

### Helping to save the Earth with reusable bottles!

**Gourmet travel with reusable cups and bottles**

By showing your reusable bottle or reusable cup at tourism destinations, you can enjoy special food and beverage tasting opportunities!

**Domestic travel**

Take your reusable bottle and ...

You can get free local delicacies!

Just by taking your usual reusable bottle with you, you can enjoy delicious food and beverages, while also helping to protect the environment. It's great!

### Travel that helps to realize a better future!

**Tsunagari Tabi tours Overseas travel**

Tours that incorporate the concept of "what can be achieved through travel," demonstrating respect for the natural environment and for the diversity of local culture and traditions, to help build a better future.

Using local food ingredients reduces CO<sub>2</sub> emissions associated with transporting food over long distances!

Developing an identification with the places you visit helps to foster sustainability!

Learning about the culture of an area makes you want to safeguard that area!

Staying at hotels that address environmental issues

Emphasizing local food ingredients and local culinary culture

Enjoying culture and traditions that have been handed down over the generations

Tsunagari Tabi tours in Canada  
Tour Grand Prix 2023  
Won the Minister's Award!  
Organized by the Japan Association of Travel Agents (JATA)

### Young people, be ambitious to save the world!

**Global Link®**

JTB is involved with planning and organizing Global Link®, a large-scale international competition for research projects focused on issues that will affect future generations. It provides middle school and high school students with an opportunity to generate discoveries and insights that could help to realize a sustainable future.

Presentations are made in three fields!

- Social Science
- Basic Science
- Applied Science

### Making conferences and other events sustainable too!

**CO<sub>2</sub> Zero Mice®**

CO<sub>2</sub> Zero Mice® is a service that enables organizers of meetings, incentives, conferences and exhibitions (MICE) events to use renewable energy for the electricity used at the event.

Switching to renewable energy

Providing support for companies' environmental strategies and SDGs-related measures

**1st JATA SDGs Awards (Economy and Industry category) Excellence Award**

**7th Japan Tourism Awards Selected for inclusion**

**Benefits for event organizers**

- Being able to hold a sustainable event
- Green Power Certificate
- Facilitates post-event review

### Can study tours be made sustainable too?

**Study tours that use SAF**

Providing the students who will play a vital role in the future with opportunities to think about sustainability and take action themselves!

What is SAF? ... Sustainable Aviation Fuel (SAF) reduces CO<sub>2</sub> emissions by up to 80% compared to conventional aviation fuel.

A fun way to get students thinking about carbon emissions!

It's great being able to make a contribution while flying!

And you get a certificate!

Before traveling: Special lectures

During travel: CO<sub>2</sub> emissions reduction

After traveling: Awarding certificates that show the contribution made to reducing CO<sub>2</sub> emissions

### Mt. Fuji tourism diversification strategy!

**The Kai-Fujiyama Road Concept**

Encouraging tourists who currently tend to be concentrated in the northern foothills of Mt. Fuji to visit other areas within Yamanashi Prefecture.

- Creating attractive tourism resources
- Linking together fragmented tourism destinations
- Creating hubs for tours, and making them a source of vitality for Yamanashi Prefecture

### The Rainbow Route is a great alternative to the Golden Route!

**Rainbow Route®**

Developing new, more widely-distributed routes in addition to the classic Golden Route (the most popular itinerary for international tourists visiting Japan)

**Tour Grand Prix 2024 (Inbound Travel category) Japan Tourism Agency Commissioner's Award**  
Organized by the Japan Association of Travel Agents (JATA)

**Northern Japan Discovery Route**

Route starting from Kyoto or Osaka and taking in Hiroshima, Miyajima, Matsuyama, the Shimanami Kaido, Takamatsu, and Naoshima

**Setouchi Scenic View Route**

Route starting from Kyoto or Osaka and taking in Hiroshima, Miyajima, Matsuyama, the Shimanami Kaido, Takamatsu, and Naoshima

**Kyushu Authentic Route**

Route taking in cultural experiences, culinary experiences and special activities in Fukuoka City, Kumamoto City and Kagoshima City

**Rainbow Route**

Route taking in Tokyo, Kanazawa and Kyoto, planned in advance of the opening of the extension of the Hokuriku Shinkansen line in March 2024.

