

Peach Promotes Workcations and Contributes to the Realization of a Sustainable Society

- For revitalization of regional economies and further enhanced employee work-life balance -

- **Workcation added to Peach's telework system – “Best Work Place”**
- **Striving to contribute to revitalization of regional economies by boosting nonresident populations**
- **Extraction of effects and issues based on vital data obtained through employee participation trials**
- **Developing casual workcation programs through use of inexpensive fares unique to LCCs**

Peach Aviation Limited (hereafter, “Peach,” Representative Director and CEO: Takeaki Mori) introduced the workcation system starting September 1, 2020, to help revitalize regional economies by boosting nonresident population, and further enhancing employee work-life balance.



The term “workcation” is a portmanteau of “work” and “vacation” and refers to the new option of remote working while enjoying leisure time at a travel destination or in one’s hometown. The concept of workcation is intended to promote longer vacations or paid leave, and improve work-life balance, and is also proactively supported by the government as a new way of working.



Peach named telework as its “Best Work Place (BWP)” and established this system last year, and many employees have been using it on a regular basis. Ever since our launch, we have worked hard to contribute to the revitalization of regional economies while enhancing employee work-life balance, and recently introduced workcations as part of our BWP.

Takeaki Mori, Representative Director and CEO of Peach, commented, “Workcations represent an initiative that expresses enjoyment of work, which is the spirit cherished by Peach. I hope that our employees will proactively take workcations using Peach flights, experience the attractions of various destinations for themselves, and try to interact with the locals.”

Peach will strive to develop workcation programs designed for both companies and individuals, so that not only our employees, but many others too, can enjoy the benefits of workcations.

During the program development, a trial was conducted with the participation of employees in cooperation with Mitsufuji Corporation (hereafter, Mitsufuji; President & Representative Director: Ayumu Mitera) – a company that makes wearable IoT. Participants wore Mitsufuji’s IoT wearable monitor – hamon® (<http://www.hamon.tech/>) before, during, and after their workcations, then the pros and cons related to workcations were identified based on the vital data that was acquired, with the aim of full-scale commercialization.

Peach has adopted “Bridging your sky” as its theme to promote business. We intend to make workcations an option that anyone can casually try at Peach destinations, as that can only be achieved with the inexpensive fares unique to low cost carriers (LCC), thus contributing to revitalizing regional economies by being the “bridge” that connects people and regions through this measure.