

1910s

March 1912

JAPAN TOURIST BUREAU is founded

Yoshio Kinoshita of then Railway Agency advocated inbound tourism as a means for Westerners to better understand Japan's true nature. This resonated with Kinoshita's immediate supervisor and Vice President of the Agency, Seijiro Hirai, and with the cooperation of the Agency, JAPAN TOURIST BUREAU was founded. (Hirai was President, Danroku Shono was Managing Director, and Kinoshita was one of 11 Directors.) According to archives, JAPAN TOURIST BUREAU was initially often mistaken as a beer hall.

January 1913

Inquiry offices are established in Kobe and Shimonoseki

After its founding, JAPAN TOURIST BUREAU established a headquarters office as well as inquiry offices in Kobe and Shimonoseki. Subsequently, inquiry offices were also established in Yokohama on July 15 and Nagasaki on August 15, 1913. Nagasaki, in particular, attracted many foreigners from Shanghai and Hong Kong for escaping the summer heat. The Nagasaki inquiry office sent 2,000 letters to inform its opening to various countries.

June 1913

JAPAN TOURIST BUREAU's bulletin "Tourist" is published (bimonthly publication)

The bulletin "Tourist" was launched to introduce and develop the businesses of JAPAN TOURIST BUREAU through close coordination among a rapidly expanding network of inquiry offices, branches, and headquarters. The five-color cover featured a beautiful illustration of Mt. Fuji and primroses created by Hisui Sugiura, a modern Japanese graphic designer. 1,000 to 1,500 copies of the first issue were printed and distributed across Japan and overseas.

February 1914

30 overseas temporary inquiry offices are established

The network of inquiry offices covered the major cities of the world by the end of the 1910s. The company also established branches in the Asian continent as well as temporary inquiry offices at world exposition venues and summer vacation areas in Japan and overseas, and continued to expand the scope of its activities.

January 1915

Commissioned by Railway Agency, Tokyo Inquiry Office starts selling tickets to foreign visitors

The Tokyo Inquiry Office began selling tickets to foreign visitors to comprehensively serve their needs by not only providing information, but also making ticket arrangements. The first tickets sold were four first class tickets to Kyoto. The “tickets for foreign visitors” were foreigner-friendly. They were large-size paper tickets, written in both Japanese and English, and were valid for three months. Furthermore, ticketholders could get off at any station on the route at any time.

July 1916

Company emblem is created

The company emblem was created by graphic designer Hisui Sugiura who was asked to design the cover of “Tourist”. The emblem read, “JTB sailing against the backdrop of a snow-covered Mt. Fuji.” Sugiura also created a poster that became the first promotional material for the company. The poster showed a cedar grove, a five-storied pagoda, and deer in Nara Park.

1920s

April 1924

The magazine “Travel” is launched

The travel magazine “Travel” was launched as a project of NIHON RYOKOU BUNKA KYOUKAI, a separate organization from JAPAN TOURIST BUREAU. Its Managing Director Tadatsugu Inomata was appointed executive director of NIHON RYOKOU BUNKA KYOUKAI. It was later renamed NIHON RYOKOU KYOUKAI and split and transferred part of its organization to JAPAN TOURIST BUREAU in April 1932. They merged in 1934. The inaugural issue of “Travel” was printed on Kiku-ban paper, priced at 40 sen (four-tenths of a Japanese yen), and featured an article by travel writer Katai Tayama.

April 1925

“Train Timetable” (subsequent JTB Timetable) is launched

“Train Timetable”, which subsequently became JTB Timetable, was launched. In 1925, the company started selling domestic rail tickets to Japanese customers and established inquiry offices at department stores nationwide. It was a milestone year for the company.

December 1925

Start of sales of theater tickets

The company partnered with ticket agencies and Kabukiza Theatre and started selling theater tickets.

December 1925

Start of sales of domestic rail tickets to Japanese customers

The outbreak of World War I caused inbound tourism to stagnate, and the postwar inflation squeezed the company’s finances dependent on revenues from membership fees. To secure funding, the company started selling general tickets for Japanese customers, the “Yuranken sightseeing voucher,” among other products. This was bolstered by an upsurge in Japanese people’s inclination to travel. Inquiry offices were established at department stores nationwide, including at the Tokyo Nihombashi Mitsukoshi in 1925. As a result of such efforts, JAPAN TOURIST BUREAU began to gain greater recognition among the people.

