

(Joint Release)

January 17, 2025

Japan Airlines Co., Ltd.

Hokkaido Air System Co., Ltd.

Hokkaido Air System Launches “Fly Deep Hokkaido” for International Visitors

Explore Hokkaido’s Hidden Gems from/to Sapporo/Okadama Airport

- Hokkaido Air System (HAC) launches the “Fly Deep Hokkaido” campaign to promote regional flights from Sapporo/Okadama Airport, inviting travelers to discover Hokkaido’s hidden treasures.
- The campaign’s new website allows visitors to plan their own Hokkaido adventures, connecting them to seven unique destinations within one-hour flights from Sapporo/Okadama Airport.



Hokkaido Air System (HAC), a subsidiary of Japan Airlines (JAL), operates a network of nine routes centered around seven airports in Hokkaido from its base at Sapporo/Okadama Airport*¹. The aim is to encourage inbound tourists staying in Sapporo and Niseko to explore more of Hokkaido. To achieve this, the "FLY Deep Hokkaido" website has been launched on the “Guide to Japan” platform by JAL, showcasing the charm of HAC destinations in Hokkaido and northeastern Tohoku through illustrations by local picture book author SORA.

URL: <https://www.jal.co.jp/ar/en/guide-to-japan/vacation-packages/featured/visit-sapporo-plus-one/>

On the “FLY Deep Hokkaido” website, visitors can find information about the nine cities operated by HAC, purchase day trip tickets, or book travel packages for one or two nights up until the day before departure. This new travel option leverages the convenience of Sapporo/Okadama Airport, located just 6 km (3.7 miles) from central Sapporo, to offer spontaneous trips during a stay in Hokkaido or to include an additional city visit in travel plans made before arriving in Hokkaido.

In 2023, Hokkaido welcomed 2.34 million international tourists, with approximately 70% of overnight stays concentrated in central Hokkaido cities such as Sapporo, Kutchan, and Otaru*². By utilizing the conveniently located Sapporo/Okadama Airport, the aim is to encourage visitors to explore other attractive cities in Hokkaido beyond the central region.

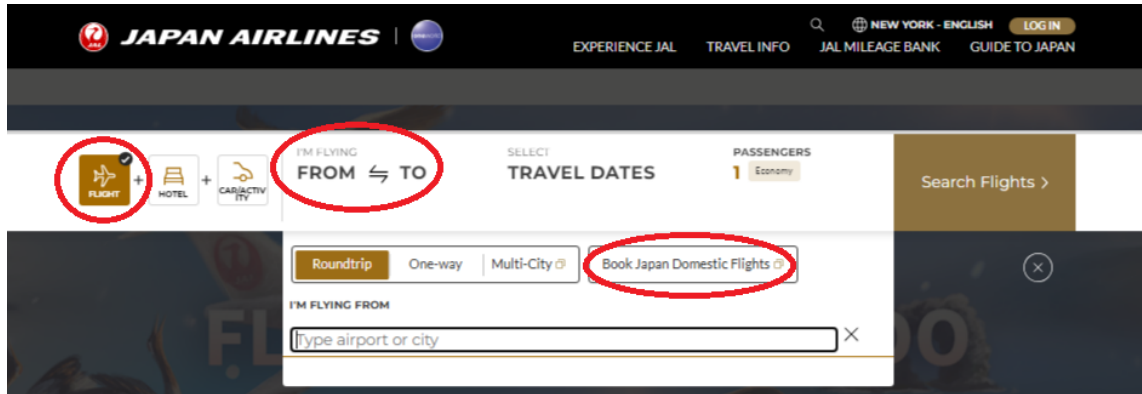
HAC is committed to connecting the world with local regions and people. Efforts will continue to promote side trips from Sapporo/Okadama Airport, which is easily accessible from central Sapporo, and strive to increase regional tourism among inbound travelers.

Note 1: Approximately 5 minutes by bus from Sakaemachi Station on the Toho Subway Line.

Note 2: Source: Hokkaido Transport Bureau "Basic Tourism Data of Hokkaido" dated November 8, 2024

