

# Introducing AirJapan: ANA Holdings' Fresh Airline Venture Set to Take Off in 2024

Posted on August 2, 2023 by Business Editor



Exciting news for travel enthusiasts as AirJapan, the much-anticipated airline under ANA Holdings (the parent company of All Nippon Airways), has announced its official launch date of February 9, 2024.

Originally slated for a debut sometime in the latter part of 2023, the inaugural flight of this new medium-haul carrier has been rescheduled for the following year.

Travelers can now look forward to one-way fares starting at 15,500 Yen (equivalent to around US\$110 or €100) for the maiden journey connecting Tokyo Narita (NRT) to Bangkok Suvarnabhumi (BKK).

While the 'Air Japan' branding has a well-established presence within the ANA Holdings family, encompassing the likes of the budget-friendly peach airline, the upcoming venture operates as a charter airline proudly flying

the ANA banner.

AirJapan is all set to make its mark as a scheduled airline, sporting an entirely fresh brand identity meticulously crafted by the esteemed British design studio, Landor. The airline will adopt a pioneering hybrid business model that seamlessly blends the best of full-service and low-cost carrier offerings.

Anticipate a fleet of Boeing 787-8 aircraft, each accommodating 324 seats, powering AirJapan's journey. The airline's strategic focus centers on burgeoning Asian growth markets, promising exciting travel opportunities for passengers.

