



Japan National Tourism Organization
Singapore Office



SJ50 Special Airline Promotion Campaign

Singapore, 31 March 2016 – 2016 marks the 50th anniversary of diplomatic relations between Japan and Singapore (SJ50). Following opening ceremony of the SJ50 Mega flower exhibition in Changi airport, in celebration of this jubilee milestone, Japan National Tourism Organization (JNTO), Singapore Airlines(SIA), All Nippon Airways(ANA) and Japan Airlines(JAL) will collaborate together to present a SJ50 Special Airline Promotion Campaign which will be held from 1 April 2016 to 18 May 2016. For this campaign, the respective airlines will be consecutively offering special promotional fares during the campaign period.

In addition, JNTO will launch a brand new campaign website (<http://flytojapansj50promo-jnto.sg/>) for individuals who have booked flight tickets from Singapore to Japan via SIA, ANA or JAL during the campaign period to participate in a lucky draw. Prizes include limited edition SJ50 goods, Canon digital cameras as well as a night stay in luxurious hotel and resorts in Japan. Participants can also enjoy special discount rates at several famous hotels and enjoy special rates when purchasing the JR Kyushu Rail Pass.

Mr Hideki Manabe, Executive Director, JNTO Singapore, commented,

“For the Singapore market, the result achieved in 2015 was a total of 308,000 visitors entering Japan. I am extremely pleased to present this SJ50 Special Airline Promotion Campaign with key airlines representatives of both Singapore and Japan. This campaign is certainly worthy of the SJ50 celebrations as we unite together the strength of popular hotels and companies that represent Japan.

This is the first time in history, that JNTO, SIA, ANA and JAL are collaborating together to create this joint campaign. We hold great expectations that through our joint efforts, Singaporeans will be able to fall further in love with Japan.”

Respective Airline’s Special Promotional Fares:

Singapore Airlines

(Early Bird Promotional Fares)

Sales period: From 1 April to 30 September 2016

Boarding period: From 30 July 2016 onwards

Promotional fares to Fukuoka, Nagoya, Osaka and Tokyo with advanced booking

All Nippon Airways

(Discounted fare for Domestic Return Flights to 10 Cities in Japan)

Sales period: From 21 April to 4 May 2016

Boarding period: From 21 April to 30 Jun 2016

Destinations: Sapporo/ Hakodate/ Akita/ Toyama/ Komatsu (Kanazawa)/ Hiroshima/ Okayama/
Yamaguchi Ube/ Takamatsu/ Kochi

Japan Airlines

(Special Fares for Premium Economy class)

Sales period: From 5 May to 18 May 2016

Boarding period: From 5 May to 31 Dec 2016

Terms & Conditions apply for all of the above promotion*

Campaign Visual

SJ50 Special Airline Promotion Campaign
On now, until **18 May 2016**

JAPAN INTL

DORITAN AND HELLO KITTY

SJ50
The 50th Anniversary of Singapore-Japan Diplomatic Relations

SINGAPORE AIRLINES
1 Apr - 20 Apr

JAL JAPAN AIRLINES
5 May - 18 May

ANA
Inspiration of JAPAN
21 Apr - 4 May

Enjoy special **Anniversary Prices** when you fly to Japan with **Singapore Airlines, ANA and JAPAN AIRLINES.**

Fly to Japan and help celebrate SJ50! Purchase your tickets today and stand a chance to **WIN** limited-edition Hello Kitty gifts, a Canon camera and a **FREE** hotel stay. What's more, register on our website to receive a discount on selected hotel!

T & C Apply.

[Click here to enter](#)

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About Japan National Tourism Organization

Affiliated with Japan Tourism Agency of the Ministry of Land, Infrastructure, Transport and Tourism, the Japan National Tourism Organization (JNTO) was founded in 1964 with the mission of enticing foreign travellers to Japan.

