



新 JAPAN PROJECT

JAL Supports “Another Kyoto”

～JAL communicates Kyoto’s appeals differing from its image of an ancient city～

Tokyo August 23, 2016: Japan Airlines (JAL) decided to support the project “Another Kyoto (Kyoto by the Sea, Kyoto in the Forests, Kyoto Infused with Tea)” initiated by Kyoto Prefecture to promote aspects of Kyoto’s appeal differing from its image as an ancient city as part of “JAL NEW JAPAN PROJECT.”

Kyoto Prefecture has established “Importance of Nonresident Population” as its regional revitalization strategy and is taking steps to increase the nonresident population as well as the resident population. It is promoting new dimensions of Kyoto’s appeal, that is, “Kyoto by the Sea” last fiscal year, “Kyoto in the Forests” this fiscal year, and “Kyoto Infused with Tea” next fiscal year.

As the first installment of JAL’s support for “Another Kyoto,” JAL will join hands with the Kyoto prefectural government and cosponsor the “National Kid’s Dance Festival” as a part of the “Kyoto in the Forests Exposition,” where the finals will be held in Fukuchiyama City on August 27, 2016.

Through such support and more, JAL will communicate Kyoto’s appeals widely to customers in Japan and abroad, and contribute to increasing the values of Kyoto’s diverse and attractive tourism resources, attract more visitors to Kyoto, and revitalize the region.

JAL’s main initiatives to support “Another Kyoto (Kyoto by the Sea, Kyoto in the Forests, Kyoto Infused with Tea)”

(1) Kyoto in the Forests

- This fiscal year, various interactive events will be held to experience the rich nature and culture of forests in central Kyoto Prefecture (Kameoka City, Nantan City, Kyotamba Town, Fukuchiyama City, Ayabe City and Keihoku Ukyo-ku Ward Kyoto City).
- JAL will cosponsor the “National Kid’s Dance Festival”^{*1}, the main event of Kyoto in the Forests Exposition, and present tickets to fly between Osaka and the Kyushu region as first prize.

^{*1} “National Kid’s Dance Festival in Forests of Kyoto Exposition”

Date and place of finals: August 27, 2016 (Sat.) at Sandanike-Kouen general gymnasium, Fukuchiyama City

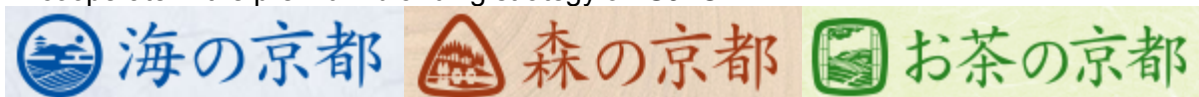
For more information: Visit Kyoto Prefecture website <http://www.kdf2016.jp/> (Japanese only)

(2) Kyoto by the Sea

- Kyoto by the Sea Exposition: Regional revitalization and tourism promotion initiatives in northern Kyoto Prefecture (Fukuchiyama City, Maizuru City, Ayabe City, Miyazu City, Kyotango City, Ine Town and Yosano Town) from July 18 ~ November 15, 2015.
- JAL will show a video introducing Kyoto by the Sea aboard international flights, and help communicate the fascinating Kyoto by the Sea.

(3) Kyoto Infused with Tea

- Initiatives from year 2017 to promote the tea industry in southern Kyoto Prefecture (Uji City, Joyo City, Yawata City, Kyotanabe City, Kizugawa City, Kumiyama Town, Ide Town, Ujitawara Town, Kasagi Town, Wazuka Town, Seika Town, Minamiyamashiro Village), communicate the tea culture, and aim to register UJI-CHA as a World Cultural Heritage.
- JAL will cooperate in the premium branding strategy of “UJI-CHA.”



JAL will continue to embrace various challenges with regional communities in “JAL NEW JAPAN PROJECT.”

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