

(Joint Release)



14 July 2023
Japan Airlines Co., Ltd
Kammui Inc.

JAL and Kammui announce Strategic Alliance to Develop and Promote the Premium Adventure Tourism Market for Inbound Travelers

Japan Airlines Co., Ltd. (CEO: Yuji Akasaka; Headquarters: Shinagawa, Tokyo; hereafter "**JAL**") and Kammui Inc. (CEO: Maximilian Mackee; Headquarters: Meguro, Tokyo; hereafter "**Kammui**") have announced a strategic alliance to promote the development of the inbound premium adventure tourism (hereafter "**AT**"*) market with the goal to revitalize local communities and enhance regional development.

(*1) Adventure tourism is a form of travel that combines two or more of the three elements of "activity," "nature," and "cross-cultural experience". Travelers combining experience in nature with other cultural elements and interactive contact with local communities thereby experiencing the nature and culture of that region.



Background to the Alliance

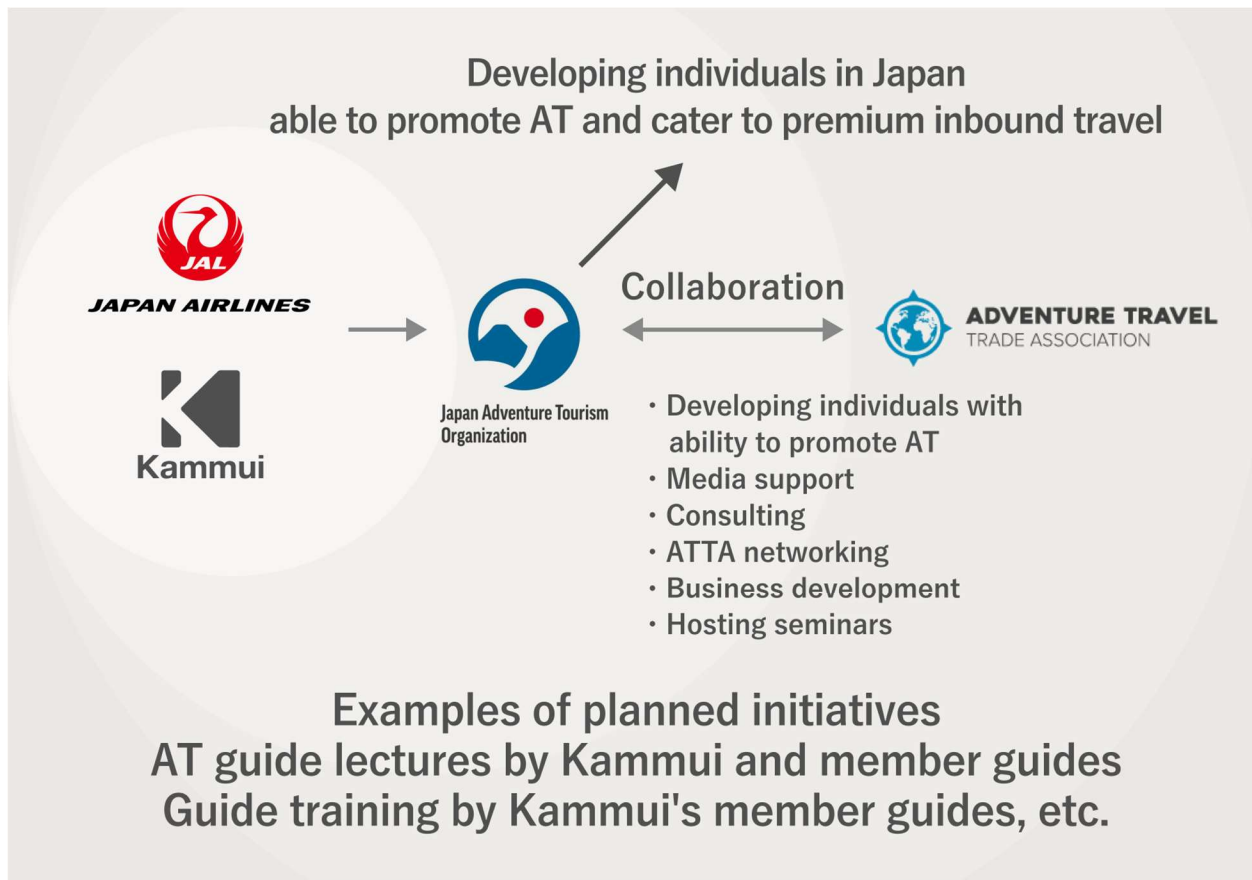
As compared to more conventional forms of travel, AT has greater per capita consumption and economic impact for regional development, and is becoming increasingly popular in Europe, the U.S., and elsewhere, globally. AT is especially popular amongst wealthy individuals who value the importance of contributing to the local communities through travel. While demand for AT in Japan has been growing in line with increases in inbound travel, there remains a shortage of skilled guides and appropriate infrastructure conducive to welcoming international visitors.

