

(Joint Release)

August 25, 2025

Japan Airlines Co., Ltd.

Hokkaido Air System Co., Ltd.

**Experience the Wonders of Hokkaido This Summer with the
New “FLY Deep Hokkaido -summer edition-” Video**



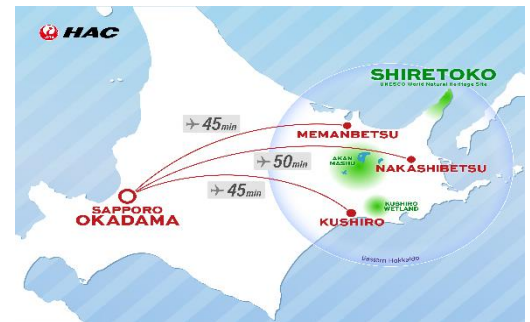
Japan Airlines Co., Ltd. (JAL) and Hokkaido Air System Co., Ltd. (HAC) announce the release of a new promotional video, “FLY Deep Hokkaido - summer edition -,” showcasing the unique summer scenery and attractions of Eastern Hokkaido, including the World Natural Heritage Site of Shiretoko. The video is now available on the HAC official website and YouTube channel, offering international travelers vivid insight into Hokkaido’s rich nature and culture. Alongside the video release, the website has been enhanced to simplify the booking process for overseas visitors flying on HAC-operated routes.

The “FLY Deep Hokkaido - summer edition – “video showcases three prominent national parks in Eastern Hokkaido: Shiretoko National Park, Akan Mashu National Park, and Kushiro Marsh National Park. These regions boast diverse ecosystems and abundant wildlife such as brown bears, killer whales, and red-crowned cranes. Through breathtaking shots of forests, lakes, marshes, and wildlife, the video invites viewers to experience the natural beauty of Hokkaido in summer.

This promotional video is strategically positioned on both the HAC official website’s homepage and each destination-specific page, maximizing visibility and engagement. It highlights not only natural scenery but also introduces local establishments, accommodations, and cultural attractions featured in the footage. This design enables users to seamlessly navigate from the video content to detailed information about each destination.

■ Video Content and Accessibility

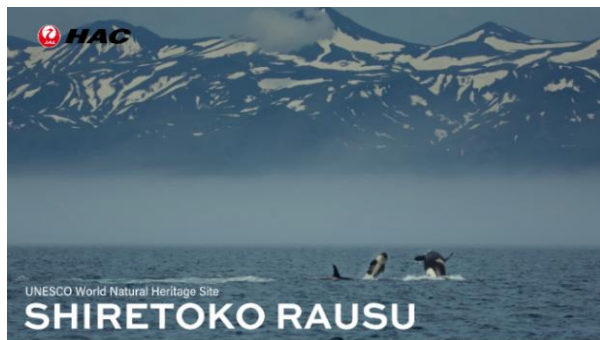
The video is accessible via the [HAC official website](#) and [YouTube](#), enabling a wide range of viewers to discover Eastern Hokkaido's summer charms. The vivid imagery and detailed content aim to foster traveler interest and encourage immediate trip planning. The eastern region is located less than an hour from Sapporo by HAC flights. Experience the region's breathtaking nature and unique charm firsthand.



【World Heritage Site Shiretoko (Shiretoko National Park)】

Shiretoko National Park is renowned for its rugged, majestic landscapes and abundant wildlife shaped by volcanic activity and drift ice. Recognized as a World Natural Heritage Site for its rich biodiversity and unique ecosystems, the park offers breathtaking views of the Shiretoko mountain range from Mt. Rausu. The area is home to large mammals such as killer whales and brown bears, as well as various species including sea eagles and Ezo deer.

HAC operates direct flights from Sapporo to Memanbetsu Airport, providing convenient access to the Shiretoko area.



【Akan Mashu National Park】

Akan Mashu National Park features the largest caldera in Japan, offering a vast and stunning landscape where volcanoes, lakes, and forests are seamlessly connected. The three lakes—Lake Akan, Lake Kussharo, and Lake Mashu—each offer spectacular scenery that captivates visitors.

Nakashibetsu Airport, which is closest to the national park, is accessible via direct flights from Sapporo operated by HAC.



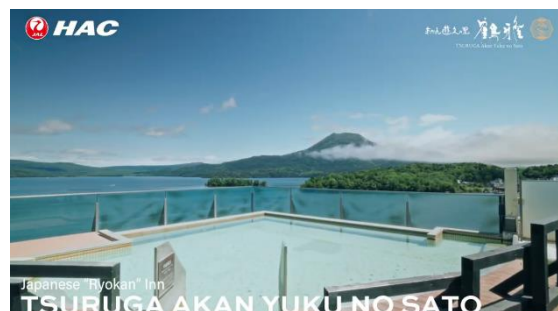
【Kushiro Marsh National Park】

Kushiro Marsh is the largest wetland in Japan and serves as an important ecological habitat for numerous animals and plant species, including the red-crowned crane, a designated special natural monument of Japan. Visitors can enjoy canoeing in this pristine environment. Kushiro Airport, located nearby, is accessible via HAC flights from Sapporo in less than an hour.



【Meals and accommodation】

Enjoy exquisite meals featuring fresh, locally sourced seafood unique to Hokkaido, alongside luxurious accommodations offering hot springs immersed in nature. The video also showcases many appealing sightseeing spots in Sapporo City, including aquariums, ramen shops, and shrines.



■ Web Site Updates

Improved Booking Accessibility

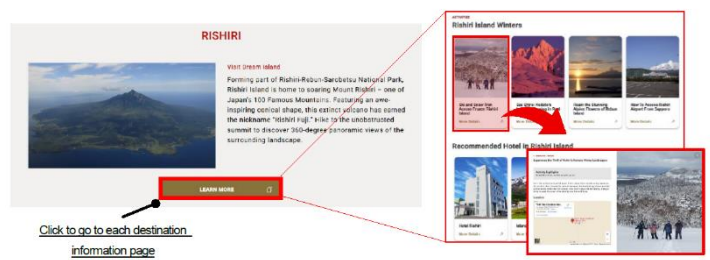
To accommodate international visitors, the [HAC official website](#) has implemented a user-friendly reservation module. This allows direct, one-click access from the homepage to the Japan Explorer Pass (JEP) discounted airfare booking page, simplifying ticket purchases for HAC-operated flights.



*The "JAL Japan Explorer Pass" is a simple and affordable fare for travelers wishing to explore the unique culture and feel of local Japan. The fare can be used to access over 30 cities across JAL's domestic network.

Enhanced Destination Information

Destination details are presented in an accessible format from the homepage, complemented by additional activity and lodging information on individual destination pages. These enhancements assist travelers in planning their visits more effectively.



Tickets can be conveniently purchased through the HAC official website. Take advantage of this ease of booking to explore the diverse regions of Hokkaido and fully immerse yourself in its breathtaking natural beauty.