January 1927

Start of sales of JTB Traveler's Check

Carrying around cash during travel was a major concern for people at the time. Especially in the case of overseas travels, differences in currency and exchange rate fluctuations compounded the troubles and concerns and halved the joy of traveling. The company therefore decided to issue Japan's first traveler's checks in yen. In partnership with Daihyaku Bank, the traveler's check was initially sold in denominations of 20 yen, 50 yen, and 100 yen. It later became 10 yen, 20 yen, and 100 yen.

July 1927

JAPAN TOURIST BUREAU becomes incorporated body

JAPAN TOURIST BUREAU became an incorporated body to meet its expanding business needs. This reorganization marked the company's first step in becoming a travel service agency for Japanese and foreign travelers.

1930s

June 1932

Start of sales and delivery of rail tickets (Tokyo, Osaka)

Tickets were delivered by “messenger boys” on bicycles. The types of tickets delivered were: train ticket; berth ticket; rapid service ticket; sightseeing ticket; carnet (group of tickets); and group ticket. The boys in smart uniforms peddling their bicycles became known as “JAPAN TOURIST BUREAU’s moving promotional boards.” This service, along with the catchphrase, “Phone JAPAN TOURIST BUREAU for a ticket,” was appreciated by customers.

September 1934

Renamed JAPAN TOURIST BUREAU (NIHON RYOKOU KYOUKAI)

The business of the existing NIHON RYOKOU KYOUKAI (domestic travel organization) was absorbed to strengthen services for Japanese customers. The company’s new name consisted of “JAPAN TOURIST BUREAU” in English and “NIHON RYOKOU KYOUKAI” in Japanese. This business expansion was the most noteworthy in the company’s history before World War II.

August 1935

10th anniversary of sales of vouchers (Yuranken sightseeing voucher)

Ten years passed since the “Yuranken sightseeing voucher” was launched in 1925. This all-in-one booklet of vouchers for train rides, ferry rides, car rides, and accommodation enabled customers to travel without the hassle of buying tickets between the departing and destination stations. Its unprecedented convenience made it a popular product since its launch. In celebration of the 10th anniversary, slogans were solicited from the public for a prize, and “Travel is synonymous with vouchers” was selected.

April 1936

Start of sales of entry tickets to shrines and temples

The company started selling entry tickets to shrines and temples, a convenient way to access Japan’s renowned shrines and temples. Four categories of tickets (admission, accommodation, meal, shrine/temple offering) were sold at a discount at inquiry offices.

1940s

September 1940 - May 1941

Unstinted efforts for the evacuation of Jews

Following the outbreak of World War II in September 1939, many Jews evacuated to the former Soviet Union to escape the persecution of the Nazis (German armed forces). At this time, the American Jewish Committee extended a helping hand to bring the Jews to the United States, and through Walter Proun, with the permission of the U.S. government, JAPAN TOURIST BUREAU was asked for its cooperation with the travel arrangements. The Jewish refugees traveled from Europe on the Siberian railway to Vladivostok, and then entered Japan via Tsuruga and headed to San Francisco from Yokohama or Kobe. JAPAN TOURIST BUREAU made the transport arrangements upon their arrival in Vladivostok. It operated a ship service between Tsuruga and Vladivostok every week for ten months and helped with the evacuation of around 4,000 Jews.

August 1941 - December 1943

Renamed twice, reorganized once

The company was renamed East Asian Travel Agent (an incorporated body) in 1941. At the same time, JTB Traveler's Check was renamed East Asian Travel Agent Traveler's Check. That December, the Imperial Japanese Navy attacked Pearl Harbor, and the Pacific War broke out. The number of foreign visitors to Japan fell sharply due to the Second Sino-Japanese War and the Pacific War. At the request of the Japanese government, East Asian Travel Agent restricted its activities to group transport. In order to deepen friendly and cultural exchanges with mainland China and southern countries, the company had a new duty to "promote all aspects of Japan to southern countries through travel." The company thus terminated its system of operating based on membership fees, and was reorganized into a foundation to carry out activities in line with the national policy (East Asian Travel Agent [a juridical foundation]). In the following year, the International Tourism Bureau was abolished as the tourism business was deemed unsuitable in time of war. East Asian Travel Agent took over the assets and work of the International Tourism Association and was renamed East Asian Travel Corporation.

