



JAL's "DREAM MILES PASS": 892,440 km for Youth Dreams

Introducing the "DREAM SHO JET" with Shohei Ohtani

- JAL will launch the "DREAM MILES PASS" project on September 27, to support Shohei Ohtani and the "youth across Japan who are pursuing their dreams."
- The total travel distance of 892,440 km (*1) that Shohei Ohtani covered from being a high school baseball player to becoming a top Major League player will be given back as airline tickets to the youth who need to travel to pursue their dreams.
- As a symbol of the project, the specially painted aircraft "DREAM SHO JET," featuring a design of Shohei Ohtani, will take flight starting September 29.

JAL aims to create "relationships and connections through travel" and work together with customers and local communities to achieve a sustainable future. As part of this effort, JAL will launch the "DREAM MILES PASS" project on September 27, 2024, to support the youth pursuing their dreams, like Shohei Ohtani, through travel assistance in collaboration with JAL Mileage Bank (JMB) members.

(*1) As of the end of August 2024. The travel distance was calculated based on the official games of the teams Shohei Ohtani has been a part of, according to JAL's research.





■ Background and Purpose of the Project

One in four middle and high school students reported having given up on their dreams due to the burden of travel. In recent years, social issues surrounding the youth, such as “mobility inequality” and “experience inequality,” have been highlighted. For example, the cost of travel for club activities can strain household finances, forcing students to quit their clubs, or the inability to afford travel and tuition fees for studying abroad can lead to giving up on such opportunities. The economic burden of travel has become a barrier to achieving dreams. Particularly, the younger generation, who experienced periods of restricted physical movement due to the COVID-19 pandemic, faces additional economic pressures from rising prices and a weaker yen, resulting in significantly fewer experiences compared to other generations.

In fact, a survey conducted on current middle and high school students, university students, and young professionals revealed that approximately one in four respondents had given up on their dreams due to travel-related reasons. Additionally, a survey of teachers, including club activity advisors, showed that over 60% felt that current students have fewer travel opportunities compared to other generations. This highlights the impact of reduced travel opportunities and the resulting “experience inequality” between generations. (Survey conducted by JAL in September 2024)

JAL has continuously supported children and youth who will shape the future through various initiatives, such as the “Children’s Dream Support Miles.” In collaboration with JMB members, JAL aims to address social issues like “mobility inequality” and “experience inequality.” To support young people in pursuing their dreams, like Shohei Ohtani, by increasing their travel and experience opportunities, JAL has decided to implement the “DREAM MILES PASS” project.

■ About the project overview

JAL has focused on the fact that Shohei Ohtani, who plays for the Los Angeles Dodgers in MLB and has a support contract with JAL, has traveled approximately 892,440 km – equivalent to circling the Earth 22 times – since entering Hanamaki Higashi High School, achieving various dreams along the way. Under the message “Give every dream a chance to take flight,” JAL will provide airline tickets (*2) from the departure points to the destinations of young people who need to travel to realize their dreams, based on Ohtani’s total travel distance.

In addition, to enable adults across Japan to support the youth pursuing their dreams, JMB members can donate their miles. Each mile donated will be converted to the equivalent of 1 yen, and the corresponding amount will be provided as airline tickets. This system allows adults to participate in the project as well.

To offer travel opportunities to as many youth as possible, JAL plans to conduct multiple rounds of this initiative, starting with the first phase and continuing into the next year.

(*2) Limited to travel between airports served by JAL.

Round-trip domestic economy class tickets on JAL Group flights or round-trip international economy class tickets on JAL flights (codeshare flights operated by other airlines are excluded).

■ About the project application process

The youth who have dreams that require travel will participate in the project as “Dreamers,” while adults who support these young people will participate as “Supporters.”

“Dreamers” can enter their dreams, departure location, destination, and other details on a dedicated website (*3), and an original design “Dream Pass” will be issued. The application is complete once the “Dream Pass” is shared on social media. “Supporters” can also participate through the dedicated website.

