JAL Launches a New Website -- "Explore Japan" which Provides Updated Local Travel Information across Japan

~ "Japan Explorer Pass" fare for inbound visitors on more JAL's overseas websites in multilingual services ~

Tokyo November 25, 2016: Japan Airlines (JAL) has launched a new promotional website -- "Explore Japan" on its global website (www.jal.com) in order to bring more inbound visitors to local areas in Japan and contribute to the regional vitalization through offering the new feature which enables customers to book "accommodation", "local tours/activities", and "transportation" conveniently on the JAL's website.

The launch of the "Explore Japan" will enable customers to experience seamless trip-planning as not only explore the local travel information provided by the website, but also book through the website.

In addition to the new initiative, JAL's global website (www.jal.com) has expanded the language coverage for the discounted fares of domestic fights -- "Japan Explorer Pass", which is applicable for those who live in outside of Japan. Now "Japan Explorer Pass" fare is available for purchasing on JAL's overseas websites in 22 countries and regions in multilingual services.

Under the banner "Embrace new Challenges", JAL will continue to make full use of advanced technology and introduce more innovative products and services to deliver a convenient travel experience to customers.

[Overview]

1. Launch of the new travel information website – "Explore Japan" (http://jal.japantravel.com/)
    JAL has introduced this new site on 23 JAL's overseas websites in English, and the airline will plan to enrich the contents on this new site sequentially, in addition to launch the mobile site and provide multilingual services.

2. Promotion of "Japan Explorer Pass" fare on more overseas websites in multilingual services
    "Japan Explorer Pass" fare is now available on 22 overseas websites in multilingual services.
    (Languages: English, Simplified Chinese, Hong Kong Traditional Chinese, Taiwan Traditional Chinese, Thai, Korean, Spanish, French, German, Italian, and Russian)

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