Kammui and JAL has entered a strategic alliance involving various initiatives to enhance AT in Japan with the goal of developing the market for premium tourism, with a focus on inbound travelers. Kammui and JAL will leverage their respective strengths to create premium content encouraging travelers to reconnect to nature in innovative ways and inspire more people to experiences Japan's nature.







Summary of the Alliance

A. Development of human resources for the promotion of AT

In cooperation with the Japan Adventure Tourism Association (JATO), where JAL belongs as one of the regular members, and the Adventure Travel Trade Association (ATTA), the largest industry organization in the AT field, JAL and Kammui will work together to develop human resources capable of promoting AT, with the goal of promoting world-class AT in Japan. The partnership will focus on developing individuals with the ability to act as leaders in their respective regions and build and promote networks in each region to enhance AT within Japan.



B. Sale of Kammui experiences through "JAL Vacations", part of the JAL Dynamic Package
JAL will start offering Kammui experiences through JAL Dynamic Package, a travel product allowing customers to combine airline tickets, accommodation, activities, transportation, and other travel products. JAL will start by offering 8 AT experiences from within Kammui's selection of more than 300 unique experiences covering a wide variety of regions of Japan. Kammui and JAL are aiming to offer new value for travelers to Japan allowing them to enjoy authentic once-in-a-lifetime experiences combining nature and culture.

 <p>HIKING & TREKKING Forest of the Gods: Exploring Shiratani Unsuikyo and Taiko-iwa Amidst the Mist</p> <p>Made famous as the setting for the movie "Princess Mononoke," this allows you to experience a beautiful forest of deep green moss, so vibrant it was recreated in the movie using 240 different types of green.</p> <p> Takuya Tabira</p>	 <p>YOGA & MEDITATION Zen Meditation at Ryosokuin: Let Go of Everything and Sit in the Here and Now</p> <p>By experiencing zazen in stages, everybody can get a sense of what meditation is. In this class, we will show you how to become aware of your surroundings (outside), to become aware of your body (inside), and to diminish the boundary between the outside and the inside.</p> <p> Toryo Ito</p>	 <p>ESCAPES Tea Ceremony and Walking Tour at Daitokuji Temple</p> <p>Daitokuji Temple is and always has been a center of tea ceremony. We will delve into the relationship between tea and Zen as we guide you through the temple where successive generations of tea masters and Zen monks have practiced their craft.</p> <p> Dairik Amae</p>
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C. Kammui+ members offered benefits for the use of private jets operated by JAL Business Aviation

Kammui will offer members of "Kammui+"*2, Kammui's premium membership program, special benefits with regard to the use of private jets operated by JAL Business Aviation. This will allow Kammui+ members to plan unique itineraries through Kammui's concierge to destinations in Japan not served by standard flights. Kammui's concierge service offers traveler's the ability to plan private and customized itineraries to unique destinations in Japan for nature based experiences.

(*2) Kammui+ is a premium membership program offered to Kammui customers who want access to the ultimate outdoor experiences in Japan. Currently, Kammui+ is invitation only and is scheduled for public release in Autumn 2023.



【Additional Information】

About Kammui

Kammui partners with Japan's leading guides, instructors, and operators to offer premium nature-based experiences for beginners and experts alike.

URL : <https://kammui.com/>

About JAL's other AT related activities

Press Release on July 14th, "Japan Airlines Designated as Top Partner for Adventure Travel World Summit Hokkaido Japan (ATWS2023)"

URL : <https://press.jal.co.jp/en/release/202307/007499.html>

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Examples of Kammui experiences offered throughout Japan

—● Examples of experiences to be sold on 'JAL Vacations'



Exploring the land of gods and Buddha, Kunisaki Peninsula Mine-michi Trekking
Kunisaki Peninsula, Oita

 **Tetsuo Sato**



Waterfall Climbing in Wakasa, Fukui Prefecture


Wakasacho, Fukui

 **Hiromichi Murata**



Canoe the Unexplored Marshlands of Lake Toro and the Kushiro River

Kushiro, Hokkaido

 **Takeshi Tosa**



Wandering in the Mysterious Yakusugi Forest: Kobanayama Photo Trekking Tour


Yakushima, Kagoshima

 **Takuya Tabira**



Backcountry Hiking Tour in Niseko

Niseko, Hokkaido

 **Tomoki Takaku**



Zen Meditation at Ryosokuin: Let Go of Everything and Sit in the Here and Now

Ryosokuin, Kyoto

 **Toryo Ito**



A Journey that Connects the Mountains and Sea of the Izu Peninsula


Izu Peninsula

 **Junichiro Matsumoto**



Ex Pro-Surfer Rico Offers 1-on-1 Surf Lessons, Teaching a Wide Range of Students, from Adults to Children and Beginners to the Advanced

Ichimiya, Taito, Chiba

 **Rico Sunakawa**