

Press Release

Japan Airlines Co., Ltd.  
Hoshino Resorts Co., Ltd.

**Hoshino Resorts and Japan Airlines to Launch Joint Initiative to Boost  
Inbound Tourism in Less Frequented Areas Starting October 17**

~Mitigating Overtourism and Promoting Regional Revitalization~



**JAPAN AIRLINES**



***All-time Favorite vs. Hidden Gems Campaign***

To promote sustainable tourism in Japan, Japan Airlines Co., Ltd. (JAL) (Headquarters: Shinagawa-ku, Tokyo; Representative Director, President and Group CEO: Mitsuko Tottori) and Hoshino Resorts Co., Ltd. (Headquarters: Kitasaku-gun, Nagano Prefecture; Representative Director: Yoshiharu Hoshino) are launching the "All-time Favorite vs. Hidden Gems" campaign. This initiative encourages visitors to discover lesser-known destinations, helping to alleviate overtourism while supporting regional revitalization.

According to the annual Accommodation Travel Statistical Survey by the Japan Tourism Agency, the total number of foreign overnight stays in Japan in 2023 exceeded 117.75 million, surpassing the pre-COVID-19 pandemic levels of 2019. However, on a prefectural basis, the top 5 prefectures in terms of overnight stays (Tokyo, Osaka, Kyoto, Hokkaido, and Fukuoka) accounted for approximately 73% of the total share, indicating that only a small number of inbound tourists travel to less frequented areas with overnight stays.

JAL and Hoshino Resorts will feature popular tourist destinations beloved by many inbound tourists, alongside lesser-known hidden gems with remarkable qualities yet to be discovered internationally. These will be showcased on a dedicated website and promoted through both companies' owned media, focusing on themes that capture the interest of inbound tourists: "Cherry Blossoms," "Festivals," "Autumn Leaves," "Snow," and "Nature/Activities." Furthermore, they will conduct Instagram campaigns both domestically and internationally to encourage the sharing of Japan's hidden regional charms, inviting people to post about places they "want to share with the world" or "have actually visited and enjoyed." Additionally, they will launch package plans for inbound tourists that combine JAL flights with stays at selected Hoshino Resorts facilities.

## 1. Launch of a special website for the All-time Favorite vs. Hidden Gems Campaign

The special website will introduce tourist destinations that are considered classics as well as hidden gems for foreign tourists, categorized by themes such as "Cherry Blossoms," "Festivals," "Autumn Leaves," and "Nature/Activities."

Special Website: <https://www.jal.co.jp/ar/en/guide-to-japan/vacation-packages/featured/jal-hoshinoresorts-collaboration/> (Sample: US web site)

### <Example Content | Cherry Blossoms>



All-Time Favorite: Kyoto City (Kyoto Prefecture)



Hidden Gem 1: Nagato City (Yamaguchi Prefecture)

All-Time Favorite: Kyoto City (Kyoto Prefecture)

Kyoto, which served as Japan's capital for most of the period from the late 8th century to the 19th century, still retains a wealth of cultural heritage sites. Throughout the ancient city, visitors can enjoy cherry blossoms in harmony with historical streetscapes, temples, and shrines.

Hidden Gem 1: Nagato City (Yamaguchi Prefecture)

Nagato Yumoto is a historic hot spring resort frequented by feudal lords for therapeutic bathing throughout the Edo period. Visitors can stroll along the Otozure River that flows through the center of the hot spring town and enjoy the rows of cherry trees lining its banks. Relax on the "Kawadoko" terraces set up over the river and take in the illuminated blossoms at night.

Hidden Gem 2: Hirosaki City (Aomori Prefecture)

Hirosaki Park boasts approximately 2,600 cherry trees in full bloom. In addition to the cherry blossom tunnels and nighttime illuminations, the "Hanaikada" (flower raft) created by fallen petals covering the outer moat is a must-see.

## 2. Accommodation plans will be available through JAL Inbound Dynamic Package

- **Product Name:** JAL Inbound Dynamic Package (Travel Planning and Implementation: JALPAK Co., Ltd.)
- **Website:** Please refer to the special website [here](#). (Sample: US web site)

- **Sales Start Date:** October 17, 2024
- **Travel Period:** From December 11, 2024 (End date undetermined)
- **Accommodation Facilities:** Hoshino Resorts Tomamu the Tower, RISONARE Tomamu, Aomoriya, Oirase Keiryu Hotel, KAI Tsugaru, HOSHINOYA Fuji, KAI Alps, HOSHINOYA Kyoto, KAI Izumo, KAI Tamatsukuri, KAI Nagato, KAI Unzen, KAI Kirishima, HOSHINOYA Okinawa, Iriomote Hotel, HOSHINOYA Taketomi Island, RISONARE Kohamajima
- **Sales Target Regions:** Overseas

### 3. Instagram Photo Campaign for Japan Residents

A photo campaign will be held to showcase the regional charms that you want to share with visitors from overseas. Capture and submit photos of hidden gems located outside major metropolitan areas.

#### < Campaign Name >

Share Japan's Hidden Gems Photo Campaign

#### < How to Make an Entry >

1. Follow the official JAL Instagram account @japanairlines\_jal and the official Hoshino Resorts account @hoshinoresorts.official on Instagram.
2. Post your photo with the hashtag #japanhiddengems. Please be sure to include location information of your photo in the post.

#### < Campaign Overview >

Entry Period: Thursday, October 17, 2024 - Friday, February 28, 2025

Eligibility: Residents of Japan

Prizes: Grand Prize (1 winner): Feature in JAL's inflight magazine SKYWARD, round-trip domestic flight tickets for two on JAL Group airlines, accommodation vouchers for two at one Hoshino Resorts property in Japan.  
 Excellence Award (3 winners): Feature in JAL's inflight magazine SKYWARD.

For more details on other terms and conditions, please refer to the joint Instagram post by JAL and Hoshino Resorts.

### 4. Instagram Photo Campaign for Foreign Tourists

An Instagram photo campaign will be held to encourage posts about the charming regional areas in Japan that travelers have visited.

#### < Campaign Name >

Discover Japan's Hidden Gems Photo Campaign

#### < How to Make an Entry >

Follow the official JAL global Instagram account @japanairlines and the official Hoshino Resorts account @hoshinoresorts.official on Instagram.

Post your photo with the hashtag #japanhiddengems. Please be sure to include location information of your photo in the post.

#### < Campaign Overview >

Entry Period: Thursday, March 20, 2025 - Thursday, July 31, 2025

Eligibility: Residents outside of Japan

Prize: Round-trip international and domestic flight tickets for two on JAL Group airlines, and accommodation vouchers for two at one Hoshino Resorts property in Japan.

For more details on other terms and conditions, please refer to the joint Instagram post by JAL and Hoshino Resorts.

\*Campaign details are subject to change.

**【Media Contact】**

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