



Perfect moments, always

Sustainable Tourism as a Driver for Resilient Economies and Societies

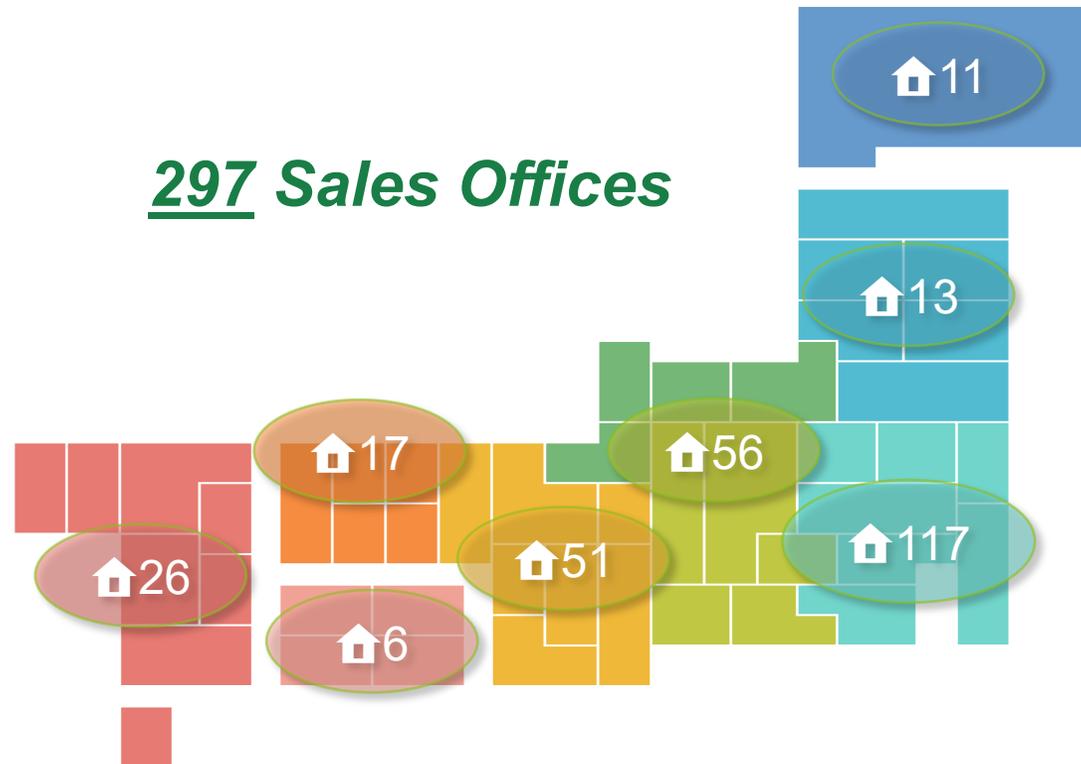
JTB Corp's Perspective

Thursday, May 11, 2023

TAKASAKI Kuniko, Executive Officer CCO, JTB Corp.

- JTB was founded in 1912 with a mission to invite and serve the needs of visitors from overseas and one of the largest travel companies in Japan.

Domestic



Global

194 Locations/82 Cities/36 Countries & Regions
(HQ Offices, Branches, Sales Offices and Affiliated Sales Offices)

Partnership



- At the JTB Group, we have recognized the three key sustainability materiality as follow.



