



“DREAM MILES PASS” Phase 2: Continuing the Journey

– First Phase Winners Share Their Inspiring Journeys and Experiences –

Tokyo, JAPAN – Japan Airlines (JAL) aims to create “relationships and connections through travel” and work together with customers and local communities to achieve a sustainable future. As part of this effort, the first phase of the “DREAM MILES PASS” project was launched last fall, in collaboration with JAL Mileage Bank (JMB) members, to support those who pursue their dreams like Shohei Ohtani through travel assistance. Currently, the winners are using their DREAM MILES PASS tickets to embark on their journeys towards their dreams.

In the first phase, passionate dream applications from a wide range of age groups were received, not just from young generation. Therefore, the second phase of the project will commence on Tuesday, April 1st, targeting “adults with dreams as passionate as those of the youth” and further enhancing the content.

Additionally, the winners of the first phase are sharing their experiences and challenges in pursuing their dreams through the “DREAM MILES PASS REPORT,” which is available on the campaign site. Please look forward to future initiatives.



(*) For more details, please refer to the press release dated September 27, 2024, titled "[JAL's “DREAM MILES PASS”: 892,440 km for Youth Dreams](#)"

For an overview of the project and application methods, please visit the dedicated [“DREAM MILES PASS” campaign site](#) (Japanese only)



【Overview of the “DREAM MILES PASS” Project Phase 2: Dreamer】

- ◆ Application Period : April 1, 2025 (Tuesday) 10:00 AM to April 30, 2025 (Wednesday) 11:59 PM
- ◆ Application Method :



- ◆ Eligible Travel Period : July 1, 2025 (Tuesday) to December 19, 2025 (Friday)
- ◆ Eligible Participants : Individuals aged 15 and above (excluding junior high school students, must have completed compulsory education)
- ◆ Prize : Round-trip domestic flight ticket in economy class with JAL Group or round-trip international flight ticket in economy class with JAL for one person
 - ※The international or domestic flight ticket will be for the route based on the location specified in the Dream Pass.
 - ※Code-share flights operated by other airlines are not eligible.
- ◆ Number of Winners : The number of winners will vary based on the application content and the number of support miles from Supporters.

【Overview of the “DREAM MILES PASS” Project Phase 2: Supporter 】

- ◆ Application Period : April 1, 2025 (Tuesday) 10:00 AM to April 30, 2025 (Wednesday) 11:59 PM
- ◆ Application Method :



- ◆ Eligible Participants : JMB Japan region members who participate in this campaign during the application period
- ◆ Required Miles : 1 entry: 500/1,000/3,000 miles
 - ※The equivalent value of the miles contributed, calculated at 1 mile = 1 yen, will be returned to the Dreamer in the form of a flight ticket.
 - ※Participants who join as Supporters will receive a digital wallpaper of Shohei Ohtani.



■Release of the “DREAM MILES PASS REPORT” Tracking the Dreams of Phase 1 Winners

The “DREAM MILES PASS REPORT”, featuring travel reports from the winners of the first phase of the DREAM MILES PASS project, who have cooperated in realizing their dreams, has been published on the campaign site. Following the first phase winners, reports for the second and third phases will be released sequentially.

The travel report includes the following content:

- The dream they want to achieve
- Purpose of travel
- Activities at the travel destination
- Future prospects
- Message to the Supporters who cheered for them



■Various advertisements, including comments from Shohei Ohtani regarding this project, will be released starting March 31.

In this commercial, comments from Shohei Ohtani himself are directed towards those moving towards their dreams, expressing JAL's desire to “deliver a chance to soar towards every dream.”

〈Commercial advertisement〉



Media Used: TV commercials, YouTube, X (formerly Twitter), etc.
Period: Scheduled from March 31 (Monday) to April 30 (Wednesday)
Area: Nationwide



〈Outdoor advertising〉



Period: Scheduled to be released from April 11 (Friday)
Area: Inside Monorail Hamamatsucho Station