



JAL Renewing Domestic Services from April 2026: Discovering New Perspectives Across Japan

— New Angles, New Stories: Uncovering the Hidden Charms of Japan —

- **Service Renewal Starting April 2026:** JAL will sequentially renew its domestic services under the concept "New Angles, New Stories."
- **Expansion of Premium Experiences:** JAL will introduce the new Boeing 737-8 aircraft in fiscal year 2027 and expand First Class service to routes nationwide.
- **Elevating Every Touchpoint:** Through comprehensive updates to the JAL app, airport lounges, and inflight services, JAL aims to deliver a stress-free and sophisticated travel experience.

Tokyo, JAPAN – Japan Airlines (JAL) will renew its services across its domestic Japan network beginning April 1, 2026. As demand grows among international visitors and leisure travelers, JAL is evolving to meet the diversifying values of its customers. Under its new domestic service concept, JAL will aim to deliver new encounters and experiences that resonate with the hearts of all, also outlined in the JAL Group Management Vision 2035.



■ New Service Concept

New Angles, New Stories

By taking another look at the diverse regional cultures, traditions, and oft-overlooked local charms found across Japan, JAL aims to deliver travel experiences that gently uplift the hearts of our guests, creating new stories along the way.

■ Renewal Overview

< Fleet Upgrades and Expansion of First Class to New Routes >

JAL will receive delivery of its new Boeing 737-8 aircraft during fiscal year 2026, with operations scheduled to begin from fiscal year 2027. The introduction and subsequent expansion of 737-8 operations will extend JAL's First Class service to new routes throughout its domestic network, providing a fresh inflight experience that fosters deeper connections with local regions and offers services that make every guest look forward to their next journey.



737-8



737-8 First Class Seat

< A New Take on the Total Travel Experience >



1. A Fully Redesigned JAL App

The new JAL App focuses on ultimate simplicity with an intuitive design that ensures a smooth and stress-free experience for every user. Whether flying for the first time or as a seasoned traveler, the app is designed to be a reliable companion, always there when you need it throughout your journey.
 ※Further details to be announced separately at a later date.



2. Renovation of Haneda Airport North Wing Lounge

In Autumn 2026, the Haneda Airport Domestic Terminal North Wing lounges—Sakura Lounge and Diamond Premier Lounge—currently under renovation will celebrate their grand reopening. Featuring a unified theme across both the lounge and the aircraft, the redesigned lounge space and services will embody Japanese culture and hospitality, offering guests a refined environment that enriches their journey. Alongside this update, the currently named Diamond Premier Lounge at Haneda will be renamed to JAL First Class Lounge. Other Diamond Premier Lounges located at Sapporo (New Chitose), Osaka (Itami), Fukuoka, and Okinawa (Naha) airports will also be renamed to JAL First Class Lounge thereafter. Furthermore, the dedicated check-in counters and security checkpoints for First Class and tier status members are also scheduled to be renovated, ensuring a seamless and premium experience from the moment you arrive at the airport.





3. Uncovering the Charms of Japan through Inflight Meal Service

First Class guests will be able to enjoy meals and beverages that celebrate Japan’s diverse heritage and culture in new ways. Short-haul route meal service will be revitalized by shifting to a Bento-style meal service, encapsulating the unique charm and spirit of Japan, building anticipation from the very moment the lid is opened. Long-haul routes will continue to offer tray-style meals currently enjoyed by guests.

Every two months, JAL will introduce a new theme to showcase various regions of Japan, as outlined in the table below.



2026							
Month	April	May	June	July	August	September	October~
Regional Theme	Aomori Kochi		Shimane Miyazaki		Fukuoka Yamagata		TBA

4. Updates to Inflight Magazine and Duty-Free Sales

From the May 2026 issue, JAL domestic flights will integrate the "JAL SHOP" shopping catalog with the "SKYWARD" inflight magazine. This change will reduce paper waste, provide a more intuitive reading experience, while also freeing up space in the seatback pockets.

Furthermore, each issue will feature special reports based on bi-monthly service themes, curated to bring you the hidden charms and unique local attractions of regions across Japan.

5. “Inflight sales at Home” (Ouchi de kinaihanbai)*

This service will shift to a completely digital sales environment from March 2026, thereby terminating all in-person sales during the flight. Customers can enjoy shopping from the comfort of their own home, as they browse JAL exclusives and a selection of many items to serve as a keepsake from their unforgettable journey. Together with the reduced weight from the aforementioned changes to the inflight magazine, the reduction of loaded goods on board will reduce weight and fuel consumption, contributing to a more sustainable flight.

*Service is available in Japanese language, for delivery to Japan addresses only.

As a partner that stands by its customers and society, the JAL Group remains committed to fostering meaningful connections across every touchpoint, including those throughout the travel journey and across everyday life. Together with its customers, the JAL Group will continue to create moments that resonate with the hearts of its customers and move forward toward a brighter, more connected future.

For more details on our new domestic services, please visit:

- Japanese: <https://www.jal.co.jp/ja/dom/service/new-stories/>
- English: <https://www.jal.co.jp/en/dom/service/new-stories/>