



New fare that lead to Hawai'i's environment and culture.
"JAL Mahalo Fare" for Hawai'i routes only

Japan Airlines (JAL) will introduce a new fare plan for its Hawai'i routes on World Environment Day, June 5, 2024. By purchasing the JAL Mahalo Fare, a portion of the ticket price will go to non-profit organizations dedicated to preserving Hawai'i's coastlines, species, and culture. "Mahalo" means "thank you" in Hawaiian, and it expresses JAL's gratitude and respect for Hawai'i's rich natural environment and traditional culture through its relationship with Hawai'i. This is the first time for a Japanese airline to support the environment and culture through airfares.



Outline of JAL Mahalo Fare

Fare name: JAL Mahalo

Eligible routes: Hawai'i routes (Japan to Hawai'i, Hawai'i to Japan)

Fare Rules: Changeable without any fee, Refundable with charge

Fare sales start: June 5, 2024 (World Environment Day)

JAL Mahalo Fare Features

By purchasing the JAL Mahalo Fare, a portion of the ticket price will go to non-profit organizations dedicated to preserving Hawai'i's coastlines, species, and culture through Mālama 1.

In Hawai'i, the concepts of "Aloha 'Āina (Aloha to the land/Love of the land)" and "Mālama 'Āina (Care of the land)" are widely adopted by local residents. By sustaining a healthy Ahupua'a, which is Hawai'i's traditional land divisions, ensures the community has everything it needs, from 'Āina (land) to Kai (ocean). Non-profit organizations in Hawai'i are perpetuating the concept of Ahupua'a and protecting the islands' natural resources. Through Mālama 1, JAL will support the following organizations, which are engaged in such efforts.

Beach Cleanup: [Sustainable Coastlines Hawai'i](#)

Taro Field Restoration: [Kāko'o 'Ōiwi](#)

Endemic Species Conservation in Hawai'i: [National Tropical Botanical Garden](#)



About Mālama 1

Mālama 1 is an organization that supports Hawai'i's conservation, cultural preservation, and innovation initiatives. Mālama 1's mission is to support a sustainable Hawai'i and to connect Japan and Hawai'i through involvement programs that give back and contribute to the Hawaiian community.

Comments from the Hawai'i Tourism



We commend Japan Airlines for their 70 years of service and continued commitment to the Hawaiian Islands through this initiative. This is a terrific example of tourism collaboration with the community as it supports the integral work of non-profit organizations that are diligently protecting our Islands' natural resources and culture for future generations.

Hawai'i Tourism Authority
Daniel Nāho'opi'i
Interim President & CEO Chief Administrative Officer



I would like to congratulate Japan Airlines on the 70th anniversary of its international flight service. 70 years ago, JAL's first flight was from Tokyo to Honolulu and San Francisco, and I would like to express my sincere appreciation for the wonderful travel opportunities it has provided to many travelers as an important bridge between Hawai'i and Japan. The introduction of "JAL Mahalo Fare" on this special occasion is a wonderful way to show our appreciation and respect for Hawai'i's natural environment and culture, and to support local non-profit organizations. This is in line with our commitment to "Mālama Hawai'i" (Caring for Hawai'i) and promoting sustainable tourism to pass on Hawai'i's natural resources and cultural

heritage to future generations, for which we are deeply grateful once again. We look forward to continuing to work with Japan Airlines to preserve and pass on Hawai'i's beautiful nature and rich culture to future generations.

Hawai'i Tourism Japan
Japan, Country Director
Mitsue Varley

JAL Mahalo Fare Launch Campaign

As a token of appreciation, up to 500 miles per person will be given to customers who board with an eligible ticket through the JAL website. For details, please check the JAL Mahalo Fare website.

Applicable period of sale: June 5, 2024 - September 30, 2024

Dedicated web site

Please refer to the following dedicated website for the fare outline and promotion details.

About JAL Mahalo Fares:

https://www.jal.co.jp/ar/en/offers/hawaii_mahalo_fare/ (English)

https://www.jal.co.jp/ar/ja/offers/hawaii_mahalo_fare/ (Japanese)

The JAL Group will continue to work with customers to create relationships and connections through transportation, through various initiatives to preserve the environment, society, and culture.