

JTB Establishes Dubai Branch Office in the United Arab Emirates Expanding B2B Travel Solution Business in the Middle East Market

Tokyo, Japan, September 18, 2025 – JTB Corp. (Headquarters: Shinagawa-ku, Tokyo; President & CEO: Eijiro Yamakita), Japan’s leading travel solution providers today announces the establishment of a branch office in Dubai, United Arab Emirates (UAE), as part of its strategic expansion of B2B travel solution business. The new Dubai branch will officially commence operations in January 2026.

Dubai, UAE serves as a pivotal hub in the rapidly growing Middle East economy, witnessing an accelerating influx of global corporations. This dynamic business environment presents robust demand for diverse corporate activities. Additionally, the region hosts a substantial population of high-net-worth travelers with strong interest in Japan, representing significant potential for future inbound tourism growth. Following extensive research and feasibility studies since 2024, JTB has decided to offer comprehensive travel solutions in the region and will open a Dubai branch to enter the Middle East market and explore new opportunities.

JTB has established its Dubai Branch to align with the UAE’s vision as a global hub for business and tourism, aiming to expand its B2B travel solutions in the Middle East. The branch offers comprehensive corporate services, including the planning and management of corporate opening ceremonies, incentive travel programs, award events, and business meetings for companies in the region. It also provides business travel management solutions, marketing support, and inspection tours for businesses expanding into the Middle East. Furthermore, the branch will promote inbound travel to Japan by leveraging national tourism policies and local government initiatives.

Branch Office Overview

Branch Name	JTB Dubai Branch
Legal Entity	JTB Pte Ltd Middle East Sales Office
Location	Dubai Airport Free Zone, Dubai, United Arab Emirates
Representative	Mr. Kobayashi, Naoki
Business Activities	Business solutions including corporate opening ceremonies, incentive travel, award events, meeting planning and management, business travel management, marketing support for companies expanding into the Middle East, inspection tours, and Japan inbound promotion for local governments
Launch Date	January 2026

** The office is licensed under the Dubai Airport Free Zone Authority (DAFZA), ensuring compliance with local regulations and business standards.*

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