**Golden Route**

Map showing the areas where the routes are being developed

Showing the world the appeal of little-known "hidden gems"

**Generating a new flow of international tourist visitors to the regions**

For every where in Japan

### Making travel sustainable! A global standard

**Securing GSTC® Tour Operator Certification (for domestic tour operations)**

This certification will help realize a further strengthening of initiatives aimed at popularizing and expanding sustainable tourism.

What is the GSTC? ... The Global Sustainable Tourism Council (GSTC) formulates and manages international standards aimed at realizing sustainable travel and tourism.

It is important to have an international yardstick that can be used for objective evaluation

Besides JTB Corp., other JTB Group companies are also working to secure certification!

**Other CO<sub>2</sub> Zero initiatives**

**CO<sub>2</sub> Zero Travel®**  
Carbon offsetting for CO<sub>2</sub> emissions related to your travel

**CO<sub>2</sub> Zero STAY®**  
Carbon offsetting for CO<sub>2</sub> emissions related to your stay

### Singapore takes the lead!

**Signing of an MoU between JTB and the Mandai Wildlife Group Singapore**

JTB has signed a Memorandum of Understanding (MoU) with the Mandai Wildlife Group in Singapore, to jointly develop experiential programs in which participants will gain insights into wildlife conservation.

**Participation in an adoption program**

JTB is participating in an adoption program involving Neha, an elephant calf at the Night Safari in Singapore and Suri, a baby orangutan at Singapore Zoo. We will be working together with the Mandai Wildlife Reserve on the conservation of wild animal species.

Let's go and meet Neha and Suri!

### Let's protect the planet together!

**JTB Brighter Earth Project**

Implemented since 1982, the aim of this project is to build a better future by "Bringing vitality to the earth, and smiles to people."

**In Hawaii** Removing harmful algae from the oceans

**In Spain** Improving the environmental health of ponds

No. of individual projects implemented: **491**

No. of participating JTB staff: **8,319**

Total no. of participants\* since 1982 is over 130,000 people.

\*No. of participants between 2012 and 2024. The cumulative total no. of participants since 1982 is over 130,000 people.

### A new era in ticket sales!

**TicketHUB®**

TicketHUB® makes operations more efficient and cuts costs by centralizing ticketing information for entrance tickets, etc. It also helps to prevent overtourism by enabling ticket sales status to be monitored in real time!

Being able to specify a time and date for our visit enabled us to avoid the crowds!

Tourists

Ticket sales company

Data sharing

Tourism services provider

It makes sales and performance management easier!

You can buy tickets online, which is great if you are used to doing things online!

Data linkage is easy, and you can perform settlement tasks too!

Data integration makes operations more efficient!

### Traveling by bus is the best way to see Europe!

**Freedom to choose**

Plenty of free time

You can go where you want, when you want!

The service can be used for as little as one day.

Choose from a wide range of routes

**Reassurance**

A Japanese-speaking local guide accompanies you on the bus.

A 24-hour Japanese-language helpline is available.

With some packages, you can be met at the airport.

**Bus routes that start in the region you are visiting**

Round-trip plane ticket

Customer buys this themselves

Product being sold

European bus tour

**Landcruise – A new way to travel**

### Aesthetically imperfect vegetables can still make satisfactory food!

**Loss-Tabican**

JTB buys aesthetically imperfect but edible vegetables from partner farmers to make delicious canned food using recipes specially created by leading chefs.

Farmers are happy too!

It's great that vegetables that would have been thrown away in the past can now be sold!

Buying aesthetically imperfect vegetables from farmers

Using farmers' vegetables to make canned food using recipes created by leading chefs

Outdoor food

Emergency food supplies

Gifts

Helping to safeguard the environment by reducing the amount of waste which needs incinerating

Loss-Tabican is a step toward solving the problem!

