

JOINT RELEASE**JAL and VELTRA Join Hands to Promote “Bleisure Travel” in Japan**

Tokyo, February 15, 2018 - Japan Airlines (JAL) and Veltra.com have teamed up to launch a campaign to add leisure value to business travelers working in Japan. This is the first time for a Japan-based airline and an online tour booking agency to collaborate in promoting “Bleisure Travel” targeting business travelers.

While “Bleisure Travel” (adding leisure to a business trip) is trending on a global scale, corporations in Japan are actively promoting work-style reform, which is a recent movement in Japan asking companies to better manage their employees’ work hours. This campaign aims to encourage travelers from Japan to engage in bleisure trips and to make the most out their time when they are traveling for business.

The campaign targets travelers with business trips within Japan and for those traveling overseas.

(1) VELTRA Points and Free Tours for Travelers on flights operated by JAL

To reward travelers planning leisure activities at their local destination, the first 40 travelers (20 domestic & 20 international) who sign up for the campaign and purchase eligible tickets on JAL’s Japan Region English website (www.jal.co.jp/en) between February 15 and May 31, 2018 will be given 1,000 VELTRA Points (valued at 1,000 JPY) to use for booking tours or activities on VELTRA’s website. (www.veltra.com)

All eligible travelers who sign up during the campaign period will also get a chance to win a free local tour in Japan, provided by VELTRA.

(2) Survey - Regarding Bleisure Travel

Travelers based in Japan are invited to complete a survey about domestic and international bleisure travel on the campaign website. Respondents to the questionnaire about international bleisure travel, conducted from February 15 to March 18, 2018, will get a chance to win a round-trip Economy Class ticket originating from Japan to worldwide destinations on flights operated by JAL. Respondents to the questionnaire about domestic bleisure travel, conducted from February 15 to May 31, 2018, will get a chance to win a pair of round-trip Economy Class domestic tickets via a random draw.

Details about the campaign can be found on the campaign site below:

<https://www.jal.co.jp/en/bleisure/index.html>



Make the Most of Your Business Trip, Add Some Bleisure on Us

Can you really say you're a bleisure traveler if you only see the inside of an airport? At JAL, we think a healthy work life balance is the answer. So even if your next flight is strictly business, we want to give you the chance to add a little JAL and answer a few simple questions about bleisure and we'll give you a chance to see how bleisure fits in with us. And if you purchase a qualifying JAL ticket, you can enter our Bleisure Campaign to win a VELTRA tour in Japan. The first 20 people who enter get 1,000 VELTRA points to use at their destination. Are you ready to discover the pleasure of bleisure?

Free Tickets
Free Tours
Free Points

International Bleisure Campaign | **Domestic Bleisure Campaign**

Win a Free JAL International Ticket
Get a chance to see what you enter our International Bleisure Campaign by filling out our bleisure questionnaire.

Win a Free VELTRA Tour in Japan Get 1,000 VELTRA Points
If you also purchase a qualifying international ticket you will get a chance to win a free VELTRA tour in Japan. The first 20 people to sign up will receive 1,000 VELTRA points.

Check the links below for campaign terms and conditions.

Give me bleisure! Help me book a flight | **Sign me up for Bleisure. I want a free ticket** | **Sign me up for Bleisure. I want a free tour and points**

VELTRA helps you have the most out of your business trip with unique tours and activities. Whether you want to go on a sight-seeing tour or take an afternoon spa, spend a whole day seeing spectacular views, VELTRA offers you a wealth of choices to choose from. Book a tour using your next award flight and we'll help you through your next adventure.

This Month's Free Tour
Traditional Takayama Evening Dinner Cruise on Tokyo Bay
Experience a traditional Japanese dinner cruise with the night view of Tokyo from the calm waters of the Sumida River and Tokyo Bay, while dining on their signature cuisine and hotchigani drinks.

Get Down to Business with JAL

Recognized as one of the world's most punctual airlines, we've earned you a reputation for reliability. But now, we've taken it a step further. We've added a new service to our Business Class fleet, and it's only available to our Business Class members. We've added a new service to our Business Class fleet, and it's only available to our Business Class members. We've added a new service to our Business Class fleet, and it's only available to our Business Class members.

Flightline | **World's Most Punctual Airline** | **Best Business Class** | **Best Customer Service** | **Best Airport Experience**



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Free Tickets
Free Tours
Free Points

International Bleisure Campaign | **Domestic Bleisure Campaign**

Win 2 Free JAL Domestic Tickets
Get a chance to see what you enter our Domestic Bleisure Campaign by filling out our bleisure questionnaire.

Win a Free VELTRA Tour in Japan Get 1,000 VELTRA Points
If you also purchase a qualifying domestic ticket you will get a chance to win a free VELTRA tour in Japan. The first 20 people to sign up will receive 1,000 VELTRA points.

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Get Down to Business with JAL

All of our domestic award flights are now available to our Business Class members. We've added a new service to our Business Class fleet, and it's only available to our Business Class members. We've added a new service to our Business Class fleet, and it's only available to our Business Class members.

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About Japan Airlines

Japan Airlines (JAL) was founded in 1951 and became the first international airline in Japan. A member of the **oneworld®** alliance, the airline now reaches more than 344 airports in 56 countries and regions together with its codeshare partners with a modern fleet of more than 230 aircraft. JAL Mileage Bank (JMB), the airline's loyalty program, has reached over 31 million members worldwide. Awarded one of the most punctual major international airlines, JAL is committed to providing customers with the highest levels of flight safety and supreme quality in every aspect of its service, and aims to become the most preferred airline in the world.

For more information, please visit www.jal.com/en/outline/

Facebook: www.facebook.com/JapanAirlinesWorldwide/

Follow JAL on Instagram at @japanairlines_jal

About VELTRA Corporation

VELTRA is an online tour and activity booking service based in Tokyo that connects travelers to memorable and unique local experiences across the world. Founded in 1991, it has grown from a service primarily aimed at the Japanese market to a global tour provider with branches in Honolulu, London, Paris and Malaysia.