



JAL Introduces Yokohama City in Monthly JAPAN PROJECT

TOKYO January 25, 2012: JAPAN PROJECT is a JAL initiative to promote tourism to and within Japan. Each month since May 2011, JAL has been working closely with different municipalities and local businesses of prefectures and cities in Japan to introduce the areas' culinary cultures, history, produce and places of interest etc., so as to boost tourism in that region and to contribute to the communities there. To date, JAL has spotlighted nine regions including such places as Okinawa, Wakayama, Nagasaki and Hokkaido; and has chosen to introduce the exciting port city of Yokohama for the month of February this year.

Articles about Yokohama will be published in the February issue of JAL's in-flight magazines while a promotional onboard video that showcases the history and culture of the capital of Kanagawa Prefecture will be screened for the month. Additionally, JAL has



collaborated with executive chef Shigeru Usagami of Hotel New Grand to offer a special meal service for First Class customers on JAL's domestic flights in February. Hotel New Grand is one of the city's landmark hotels that opened in 1927. Infusing a sense of nostalgia of the port city that was one of the first Japanese cities to bustle with foreign trade, Usagami selected to use Yokohama-produced pork with the signature traditional Neapolitan sauce of Hotel New Grand in his creation of the spaghetti Neapolitan meal to be served exclusively onboard JAL.

At Haneda Airport, JAL will offer a sampling of an array of Yokohama-delights such as Chinese steamed meat dumplings called shumai, mooncakes, and French mille-feuille pastry at the JAL Diamond Premier Lounge and JAL First Class Lounge in the domestic and international terminals respectively.

Customers from China can also purchase a variety of 4 to 15-day, free and easy travel packages on JAL to Tokyo and Yokohama from major travel agency – Ctrip when sales begin from January 30, 2012.

<http://vacations.ctrip.com/booking/PkgDetailFreeTravel--pkg--66571---startcity--2---specialDiscountID--0.html>

With so much to see in Japan's second most populous city, the March - June 2012 edition of [JAL x PIA Japan Expert] guide will focus on Yokohama, compiling useful travel information and discount coupons for tourists visiting Japan. [JAL x PIA Japan Expert] is a biannual travel booklet which is available on request onboard JAL operated flights to Japan from Korea, Hong Kong and Taiwan, in Korean and Chinese languages on the respective flights.



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