Extending our wings to deeper connections

The airplane allowed us to realize our dream of flying the skies.
Anyone can travel to any location on Earth in safety and comfort.
We at JAL have long contributed toward perfecting this ideal,
and now it's time to think of how to connect such travel
to new lifestyles and new communities.

Imagine a future where people are rooted in many different locations
and change the place they live with every season.
Where any city or town can attract a diverse population,
bringing in new perspectives that can invigorate the area.
Where longtime residents and newcomers alike
learn about and preserve the historical charms of their home.

When people are attached to a place and feel a sense of connection;
when they are free to have lifestyles that match their sensibilities:
that's when we can come together to preserve the environment,
revitalize our regional economies, and achieve well-being for all.

We want every community to build relationships and connections
that can help to create a vibrant society
and a future where many people and goods freely move around.
This is the reason we at JAL have embarked on this new journey,
spreading our wings further than we ever have.

JAPAN AIRLINES