Our Initiatives for Sustainable Tourism

Kentaro Dobashi, Japan Airlines

7th August in GSTC2025 Fiji Conference

Extending our wings to deeper connections

We want communities to build relationships and connections that can help creating a vibrant society and a future where the flow of people and logistics are enhanced.
This is the reason why JAL have embarked on this new journey, spreading our wings further than ever.

Kentaro Dobashi

Special Appointive Vice President
Sales and Marketing Division
Japan Airlines

2024.9-	Current position
2018.6-	Vice President and Regional Manager in Singapore
2016.9-	Vice President of International Relations and Alliances
2010.4-	Assistant Vice President of International Relations and Alliances
2006.11-	Vice President of Regional Sales, Germany
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1989.4-	Joined Japan Airlines

Agenda

1. Our Approach to Sustainability

2. Sustainable Challenge

3. Our initiative to Sister City

4. Our initiative to GSTC-I (Industry)

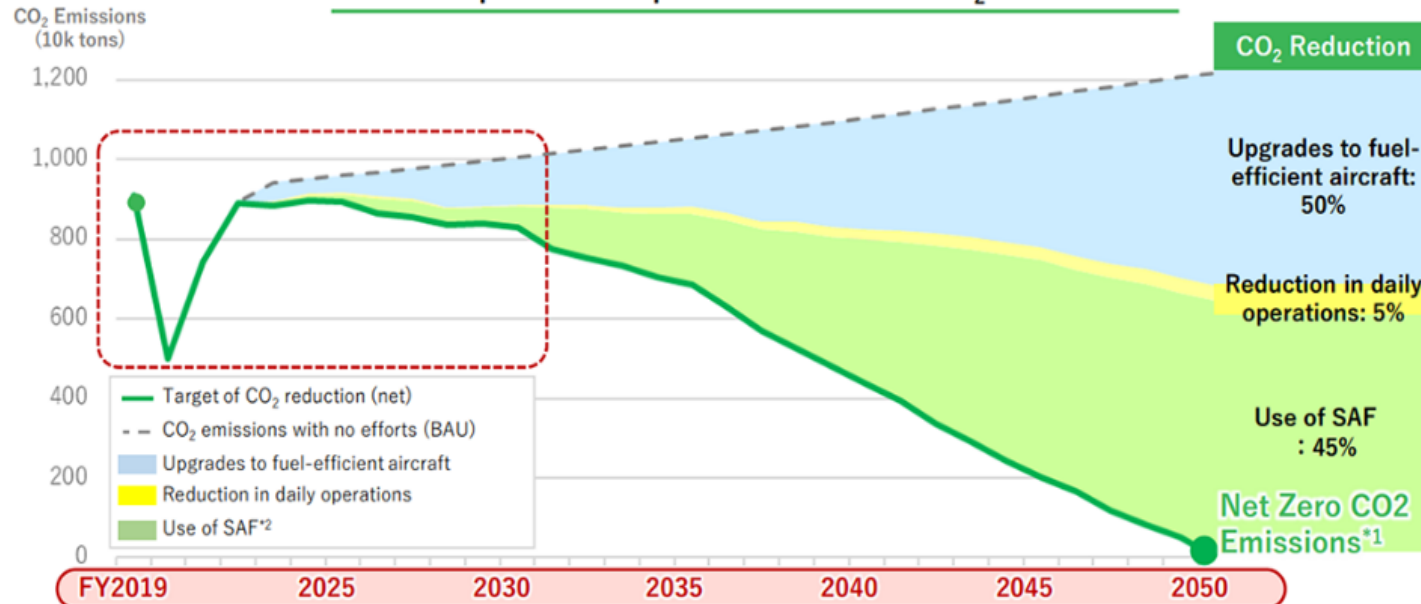5. Our initiative to GSTC-D (Destination)

Our Approach to Sustainability

Addressing Climate Change

Based on the premise of realizing the 1.5°C scenario, the JAL Group announced that it set a target of Net Zero CO_2 Emissions by 2050.

JAL Group's Road Map towards Net Zero CO_2 Emissions

CO_2 Emissions (10k tons)

CO_2 Reduction

Upgrades to fuel-efficient aircraft: 50%

Reduction in daily operations: 5%

Use of SAF : 45%

Net Zero CO2 Emissions [1]

- Target of CO_2 reduction (net)
- CO_2 emissions with no efforts (BAU)
- Upgrades to fuel-efficient aircraft
- Reduction in daily operations
- Use of SAF [2]

FY2019 | 2025 | 2030 | 2035 | 2040 | 2045 | 2050

Upgrades to fuel-efficient aircraft	Utilizing the latest fuel-efficient aircraft today and aim to introduce aircraft using new technologies in the near future, such as hydrogen and electric powered aircraft
Reduction in daily operations	In addition to "JAL Green Operations" to reduce CO_2 emissions in daily operations, promoting collaboration across the entire industry, including air traffic control agency, airlines, and airport operators
Use of SAF	Collaboration with stakeholders to aim for a decarbonized society to secure SAF [2] supply and reduce costs

* : Achieve an equilibrium between actual CO2 emissions from business activities and reductions through measures = Net Zero Emission (full-scale use of emissions trading will begin in 2024, and in the future, including CCS (CO2 absorption technology), residual emissions (10%) will be reduced as of 2050)

Biodiversity Conservation

We will create human flows through the preservation and experience of nature, and commercial and logistics flows through foods and merchandise that are products of rich ecosystems.

