



The Joys of Traveling

Thank you for flying with Japan Airlines.

At the end of this month, the annual Tourism Expo Japan will be held for the first time in Aichi Prefecture. At the travel festival, more than 1,000 exhibitors such as local governments, travel companies, and airlines will gather from all across Japan and the world. When I attended last year's Expo, I enjoyed exhibits at numerous booths as well as many informative conversations with exhibitors and local visitors, expanding my personal "destination list" considerably.

Today, the number of Japanese who hold passports is about 17%—much lower than in many other countries. Even among people highly interested in travel, data shows that more than 20% have not traveled abroad for five years or more. To find a relaxing place worth repeat visits, to seek a new spot where adventures can happen—aren't these good reasons for making time to visit Tourism

Expo Japan?

Following the COVID-19 crisis, expectations of travel have become more diverse. The JAL Group has designed various travel packages, including the Travel Academy that has "learning" as a keyword. Combining pre-travel seminars by experts on various themes with on-the-ground tours, Travel Academy lets visitors experience the charms of a place in a way different from usual tourism. Results have been positive: after participating, some visitors forge deep relationships with the region they visited through various ways, such as returning for repeat visits and investing in the regional infrastructure. Feedback from participants with diverse goals shows that their encounters with instructors and fellow participants who share their thoughts, as well as with local residents, enrich their experience of the region, making it a special place for them.

When I reflect on my own travel memories, the first things that come to mind are vivid atmospheric scenes, such as tunes I heard on the street, exchanges with local students, and conversations with overseas travelers who happened to sit next to me. It goes to show how first-hand experiences and encounters with people moved my heart: "I love this place and I love these people!" Or, "I want to come back!" Internet and television cannot do this. There's no substitute for going there in person.

The joys of traveling, which come from meeting a variety of people in all sorts of places while fully stimulating the five senses, enrich our lives. By taking every opportunity to travel, we accumulate things that can only be obtained at those moments. If the JAL Group can continue to facilitate this process for you, it will give us the greatest pleasure.

We look forward to serving you on your next flight.

旅行的多样性

非常感谢您乘坐本次航班。

本月底，一年一度的“日本旅游博览会”将首次为爱知县举办。这是一场全球及日本各地超过1000个地方政府、旅行社、航空公司等集结的旅游盛会。去年，我也前去参观过，在各展位的介绍以及与当地居民的愉快交流中，“旅行目的地”一下子增加了不少。

事实上，目前日本人的护照持有率约为17%，与其他国家相比是非常低的数字。此外，有数据显示即使对旅行兴趣浓厚的群体，也有20%以上的人超过5年没有出国旅行了。寻找可以多次造访、身心放松的地方，前往可以获得未知体验的新天地。为了探索这样的契机，何不亲自前往“日本旅游博览会”一探究竟呢？

新冠疫情过后，人们对旅行的期待越来越多样化。JAL集团也为此准备了各式各样的旅游形式，其中之一是以“学习”为关键词的“旅行讲堂”。根据主题邀请不同讲师，内容将行前讲座与当地体验相结合，让大家以不同于以往观光的方式感受目的地的魅力。令人欣喜的是，有些参加者在课后反复前往那片土地，甚至投资支持当地地域发展，与当地建立起深厚的联系。虽然每位参加者的目的各不相同，但从大家的反馈中我感受到，与怀有相同想法的讲师、同行者，以及当地居民的相遇，让旅行的体验更加丰富，把那片土地也变成了一个独特的地方。

回顾我自己的旅行记忆，最先浮现的总是那些鲜活的画面——街头偶然听到的音乐、与当地学生的对话、和偶遇拼桌的异国游人的交谈……。这肯定是因为跟亲眼所见、亲耳所闻的人和物的邂逅，让我打心底里感到“喜欢这个地方和遇到的人”“还想再来一次”。那是无法从网络或电视上获得，只有亲自前往才能得到的体验。

与各种各样的地方和人相遇，五感全开后获得的旅行感动，肯定会让我们的人生变得更加丰富多彩。时不时地来一场旅行，积累只有在那时才能获得的珍贵体验——JAL集团愿为您保驾护航，这是我们莫大的荣幸。

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）。

ILLUSTRATION: YAMAMOTO YUKO

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Special Feature

MIYAKOJIMA ISLAND

A Journey to Encounter the Gifts of Nature

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Inflight Entertainment Guide ▶