**Loss-Tabican Journey**

### Kids can help realize the SDGs too!

**Rurubu and the SDGs**

Rurubu magazine has used its publishing expertise to create an easy-to-understand guide to the Sustainable Development Goals (SDGs) for kids in magazine form.

Rurubu Kids makes it easy to learn about the SDGs!

Manga comics and quizzes make learning fun!

### Go!Me to ME and You!

**Go!ME**

Providing new value for tourist visitors by giving them the opportunity to pay for waste disposal, while also making a positive contribution to the planet and to the local community

**ECO PRODUCTS**

This money is used to help the local community.

Paying to dispose of waste

### Recycling Making it NEW!

**Building a material recycling scheme**

This is a framework for taking used hotel amenity items as raw materials and recycling them to make new products.

Recycling used toothbrushes and hairbrushes to make new products!

**Material Recycling Scheme**

Delivery to hotels, etc.

Separated collection

Contamination removal, washing, pulverization and conversion into raw materials

Amenity item manufacturing

### Putting smiles on people's faces through sustainability!

**"Smile" activities**

Smile Committee chairs have been appointed in over 150 units throughout Japan, with employees playing a proactive role in promoting a wider range of activities from a perspective that emphasizes DEIB (a key element in the JTB Group's business strategy) and sustainability.

DEIB stands for: Diversity, Equity, Inclusion, and Belonging

**Sustainability awareness survey targeting JTB employees**

FY2023: 64.5%

FY2024: 77.9%

The JTB Group is implementing meaningful activities and initiatives to achieve sustainability goals.

### We are working with our partners to develop sustainable tourism!

**Declaration of Cooperation in Partnerships for Sustainable Tourism**

Joining forces with our partners to promote sustainable tourism

JTB-Affiliated Ryokans & Hotels Federation

JTB

Let's work together with the tourism sector as a whole to make things better!

These are the goals we are working toward!

- Contributing local economy
- Creating a safe, employee-friendly workplace environment
- Minimizing the negative impact of tourism resources on the environment
- Protecting nature and the environment
- Safeguarding local culture and traditions

**We strive to foster peace and global interconnectedness through the creation of opportunities for meaningful human interaction.**

The JTB Group's social responsibility is encapsulated in our mission statement: "We strive to foster peace and global interconnectedness through the creation of opportunities for meaningful human interaction." At its core, our mission represents sustainability itself.

At the JTB Group, we believe that the value of what we do has three key dimensions: (1) improving the quality of life, (2) creating a better society, and (3) protecting the Earth.

JTB defines its business domain as "creating opportunities that bring people, places, and possibilities together." We sustainably create value, foster engagement, and build connections between people, destinations, and organizations by harnessing the power of partnership, the warmth of a human touch, and robust digital underpinnings.

Enriching the human experience and nurturing our surroundings – along with the engaged partnering that provides the means for achieving those goals – thus represent the three key priorities for the JTB Group to pursue.

As sustainability awareness grows throughout society, we first aim to create more solutions that mitigate our impact on the environment and communities. But it goes beyond just solutions: the next step is to foster opportunities for mutual understanding among people and communities. On top of that, our business enhances accessibility in both physical and digital spaces. In the end, our activities will expand interaction and exchange in every dimension.

Out of that process comes a virtuous cycle: Local regions see their appeal and value reach new heights, which creates more memorable moments for people, who then become more mindful of the community.

For the next hundred years and beyond, we will continue connecting people and preserving the precious moments of joy that emerge across our planet for generations to come.

President and CEO, JTB Corp.  
EIJIRO YAMAKITA

# What is JTB's Sustainability?

Wherever you look, you can find JTB's sustainability in action!

**<What is "Materiality"?>** Materiality is an enterprise's key issues. Here, we outline the measures that JTB is taking to realize its three Materiality items.

- Enriching the Human Experience
- Nurturing Our Surroundings
- Engaged Partnering

**Let's see what kind of activities JTB is implementing!**

We'll tell you all about it!

**JTB**

Perfect moments, always