

November 15, 2024

JTB Awarded Highest “Gold” Rating in the PRIDE Index: Aiming for a JTB Group Where Each of Its Diverse Talents Thrives

JTB Corp. received the highest rating of “Gold” in the PRIDE Index 2024. The index was developed by the voluntary organization “work with Pride” to evaluate workplace initiatives related to SOGI (sexual orientation and gender identity). This was the first time that JTB Corp. applied for the PRIDE Index and was awarded the Gold rating.



JTB Group is committed to its DEIB (Diversity, Equity, Inclusion, Belonging) statement: “Treasure the Difference, Bring the World Together.” Aiming to create an organization where each individual can thrive authentically, the Group is dedicated to promoting its DEIB initiatives. We place great importance on fostering a sense of fulfillment, encouraging mutual growth, and generating values together with colleagues. This is achieved by (i) deepening our mutual understanding of each individual’s differences in gender, age, race, culture, religion, abilities, experiences, sexual orientation, gender identity, and values, recognizing the differences as strengths, and (ii) providing the necessary support to maximize each individual’s potential, creating an environment where everyone can actively thrive as their authentic selves, and ensuring that each and every person feels secure in expressing their identity and abilities to the fullest. JTB Group’s DEIB initiatives are based on five pillars of activities: cultivating an organizational culture, promoting the work style transformation, developing support for self-directed careers, supporting employees with disabilities and helping them succeed, and promoting gender equality, including LGBTQ+ efforts.

Our LGBTQ+ initiatives include training and seminars to promote correct knowledge and understanding, development of various systems and regulations, and the “Ally Activities” to understand and support sexual minority groups such as LGBTQ+. Through these efforts to understand diversity, ensure fairness, and respect the individuality of each employee, we aim to ensure the psychological safety of every employee in order to enhance their comfort and job satisfaction.

For more information on JTB Group's DEIB initiatives,
visit: <https://www.jtbcorp.jp/en/sustainability/deib/>

■ JTB Group's key LGBTQ+ initiatives

1. Establishment of a consultation desk
2. Training for understanding and raising awareness on LGBTQ+ and SOGI
3. Understanding and support for LGBTQ+ persons through the "LGBTQ+ Friendly Activities" and "Ally Activities"
4. Development of various programs, such as special leave and leave of absence for gender reassignment surgery and hormone therapy
5. Promotion of understanding of LGBTQ+ initiatives through JTB Group's internal magazine, "J's Magazine"
6. Participation in Rainbow Pride, sponsorship of "Pride Action 30" during the Pride Month in June, and other activities

Through the promotional activities of DEIB, we will enhance a sense of security, ease of work, and job satisfaction for each and every employee. We aim to contribute to the realization of a sustainable society by evolving into a group where diverse individuals can further thrive, by continuing to take on the challenge of creating new value.

■ About the PRIDE Index

The PRIDE Index is a set of evaluation criteria for workplace LGBTQ+ initiatives in Japan. The Index was developed by "work with Pride," a voluntary organization that supports the promotion and establishment of LGBTQ+ diversity management in companies and other organizations. Visit here for details: <https://workwithpride.jp/pride-i/>

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