



**JAPAN AIRLINES**



**KKIAC**

**KTO**  
九州観光機構  
KYUSHU TOURISM ORGANIZATION

June 25, 2026

Japan Airlines Co., Ltd. Kyushu Branch  
Kyushu Railway Company  
Kumamoto International Airport Co., Ltd.  
Kyushu Tourism Organization

## JAL, JR Kyushu, Kumamoto International Airport, and Kyushu Tourism Organization Launch First Joint Project

— Launch of a Special Website for Western Inbound Travelers and Joint Participation in Overseas Travel Expositions —

Japan Airlines Co., Ltd. Kyushu Branch (Fukuoka City, Fukuoka Prefecture; Branch Manager: Miho Endo, hereinafter "JAL"), Kyushu Railway Company (Headquarters: Fukuoka City, Fukuoka Prefecture; President: Yoji Furumiya, hereinafter "JR Kyushu"), Kumamoto International Airport Co., Ltd. (Headquarters: Mashiki Town, Kumamoto Prefecture; President: Hideaki Yamakawa, hereinafter "KKIAC"), and Kyushu Tourism Organization (Chairman: Koji Karaike, hereinafter "KTO") are launching a joint project to attract inbound travelers primarily from Western countries, to the Kyushu region.

As the first phase of this project, a special website packed with useful information for traveling in Kyushu, titled the "Choose KYUSHU Project," was launched on June 25, 2026. By leveraging JAL's extensive domestic and international air network, JR Kyushu's railway network covering the entire Kyushu region, KKIAC which operates Aso Kumamoto Airport—the gateway to Kyushu—and KTO which broadly promotes tourism throughout Kyushu, this collaboration aims to offer seamless travel experiences.





### 1. Background and Purpose of the Collaboration

Kyushu is blessed with abundant tourist resources, such as the majestic nature centered around Mount Aso, a rich food culture, and historical heritage. However, a primary challenge has been the insufficient communication of Kyushu’s appeal as a tourist destination to Western markets. This project unites four sectors—aviation, railway, airport, and a wide-area Destination Management/Marketing Organization (DMO\*)—to target the Western market, aiming to raise awareness of "KYUSHU" and promote longer-stay tourism.

Prior to this project, social media activities by a French influencer residing in Fukuoka received strong public attention, confirming a rising desire among Western travelers to visit Japan. Building on the existing popularity within the Southeast Asian market, attraction efforts will be expanded more broadly toward customers from Western countries as well.

\*DMO: Abbreviation of Destination Management/Marketing Organization. A tourism regional development entity that brings together various local stakeholders and leads tourism region building based on scientific data-driven strategies.



### 2. Launch of the Special Website "Choose KYUSHU Project"

A multilingual website (Japanese, English, French) showcasing the attractions of Kyushu has been developed and launched today. This website introduces model itineraries unique to Kyushu that cannot be experienced elsewhere in Japan, as well as comfortable travel options combining JAL Group flights and JR Kyushu trains.

Main Contents:

- Discounts on airline tickets and railway fares using promotion codes
- Introductions of wide-area Kyushu tour model courses and JR Kyushu’s sightseeing trains, known as "D&S (Design & Story) Trains"
- Access guides from Aso Kumamoto Airport
- Introductions of various local tourism experience products

"Choose KYUSHU Project" URL:

(Japanese) <https://www.jrkyushu.co.jp/train/choose-kyushu-project/>

(English) <https://www.jrkyushu.co.jp/train/choose-kyushu-project/en/>

(French) <https://www.jrkyushu.co.jp/train/choose-kyushu-project/fr/>

### 3. Future Initiatives and Development

Going forward, joint participation in major overseas travel expos held in Western countries, PR events targeting local media and travel agencies, and other promotional activities are planned. By leveraging each partner’s strengths and utilizing these events, the collaboration aims to directly communicate the appeal of "KYUSHU" across Western markets and continually attract inbound travelers.

Furthermore, the four partners will hold regular meetings and deepen collaboration with local governments and tourism operators throughout Kyushu. Through these efforts, the four partners strive to contribute to sustainable tourism development that establishes Kyushu as a "world-class tourist destination."



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### **About Japan Airlines:**

Japan Airlines (JAL) was established in 1951 as Japan's first private airline. Today, as a member of the oneworld® Alliance, the airline operates a fleet of 234 aircraft (as of March 2026) throughout an extensive domestic and international network, serving 413 airports in 71 countries/regions together with other JAL Group and partner airlines.

The airline has been the proud recipient of many accolades for its exceptional service, including recognition as a 5-Star Airline by Skytrax and "World Class" by APEX. Under its brand slogan of Soaring Together, JAL strives to awaken senses, lift spirits and inspire, and make meaningful connections for its customers and stakeholders throughout society. 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 Kyushu Railway Company:**

Established in 1987, JR Kyushu operates an extensive railway network across the Kyushu region. In addition to high-speed rail services like the Kyushu and Nishi-Kyushu Shinkansen, the company operates unique "Design & Story (D&S) Trains" that make the journey itself an attraction. The "JR KYUSHU RAIL PASS," which offers international visitors unlimited rides on these trains, is highly popular.

Highly acclaimed for its outstanding design and service, JR Kyushu has received numerous prestigious honors, including the international Brunel Award and Japan's Good Design Award. The company is committed to ensuring the highest standards of safety and service quality, striving to invigorate local communities and be a railway beloved by customers worldwide.

For details, please visit the official website: <https://www.jrkyushu.co.jp/english/>

### **About Kumamoto International Airport Co., Ltd:**

Kyushu Kumamoto International Airport Co., Ltd. was established in 2019 and is responsible for the operation of Kumamoto Airport in Kumamoto Prefecture, excluding air traffic control. In 2023, a new passenger terminal building opened. With its spacious departure lounge, passengers can enjoy dining and shopping right up until their flight. This terminal building was awarded first place in the "World's Best New Airport Terminal" category at the "World Airport Awards 2026" announced by SKYTRAX. The terminal was highly praised for its cleanliness, comfort, and easy-to-navigate layout. The "Sorayoka Area," adjacent to the terminal building, hosts events on weekends. We are actively working to realize our vision of becoming "Kyushu's Central Gateway, Open to the World and the Region."

For more details, please visit the Kumamoto Airport official website at <https://www.kumamoto-airport.co.jp/en/>

### **About Kyushu Tourism Organization:**

Established in 2005, through a joint public and private effort, Kyushu Tourism Organization (KTO) serves as the wide-area Destination Management/Marketing Organization (DMO) for the entire Kyushu region. KTO broadly promotes Kyushu's abundant and diverse tourist resources, including its majestic nature centered around Mount Aso, a rich food culture, centuries of historical heritage, and world-class hot springs.

Operating as a central tourism regional development entity, KTO brings together local governments, tourism operators, and private sectors to drive data-driven marketing and management strategies. Through collaborative initiatives—such as the "Choose KYUSHU Project" launched alongside aviation, railway, and airport partners—KTO actively works to raise awareness of "KYUSHU" in Western markets, promote longer-stay tourism, and contribute to sustainable tourism development to establish the region as a world-class tourist destination.

For details and to learn more, visit the official website at <https://www.visit-kyushu.com/en/>