoyable shopping and dining experience. During the campaign period, visitors can participate in a stamp rally and receive original promotional gifts with purchases at participating stores. In addition, a prize draw will be held, offering opportunities to win shopping vouchers and other prizes. To support the campaign, ATARASHII GAKKO!, ambassadors for the “GO GLOBAL Project,” will be featured in promotional videos and on campaign giveaway items. Popular both in Japan and around the world, the group will help enhance the special summer airport experience for travelers.

Kansai Airports Group remains committed to creating comfortable, enjoyable, and memorable travel experiences for all passengers through new services and initiatives.



About the GO GLOBAL Project

The GO GLOBAL PROJECT is a co-creation project dedicated to creating opportunities for young people to step out into the world, driven by the collective efforts of society. It supports a wide range of opportunities to gain international experience, including overseas travel, study abroad, internships, entrepreneurship, volunteer activities, culture, the arts, and sports. As the project's lead organizer, Kansai Airports Group supports this project. For more information, please visit: <https://go-global-project.com/>

About ATARASHII GAKKO!

ATARASHII GAKKO! proudly refers to itself as the “Representatives of Japanese Youth.” Renowned for their powerful dance performances, with choreography created entirely by the members themselves, and their electrifying live shows, the group has attracted attention both in Japan and around the world. In 2021, they made their global debut through 88rising, a label known for promoting Asian culture internationally. Their breakthrough song “OTONABLUE” has surpassed 3.3 billion views across TikTok. The group has since expanded its global presence through appearances at the NHK Kohaku Uta Gassen, a solo performance at Coachella, one of the world's largest music festivals, and a world tour that attracted more than 110,000 fans across 33 cities worldwide. On 19 July 2026, the 11th anniversary of the group's formation, they held a solo concert in London. They are also scheduled to embark on their first Latin American tour in December, visiting Chile, Brazil, and Mexico.

Campaign Overview

To raise awareness of the retail and dining options available in KIX's international departure area and encourage travelers to make shopping and dining at the airport part of their travel experience, the following multilingual campaign will be conducted.

- **Campaign Period:**

15-24 August (10 days)

- **Participating Stores:**

All 50 stores in KIX Terminal 1 international departure area

* Excluding currency exchange counters.

- **Eligible Participants:**

All departing passengers

The campaign is available in Japanese, English, Korean, Simplified Chinese, and Traditional Chinese.

- **How to Participate:**

Shop at Two Participating Stores

Customers who make purchases at any two participating stores will receive one exclusive gift item, while supplies last:

- A Sorayan (official Kansai Airports mascot) badge, or
- An exclusive ATARASHII GAKKO! sticker



Shop at Three Participating Stores

(Combined receipt total of JPY 5,000 or more)

Customers will be eligible to enter a prize drawing for the chance to win:

- Grand Prize (Prize A): Trip.com Member Coins worth JPY 50,000
- Second Prize (Prize B): Visa Gift Card worth JPY 10,000
- Third Prize (Prize C): KIX Shopping & Dining Voucher worth JPY 500 (redeemable on the same day)

Registration

- **Registration Desk:** Pop-up Space within PLAZA, located in the center of the international departure area (see ☆ on the map below)
- **Hours:** 8:00 - 20:00



Campaign Website

- Japanese: https://www.kansai-airport.or.jp/notices/New_KIX_Matsuri
- English: https://www.kansai-airport.or.jp/en/notices/New_KIX_Matsuri
- Korean: https://www.kansai-airport.or.jp/kr/notices/New_KIX_Matsuri
- Simplified Chinese: https://www.kansai-airport.or.jp/cn/notices/New_KIX_Matsuri
- Traditional Chinese: https://www.kansai-airport.or.jp/tw/notices/New_KIX_Matsuri

Limited-Time Video Campaign

Four special videos featuring ATARASHII GAKKO!, filmed at KIX, will be available for a limited time from 1 August to 31 August.