Since its founding, JNTO has effectively functioned as the Japanese government's bureau of tourism. JNTO maintains 14 offices in key cities around the world, through which a wide range of tourism related promotions are carried out. Each office is responsible for promoting travel and tourism to Japan; one of the most important functions is to help the travel industry encourage their clients to visit Japan.

About Singapore Airlines

Singapore Airlines is committed to operating a modern aircraft fleet, offering world-class cabin products and top quality service provided by the iconic and elegant Singapore Girl. With Singapore as its main hub, the Airline operates services to 60 destinations in 33 countries.

Singapore Airlines has more than 100 modern aircraft in its fleet, and created aviation history in October 2007 by becoming the world's first airline to fly the largest commercial plane in the world, the Airbus A380. In July 2013, Singapore Airlines launched its next-generation cabin products in all three classes as well as the world's most advanced in-flight entertainment system.

Singapore Airlines introduced its newest class of travel, Premium Economy Class, in August 2015, and recently took delivery of its first Airbus A350-900, in line with its commitment to fleet modernisation and expansion.

About All Nippon Airways

ANA is the largest airline in Japan by revenues and passenger numbers. Founded in 1952, ANA flies today on 81 international routes and 112 domestic routes. The ANA group has 35,000 employees and a fleet of about 240 aircraft. In FY2014, it carried 50.4 million passengers and generated revenues of 1.71 trillion Japanese yen.

ANA has been a member of Star Alliance since 1999, and has joint-ventures with United Airlines on trans-Pacific and Asia routes, and with Lufthansa, Swiss International Airlines and Austrian Airlines on Japan-Europe routes. Its Frequent Flyer Program, ANA Mileage Club, has more than 26 million

members. ANA was voted Airline of the Year for 2013 by Air Transport World Magazine, and in 2016 was awarded five stars for the fourth consecutive year by the world's leading Airline and Airport review site, SKYTRAX. ANA is the launch customer and biggest operator of the Boeing 787 Dreamliner.

About Japan Airlines

Japan Airlines (JAL) was founded in 1951 and became the first international airline in Japan. JAL launched service to Singapore in May 1958. A member of the oneworld® alliance, the airline now reaches more than 305 airports in 51 countries and regions together with its codeshare partners with a modern fleet of more than 220 aircraft. JAL Mileage Bank (JMB), the airline's loyalty program, has reached over 30 million members worldwide. Awarded the most punctual major international airlines in 2009, 2010, 2012, 2013 and 2015, JAL is committed to providing customers with the highest levels of flight safety and supreme quality in every aspect of its service, and aims to become the most preferred airline in the world.

For more information, please visit <http://www.jal.com/en/outline/>

Annex A – Joint Tourism Logo



To commemorate the 50 years of diplomatic relations, a joint logo is created for Tourism: Japanese mascot, Hello Kitty and Singapore mascot, Dori-tan. This logo symbolises the collaborations between Japan National Tourism Organisation and Singapore Tourism Board and exhibits the bilateral tourism between Japan and Singapore. The Hello Kitty mascot symbolises the character of “Cool Japan” while Dori-tan represents a five-year-old Singaporean boy who used to live with his family in Japan. Dori-tan is inspired by Singapore’s iconic Merlion and the King of Fruits, the Durian. It was originally created by STB’s Japan office in 2007 for marketing and promotional purposes.

Annex B: SJ50 Logo Description



A lively font is used for “50” to express an image of constant progression for the diplomatic relations between the two countries. In addition, the initials of the two countries “S” and “J” are used to create the “SJ50” catchphrase. A symbol that best represents each country, “Singapore = Merlion” and “Japan = Mount Fuji”, were added to the numbers. The oval shape in the background emphasises “Exchange” and “Interaction” between the two nations. The common colour in the two countries’ national flags, red, is selected as the main colour. Together with the colour gold that symbolises “Golden Jubilee”, this colour combination provides an elegant image for the logo.