Prevention of Environmental Pollution

We strives to reduce and properly manage emissions of hazardous chemicals and waste from its aircrafts and various business sites.

Effective Use of Limited Resources

We will practice the 4Rs (Refuse, Reduce, Reuse, Recycle) to reduce food waste and eliminate petroleum-derived single-use plastics products in all aspects of our business.

Noise Reduction

We are upgrading our fleet to the latest low-noise aircraft that comply with noise standards, and are actively introducing noise abatement operational procedures.

Sustainable Challenge

The JAL group executed the so called, **"Sustainable Challenge"** on its Japan – Honolulu service, from March 1st to 15th this year, under the slogan of
 "An 'OLU'OLU※ future together".
 ※'OLU'OLU stands for "Comfortable", "Empathy" in Hawaiian language.

1st Challenge:
November, 2022
1 Domestic flight
from Haneda to Okinawa

2nd Challenge:
September, 2023
1 week of International flights
from Haneda to New York

3rd Challenge:
March, 2025
2 weeks of International flights
between Japan and Honolulu
& Local activity / experience

みんなで行こう、ここちよい未来へ。

'OLU 'OLU! Honolulu!
オルオル・ホノルル便
JAPAN → HAWAII

Beach Clean

Traditional Agriculture experience

Tree planting of native Hawaiian species

WHILL rent

Restoration in Diamond Head

Honolulu Festival

Our Initiative to Sister City

JAL is supporting the enhancement and expansion of sister city partnerships while promoting further exchanges between the regions.
The objective is to **establish a relationship** which is creating future with the region, instead of **just building the relationship focused on tourism**.

The Japan-America Society of Hawaii (JASH) and Japan Airlines (JAL) signed a Memorandum of Understanding (MOU).
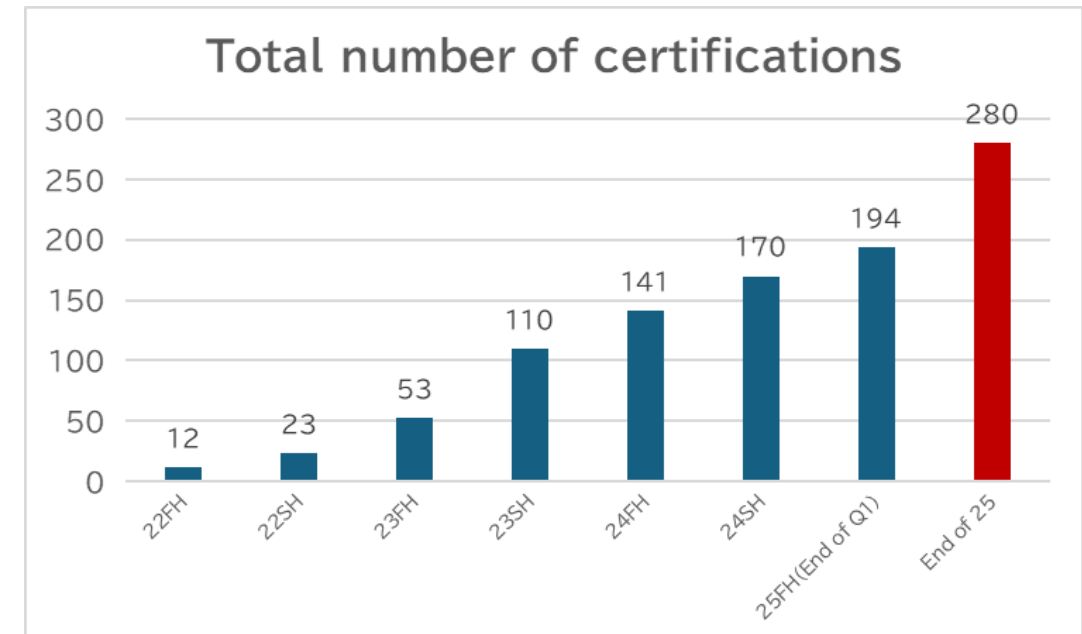
Our initiative to GSTC-I 　（Industry）

JAL has become **the world's first airline group to join the Global Sustainable Tourism Council (GSTC)** on September 1, 2023.

We are supporting the promotion of third-party certification for accommodation facilities in Japan.

GSTC
MEMBER
JAL is a member of the GSTC

Total number of certifications

Period	Value
22FH	12
22SH	23
23FH	53
23SH	110
24FH	141
24SH	170
25FH(End of Q1)	194
End of 25	280

Our initiative to GSTC-D （Destination）

The JAL Group is supporting efforts to promote Yoron Town in Kagoshima as a **sustainable tourism destination**.

The Yoron Island × JAL Model

←Here

Accomoda-tion Tax

Cultivating Civic Pride

Sustainable Infrastructure for Tourism

DX APP development

Branding

Securing Financial Resources for Infrastructure Development

Promoting DX through Collaboration with JAL

Enhancing Awareness and Branding of Sustainable Tourism Initiatives

Cultivating civic pride

GSTC Destination Criteria

A2 Destination management strategy and action plan

A4 Enterprise engagement and sustainability standards

A9 Planning regulations and development control

B4 Support for community

B8 Access for all

D3 Wildlife interaction

Thank you!!