Showcasing the group's signature energy and the unique atmosphere of the airport, the videos will be available on the campaign website as well as on the official KANSAI AIRPORTS social media accounts:

- Instagram: @kansaiairports
- X (formerly Twitter): @KIX_ITAMI_KOBE

In addition, from 3 August to 14 August, followers of the official X account who repost the campaign post will be entered into a prize drawing to win exclusive ATARASHII GAKKO! merchandise, including items available only at the group's overseas performances.



Contact:

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Kansai Airports was established by a consortium made up of VINCI Airports and ORIX Corporation as its core members. Kansai Airports took over the operations of Kansai International Airport ("KIX") and Osaka Itami Airport ("ITAMI") from New Kansai International Airport Company ("NKIAC") and has been operating the two airports since 1 April 2016.

Kansai Airports Kobe, Kansai Airports' wholly-owned subsidiary, took over the operations of Kobe Airport ("KOBE") from Kobe City and started its business as an operating company on 1 April 2018.

Under the concept of "One Kansai Airports Group", Kansai Airports group strives to continuously improve its services for all airport guests through appropriate investments and efficient operations, with safety and security being the top priority. Kansai Airports group aims to maximize the potential of the three airports, for the benefit of the communities they serve.

For more information, please visit : <http://www.kansai-airports.co.jp/en/>

Kansai Airports

Location	1-banchi, Senshu-kuko kita, Izumisano-shi, Osaka	Shareholders	ORIX 40%, VINCI Airports 40%, Other investors 20% ¹
Company Representatives	Representative Director and CEO: Yasuaki Mikami Representative Director and Co-CEO: Benoit Rulleau		
Business Scope	Operation and management services, etc. of Kansai International Airport and Osaka Itami Airport		

Kansai Airports Kobe

Location	1-ban, Kobe-kuko, Chuo-ku, Kobe-shi, Hyogo	Shareholder	Kansai Airports 100%
Company Representatives	Representative Director and CEO: Yasuaki Mikami Representative Director and Co-CEO: Benoit Rulleau		
Business Scope	Operation and management services, etc. of Kobe Airport		



ORIX Group was established in 1964 and is a global corporate group active in financing and investment, industrial and ICT equipment, environment and energy, automobile-related services, real estate, public infrastructure, and life insurance. We operate in around 30 countries and regions with approximately 36,000 people. We unite globally around our Purpose: "Finding Paths. Making Impact.", combining diverse expertise and innovative thinking to help our world develop in a sustainable way.

For more information: <https://www.orix.co.jp/grp/en/>



VINCI Airports, as the leading private airport operator in the world, manages the development and operation of more than 70 airports located in 14 countries. VINCI Airports draws on its expertise as a comprehensive integrator to develop, finance, build and operate airports, leveraging its investment capability and know-how to optimise operational performance and modernise infrastructure while bringing about their environmental transition. In 2016, VINCI Airports became the first airport operator to commit to an international environmental strategy, setting itself the aim of reaching zero net emissions (scope 1 and 2) across the network by 2050 while supporting its stakeholders' transition.

For more information: www.vinci-airports.com

¹ ASICS Corporation; Iwatani Corporation; Osaka Gas Co., Ltd.; Obayashi Corporation; OMRON Corporation; The Kansai Electric Power Company, Incorporated; Kintetsu Group Holding Co., Ltd.; Keihan Holdings Co., Ltd.; Suntory Holdings Limited; JTB Corp.; Sekisui House, Ltd.; Daikin Industries, Ltd.; Daiwa House Industry Co., Ltd.; Takenaka Corporation; NANKAI Co., Ltd.; NTT WEST, Inc.; Panasonic Holdings Corporation; Hankyu Hanshin Holdings, Inc.; Rengo Co., Ltd.; The Senshu Ikeda Bank, Ltd.; Kiyo Holdings, Inc.; The Bank of Kyoto, Ltd.; THE SHIGA BANK, LTD.; The Nanto Bank, Ltd.; Nippon Life Insurance Company; Mizuho Bank, Ltd.; Sumitomo Mitsui Trust Bank, Limited; MUFG Bank, Ltd.; Resona Bank, Limited; and the Private Finance Initiative Promotion Corporation of Japan.