

JAL & PIA Promote Japan with New Tourist Information Magazine

~ Offering information and discount coupons to visitors from Hong Kong, Korea and Taiwan ~

Tokyo, February 5, 2010: Japan Airlines International (JAL) and PIA Corporation subsidiary – PIA Digital Communications (PDC), in collaboration with travel guide publisher, Mais Co. Ltd, will start offering, passengers onboard JAL flights from Hong Kong, Korea and Taiwan, [JAL x PIA Japan Expert] - a magazine that compiles useful travel information and discount coupons for tourists visiting Japan.



[JAL x PIA Japan Expert] will be issued biannually and is available on request onboard JAL operated flights* to Japan from Korea, Hong Kong and Taiwan, in Korean and Chinese languages on the respective flights. The magazine will put together details of popular tourist spots in and around Tokyo, provide updates on new places to shop and dine, introduce many timeless attractions in the country, as well as offer readers a collection of discount vouchers. From early March this year, the contents of [JAL X PIA Japan Expert] will also be made available online (www.nihontatsujin.com)**.

Lined-up in the first edition which will be available from February 12 to June 30, 2010, are feature articles on Ginza, Nihonbashi and Yaesu in Tokyo, and an introduction to Hakone – a town a stone’s throw away from the capital city.

JAL, PDC and Mais strongly support the efforts of Japan Tourism Agency and Japan National Tourism Organization to promote Japan as an international tourist destination under the “Visit Japan Campaign” drive. Through this timely collaboration in 2010 - designated the “Visit Japan Year”, JAL, PDC and Mais aim to further encourage more travelers to come explore the many wonders of Japan.

**Not available on codeshare flights operated by partner airlines.*

*** This website will be activated from early March 2010.*

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