

Seizing Dreams



ILLUSTRATION: YAMAMOTO YUKO

Thank you for flying with Japan Airlines.

I sincerely hope that 2025 will be a wonderful year for everyone.

For young people in Japan, January is a time for milestones such as the Coming-of-Age Ceremony and university entrance exams. As I see them heading to these events, I can't help but hope for their success. Whenever I speak with students or new employees, I'm always impressed by how, compared to my generation, they have clearer ideas about what they want to do and become, as well as how hard they're willing to work toward those goals.

We launched the Dream Miles Pass last year as an original way for the JAL Group to support such young people. The total travel distance of 892,440 km that Ohtani Shohei covered from being a high school baseball player to becoming an MLB star will be given back as airline tickets to the youth who

need to travel to pursue their dreams. Meanwhile, adults across Japan can also participate as Supporters.

I spoke with Kitaguchi Haruka (javelin throw) and Kano Koki (fencing: epee), two JAL Athletes Employees who won gold medals at the Paris 2024 Olympic Games, about this project. Their words impressed me. Reflecting on their experience, they said it's important to go see things for yourself and to go up against an opponent in a real competition. The travel involved is trying, but they'll never know what it's really like unless they go for themselves. Perhaps only those brave enough to travel for the sake of personal growth, to places where they meet new people and experience new things with all their senses, are the ones who can really know what it is like. Many people have shared their dreams with us through this project, giving us renewed resolve to be the wings that help them take that first step.

At times as a Dreamer and at others as a

Supporter, the JAL Group delivers new value and excitement to customers. But more importantly, we operate every single flight with our mission and responsibility to ensure safety firmly in mind. We look forward to serving you on your next flight.

把握梦想

非常感谢您乘坐本次航班。

衷心希望您在新的年份大展宏图、梦想成真。

1月,很多日本的年轻人将要迎来成人礼和大学入学考试等,看到他们前往会场样子,都会情不自禁地在心中呐喊助威。与学生及新员工交流后,我发现他们远比我们当年优秀,几乎人人都满怀理想、有明确的努力方向。那种为了达成目标而不懈努力的姿态,每次都令我十分敬佩。

JAL集团为了支持这样的年轻人,于去年启动了“DREAM MILES PASS”项目。作为项目象征代言人的大谷翔平选手,将把他从高中球员到MLB顶尖选手过程中产生的89万2440公里的总移动距离,换算为机票返还给挑战梦想的年轻“Dreamer”。同时,日本全国的成年人也可以作为“Supporter”参与本项目。

关于这个项目,我曾和本公司的运动员职员——巴黎奥运会金牌得主北口榛花(标枪)和加纳虹辉(击剑重剑)沟通过,他们回顾了自己的经历说:“亲临赛场并参与竞争是非常重要的。涉及运动的挑战很辛苦,但有些事情你不去做就无法了解。”这给我留下了深刻的印象。去往能让自己成长的地方,在那里遇到的人、打开感官相遇的世界,可能只有满怀勇气迈出这一步的人才能体会到。该项目已经收到了各种各样的“Dream”,我们也将整装待发,期待化为每一位勇敢挑战者的翅膀。

JAL集团全体员工也将时而作为Dreamer,时而作为Supporter为旅客提供全新的价值和感动。更为重要的是,将保障安全的使命和责任铭记于心,认真执行每一次飞行任务。衷心期待您今年也选乘日航航班。



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年任专务执行董事 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)。

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