



JAL Introduces More Travel Ideas on “Guide to Japan” of its Global Website

~ Enjoy Nine travel ideas with more than 100 attractive spots in Japan ~

TOKYO, March 30, 2015: Japan Airlines (JAL) introduced nine travel ideas **with more than 100 attractive spots** in Japan on the awarded travel information section – “Guide to Japan” of its global website (www.jal.com)*. The new contents focus more on the “unique experience” of traditional and modern cultures in Japan, which is an updated movement for the existing sightseeing information.

(*) Languages available and URLs:

English (ex: JAL’s America website): <http://www.ar.jal.com/world/en/guidetojapan/theme/>

Simplified Chinese: www.cn.jal.com/cnl/zchn/guidetojapan/theme/

Hong Kong Traditional Chinese: www.hk.jal.com/hkl/zhhk/guidetojapan/theme/

Taiwan Traditional Chinese: www.tw.jal.com/twl/zhtw/guidetojapan/theme/



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The nine ideas are presented is are under the “Theme” part of “Guide to Japan” page on JAL’s global websites, which include

- **Cherry Blossoms**

Famous cherry blossom spots and viewing events (Hanami festivals) throughout Japan

- **Summer Festivals**

Local firework shows and joyful festivals in the summer season

- **Illuminations**

Places to appreciate the beautiful illuminations that light up the country in winter

- **Gourmet**

Authentic introduction of the unique, varied and delicious Japanese cuisine

- **Experience**

Must-do experiences in Japan, from the traditional to the unusual

- **Museum**

Outstanding museums of various subjects and interests across Japan

- **Craft and Arts**

Finest Japanese arts and crafts that amaze the world

- **Sake**

Japanese traditional and popular alcoholic beverage from different regions of Japan

- **Ski**

Best ski resorts with incredible powder snow in Japan

About JAL “Guide to Japan”

Since its launch in 2005, “Guide to Japan” has become a popular travel information section on JAL global website (www.jal.com) in 26 regions. In March 2014, it was completely renewed with a **user-friendly** style. Its humorous writing tone, informative contents and interactive layout are attracting numbers of visitors to explore the information about Japan. “Guide to Japan” won the Grandprix award in the promotion site category at the 2014 Japan Web Grandprix. Contents provided by “Guide to Japan” are basically updated every month to keep visitors staying with latest information about Japan.

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