



Creating Bonds Through Sustainable Travel with Japan Airlines' *"' OLU' OLU! Honolulu!" Project*

- Fostering Relationship and Connections Between Hawai'i and Japan -

Tokyo, JAPAN - The JAL Group is launching a new project, "'OLU'OLU! Honolulu! ", to create and strengthen "relationships and connections through travel" between Hawai'i and Japan. This project rethinks conventional travel and proposes a new way of travel that allows customers to feel "comfort" in Hawai'i and Japan, in addition to sustainability in transportation. The goal is to spread 'olu'olu(*) from Honolulu to all of Hawai'i and to Japan. A journey will be created that will make customers feel "'olu'olu" for themselves, the earth, and Hawai'i by allowing them to feel the "relationship and connection" between Hawai'i and Japan.

(*) 'olu'olu: Hawaiian word meaning "agreeable, to be expressed with pleasantness".

'OLU'OLU! Honolulu!

Applicable period: Saturday March 1, 2025 - Saturday March 15, 2025

Applicable flights: All JAL flights arriving and departing from Honolulu during the above period

Website: <https://www.jal.com/en/sustainability/flight/2024/>

During this period, customers who board at least one JAL operated flight to or from Honolulu will receive 5 Life Status Points as a token of their support for sustainable initiatives and their lifelong relationship with JAL.



Since becoming the first Japanese airline to operate scheduled international flights to Hawai'i in 1954, the JAL Group has contributed to the exchange and trade of people and cultures between Japan and the rest of the world. In its more than 70 years of history, JAL Group has been involved in a wide variety of events that have created "relationships and connections" between Hawai'i and Japan.

Recently, with the slogan "A sustainable future together," the JAL Group has conducted the "JAL2030 Sustainable Charter Flight" on the Tokyo (Haneda) - Okinawa (Naha) route in November 2022, and the "Sustainable Challenge Flight" on the Tokyo (Haneda) - New York route in September 2023, seeking for a sustainable air travel.

The "'OLU'OLU! Honolulu! " initiative is part 3 following our previous initiatives, further promoting one of the key pillars of the JAL Group's ESG strategy: "Creating Relationships and Connections through Travel." This initiative aims to provide values such as "encounters with new landscapes," "connections with diverse people living in different regions," and "affection for people and places you want to visit again."

By creating relationships and connections with Japan and Hawai'i through travel, the aim is to provide experiences that make the Earth and society "'olu'olu" (agreeable, to be expressed with pleasantness), and in turn, allow customers to feel "'olu'olu" as well.



[Pre-trip Experiences]

- Supporting sustainable Hawai'i with JAL Mahalo Fares:

While supporting sustainable Hawai'i with JAL Mahalo Fares, enjoy Hawai'i conveniently with flexible itineraries.

By contributing to the preservation of Hawai'i's environment and culture, Hawai'i and its visitors can both feel 'olu'olu.

Link: <https://www.jal.co.jp/jp/en/inter/fare/hawaii/mahalo/>



- Experience programs that are "olu'olu to the earth" with JAL Overseas Dynamic Package:

JAL Overseas Dynamic Package (offered by JALPAK Co., Ltd.), a web-booking-only tour that allows the creation of an original trip by freely combining airline tickets and accommodations, introduces 'OLU'OLU! Honolulu! special options during the period, which includes hotels proactively working on environmental preservation and option plans considering local production/consumption and the environment.

Link: <https://www.jal.co.jp/jp/ja/intltour/hwi/sustainable/> *Japanese only

[In-trip experiences]

- Find 'olu'olu inflight:

Special features are prepared to provide a sense of 'olu'olu through our inflight service and entertainment. Enjoy an inflight experience a little different than usual.

To ensure a stress-free travel experience for all customers, specially trained accessibility staff and certified accessibility assistants are available at the airport and on board.



- WHILL short-distance mobility system:

To ensure that all customers can enjoy their trip, the JALPAK Hawai'i Aloha Station offers the WHILL short-distance mobility system (electric wheelchair) for rent.

Click here for reservation :

https://hawaii.jalpak.net/Tour/Detail?opt_tour_id=4279 *Japanese only

<Events easily joined in Honolulu, where both visitors and Hawai'i can feel 'olu'olu>

- In between itineraries, participation in events such as beach cleanups, traditional agriculture experiences, and the "Honolulu Festival" where Hawaiian and Japanese culture can be experienced is possible. Through activities that feel 'olu'olu for the Earth and the land of Hawai'i, a sense of 'olu'olu can also be felt.

Refer to details: <https://www.jal.com/en/sustainability/flight/2024/>

- JALPAK's "Language Study Abroad Programs in Hawai'i with JAL" offer not only English study but also opportunities to experience Hawaiian culture, such as hula dancing and ukulele lessons. Please experience Hawai'i and feel 'olu'olu.

URL : <https://www.jal.co.jp/jp/ja/intltour/study-abroad/hwi/> *Japanese only



- Students will have the opportunity to meet and interact with local students.

The University of Hawai'i at Manoa Outreach College and Kuilei Cliffs, a 501 (c) (3) organization whose mission is the ecological restoration and preservation of the Kuilei Cliffs along the shoreline of Diamond Head in Honolulu, will collaborate to host a JAL Weekend Excursion for students from Japan and Hawai'i on March 8, 2025.

After contributing to restoration projects at Diamond Head in the morning, a symposium will be held in the afternoon with representatives from each of the partner organizations and Japanese and U.S. students to enjoy exchanges.

Online participants from Japan will be welcomed for the afternoon session*.

*Recruitment will be announced separately.

<Events where "ʻoluʻolu" can be felt all over Japan>

A variety of adventure tours are prepared that can be experienced throughout Japan. Spend 'olu'olu time engaging in activities that are different from the past and allow an in-depth experience of Japanese nature and culture.



For example, in Hokkaido, visitors can enjoy a variety of activities such as bird watching and experiencing traditional Ainu culture.

Link: <https://www.jal.co.jp/ar/en/guide-to-japan/experiences/adventure/index.html>