

MEDIA RELEASE

CTW Asia-Pacific 2018/ 01

Japan Airlines and American Airlines Epitomises Joint Partnership At CTW Asia-Pacific, Leveraging On One-To-One Meetings And Hosted Luncheon

Singapore, 6 September 2018 – oneworld® members and CTW Asia-Pacific Platinum Sponsors Japan Airlines (JAL) and American Airlines (AA) will join hands to foster closer relationships with sought-after corporate travel managers this September in Bangkok, co-hosting a networking luncheon for over 100 buyers.

Since their joint business partnership in 2011, the two airlines have been sharing best practices and cross-cultural insights to enhance their services and flight options currently serving the connections between Asia and North America.

With goals set on driving future growth in the Asia-Pacific market, Japan Airlines and American Airlines have solidified their union by actively participating in joint sales programmes where possible, to increase engagement with valued corporate travel professionals.

Japan Airlines, who is helming the sponsorship at CTW Asia-Pacific 2018, shared their vision for co-hosting an exclusive luncheon and table top showcase. Said Shirley Yuen, Regional Director of Japan Airlines, “We believe this allows us to demonstrate both airlines’ strong partnership and strengthen our relationship with corporate travel buyers together. As the leading corporate travel management conference for the region, CTW gives us privileged access to travel managers, heightens our exposure, and helps us discover challenges and pain-points faced by CTMs through learning at the education sessions.”

American Airlines affirmed the decision, citing the benefits of exclusive facetime with corporate travel managers and the opportunity to meet buyers of choice during business appointments, said Stacey Yocum, Manager, Regional Corporate & TMC Sales, Asia Pacific, American Airlines.

Japan Airlines has been awarded number one in on-time performance among all Asia-Pacific major airlines for the past 6 out of 8 years, recently being certified as a 5-star airline by Skytrax in its annual “Best Airlines in the World” ranking for 2018. With only 11 airlines certified in this category, this unique mark of quality achievement cements JAL’s commitment to the highest levels of flight safety and service quality.

JAL is expected to launch Joint Business with Hawaiian Airlines (HA) in 2019 to facilitate enhanced access to 34 destinations throughout Japan and 11 points in Asia beyond Japan. JAL has also signed a memorandum with China Eastern Airlines to pursue a joint business agreement that will link over 80 of China’s domestic cities with JAL’s network. Come Summer 2020 when the Olympics take place, Japan Airlines will launch a new low cost carrier company as an alternative to mid-to-long haul options.

For American Airlines, the carrier codeshares with 29 airlines including Japan Airlines, Cathay Pacific and Qantas in Asia-Pacific. American is the first U.S. carrier to introduce Premium Economy on international routes and promotes its seamless international to international (ITI) baggage service for customers flying through Dallas Fort Worth.

Pending regulatory approval, American Airlines will operate a special short term non-stop service between Tokyo and Las Vegas for CES® 2019 during Jan 4 - 14. For the 10-day period, American's service between Tokyo Narita and Chicago O'hare will operate through Las Vegas. Japan Airlines will support Pacific joint business partner American Airlines on this new business endeavor by offering JAL marketing support.

Together, JAL and AA's pacific joint business affiliation operate more than 3,070 daily departures over 35 countries and over 280 unique destinations via their Japan, China, South Korea, and Hong Kong gateways in Asia.

To meet more brands like Japan Airlines and American Airlines at CTW Asia-Pacific 2018, join us from 18 – 20 September at the Bangkok Convention Centre at CentralWorld. The leading corporate travel management conference is co-located with IT&CMA – The Leading MICE event for the Asia-Pacific.

For more information, log on to www.itcma.com | www.corporatetravelworld.com/apac

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About Japan Airlines and American Airlines

Japan Airlines and American Airlines Joint Business

“Stronger Ties in the Skies”

About CTW Asia-Pacific 2018

18 to 20 September | Bangkok Convention Centre at CentralWorld, Bangkok, Thailand

The Leading Corporate Travel Management Conference for the Asia-Pacific

Launched in 1998, CTW Asia-Pacific is dedicated to cultivating Travel and Entertainment (T&E) best practices among Asia-Pacific's corporate travel professionals. Influencers, planners and decision makers of corporate travel functions in their organisation attend the annual conference and exhibition to keep themselves abreast of the latest trends and knowledge that enable them to get the most out of their T&E decisions.

Co-located with IT&CMA, CTW Asia-Pacific is part of the CTW Events series organised by TTG Events, a business group of TTG Asia Media. IT&CMA and CTW Asia-Pacific is Asia-Pacific's Only Doublebill Event in MICE and Corporate Travel. Both events have been co-locating since 2004, offering its delegates an unparalleled platform to do business, learn and network.

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