(*3) Dedicated website for the “DREAM MILES PASS” campaign: <https://www.jal.co.jp/campaign/dream-miles-pass/> (Japanese only)



【Overview of Dreamers for the First Phase of the “DREAM MILES PASS” Project】

- ◆ Application Period : September 27, 2024 (Friday) 10:00 AM to October 31, 2024 (Thursday) 11:59 PM
- ◆ Eligible Travel Period : January 14, 2025 (Tuesday) to June 30, 2025 (Monday)
- ◆ Eligible Participants : Individuals aged 15 and above (excluding junior high school students)
- ※Participants must have an X (formerly Twitter) or Instagram account and participate in the campaign during the application period.
- ◆ Prize : Round-trip domestic flight ticket in economy class with JAL Group or round-trip international flight ticket in economy class with JAL for one person.
- ※The flight ticket will be for the route based on the location specified in the Dream Pass.
- ※Codeshare flights operated by other airlines are not eligible.
- ◆ Number of Winners : The number of winners will vary based on the application content and the number of support miles from Supporters.

【Overview of Supporters for the First Phase of the “DREAM MILES PASS” Project】

- ◆ Application Period : September 27, 2024 (Friday) 10:00 AM to October 31, 2024 (Thursday) 11:59 PM
- ◆ Eligible Participants : JMB Japan region members who participate in the campaign during the application period
- ◆ Required Miles : 1 entry: 500/1,000/3,000 miles
- ※The equivalent value of the miles contributed, calculated at 1 mile = 1 yen, will be returned to the Dreamer in the form of a flight ticket.
- ※Participants who join as Supporters will receive a digital wallpaper of Shohei Ohtani.

■The specially painted aircraft “DREAM SHO JET” will be launched as the project symbol

As the symbol of this project, the specially painted aircraft “DREAM SHO JET,” featuring a design of Shohei Ohtani, will be launched starting September 29. This “DREAM SHO JET” embodies the same spirit as the “DREAM MILES PASS” project, aiming to support the youth pursuing their dreams. It represents the shared aspirations of Shohei Ohtani, JMB members, and JAL, and is scheduled to operate until around March 2026. Additionally, the “DREAM SHO JET” will feature exclusive inflight items such as paper cups and inflight leaflets.



【Overview of “DREAM SHO JET”】

- ◆ Aircraft : Airbus A350-900 (Aircraft Number: JA08XJ)
- ◆ Operating Routes : Routes operated by the Airbus A350-900
- ◆ First Flight : September 29, 2024 (Sunday) JL503 Tokyo (Haneda) – Sapporo (New Chitose)
- ◆ Operating Period : Until around March 2026
- ◆ Inflight items :
 - <Paper cup> A total of 6 designs
 - ※The design of the cup will be provided randomly during service.
 - ※The service will end once the cups are out of stock.



< Inflight leaflet >

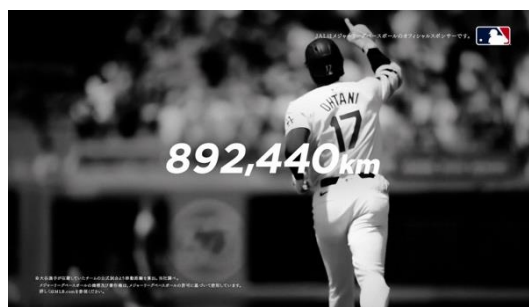
※The leaflet is for inflight use only and cannot be taken off the aircraft.



■ Various advertisements, including a project commercial themed around Shohei Ohtani's journey, will be released starting September 27

By depicting Shohei Ohtani's journey, which involved traveling the equivalent of 22 times around the Earth to achieve his dreams, JAL expressed the desire to provide opportunities for all dreams to take flight.

< Commercial advertisement >



Media Used: TV commercials, YouTube, X (formerly Twitter), etc.

Period: Scheduled from September 30 (Monday) to October 31 (Thursday)

Area: Nationwide



<Outdoor advertising>



Period: Released sequentially starting from September 27

Area: Major stations in Tokyo, Sapporo, Osaka, Fukuoka, etc.

Regarding the calculation method for Shohei Ohtani's travel distance, the basic calculation principles are as follows:

- During his high school years, the starting point is Hanamaki Higashi High School; during his Japanese professional baseball years, the starting point is "Sapporo Dome"; and during his Major League years, the starting point is either "Angel Stadium of Anaheim" or "Dodger Stadium." The round-trip distance to other stadiums is calculated.
- For games the day after a match or with one day in between, the calculation assumes that he did not return to the starting point but moved directly to the next stadium (excluding his high school years).
- Whether Shohei Ohtani participated in the games is not considered.
- The distance is based on the route that appears at the top of Google Maps.