September 1945

Renamed JAPAN TRAVEL BUREAU

On August 15, 1945, the long war drew to a close with Japan's acceptance of the Potsdam Declaration. Losing all of its overseas offices, East Asian Travel Corporation was renamed

JAPAN TRAVEL BUREAU and made a new start. At the time of the renaming, the donation policy was amended, and the business purpose was clarified from “promote the national culture” to “introduce the national culture and attract foreign visitors.” This is because tourism resources provided Japan’s only source of funding at the time and the new business purpose was essential for Japan, a country in peace, to aspire towards international goodwill.

January 1946

Museum of Transportation Culture (subsequent Transportation Museum) is opened

Commissioned by the Ministry of Transport, the company began running a railway museum in November 1945. It became Museum of Transportation Culture in January 1946. Approximately 200,000 people visited the museum in 1947. It was popular especially with children; 60% of the visitors were junior high school students, 30% elementary school students and 10% the general public. More people visited every year, and it was renamed Transportation Museum in September 1948. *The museum’s operation was transferred to the Transportation Culture Promotion Foundation in 1971.

October 1946

Headquarters is moved to new building

Buildings in Tokyo were severely damaged by the war, and no buildings were available for rent. The company could not leave Tokyo due to the nature of the business and struggled to find a building to locate its headquarters. Then, thanks to the kindness of MITSUBISHI ESTATE, the company was able to lease land in 1-1 Marunouchi and construct a new building. Due to rising inflation, the construction cost of the new two-story wooden building is said to have been nearly the same as that of a prewar eight-story concrete building.

November 1948

Accredited as IATA (International Air Transport Association) travel agent

In July 1947, with the permission of the occupation forces, Northwest Airlines established routes through New York, Anchorage, Tokyo, and Manila. U.S. commercial airlines began to make transits in Japan, opening the way for the postwar overseas travel business. The company was authorized as an IATA agent in November 1948 and concluded agent contracts with U.S. commercial airlines.

1950s

July 1952

Travel Agency Business Act enters into force (JAPAN TRAVEL BUREAU is first registered company)

Following the prolonged U.S. occupation, a sense of freedom prevailed and there was an economic boom, which in turn created a travel boom. As a result, numerous travel agencies were established in the city, including ill-intentioned businesses to which many people fell victim. The government therefore enacted the Travel Agency Business Act, and JAPAN TRAVEL BUREAU became the first registered company.

December 1952

First edition of “Egoyomi” (subsequently “Tabi no Egoyomi”) is published

The first edition of the calendar “Egoyomi” (subsequently “Tabi no Egoyomi”) was published. It received wide acclaim and earned a prize at a calendar exhibition. Published annually ever since, “Tabi no Egoyomi” contains information on festivals held across Japan throughout the year and has many fans. Based on the theme of “Tohoku stories to be passed on for another 100 years,” each month of the 2012 calendar showed beautiful sceneries of Tohoku and introduced the background story, hoping for tourism to revive in Tohoku.

February 1955

Start of sales of “Shuyuken excursion voucher”

The prewar “Yuranken sightseeing voucher” was re-launched as the “Shuyuken excursion voucher” in 1955. Its convenience and good value gained popularity, and the number of voucher users rose dramatically in proportion to the growing travel demand. In particular, unlimited excursion vouchers, including the “Hokkaido unlimited excursion voucher” launched in July 1956, offered unlimited train rides in the destination area—a groundbreaking idea at the time—and greater convenience for customers. It became a driving force of the transition to the “period of mass travel” that began with the onset of high economic growth under the government’s Income Doubling Plan from 1960.

1960s

December 1960

New company building (Travel Bureau Building) is completed

The temporary two-story wooden headquarters building deteriorated with age as society recovered from the postwar turmoil and new buildings filled the streets of Marunouchi. Since a wooden building also posed constant fire concerns, a new building (Travel Bureau Building, 1-1, Marunouchi, Chiyoda-ku, Tokyo) with nine stories above ground and three stories below was completed in 1960.

March 1962

50th anniversary of establishment

Special services were offered in celebration of the 50th anniversary of the company. Lottery winners were awarded prizes, including the special prize, a color TV. A large photo book on Japanese sightseeing, "JAPAN," was also published in commemoration of the anniversary. To promote Japan across the world, the book (B4 art paper, 256 pages) contains beautiful photos showing Japan from a multitude of aspects, including arts, architecture, handicraft, life in the city/countryside, industries, sports, music, recreation, sightseeing, annual events, gustatory taste, and shopping, accompanied with Japanese and English commentary. The book was distributed to members of the industry and sold in the overseas market.

