



## 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) <http://www.jal.co.jp/en/dom/hatobus/>  
(Overseas website) <http://www.jal.co.jp/en/dom/hatobus/?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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## Bus Tours (HATO BUS)



### Tokyo Sightseeing Bus Tours



HATO BUS has offered the perfect introduction of Tokyo to guests from overseas for more than half a century. Whether you are looking for the historical shrines, temples, and Japanese gardens, or the more fashionable and trendy hot spots, Hato Bus Sightseeing Tours have exactly what you want!

Special gift just for you!

**Book "HATO BUS" through JAL Website and get your special gift!**

Receive your special gift on the day of your bus tour departure.  
 Bus Tour Travel Date: Jun 21, 2013 - Aug 31, 2013

\*According to Japanese laws and regulation, your choice of gift may be limited to particular item depending on the tour.



### Tours Information

<h4 style="background-color: #4a7ebb; color: white; padding: 2px;">Tokyo Morning Tour</h4> <div style="display: flex; align-items: center; margin-top: 5px;">  <div style="margin-left: 10px;"> <p><b>Visit Points</b>            Tokyo Tower            The Imperial Palace            Asakusa</p> </div> </div>	<h4 style="background-color: #4a7ebb; color: white; padding: 2px;">Tokyo Afternoon</h4> <div style="display: flex; align-items: center; margin-top: 5px;">  <div style="margin-left: 10px;"> <p><b>Visit Points</b>            World Trade Center Building            The Imperial Palace            Asakusa            Sumida River boat trip</p> </div> </div>
<h4 style="background-color: #4a7ebb; color: white; padding: 2px;">CITYRAMA Tokyo Morning</h4> <div style="display: flex; align-items: center; margin-top: 5px;">  <div style="margin-left: 10px;"> <p><b>Visit Points</b>            Meiji-jingu Shriner            East Gardens of the Imperial Palace            Asakusa</p> </div> </div>	<h4 style="background-color: #4a7ebb; color: white; padding: 2px;">TOKYO SKYTREE® &amp; Asakusa</h4> <div style="display: flex; align-items: center; margin-top: 5px;">  <div style="margin-left: 10px;"> <p><b>Visit Points</b>            Asakusa            TOKYO SKYTREE TEMBO DECK</p> </div> </div>

\*For child fare participants, the choice of gift may be limited to particular item.

<h4 style="background-color: #4a7ebb; color: white; padding: 2px;">Dynamic Tokyo</h4> <div style="display: flex; align-items: center; margin-top: 5px;">  <div style="margin-left: 10px;"> <p><b>Visit Points</b>            Tokyo Tower            Happo-en (Japanese tea ceremony)            Chinzan-so (Lunch)            The Imperial Palace            Sumida River boat trip            Asakusa</p> </div> </div>	<div style="text-align: center; margin-bottom: 10px;">  <p style="color: white; font-weight: bold;">We offer tours accompanied by English-speaking guides. Let's spend our exciting day in this great city 'Tokyo'!!</p> </div> 
<h4 style="background-color: #4a7ebb; color: white; padding: 2px;">Panoramic Tokyo</h4> <div style="display: flex; align-items: center; margin-top: 5px;">  <div style="margin-left: 10px;"> <p><b>Visit Points</b>            Meiji-jingu Shrine            The Imperial Palace            Asakusa            Seaside Hotel Shiba (Lunch)            Symphony Cruise            Odaiba</p> </div> </div>	

We will connect you direct to the Hato Bus website which is operated and managed by HATO BUS Co., LTD. After you connect to the website, please follow the on-screen instructions to access all services.

Journalists with media enquiries please contact the press office: [jian.yang@jal.com](mailto:jian.yang@jal.com) /  
Tel: +81-3-5460-3109 / [www.jal.com/en/corporate/](http://www.jal.com/en/corporate/)

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