



JAL's Awarded Travel Website "Guide to Japan" Is Now Available on Mobile

Tokyo November 06, 2015: Japan Airlines (JAL) announced its easy-to-use and multilingual awarded travel information section "Guide to Japan" is now available on the mobile site of JAL's global website (www.jal.com). Customers can access to the mobile site of "Guide to Japan"* easily on a smartphone or tablet PC whenever planning a trip to Japan or during the journey.

*URL (ex: JAL's America website): <http://www.ar.jal.com/world/sp/en/guidetojapan/>

"Guide to Japan" covers the following wonderful contents:

-HOW TSU JAPAN

Japan's unique customs expressed in a humorous tone and eye catching illustration

-JAL Staff Selection

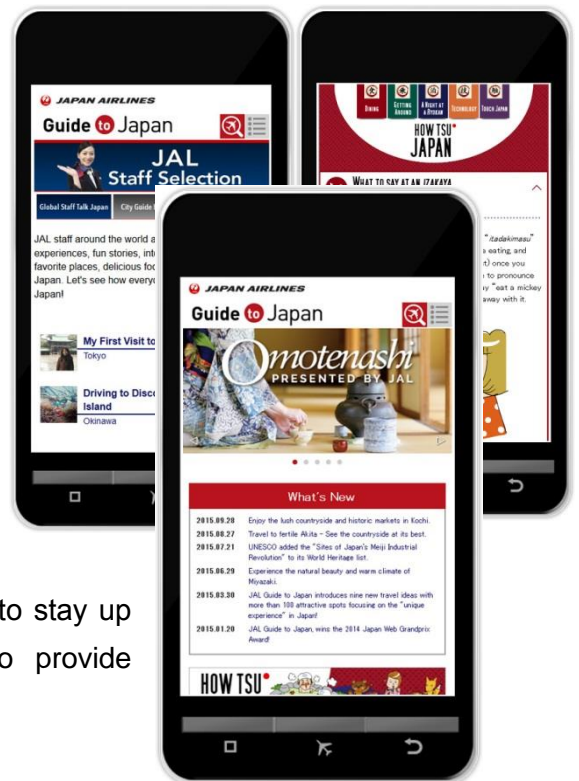
Original ideas of travel in Japan shared by JAL's cabin attendants and global staff

-Omotenashi

How JAL delivers the spirit of Japanese hospitality to its customers in different aspects

-About Japan

Introductions of Japan's seasons, cuisine, tradition and subculture



Always to "Embrace new Challenges", JAL will continue to stay up with modern technology and bring out new ideas to provide customers with more convenience travel experience.

About JAL "Guide to Japan"

Since its launch in 2005, "Guide to Japan" has become a popular travel information section under JAL global website (www.jal.com) in 26 regions. In March 2014, it was completely renewed with a challenging style. Its humorous writing tone, informative contents and interactive layout are attracting numbers of visitors to explore the information about Japan. "Guide to Japan" even wins the Grandprix award in the promotion site category at the 2014 Japan Web Grandprix. "Guide to Japan" is now available in seven languages, including English, French, German, Russian, Simplified Chinese, Hong Kong Traditional Chinese and Taiwan Traditional Chinese. Contents are basically updated every month to keep visitors staying with new information about Japan.

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