September 1962

Start of sales of "Set Travel"

Sales of "Set Travel," or travel plans that included transportation, accommodation, and itinerary arrangements, began. The launch of Set Travel was part of the company's measures to evolve from a "ticket agent" to a "travel agent" in response to the demand for new products that were in line with customers' wishes. Set Travel was a prototype of travel products and contributed to the development of travel packages, heralding the "golden age of travel products."

November 1963

JAPAN TRAVEL BUREAU Inc. is established; start of operations on December 1, 1963

Since JAPAN TRAVEL BUREAU had become a recognized name in society, JAPAN TRAVEL BUREAU Inc. was established without changing the company name (the juridical foundation JAPAN TRAVEL BUREAU remained in operation as a reorganized body handling only public interest activities). Based on the objective of "providing true convenience and satisfaction to travelers," the new company set forth nine basic business guidelines on improving its services, including "ensuring user-friendly and nice atmosphere stores," "providing quick service," and

“developing better reservation and arrangement-making skills” for improving customer service quality. At the same time, a new company emblem was created. It consisted of the letters “jtb.” The superscript dot on the “j” had a small circle resembling the Japanese flag that imprinted an image of Japan on foreigners’ minds.

March 1964

SUNRISE TOURS is launched on the inbound travel market

SUNRISE TOURS are travel packages for foreign visitors to Japan. A variety of plans were released, including day trips and 16-day tours. They ranged from standard trips to Nikko, Hakone, and Nara, to a trip to Mt. Washuzan (Kurashiki), a factory tour, and a sukiyaki party in Kyoto. Whereas foreign visitors previously had to arrange personal guides and pay for their own travel expenses and meals and their guide’s, this was no longer required with JTB’s tour packages. All plans came with tour guides, were inexpensive, allowed customers to visit places they cannot individually, and were highly appreciated by customers.

October 1964

JTB becomes domestic ticket sales agent for Tokyo Olympics

The Tokyo Olympic Games was a symbolic event that marked the return of Japan to the international community from defeat in World War II. JTB became the domestic ticket sales agent for the first Olympic Games held in Asia and handled the sales of approximately 800,000 tickets. A total of 20,000 employees were mobilized for ticket sales.

April 1968

Start of sales of “Overseas Set Travel”

JTB launched its first “Overseas Set Travel” plan, the “Mini Honey Series” (“Hawaii Mini,” “Honey Hawaii,” “Hong Kong Mini”), which paved the way for overseas travel packages.

June 1968

JTB’s overseas travel brand LOOK is launched

JTB’s overseas travel brand was named “LOOK.” Its casual image was deemed to suit the popularization of overseas travel, had strong impact, and could be written in both katakana letters and the Roman alphabet. The selection was made out of 700 candidate names collected internally and externally. The logo was created at the same time. *JTB established a business tie-up with Nippon Express Co., Ltd. over LOOK in November 1968 and began joint planning, purchases, and sales in April 1969. The tie-up was dissolved in April 1989, and the current “LOOK JTB” was established.

1970s

January 1970

Start of operations of Ryokan and Hotel Telephone Reservation Center

The Ryokan and Hotel Telephone Reservation Center commenced service in Tokyo. Its tagline was: “You and ryokans/hotels are connected by a computer. Call to make a reservation.” The Center received favorable reviews from homemakers across Japan.

March 1970

Arrangements provided for 12 million people at the World Exposition held in Osaka

The first Expo (Japan World Exposition) in Asia was held under the theme “Progress and Harmony for Mankind.” JTB sold tickets, provided arrangements for travelers, and helped manage the venues, servicing 12 million visitors during the event.

January 1971

Start of sales of domestic travel products through ACE brand

JTB began sales of its first domestic travel products through the ACE brand under the slogan, “JTB will transform Japan’s travel scene.” 110 Spring ACE plans were initially launched. The unique product lineup caused a sensation in newspapers and magazines and started a domestic travel boom.

July 1973

Travel magazine “Rurubu” is launched

“Rurubu” is a magazine with a colorful cover and pages printed on A4-based paper designed for active women. “Rurubu” was a new term formed by taking the last letters of the verbs “mi-ru” (to see), “tabe-ru” (to eat), and “aso-bu” (to play). The term was also intended to portray travel in various light, using other verb combinations such as “no-ru” (to ride), “shi-ru” (to know), and “mana-bu” (to learn).

January 1975

Start of “Call & Mail” system

The “Call & Mail” system (direct marketing of travel products) was started in Tokyo, Nagoya, and Osaka. Travel reservations were made by phoning the Telephone Reservation Center. The stub received when the travel fee was deposited at a bank or post office was used as a participation certificate. This new system gradually led to the wider use of direct marketing of travel services.