Enriching the Human Experience

- Leisure Experience & Job Satisfaction
- Learning & Human Resource Development
- Diversity



Nurturing our Surroundings

- Destination Preservation & Enhancement
- Caring for the Earth



Engaged Partnering

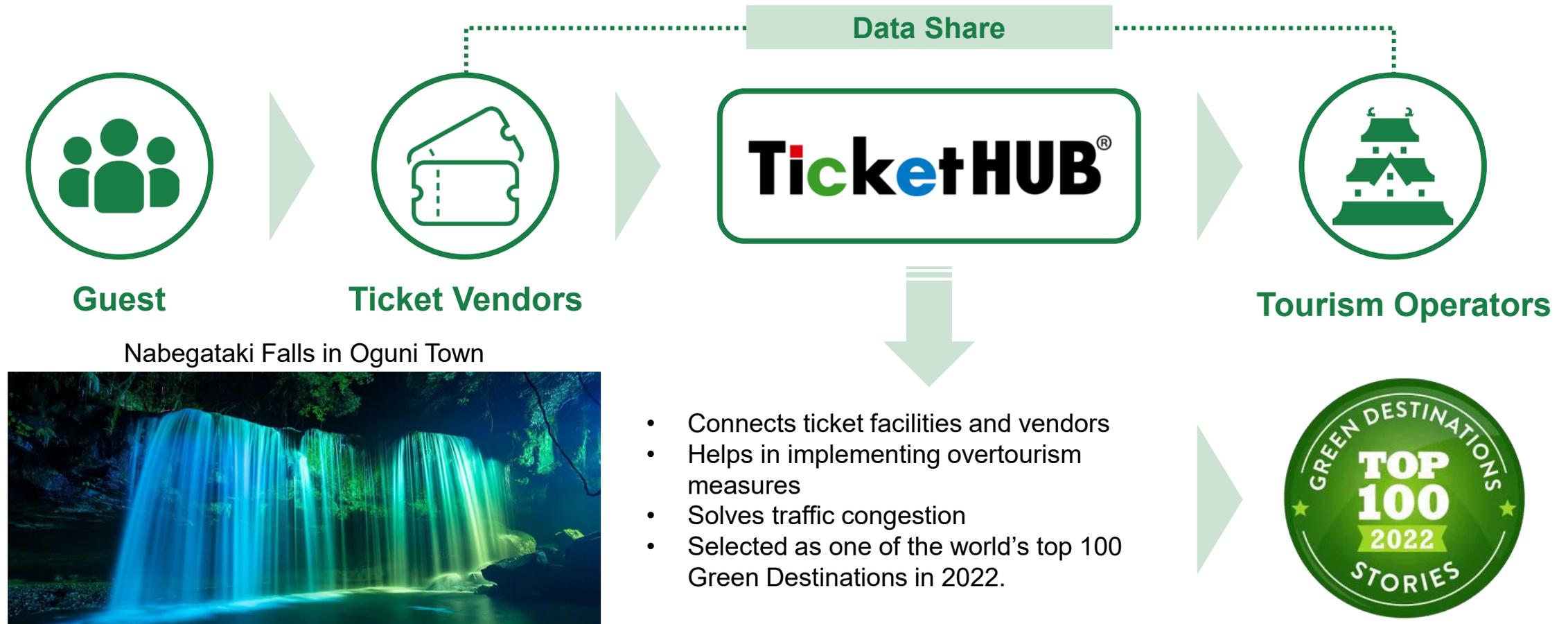
- Creating Stakeholder Connections

For more information, please visit our website.

<https://www.jtbcorp.jp/en/sustainability/>



- The JTB ticket distribution digital platform has helped address issues of overtourism at popular tourist destinations in Japan by enabling SMEs in local communities to adopt and implement it in collaboration with tourist destinations.



