

JTB Pte Ltd Earned GSTC Certification, Strengthen the Group's Commitment Towards Sustainability

Singapore, 18 August 2025 – JTB Pte Ltd is proud to announce the achievement of certification from the Global Sustainable Tourism Council® (GSTC). Following the JTB Group company, Tour East Singapore, who achieved as the first to certify in Singapore, JTB Pte Ltd proved the strength of JTB Group and its responsibility towards sustainability.

[JTB Achieves GSTC Tour Operator Certification, Leading Sustainable Tourism in Japan](#)

[Tour East Singapore Achieves GSTC Certification for Sustainable Tourism](#)



(Front row from left: Ow Yong Kit Fun (JTB Pte Ltd), Akimitsu Daibo (JTB Pte Ltd), Seth Wang (Control Union Singapore), Ailynn Seah (The Lumiere Consultancy)
Back row from left: Haruyuki Koizumi (JTB Pte Ltd), Eliza Tang (JTB Pte Ltd), Dione Wong (JTB Pte Ltd), Kim Yeap (Control Union Singapore), Chan Fong Fong (JTB Pte Ltd),
Junko Otsuru (JTB Pte Ltd), Tsutomu Takasuka (JTB Pte Ltd), Hau Siow Hoon (JTB Pte Ltd)).



By aligning with the GSTC Standard, globally recognized standard for sustainable tourism, JTB reinforces its leadership in ethical travel and destination stewardship. JTB Pte Ltd will continue to lead the way in sustainable travel, not only for the staff, but also for all the travelers by encouraging responsible decisions which will create a positive impact on the environment, local communities, and beyond.

Akimitsu Daibo, General Manager of JTB Pte Ltd., commented; “This milestone reflects the collective commitment of all our staff to advancing sustainability in tourism. We would like to express our heartfelt thanks to our GSTC Committee members and our teams who contributed to this meaningful achievement. Obtaining the GSTC certification is not the end goal, but the beginning of our journey. We see these efforts as the way to give back to Singapore. This certification is more than just a badge of honor – it reflects our values and the direction we are committed to as a company. It reaffirms our dedication to tourism that benefits both local communities and the environment.”

About JTB Pte Ltd

Founded in 1987, JTB Pte Ltd is a leading travel agency and tour operator committed to responsible tourism. Serving as a global hub for international travelers, JTB offers a wide range of services, including group tours, FIT (Free Independent Travel), MICE (Meetings, Incentives, Conferences, and Exhibitions), business travel, and leisure travel. JTB designs travel experiences that honor local cultures, protect natural resources, and support community development with sustainability at the core of its mission.

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