

Travelife Certified Sustainability Award for **JTB Global Marketing & Travel Inc.**

Tokyo, Japan., April 05, 2022 — JTB today reported that JTB Global Marketing & Travel Inc (JTBGMT), a subsidiary of JTB Corporation, has received the **Travelife Certified award** on Mar.22,2022. The award is a recognition for the long-term efforts and sustainability and corporate social responsibility leadership JTBGMT has demonstrated.

JTBGMT is in compliance with more than 200 criteria relating to a tour operators' sustainability practices in office management, product range, international business partners and customer information. The Travelife standard covers the ISO 26000 Corporate Social Responsibility themes, including environment, biodiversity, human rights and labor relations; and is formally recognized as in full compliance with the UN-supported **Global Sustainable Tourism Criteria** (GSTC: <https://www.gstcouncil.org/>).

Travelife is a three-stage certification program for tour operators and travel agents:

(1) Travelife Engaged; (2) Travelife Partner and (3) Travelife Certified.

JTBGMT is among the 2 companies in Japan to have achieved the Travelife Certified award.



Mr. Naut Kusters, General Manager of Travelife for Tour Operators stated, “I am delighted to see that sustainability in the tour operators' sector is gaining momentum. The award of the trailblazer JTBGMT will inspire other companies in Japan to follow the same path”.

Mr. Shinya “Billy” Kurosawa, President and CEO of JTBGMT commented, “We are honored to receive the Travelife Certified award. Considering the immense effect which tourism has upon the environment, culture, and social economy on a global level, we recognize that as the leading company in the Japanese inbound travel industry it is indispensable for us to push forth sustainable tourism within our country as well. We take this opportunity to accelerate our actions towards sustainable tourism with the help and cooperation of our partners within our industry and to further contribute to the development of tourism with SDGs in focus.”

Travelife is the leading international sustainability certification for the travel sector. More than 40 national travel associations are promoting the scheme to their members, including 20 European Travel associations and The Pacific Asia Travel Association (PATA: <http://www.pata.org/>). Since 2012, more than 1,500 tour operators have been trained in CSR and more than 500 tour operators have received a Travelife award.

As a Travelife Certified tour operator, JTBGMT is committed to pursue the realization of sustainability in tourism and to create connections between international visitors and our destinations. We are also committed to providing solutions for the promotion of SDGs within the Japanese tourism industry at large.

●About JTB Global Marketing & Travel Inc.(<https://www.jtbgmt.com/en/>):

JTB traces its roots back to Japan Tourist Bureau, an agency formed in 1912 to service the ticketing needs of foreign visitors in Japan. Over a course of more than a century, JTB has evolved into a travel and tourism industry leader in Japan and beyond, and JTBGMT carries on that mission with pride. As inbound tourism specialists, we offer a comprehensive range of services to visitors from around the world. For more than a century, we have served as the world's gateway to Japan and a safe and trusted travel partner offering unforgettable experiences and adventures.

We design memorable and satisfying journeys, as only a Destination Management Company (DMC) can, introducing guests not only to the sights but also the cuisine, arts, customs and traditions unique to each locality. Unstinting care, effort and attention to detail goes into each and every one of our journeys. As we enter our second century, we will continue to grow with our travel industry partners while creating experiences of singular value for people from around the world.

●About Travelife (www.travelife.org):

Travelife is a certification scheme, dedicated to achieving sustainable practices within the tourism industry. It provides companies with realistic sustainability goals, tools and solutions to implement positive change within their businesses and supply chains. The scheme has two sections. Travelife for Hotels is managed by ABTA – The UK Travel Association. Travelife for Tour operators is managed by ECEAT- a not-for-profit organisation based in The Netherlands.

Travelife for Tour Operators provides online training and practical tools for sustainability management and certification. The training and online tools are suitable for tour operators of any size and cover all management aspects of the travel company business including office operations, the supply chain, destinations and consumers. Upon submitting a report in compliance with the Travelife standard (based on an independent onsite audit), the company can obtain the “Travelife Certified” status. The Travelife standard is based upon the full Corporate Social Responsibility themes, including labour conditions, human rights, environment, biodiversity and fair business practices. The management requirements are compatible with EMAS and ISO 14001. The scheme is supported by more than 35 national travel associations to further its implementation among members.

Travelife for Tour Operators and Travel Agents
Naut Kusters, phone +31 648 805 475
n.kusters@travelife.info
www.travelife.info

Contact for press inquiries:

JTB Corp. Public Relations & Communication Team

Phone: +81 3 5796 5833



<About JTB>

Today's JTB traces its roots back to Japan Tourist Bureau, an agency formed in 1912 for the purpose of servicing the ticketing needs of foreign tourists in Japan. Over a century of history, JTB steadily evolved into a travel and tourism industry leader. Through vision, integrity, innovation, and unsurpassed know-how, the JTB Group consistently creates unparalleled value for its stakeholders.

*The JTB Logo, and all trademarks and service marks are owned by JTB Corp. unless otherwise noted.