Nabegataki Falls in Oguni Town



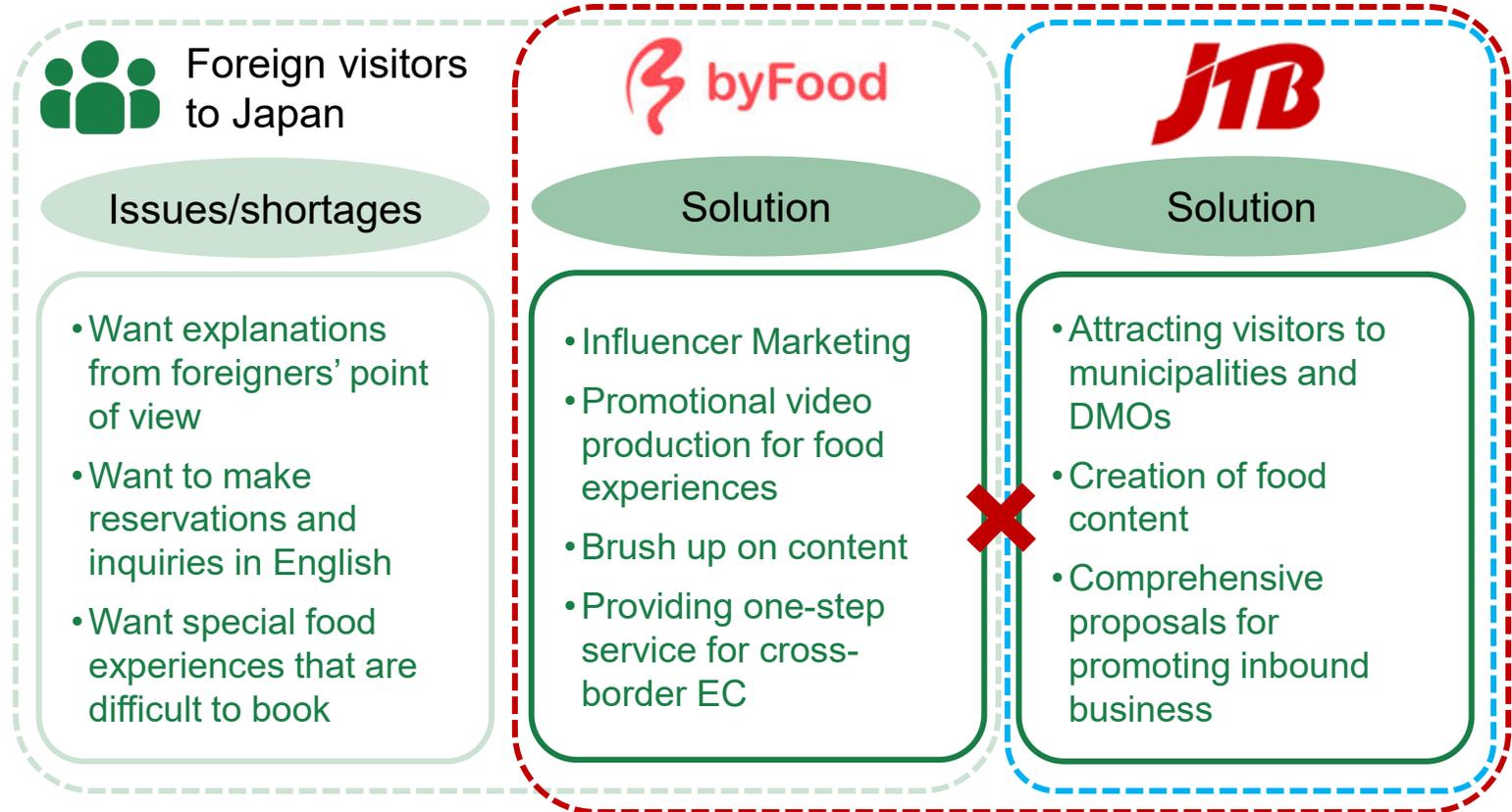
JTB's Investment in "byFood.com"



- JTB has collaborated with UNWTO to invest in a digital gastronomy platform managed by young entrepreneurs in Japan, while also supporting opportunities for these individuals to work in the tourism sector.



Source: UNWTO



Tourism Master Plan Project in the Petra Region, Jordan



- JTB Group is collaborating with JICA and GSTC to assist the Jordanian government in developing and implementing a new Sustainable Tourism Master Plan in the Petra Region, and will provide GSTC training in Petra, Jordan.



