



JAL Okinawa Campaign Goes Multilingual for Overseas Visitors

~ Chura-Navi Discounts Made Accessible to Overseas Visitors ~

Tokyo July 28, 2016: Japan Airlines (JAL) decided to release a multilingual version of its popular domestic Okinawa Campaign to overseas visitors through its global site (www.jal.com). Passengers on JAL international and domestic flights, and all JTA (Japan Transocean Air) routes during the campaign period (July 28, 2016 ~ March 31, 2017) will receive special Chura-Navi discounts for eating, shopping, and sightseeing at 50 locations in Okinawa (main and outlying islands).

The current Okinawa campaign running in Japan distributes an original Chura-Navi guidebook including discounts, on board JAL domestic flights to Okinawa and all JTA routes. Discounts are valid at all participating shops, restaurants and sightseeing spots, but the discount information is only in Japanese. JAL launched multilingual (*1) mobile and desktop sites for visitors to use alongside the Japanese guidebook in order to enable more overseas visitors to enjoy Chura-Navi discount benefits easily.

JAL aims to become the most preferred airline in the world. To achieve this goal, the airline endeavors to keep welcoming as many overseas visitors as possible to Japan with "omotenashi", the spirit of Japanese hospitality.



JAL Flyer's Reward



Mobile site URL (English): http://trip.jal.co.jp/ovs_search/okinawa/en/sp

Desktop site URL (e.g. for the UK): <http://www.uk.jal.com/world/en/okinawa/>

Through keyword search or by filtering on area and category etc., visitors can get shops and discounts information on the sites quickly and easily. Customers can also use their smartphones' GPS function to search the mobile site for nearby shops and discounts at their travel destination. Discounts can be used by showing the Chura-Navi discount page (screenshot or print-out) with customers' JAL or JTA boarding pass or e-ticket.

JAL is striving to deliver Japan's charm and inspiration to the world. Through the introduction of this campaign and enhancement of "JAL Guide to Japan" -- JAL's information website for overseas visitors, the airline will continue to offer convenient and easy-to-use products and services to our overseas customers.

(*1) English, French, German and Russian

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