



JAL Provides Japan Travel Information “JAL Guide to Japan” in More Languages ~ Japan’s Travel Information on JAL’s global website in Korean and Thai ~

Tokyo October 28, 2016: Japan Airlines (JAL) launched the travel information section – “JAL Guide to Japan” in Korean and Thai on each corresponding regional site*. With this move for information in more foreign languages, the number of language versions for this popular travel information services will be increased to nine with the existing languages of English, Simplified Chinese, Hong Kong Traditional Chinese, Taiwan Traditional Chinese, French, German and Russian. JAL anticipates that more overseas visitors can easily discover Japan’s beauty and a joy of traveling in Japan in more convenient way with these improvements.

● “JAL Guide to Japan” covers the following wonderful contents:

•About Japan

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

•JAL Staff Selection

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

•Omotenashi

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

•HOW TSU JAPAN

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

Other existing user-friendly and interactive elements are also available. For example, thematically designed maps and event calendar for easier accessing to different sightseeing spots, “Clip” function for saving choices for later review, “Suki!” button for voting for favorite spots.

Under the banner “Embrace new Challenges”, JAL will continue to make good use of advanced technology and introduce more innovative ideas to deliver a convenient travel experience to customers.



Languages and URLs:

Korean: <http://www.kr.jal.com/kr/ko/guidetojapan/>

Thai: <http://www.th.jal.com/th/th/guidetojapan/>



【Reference】 English (ex. JAL's Australia website): <http://www.au.jal.com/world/en/guidetojapan/>

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. “Guide to Japan” even wins the Grandprix award in the promotion site category at the 2014 Japan Web Grandprix. Contents are basically updated every month to keep visitors staying with new information about Japan and Japan’s “omotenashi”.

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