

Sakura

Thank you for flying with Japan Airlines. As we enter March, the month brings with it the much-anticipated sakura, or cherry blossom. This year is the first for some time when we can expect to see many visitors from overseas coming to view the sakura, a sight so typical of Japan. Although I am not from abroad, I was born and raised in Hokkaido, and if I'm honest, the cherry blossom and hanami, or flower viewing, were not things I was particularly familiar with. When I first came to Tokyo on the day of my university entrance ceremony in April, I somewhat unexpectedly came across the many cherry blossom trees around the Imperial Palace. I'll never forget how amazing they looked and thinking to myself, "so this is what sakura looks like!" And for some reason, for the first time in my life, I truly felt glad that I was Japanese. Who knows, maybe our overseas passengers can also see the unique spirit of Japan and the Japanese people within the beauty of the cherry blossoms.

Incidentally, it seems that the arrival of the cherry blossom in Tokyo is getting earlier due to the effects of global warming. Whereas the sakura appeared at around the time of school entrance ceremonies, it is now closer to the date of graduation ceremonies held in March. I think that this overlap with the cherry blossom coinciding with such milestones in our lives is also one of the reasons why cherry blossoms are so special for us, so I truly hope that the flowering season does not shift forward any further.

Nonetheless, if we look at the country of Japan, the cherry blossom season varies quite considerably with the first flowers opening in Okinawa in late January to the last blossoms in Hokkaido in May. Because of this, we are able to see the cherry blossoms in places up and down the country for a surprisingly long time. Important, historical trees designated as natural monuments for their beauty and longevity are dotted all over the country from Akita and Iwate in the north to Okinawa in the south. It is therefore possible to follow the cherry blossom front as it passes through the country, visiting the most well-known cherry blossom spots for almost half a year. I'm sure



PRESIDENT
AKASAKA Yuji

Born in Sapporo, Hokkaido in 1962. Joined Japan Airlines on the technology side in April 1987. Vice President of Corporate Safety & Security and Customer Relations in 2009. By 2014 was General Manager of Engineering & Maintenance, and President of JAL Engineering Co., Ltd., becoming Managing Executive Officer, General Manager of Engineering & Maintenance in 2016. Appointed President in April 2018, taking up current position in June of the same year. Akasaka's most beloved airplane is the Boeing 747. He enjoys making model airplanes, going skiing with his family and watching sports (especially baseball).

赤坂祐二 1962年出生于北海道札幌市。1987年4月加入公司(技术人员)。2009年,就任安全推进部部长(兼)灾难受害者咨询部长,2014年就任执行董事机务本部长,并担任JAL Engineering Co., Ltd.的代表取締役社长,2016年就任常务执行董事机务本部长。2018年4月就任社长执行董事,并于同年6月开始担任现职。最喜欢的飞机是波音747。爱好是制作飞机的塑料模型、和家人一起滑雪、看体育比赛(尤其是棒球)。

that visitors from overseas will be able to enjoy the sakura at some point on their travels to Japan.

At JAL we have named some of our airport lounges, the Sakura Lounge, where we welcome passengers traveling from all over the world. Through the network of the JAL Group, we will help share the beauty and splendor of not only the sakura that blossoms all over the country, but also the wonders of every region, so that more people from overseas and, of course from Japan, can visit more places in this beautiful country.

I look forward to welcoming you on board with us again soon.

SAKURA

非常感谢您乘坐本次航班。

每到3月,樱花就迫不及待地盛开了。今年,很多久违的海外游客,也慕名而来欣赏代表日本的樱花美景。虽然不是海外,但对于在北海道出生长大的我来说,实际上对樱花和赏花并不是很熟悉。大学入学仪式时第一次来到东京,不经意间偶遇了皇宫周边的樱花,我至今都记得当时被樱花的美景所震撼,不由地惊叹道“这就是樱花啊……”。也是在那个时候,我第一次真切地感受到了身为日本人的自豪。也许有海外游客,也能够欣赏到樱花之美的同时,加深对日本这个国家的理解,深刻地体会到日本人独特的精神世界。

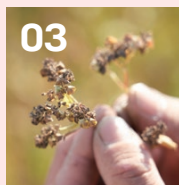
可能是受全球变暖的影响,现在东京的樱花盛开季从“入学仪式”提前到了“毕业典礼”(日本的学校通常是3月毕业,4月入学)。人生的节点与樱花的风景重合,我觉得樱花对我们来说是一种特别的存在,所以由衷祈祷花期不要再发生变化了。

另一方面,环顾日本全国,樱花盛开期由1月下旬的冲绳到5月的北海道有很大不同,您可以在这么长的时间段里在日本的某个地方欣赏到樱花。被指定为“天然纪念物”的樱花名木,也广泛分布在从北方秋田、岩手到南方冲绳的日本各地,沿着樱花前线可以进行为期半年的樱花名胜之旅。海外游客也能按照自己的时间安排,尽情欣赏樱花。

JAL将机场的休息室以“樱花(SAKURA)”命名,迎接来自世界各地的旅客。还通过JAL集团的各类平台,向全世界传达樱花之美和日本的地方魅力与特色,吸引海外及国内游客访问日本更多的地方。

衷心期待您再次选乘日航航班。

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*Page numbering is reversed in the Japanese Section.
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