

JTB Collaborates with PGA TOUR to Enter Golf Hospitality Business

~Offering Exclusive Packages for "Baycurrent Classic Presented by LEXUS"~

Tokyo, Japan, August 5, 2025 - JTB, one of Japan's leading travel solutions providers, today announced it will develop and offer exclusive hospitality packages with the PGA TOUR for Baycurrent Classic Presented by LEXUS (October 2025, Yokohama Country Club), Asia's only official PGA TOUR event. Ticket sales will commence on Saturday, August 9th from 12:00 PM.

JTB Official Sales Site:

https://www.jtb.co.jp/sports/golf/pga_baycurrentclassic/



※Official tournament key visual provided by PGA TOUR

Partnership Objectives

This collaboration with PGA TOUR serves two primary purposes. The first is advancing sports hospitality. By leveraging golf's long-standing tradition as a platform for business networking, we aim to create new opportunities for meaningful connections through sports. The second objective is to elevate this tournament—Asia's only official PGA TOUR event—into a premier global destination that attracts golf enthusiasts from across the region. Through strategic collaboration with JTB's global network and key stakeholders, we're committed to creating an exceptional experience for both players and fans. JTB Group is dedicated to ensuring that these official

hospitality packages, made possible through our partnership with the world's premier professional golf tour, deliver truly memorable and extraordinary experiences for our customers.

Tournament Overview

1. **Tournament Name:** Baycurrent Classic Presented by LEXUS
2. **Date:** October 9-12, 2025 (Thursday-Sunday)
3. **Venue:** Yokohama Country Club (Address: 1025 Imai-cho, Hodogaya-ku, Yokohama, Kanagawa Prefecture)
4. **Field Size:** 78 players (no cut)

Official Hospitality Package Details

Price:

- 2-Day Package (Thu/Fri or Sat/Sun): 990,000 JPY (Tax included)
- 4-Day Package: 1,760,000 to 4,950,000 JPY (Tax included)

Common Benefits:

- Watch the action from Terrace Suite located adjacent to the 1H Tee and 16H Green
- Private restroom, TV monitors, air-conditioner, Wi-Fi, special souvenirs
- Premium food & beverage

Unique experiences exclusive to the Official Hospitality Program (varies by package):

- Official Pro-Am Tournament and Pro-Am Draw & Reception Party
- Monday Am-Am Tournament
- Honorary Observer, Player Meet & Greet, dedicated shuttle bus service

Key Features of Official Hospitality Packages

- **Meet & Greet with Players:** Exclusive opportunity to interact with tournament participants in the hospitality area
- **Official Pro-Am Tournament:** Right to play 18 holes with tournament players on the day before the event
- **Honorary Observer:** Special access to view players from inside the ropes (9 holes on one of the four tournament days)
- **Pro-Am Draw & Reception Party:** Invitation to the welcome reception on Tuesday, October 7th (includes pro-am draw ceremony)

Application Process (Public Lottery)

- **Selection Method:** Random draw (applications are not processed on a first-come, first-served basis)
- **Application Period:** Saturday, August 9th, 12:00 PM - Friday, August 22nd, 6:00 PM
- **Eligibility:** Open to individuals 18 years and older
- **Results Notification:** Monday, August 25th – Wednesday, August 27th via registered email address

Future Vision

This tournament partnership serves as the foundation for our long-term vision to expand into global golf hospitality. Looking ahead, we aim to develop comprehensive travel packages combining hospitality access with accommodations and airfare for major PGA TOUR events in the United States and other international destinations, making world-class golf more accessible to Japanese fans.

JTB's Sports Hospitality Business

JTB has successfully delivered hospitality services for major domestic sporting events, including Rugby World Cup 2019™ Japan and the MLB™ WORLD TOUR TOKYO SERIES in March 2025, establishing ourselves as pioneers in this growing market. Moving forward, we're expanding our hospitality offerings across diverse sports including rugby, baseball, soccer, and beyond, based on comprehensive market analysis.



Contact for press inquiries:
JTB Corp. Public Relations team
Phone: +81 3 5796 5833