



JAL Releases New Guide to Japan Webpages to Present Japan Travel Information to Visitor in Challenging Style

TOKYO March 27, 2014: Japan Airlines (JAL) renewed the “Guide to Japan” section* on its overseas homepage (www.jal.com) on March 27, 2014 to attract overseas visitors to Japan by distinctive introduction on Japanese cultures and current trends, JAL staffs’ recommendations of original travel experiences, an easy guide to the information about ramen, hot springs, world heritages, festivals and places to visit in the country.

* JAL overseas homepages in 26 regions have been renewed, and please visit JAL America’s homepage for example: <http://www.ar.jal.com/world/en/guidetojapan/>

Highlight of the contents:

Besides giving introductions on Japan’s seasons, cuisine, tradition and subculture in the “About Japan” page, JAL has adopted a humorous tone using eye catching illustration to describe Japan’s unique customs in a new part of the site named “HOW TSU JAPAN”. This area is designed to stimulate the visitors’ interest in Japanese culture. Meanwhile, the “Omotenashi” part explains how JAL, a Japan-born airline, delivers the spirit of Japanese hospitality to its customers in different aspects of its services.

The page provides information about sightseeing spots, cultural experiences, events and festivals in “Destination” and “Theme” parts. Visitors can easily access different contents through thematically designed maps and calendar of events, and conveniently use the “Clip” function to save their choices for later review. A new “Suki!” button enables visitors to vote for their favorite spots, which makes the ranking of popular spots refreshing on the respective top pages.



JAL also takes the lead to bring original ideas of travel in Japan at the “JAL Staff Selection” part, which shows not only ideal trips in major cities of Japan guided by the local cabin attendants, but also travel experiences and favorite places in Japan shared by JAL’s global staffs, in the respect of how visitors from other countries enjoy Japan.

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To assist visitors to plan for their trips to Japan, useful travel information is added to the renewed “Guide to Japan”, such as airports, visa, convenient services and emergency contacts in Japan.



JAL is continuously updating the “Guide to Japan” with more attractive contents to keep visitors stay up to speed with the new trends in Japan. In the next phase, the webpages will be translated to different languages to allow for a wider range of visitors from around the world discover Japan’s beauty and the joy of travelling in Japan.

About “Guide to Japan”

Since its launch in 2005, “Guide to Japan” has become a popular section under JAL overseas homepage (www.jal.com) in 26 regions which introduces the attractiveness of Japan to the world.



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