1980s

May 1982

1st “Mori no Nigiwai” (Evening of Noto’s Traditional Arts), JTB original event, is held

“Mori no Nigiwai” is a JTB original event that showcases local performing arts and folklore, including festivals from all over Japan. The first show “Evening of Noto’s Traditional Arts” was held in Wakura Onsen in Ishikawa Prefecture. “Mori no Nigiwai” began as an event to commemorate JTB’s 70th anniversary and has since been held annually nationwide. The 133th show was performed in Okinawa in January 2019.

August 1983

Launch of YES JTB Card

YES JTB Card was launched in order to offer diverse payment methods tailored to the needs of customers. As its name suggests (“Yes to anything travel-related”), the goal was to make a “credit card specially for travel and leisure” for both domestic and overseas travel. In October 1983, the members bulletin “YES” began direct marketing. Premium world-class products and souvenirs were sold, such as down futon comforter and Wedgwood cufflinks.

April 1985

Launch of sales of advance payment plan “Tabitabi”

The new system “Tabitabi” allowed customers to pay in advance in installments (automatic deduction from bank account) or lump-sum payments by cash, and receive travel vouchers at maturity. It was popular with customers and was awarded the Nikkei Ryutsu Shimbun’s grand prize in January 1986.

November 1985

Implementation of JTB Tourist Spot Cleanup Campaign

The JTB Tourist Spot Cleanup Campaign was started to keep sightseeing areas clean and dynamic. The goal was not only beautification of tourist spots through cleanups but also to have interactions with local communities. The campaign was renamed “JTB Brighter Earth Project” in 2012 on JTB’s 100th anniversary, aimed at inspiring communities and putting smiles on people’s faces.

November 1987

Start of sales of “Nice Shop” merchandise voucher valid at department stores

The “Nice Shop” voucher was valid at leading department stores in Japan. Initially, only the 500 yen denomination was available. The voucher could be used at significantly more stores than the vouchers issued by department stores at the time and was popular with customers.

October 1988

JAPAN TRAVEL BUREAU is renamed JTB

JAPAN TRAVEL BUREAU was renamed JTB in 1988. The JTB logo design and the dynamic red corporate color still in use as of 2019 represent JTB’s youthful and state-of-the-art corporate image. “We will change from JAPAN TRAVEL BUREAU to JTB. JTB is always with you.” Based on this catch copy and under the new tie-line, “For Your Travelife,” a large-scale promotional campaign was launched in various mediums, including TV commercial, newspapers, magazines, and major events.

July 1989

Establishment of Japan International (current JI) Accident & Fire Insurance Co., Ltd.

Japan International (current JI) Accident & Fire Insurance Co., Ltd. was established in a joint venture with AIG, a leading insurance company of the United States. It aimed to provide not only travel-related insurance but also a range of other products, including new leisure service insurance products.

1990s

January 1991

Launch of direct marketing product “Tabi Monogatari” (Travel Story)

“JTB no Tabi” (JTB Travel), a JTB product which had been sold at stores and by direct marketing, was turned into a direct marketing-only product under the name “Tabi Monogatari.” The new name was decided after hearing the opinions of customers through newspaper advertisements and based on the criteria that it visually fits as an advertising logo, has impact, can be applied to both domestic and overseas travel, and is suitable as a title of a members bulletin. With a shriek of joy, a flood of phone calls was received the day the newspaper ad was published, causing the telephone lines to nearly go down.

November 1992

Construction of training/accommodation facility and computer center Foresta is completed

Construction was completed of Foresta, a training/accommodation facility and computer center to herald a new era of JTB’s education and information strategy. Spanning 30,155.19m², it consists of the eastern training/accommodation building 13 stories above ground and 2 stories below, and the western computer building 4 stories above ground and 2 stories below. Amid cutbacks due to a prolonged economic slowdown, Foresta was built as advance future investment for human resources development and information strategy.

