

## To Realize Japan as a Tourism Nation, JAL Provides Foreign Tourists Booking Service for Bus Tours on its Website

**Tokyo June 21:** Japan Airlines (JAL) collaborates with Hato Bus Co., Ltd. (Headquarter: Ota-ku, Tokyo/ President Shoichiro Kaneko) to provide foreign tourists English booking service for Hato Bus Sightseeing Tours on JAL's overseas website in order to realize Japan as a tourism nation.

JAL, providing domestic hotel reservation on its overseas website, will expand its service and start sightseeing bus tours English booking service to bring customers more travel choices and exciting experiences during their stays in Japan.

Hato Bus Sightseeing Tours have been acknowledged by both Japanese and foreign tourists. Hato Bus has created various courses from half-day tours capturing the essence of Tokyo to traditional tourist spots to full day tours of exploring a unique mixture of Tokyo's wonderful attractions-both old and new. Hato Bus offers tours accompanied by English-speaking guides. Even for first-time visitors to Japan, they are able to enjoy their trips without anxiety. Frequent travelers to Japan also can find new Tokyo attractions in these tours that they've not yet experienced.

To commemorate the opening of this booking service, all participants of tours departing during the campaign period will receive "Hato Bus original goods" such as mini car (toy) or Hato towels etc. For more details, please visit JAL website as follows.

JAL with the aim to develop new and easy to use homepage, we will continue to make earnest efforts in improving services with more convenience that can meet customers' high expectations.

## [Outline]

- 1. Launch date: Reservation to start from 10:00 a.m. on June 21, 2013 (Japan Standard time)
- 2. Eligible site: Japan region JAL website (English website)

  Overseas JAL website served in 26 countries and regions (English and 9 other

different languages\*1)

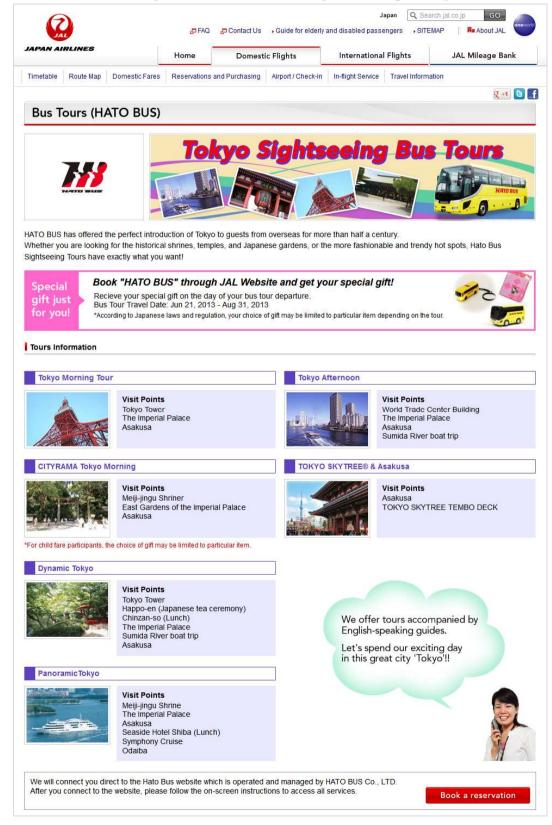
- \*1 Simplified Chinese, traditional Chinese (Hong Kong), traditional Chinese (Taiwan), Thai, French, German, Italian, Spanish, Russian (Spanish and Russian websites are a mixed language site with English.)
- 3. Links: (Japan region website) <a href="http://www.jal.co.jp/en/dom/hatobus/">http://www.jal.co.jp/en/dom/hatobus/</a>?ref=com

  The website can be visited from 10:00 am. on June 21, 2013 (Japan Standard time)





## (Reference: The image of JAL Website /English in Japan region)







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