



JAL Provides Japan Travel Information “Guide to Japan” in More Languages ~ Japan’s Travel Information on JAL’s global website in French, German and Russian ~

TOKYO June 30, 2015: Japan Airlines (JAL) launched the travel information section - “Guide to Japan” in French, German and Russian on each corresponding regional site*. With this move for information in more foreign languages, the number of language versions for this popular travel information service will be increased to seven with the existing languages of English, Simplified Chinese, Hong Kong Traditional Chinese and Taiwan Traditional Chinese. JAL wishes that more overseas visitors can easily discover Japan’s beauty and a joy of travel on JAL’s global website (www.jal.com), with these latest improvements.

*Languages and URLs:

French: <http://www.fr.jal.com/frl/fr/guidetojapan/>

German: <http://www.de.jal.com/del/de/guidetojapan/>

Russian: <http://www.ru.jal.com/rul/en/guidetojapan/>

The European versions of “Guide to Japan” cover the following wonderful contents:

• HOW TSU JAPAN

Japan’s unique customs expressed in a humorous tone and eye catching illustration

• JAL Staff Selection

Original ideas of travel in Japan shared by JAL’s cabin attendants and global staffs

• Omotenashi

How JAL delivers the spirit of Japanese hospitality to its customers in different aspects

• About Japan

Introductions on Japan’s seasons, cuisine, tradition and subculture

• Destination and Theme

Information about sightseeing spots, unique cultural experiences, viewing events and seasonal festivals

• Travel Information

Useful information for assisting visitors to plan their trips to Japan



Other existing user-friendly and interactive elements are also available in the European “Guide to Japan”. For example, thematically designed maps and event calendar for easier accessing to different sightseeing spots, “Clip” function for saving choices for later review, “Suki!” button for voting for favorite spots.

<More>



Under the banner of “Embrace new Challenges JAL”, the airline will continue to promote the attractiveness of Japan and welcome worldwide visitors to Japan by selecting JAL.

About “Guide to Japan”

Since its launch in 2005, “Guide to Japan” has become a popular travel information section under JAL global website (www.jal.com) in 26 regions. In March 2014, it was completely renewed with a challenging style. Its humorous writing tone, informative contents and interactive layout are attracting numbers of visitors to explore the information about Japan. “Guide to Japan” even wins the Grandprix award in the promotion site category at the 2014 Japan Web Grandprix. Contents are basically updated every month to keep visitors staying with new information about Japan.

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