



## JAL Provides Japan Travel Information “JAL Guide to Japan” Mobile Site in More Languages

~ JAL Continues Introducing the World with the Charms of Japan ~

**Tokyo September 30, 2016:** Japan Airlines (JAL) launched the travel information section – “JAL Guide to Japan” in French, German, Russian, Simplified Chinese, Hong Kong Traditional Chinese and Taiwan Traditional Chinese on each corresponding regional mobile site of JAL’s global website (www.jal.com). With this move for information in more foreign languages, the number of language versions for this popular travel information services will be increased to seven with the existing language of English. JAL wishes more overseas visitors can easily discover Japan’s beauty and a joy of traveling in Japan in more convenient way with these improvements.

● “JAL Guide to Japan” covers the following wonderful contents:

• **About Japan**

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

• **JAL Staff Selection**

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

• **Omotenashi**

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

• **HOW TSU JAPAN**

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

Under the banner “Embrace new Challenges”, JAL will continue to make good use of advanced technology and introduce more innovative ideas to deliver a convenient travel experience to customers.



<More>



Languages and URLs:

French:	<a href="http://www.fr.jal.com/frl/sp/fr/guidetojapan/">http://www.fr.jal.com/frl/sp/fr/guidetojapan/</a>
German:	<a href="http://www.de.jal.com/del/sp/de/guidetojapan/">http://www.de.jal.com/del/sp/de/guidetojapan/</a>
Russian:	<a href="http://www.ru.jal.com/rul/sp/ru/guidetojapan/">http://www.ru.jal.com/rul/sp/ru/guidetojapan/</a>
Simplified Chinese:	<a href="http://www.cn.jal.com/cnl/sp/zhcn/guidetojapan/">http://www.cn.jal.com/cnl/sp/zhcn/guidetojapan/</a>
Hong Kong Traditional Chinese:	<a href="http://www.hk.jal.com/hkl/sp/zhhk/guidetojapan/">http://www.hk.jal.com/hkl/sp/zhhk/guidetojapan/</a>
Taiwan Traditional Chinese:	<a href="http://www.tw.jal.com/twl/sp/zhtw/guidetojapan/">http://www.tw.jal.com/twl/sp/zhtw/guidetojapan/</a>

【Reference】

English (ex. JAL's Australia website): <http://www.au.jal.com/world/sp/en/guidetojapan/>

### About JAL “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](http://www.jal.com)) in 26 regions. “Guide to Japan” even wins the Grandprix award in the promotion site category at the 2014 Japan Web Grandprix. “Guide to Japan” is now available in seven languages, including English, French, German, Russian, Simplified Chinese, Hong Kong Traditional Chinese and Taiwan Traditional Chinese. Contents are basically updated every month to keep visitors staying with new information about Japan and Japan’s “omotenashi”.

ENDS