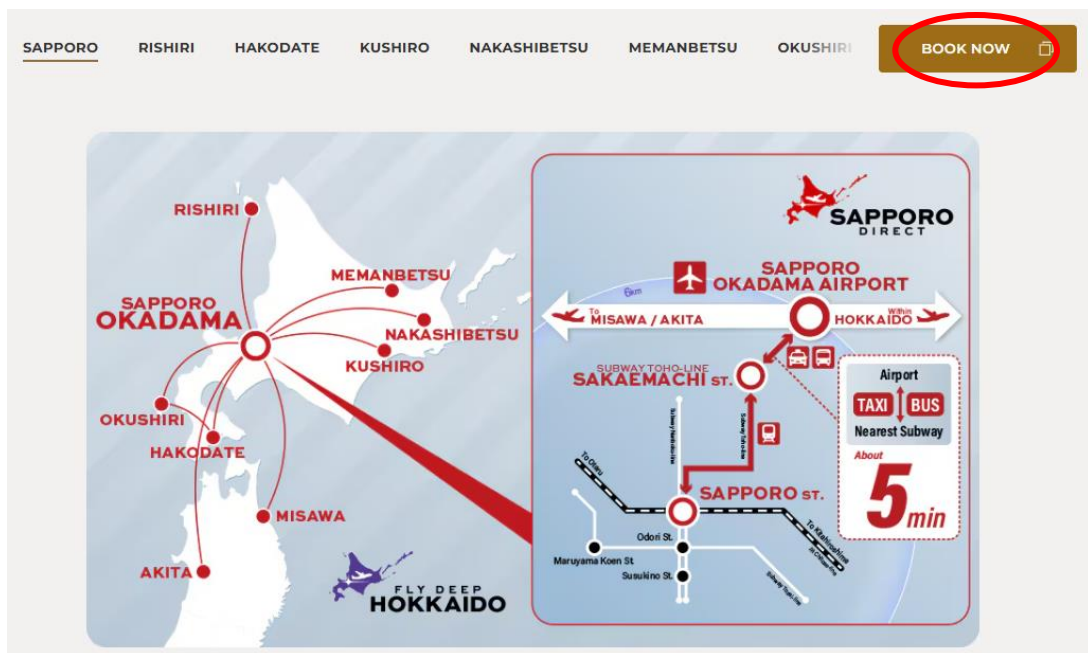
Flight Reservations

For those purchasing flight tickets only, check "FLIGHT" and select "Book Japan Domestic Flights" to purchase tickets exclusively for international visitors through the JAPAN EXPLORER PASS website (available to international flight ticket holders only).



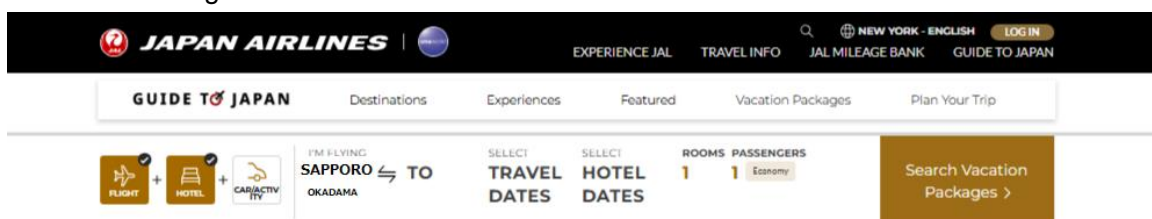
Tour Reservations

Please make your reservations through "BOOK NOW."



Enhancing Flight and Tour Reservations Function from February Onwards

In February, the reservation website will be enhanced by integrating domestic flight and accommodation booking functions into the following module.



Cities Operated by HAC from Sapporo/Okadama Airport

The nine cities directly connected to Sapporo/Okadama Airport are as follows. Each city is accessible within approximately one hour. Please visit the "FLY Deep Hokkaido" website for more details and to plan your trip.

HAKODATE

(4 to 6 flights daily)

***Walk Around the Romantic,
Exotic City***



KUSHIRO

(3 to 4 flights daily)

***Explore Beautiful Lakes and
Japan's Largest Wetland***



NAKASHIBETSU

(2 flights daily (most days))

***Discover Abundant Wildlife
In Sprawling Nature***



MEMANBETSU I

(2 flights daily (most days))

***Gateway to SHIRETOKO,
World Natural Heritage Site***



RISHIRI

(1 flight per day)

***Visit the Dream Island:
Discover the Majesty of Mt. Rishiri***



OKUSHIRI

***(Okadama: 2 flights per week
Hakodate: 5 flights per week)***

***Discover Untouched Nature and
Spectacular Seas***



AKITA

(2 flights daily (most days))

***Experience Beautiful Nature
and Traditional Culture***



MISAWA

(2 flights per week)

***Where Vibrant Foliage Meets
International Flair***



SAPPORO/OKADAMA

(Flies to/from all eight cities)

***Hokkaido's Heartbeat,
a Gateway to Breathtaking Nature***



About Japan Airlines:

Japan Airlines (JAL), Japan's first private aviation company, was established in 1951 and is a member of the oneworld® Alliance. The airline operates a fleet of 227 aircraft (as of March 2024) and began renewing its international long-haul aircraft with the Airbus A350-1000 starting 2023 Winter Schedule. Together with other JAL Group and partner airlines, JAL offers an extensive domestic and international network that serves 384 airports across 66 countries/regions. The airline has received numerous accolades for its exceptional service, including being recognized as a certified 5-Star Airline by Skytrax and being awarded the prestigious "World Class" Airline title by APEX, the Airline Passenger Experience Association. The airline is dedicated to ensuring the highest standards of flight safety and overall service quality, striving to be the most preferred airline by customers worldwide.

For details and to learn more, visit JAL's official website at <https://www.jal.com/en/>

About Hokkaido Air System:

Hokkaido Air System Co., Ltd. (HAC), a member of the JAL Group and part of the oneworld® alliance, was established in 1997 and commenced operations in 1998. As of November 2024, HAC operates a fleet of four ATR42-600 aircraft. Based at Sapporo/Okadama Airport, which is conveniently located approximately 6 km from the center of Sapporo, HAC serves as a regional airline in Hokkaido with a network of nine routes - seven within Hokkaido and two connecting to the Tohoku region.

HAC is committed to addressing various environmental challenges. The airline operates the eco-friendly ATR42-600 turboprop aircraft, known for its low CO2 emissions, and is actively promoting the "HAC eco AIRPORT project" aimed at decarbonizing airports.

Striving to be "an airline loved by the community", HAC is dedicated to providing safe and comfortable air travel for its customers.

For more information, please visit our website: <https://www.info.hac-air.co.jp/>