

“JAL MaaS” Launches Demonstration App for visitors to Japan

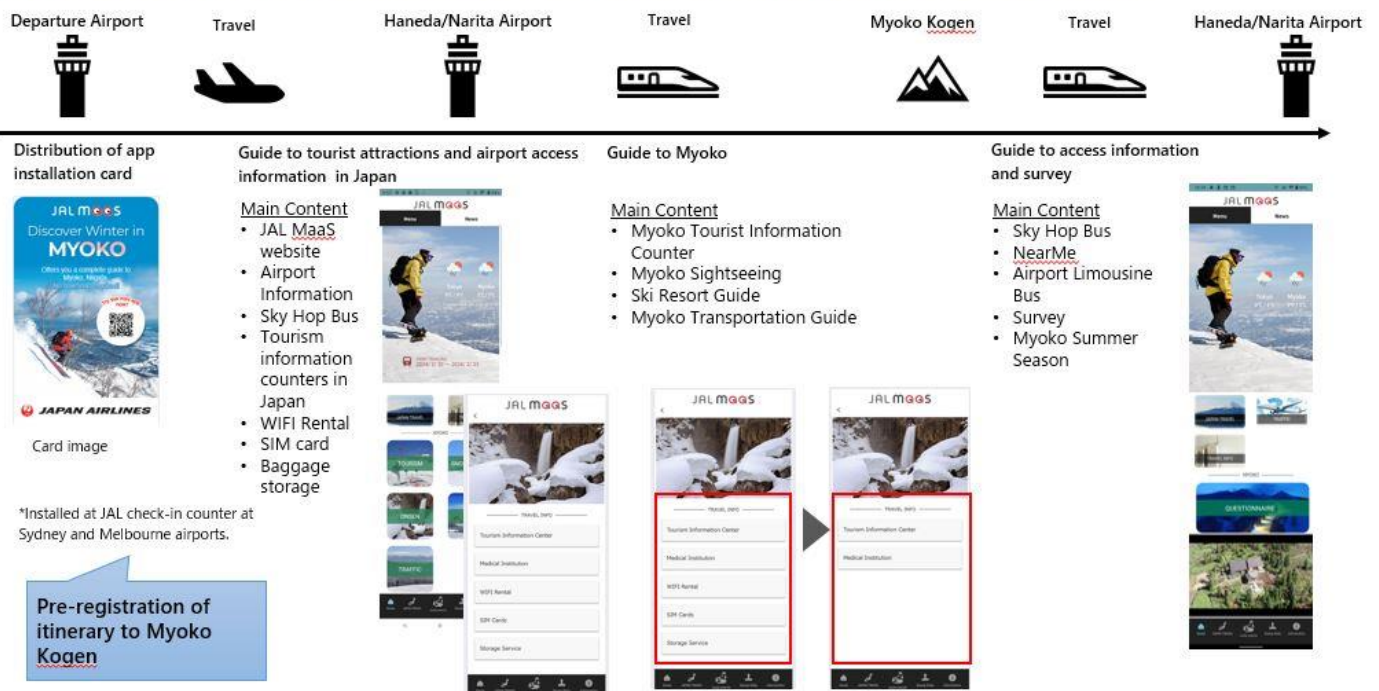
~Engaging Visitors in Myoko, Niigata with Location-Based Customer Initiatives~

1. A demonstration will be launched in Myoko City, Niigata Prefecture to provide information on public transportation and tourist attractions through “JAL MaaS” app, tailored to the travel itinerary and location of foreign visitors.
2. To facilitate easy adoption during short-term stays, a user-friendly app accessible via web browsers has been selected for the initial implementation.
3. This demonstration will primarily focus on visitors from Australia, who account for approximately 80% of all foreign visitors to Myoko City.

Tokyo, JAPAN – Japan Airlines (JAL) aims to create a stress-free travel experience from departure to destination by collaborating with various transportation models and regions to further improve convenience for air travelers. In collaboration with NRI Digital, Inc. (Headquartered in Yokohama, Kanagawa; President & CEO: Masakazu Amemiya; hereinafter “NRI Digital”) and Myoko Tourism Management (Located in Myoko, Niigata; Representative: Yoshio Hikiba), JAL will demonstrate the utilization of an app-based information aggregation service for foreign visitors to Myoko City, Niigata Prefecture.

Demonstration Flow

Provides users with higher-resolution information as they approach their destination



This service is designed to solve the problems faced by foreign visitors to Japan, such as language barriers and collecting tourist information. By pre-registering their stay dates and locations, users will receive timely and relevant travel information with multilingual support. Additionally, there are plans to utilize location information for future visitor attraction efforts.



Furthermore, the service has been made easily accessible by adopting the PWA features, allowing users to browse content via web browsers without the need for app store downloads.

Myoko, Niigata has been actively promoting digitalization, including the utilization of accommodation data and IC card systems at ski resorts, to enhance the tourist experience. This demonstration will further promote an even more seamless travel experience within the region.

Leveraging the airline's unique advantage of engaging with customers even before their arrival in Japan, JAL will continue to expand the service based on this demonstration and enhance the travel experience for foreign visitors.

(*1) PWA (Progressive Web Apps): Unlike mobile apps, PWA allows users to access apps via web browsers without the need for downloading from app stores, providing easy accessibility through icons on smartphone screens. Users can easily add a PWA icon to their smartphone screen, enabling them to open the app with a simple tap.

Demonstration Details

Period: Thursday, February 22, 2024 – Sunday, March 31, 2024 (scheduled)

Location of use: Myoko Kogen Area

Public transportation from airports in the Tokyo metropolitan area and Kansai area

Usage Fee: Free of charge

Languages supported: English/Japanese