



Life with More Places to Call Home

Thank you for flying with Japan Airlines.

Picture this: you finish up work on Friday and head to the airport. You're heading north-east, to the charming Tohoku region of Japan, where over the weekend, you hang out with locals, join events like festivals, and more. On Tuesday, refreshed and re-energized, you head back to Tokyo, and back to work.

While this may sound like idle musings on my part, such "dual-region living"—a lifestyle where one moves between multiple regions, rather than being tied to a single place—is gaining attention in recent years. Such a choice used to be inconceivable, but as remote work environments mature and people place more value on shaping their

own lifestyles, it is slowly turning into a realistic option.

Although dual-region living enables diverse lifestyles, it also presents challenges, like travel and accommodation costs. The JAL Group has therefore launched a new initiative with a mileage-based system to lighten the burden of the travel involved. Last year's program was very well-received, with applications exceeding three times the available slots.

"I realized that being surrounded by information and things doesn't necessarily make a person happy." "I made new connections that gave me a sense of well-being." "Seeing my child running around made me glad I came." Hearing such words from people in their 20s, all the way to their 60s, I am honestly amazed at the absence of age barriers, and I also realize that there really is potential for people to have more than one place to call "home." My own hometown is Fukuoka, a place of comfort where I can relax among familiar surroundings, friends, and culture. However, no matter how old I get, I want to keep feeling excited about this new concept of having a "second hometown," wherever that may be.

When new people arrive, they energize the communities they join, and the new connections each person makes enrich both their work and personal lives. I believe dual-region living has that power. Over the next fiscal year, we plan to expand our target areas further and provide even greater support to those seeking their own "second hometown."

As the season begins to change, take a moment to consider the kind of place you want to spend your time from now on. That re-

flection might just become your next step, and the JAL Group will continue to be there for you if and when you decide to take it.

We look forward to serving you on your next flight.

双城生活

非常感谢您今天也选乘日航集团的航班。

结束周五的工作,前往机场。此行的目的地,是日本东北地区蕴藏着无限魅力的某地。周末与当地居民亲切交流,参与祭典等各类活动的企划,为自己充电。周二再返回东京,投入工作……

感谢大家陪我一起畅想,近年来这种“双城生活”的方式正备受瞩目。不被捆绑在一个地点,而是往来于多个地区轮流居住的生活方式。过去难以想象的选择,如今随着远程办公环境的完善,以及人们重视生活方式的风气渐浓,正逐渐成为现实。

双城生活为多元人生的实现提供了可能,但也伴随着交通费、住宿费等问题。为此,JAL集团开始推出使用里程积分减轻负担,让移动更轻松。去年的项目中,报名人数超过计划的3倍以上,反响远超预期。

“我渐渐意识到,被信息和物质包围的日常,并不一定带来幸福。”“在这里建立了新的纽带,感受到了幸福与满足。”“看到孩子们奔跑嬉戏的样子,觉得真的来对了。”倾听从20多岁至60多岁人群的心声,我着实惊讶于年龄并非障碍,同时也真切感受到了双城生活方式的可能性。我的第一故乡是福冈,那有熟悉的土地、朋友与文化,是我心灵得以安宁的港湾,而无论年龄几何,也不想忘记对“第二故乡”这种崭新的关系的期待与兴奋。

新人的加入,令地方焕发出新的活力。个人通过这些相遇,工作与生活会变得更加丰富。我相信,这正是双城生活所蕴含的力量。明年,我们将进一步扩大支援地区,全力以赴支持拥有“第二故乡”的人们。

季节更替之际,您会不会突发奇想——接下来,想在怎样的地方生活呢?或许这个小小的念头,就是迈向新生活的第一步。日航集团今后也将陪伴您的每一次全新启程。

衷心期待您下次的搭乘。



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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Inflight Entertainment Guide ▶

