JAL Named the Best Airline in 2014 TripAdvisor® Travelers' Choice Favorite in Japan

TOKYO May 28, 2014: Japan Airlines (JAL) was chosen as the best airline in the 2014 TripAdvisor®*1 Travelers' Choice Favorite in Japan.

TripAdvisor® is the world's largest travel website offering travel advice and unbiased reviews from users. Since 2013, TripAdvisor® Japan has invited its users to vote for their favorite brands on a wide range of travel-related categories. In 2014 TripAdvisor® Japan Travelers' Choice Favorite, voted for their favorite brands for 13 categories for overseas travel. JAL was chosen as the travelers' most favorite brand in the airline category, which is newly added this year.

"Travelers' Choice Favorite announced in Japan this time was decided by the votes of Japanese TripAdvisor® users. Japan Airlines, however, is also praised highly from our non-Japanese users by offering the highest standards of customer service in the world that travelers can experience their excellent service as soon as they get onboard. It truly is an airline with the heart of Japanese hospitality." said Ms. Shiori Harada, Country Manager of TripAdvisor® Japan.

Besides achieving the best airline in TripAdvisor® 2014 Travelers' Choice Favorite, JAL SKY SUITE was named the Best Business Class Airlines Seat at SKYTRAX's 2013 World Airline Awards, and the airline was also awarded the world's Best On-time performance service of the year for 2012 and 2013 by FlightStats.

Striving to be the world's most-preferred airline, JAL continues to take new challenges to provide its customers unparalleled service with the spirit of omotenashi (Japanese hospitality).

*1 TripAdvisor® is the world's largest travel site. TripAdvisor branded sites make up the largest travel community in the world, reaching nearly 260 million unique monthly visitors, and more than 150 million reviews and opinions covering more than 4 million accommodations, restaurants and attractions. The sites operate in 39 countries worldwide, including China under daodao.com.

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