

# A heartfelt sendoff

**T**hank you for flying with Japan Airlines.

When I was returning from a business trip the other day on a flight back to Narita, a passenger who I believe was an international traveler on a trip to Japan was viewing the video screen in the seat for a while after we had arrived. The JAL Group plays a friendly farewell movie when passengers disembark from an aircraft. This traveler was watching it with great interest.

Have you noticed this movie? At the beginning of 2024, we updated it for the first time in 12 years. The previous version showed typical seasonal scenery from Japan, but now it features dancers, chefs, artisans, and other practitioners of the traditional culture and arts across Japan, with a particular focus on their refined skills and precise movements as well as their deep respect for civilities. I hope the combination of visuals and music conveys the national characteristics and beauties of Japan that people have nurtured throughout history.

The word “tradition” may connote things that are old-fashioned, but every one of the artists presented in the movie is a tireless innovator. While preserving the skill and spirit of their art that have been passed down over the centuries, they take inspiration from and find unique value in new technologies and culture. How well their creations and perfor-

mances combine the seemingly contrasting values of tradition and innovation! So impressed are our staff by this remarkable feat that many of them have said they wish to be like these artists.

We have been welcoming many international travelers to Japan in recent years, and I feel their fresh perspective helps us rediscover what makes our country so wonderful, as shown in the film.

Whether they are enjoying a trip, traveling for business, or returning home, I hope all of our passengers will disembark from the aircraft feeling refreshed and travel comfortably to their destinations. Take care and stay safe on the rest of your trip.

We look forward to serving you on your next flight.

## 怀着送行的心情

非常感谢您乘坐本次航班。

前些天,在从出差地返回成田机场的航班上,有一位像是来日本旅行的海外游客,抵达后仍留在座位上盯着面前的屏幕。这位乘客兴致勃勃地观看的是JAL集团怀着送行的心情准备的供客人下飞机时观看的视频。

大家注意到了吗?今年年初,这个视频时隔12年首次被更新。之前的视频主题是日本独有的四季各异风景,此次则介绍舞蹈家、料理人和工艺品工匠等在日本各地传承传统文化和艺术的人们的精湛技术和行为举止,以及重视礼仪的态度。期待您能结合

音乐感受由“人”孕育出来的日本特色、日本之美。

提到“传统”,可能会给人一种古老陈旧的印象,但无论哪个工匠都在超越时代,既不忘源远流长的技艺和初心,同时又接受新技术和文化的刺激,找到独特的价值,持续“革新”。在他们身上,员工们看到了可以说完全相反的“传统与革新”的两种价值观的体现,深受这种精神的感染,纷纷表示“想成为像他们一样的人”。

最近,我们迎来了很多海外游客,通过他们新鲜的眼光,也让我感受到了日本的精彩之处。

无论您是刚开始旅程、还是公务出差,抑或是踏上归途,希望所有乘客下机之后,也能以清爽愉悦的心情前往目的地。祝您一路平安。

衷心期待您再次选乘日航航班。



President and  
Group CEO

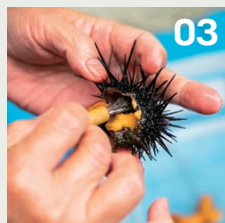
**TOTTORI  
Mitsuko**

Born in Kurume, Fukuoka in 1964. Joined JAL in April 1985 as a cabin attendant. Appointed vice president of the Cabin Safety Promotion Department in 2019, executive officer and senior vice president of the Cabin Attendants Division in 2020, managing executive officer and senior vice president of the Cabin Attendants Division in 2022, senior managing executive officer and senior vice president of the Customer Experience Division in 2023, and representative director, senior managing executive officer, and group chief customer officer (CCO) in June 2023. Assumed her current position in 2024. Loves listening to music and watching historical dramas.

**鸟取 三津子** 1964年出生于福冈县久留米市。1985年4月进入本公司(客舱乘务员)。2019年任客舱安全推进部部长,2020年任执行董事 客舱本部长,2022年任常务执行董事 客舱本部长,2023年任常务执行董事 客户体验本部长。同年6月就任代表专务执行董事、集团CCO,2024年起担任现职。爱好是音乐鉴赏和日本大河剧(长篇历史电视连续剧)。

ILLUSTRATION: YAMAMOTO YUKO

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\* Page numbering is reversed in the Japanese Section. Magazine information is subject to change.

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