



JAL Continues to Run Hokkaido Promotion to Introduce Exclusive Offers to Worldwide Customers

Tokyo May 19, 2016: Japan Airlines (JAL) announced the continuation of Hokkaido Promotion on its global website (www.jal.com) covering 26 regions. This promotion first introduced in 2014 had been well received by our customers. During the new promotion period effective from May 19, 2016 to March 31, 2017, customers flying JAL can enjoy rewards and privileges for dining, shopping, sightseeing and tourist activities at 50 selected shops or facilities in Hokkaido Prefecture of Japan.

These offers are named HAPPIRKA* offers, which are initially available in form of a Japanese coupon pamphlet distributed on JAL domestic flights to Hokkaido. To invite more customers around the world to enjoy the benefits of selecting JAL flights, JAL introduces these popular offers in more languages (English, Korean, Simplified Chinese and Traditional Chinese) on its global website.

From the perspective of providing more convenience to travelers to Japan, JAL makes HAPPIRKA offers easy to use and specially designed on both PC and mobile sites for the promotion.



JAL invites you to save more on the journey to Japan's beautiful northern island - Hokkaido! With the HAPPIRKA* Offers exclusive for JAL's passengers, you can enjoy more treats at our selected local restaurants, shops and sightseeing spots in Hokkaido.

*HAPPIRKA is a word from "Happy" and "Rika". "Rika" means "beautiful" in this language that spoken by Ainu ethnic group in Hokkaido.



Simple Steps to Use the HAPPIRKA Offers

- Capture a screenshot (or print out) the webpage of HAPPIRKA offer
- Present it together with their JAL boarding pass (or e-ticket) to the applicable shop or facility

Convenient Features on the Website

- Shop rankings and recommendation are automatically refreshed by the number of visitors, which allows customers never miss the most chosen offers and trendy spots in Hokkaido.
- Various sorting criteria are set to enable customers to search shops and offers according to different needs.
- Smartphone users can even search shops and offers nearby during their trips in Hokkaido on mobile site (subject to the GPS function on device).

<More>



Be a home airline of Japan, JAL challenges to develop more innovative products to deliver a refreshing and convenient travel experience to customers both in the air and on the ground. With the utilization of its e-channel, JAL is striving to introduce fascinating contents and useful travel information in Japan on its "Guide to Japan" website. The airline will be continuing to launch more promotions that are attractive with the aim of providing customers with improved travel experience.

URL for Smartphone (English): http://trip.jal.co.jp/ovs_search/hokkaido/en/sp

URL for PC (example: The Americas): <http://www.ar.jal.com/en/hokkaido/>

Note:

*"HAPPIRKA" is coined from "Happy" and "Pirka", which means "beautiful" in Ainu language than spoken by Ainu ethnic group in Hokkaido.

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