Source: Photo by Ahmad Qaisieh on Unsplash



Japan International Cooperation Agency



JTB総合研究所
JTB Tourism Research & Consulting Co.



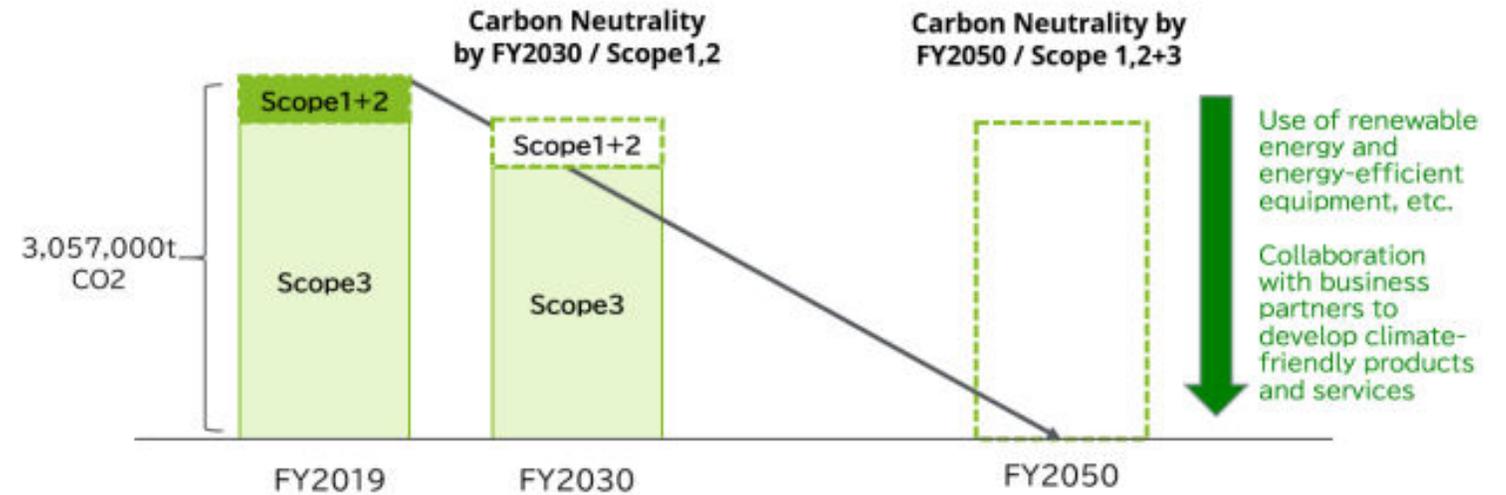
Worldwide Partnership

Global Marketing & Travel



- JTB has announced out intention to become carbon neutral by 2050.

- **Medium-Range Target: JTB to achieve carbon net zero by FY2030**
- **Long-Range Target: JTB to achieve carbon net zero across all business domains by FY2050**



Scope 3 Target developed in accordance with guidelines issued by Japan's Ministry of the Environment. Although emissions calculations include only Agent-Organized and Tailor Made tour products (but not Arranged Tours), JTB is committed to pursuing common emission reduction initiatives across all tour categories.

- The first JTB Sustainability Report was published digitally in Japanese and English in 2022.



Rebranding of the JTB logo



We bring people, places and possibilities together.

Our brand image is inspired by nature's colors and becoming more diverse, as we aim to pioneer a new era of interactions around the world.

- JTB signed an MOU with the GSTC to sustainability efforts and help implement global standards and improve management and business practices to support the environment.



MoU signing ceremony held on March 3, 2021



*“The JTB Group is committed to the development of a **more peaceful, prosperous and sustainable society** through the delivery of excitement, wonder, results and real value to its customer base around the world in alignment with the Group’s mission, vision and values.”*

- By investing in sustainable tourism solutions and fostering collaboration among DMOs, tourism stakeholders, and local communities, JTB would like to help build a more resilient economy and society.

