



Japan Airlines Designated as Top Partner for Adventure Travel World Summit Hokkaido Japan (ATWS2023)

~ JAL Embarks on Promoting Adventure Tourism in Japan ~



TOKYO, Japan – Japan Airlines (JAL) has been designated as the top partner of “[Adventure Travel World Summit Hokkaido Japan \(ATWS2023\)](#)”, the world’s largest event in Adventure Tourism (hereinafter **AT**).

As part of the sponsorship agreement for ATWS2023, JAL will promote the excitement of adventure travel and the activities of our guides through inflight magazines and inflight video programs. Additionally, JAL will organize special tours themed around the Ainu culture, the host region of Hokkaido. (See Appendix).

As a top partner, JAL aims to position AT as an important business area in Japan’s tourism industry, not only to provide travelers with new experience value (*1), but also to promote initiatives that link SDGs and regional assets to economic value through tourism, with the goal of achieving growth and establishment.

[Background]

The global AT market is rapidly expanding as consumers interest has shifted from owning things to valuing experiences. According to the Media Fact Sheet (ATTA) created in 2017, AT is estimated to be a travel format worth around 72 trillion yen worldwide.

Compared to conventional forms of travel, AT is said to have greater economic impact for the region, such as a higher proportion of affluent travelers, a preference for longer stays, and higher consumption per traveler.

While demand for AT in Japan has been growing in line with increases in inbound travel, low awareness of AT, lack of infrastructure for its acceptance, and a shortage of guides are challenges faced in Japan.

Taking these factors into account, JAL is committed to promoting the awareness of AT through outreach activities, developing acceptance environments in each region, and training of human resources for AT promotion (*2) to develop individuals with the ability to act as AT leaders. By advancing the creation and sale of appealing products, JAL aims to generate new visitor flows and promote sustainable tourism for both inbound and domestic demand.

(*1) Experience value of AT: “A unique experience like never before,” “Self-transformation,” “Well-being,” “Challenges,” and “Low impact.”

(*2) Collaborating with the Adventure Tourism Academy ([Japan Adventure Tourism Council](#)).



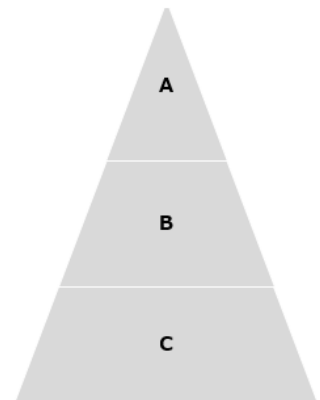
[Product Creation]

To solve the problem of low awareness of AT in Japan, JAL will create AT products that showcase the attractions of each region. This not only conveys the attractiveness of the area to visitors, but also appeals to a wide range of people interested in AT experiences.

Furthermore, JAL will create products tailored to different target groups, ranging from affluent individuals who are the center of the AT market in Europe and the United States to those who want to enjoy AT casually. By encouraging many people to experience the inner transformation of self through AT, JAL aims to develop products that incorporate elements to increase awareness of its attractions and the added value of AT, and to motivate participation in guided tours with high experiential value.

◆AT Product Category

Classification	Features	Target
A	AT Special guided tour with high experience value	Wealthy, Inbound, etc.
B	Guided accommodation tour	Active Senior, Family, etc.
C	Guided Day Options	All the people



[Training of human resources for AT promotion]

The Adventure Tourism Academy (*3) will hold its inaugural symposium on July 18th, bringing together approximately 130 stakeholders, including ministries, agencies, private companies, and local governments involved in AT promotion. The symposium will feature presentations and panel discussions by experts, accelerating efforts to train human resources for AT promotion.

This symposium emphasizes the development of human resources for AT promotion and provides opportunities for stakeholders to share information and network. By sharing their own experiences and knowledge and learning from each other, representatives of ministries, private companies and local governments will seek more effective strategies for promoting AT.

(*3) Established jointly by the Japan Adventure Tourism Council, JAL, and JTB as the Adventure Tourism Academy.

Taking the opportunity of ATWS2023, JAL will work to further popularize and develop AT by solving the natural environmental, socio-cultural, and economic challenges of local regions and enriching the minds of the people involved, with the aim of generating new streams of visitors and promoting sustainable tourism.

Appendix 1. [Sponsorship of ATWS2023]

– As a coffee break during the event, two flight attendants will be sent to the ATWS2023 event site to provide approximately 2,000 cups worth of [sustainable coffee](#). They will also help organize the event and provide hospitality to the many AT professionals.

– The July/August issue of the inflight magazine SKYWARD domestic flight version will introduce the AT and regional attractions through the AT Guide.

In addition, the video program for international flights will show an Adventure Travel piece by Neil Hartman, a Hokkaido-based photographer and filmmaker.



Photo by Yutaka Kojima



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Appendix 2. [Contents of ATWS2023 Participation]

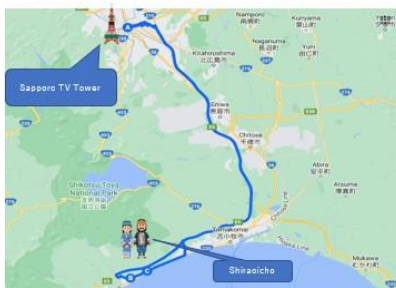
On the first day of the event, a special one-day tour on the theme of Ainu culture in Hokkaido will be offered by JALPAK.

For general customers, the tour will be sold as an optional plan through “[JAL Vacations](#)”.

JALPAK will provide new travel values that will enable customers to enjoy Japanese nature and culture with a guide, and to change their own inner selves through exposure to diverse values.

Appendix 3. [Sample Itinerary]

7:30 Meet at the Sapporo TV Tower and then proceed to Shiraoicho by chartered bus.



Upopoi (Symbolic Space for Ethnic Symbiosis) National Ainu Museum/National Biotic Park

Guided by a local expert who resides in Shiraoi—a town deeply connected to Ainu descendants—start the journey through museums and parks, immersing ourselves in the rich tapestry of Ainu culture. The Ainu faith espouses that Kamui, a divine spirit, inhabits all entities in this world. Through this exploration, guided by a knowledgeable companion, we'll gain a deeper understanding of the Ainu spiritual culture that cherishes the symbiotic relationship between nature and humanity.



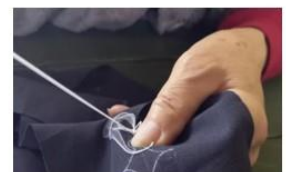
Lunch (traditional Ainu cuisine)

We will enjoy the traditional Ainu cuisine, Ohau, a dish that beautifully embodies the principle of utilizing every part of the food gathered through hunting and foraging, ensuring nothing is wasted.



Ainu Embroidery Experience

We will learn about traditional Ainu patterns, that is recognized as intangible folk cultural properties, from instructors designated by Shiraoicho. Participate in workshops for a hands-on experience with embroidery, further immersing ourselves in this rich cultural heritage.



16:30 After stopping at Polotomintara, we will continue our journey towards Sapporo.