March 1995

1st Honolulu Festival is held

In April 1994, a ceremony was held at then Kuramae Kokugikan Sumo Arena to celebrate the upcoming procession of two mikoshi portable shrines named “spirit of rice ears” in Hawaii. The first procession of these two mikoshi was exhibited at the Japanese Cultural Center of Hawaii’s completion ceremony and received positive reviews. This led to the holding of the 1st Honolulu Festival in March 1995, participated by 3,662 people from 70 organizations in Japan. The highlight of the festival was a procession of 15 mikoshi along Kalakaua Avenue that was closed for four hours. Interactions with local Hawaiians were deepened as people chanted “wasshoi” while carrying Noboribetsu city’s demon mikoshi, Tokyo’s Asakusa Nakamise mikoshi, Ishikawa Prefecture’s vegetable mikoshi, and Hawaiian fruit mikoshi.

April 1995

'Oli'Oli system is introduced in Hawaii

"Oli'oli" means "joy and delight" in Hawaiian. As the term implies, LOOK JTB developed the new 'Oli'Oli system based on the concept of offering an enjoyable experience in Hawaii for both first-timers and repeat visitors. It was designed to make visitors' stay in Hawaii more enjoyable and comfortable through services such as the well-known LOOK JTB 'Oli'Oli trolley service, 'Oli'Oli shuttle service to famous sightseeing spots in Hawaii, and free 'Oli'Oli mobile phone rental service.

February 1996

Introduction of multimedia stations and start of sales of travel products

A travel product sales tool of the new era, multimedia station, was introduced at 100 Sunkus convenience stores in Tokyo and drew great public attention. Multimedia stations were developed through collaboration among JTB, Sunkus & Associates (current Circle K Sunkus), and IBM Japan. It could issue amusement park tickets and airline tickets, as well as make reservations for domestic and overseas tours. The concept of instantly issuing tickets through credit card payments was groundbreaking at the time, and the multimedia stations became synonymous with "automatic vending system for travel."

April 1998

Start of online sales of travel products

The company launched JTB INFO CREW, a one-stop system for online travel reservations and payments. This allowed the "JTB accommodation survey" to be filled out online rather than by postcard as before. Such services instantly accelerated use of the Internet for travel.

2000s

March 2000

Establishment of Internet travel sales company Tavigator, Inc.

Internet travel sales company Tavigator, Inc. was established with Yahoo Japan Corporation and the SoftBank Group. A website was established enabling customers to access not only JTB Group products but also travel products of other companies.

August 2000

Establishment of JTB Business Travel Solutions, Inc.

(JTB-CWT structure after CWT's capital injection in January 2001)

In August 2000, JTB Business Travel Solutions, Inc. was established as a JTB wholly-owned company specializing in business travel. In January 2001, a joint venture agreement with Carlson Wagonlit Travel (CWT) was concluded. The business of its Japanese corporation was integrated, and the existing structure was formed.

January 2001

Renamed JTB Corp.

The company was renamed JTB Corp., and the headquarters office was relocated to Tennozu. It established the Group mission of developing tourism in the 21st century and striving to foster peace and interconnectedness through opportunities for meaningful human interaction, domestically and globally. A new tie-line, "For Your Travel & Life," was also established.

April 2006

Transfer to new Group management structure (segmentalization of business)

The JTB Group transferred to a new Group management structure to become a group of companies that squarely faces the market (customers) and place the Group back on a growth path. A new tie-line, "Your Global Lifestyle Partner," was established to achieve the "JTB Group Dream": providing the best services to fulfill the dreams of customers, always from their perspective, and earning recognition as an indispensable partner of customers.

July 2006

Establishment of J&J Business Development Corp., as joint venture with JCB Co., Ltd.

J&J Business Development Corp. was established as a joint venture with JCB Co., Ltd. to leverage the management resources of JTB and JCB and further improve customer service. Two subsidiaries of J&J were established: JCB Travel Co., Ltd., which handles travel services for JCB members; and J&J Gift Corp., which is entrusted with the gift voucher operations of JCB and JTB.

June 2007

Start of sales of “Nice Gift” joint vouchers with JCB Co., Ltd.

“JTB Nice Gift” vouchers were issued as part of the business tie-up with JCB Co., Ltd. The gift vouchers of JTB and JCB were integrated, and JCB was commissioned to handle the participating stores. As a result, the gift vouchers became more versatile and convenient, and the number of participating stores increased to over 500,000, one of the most in Japan.

April 2009

“JTB Timetable” 1,000th issue is published

The “Train Timetable” launched in 1925 later became the “JTB Timetable”, and its May 2009 issue marked the 1,000th issue. A commemorative event was held in collaboration with the Railway Museum, inviting JTB Timetable readers.

At this timing, the “Rail Travel Japan” project was initiated with the objective of starting a domestic travel movement by showcasing the charms of local railways. In particular the “Rail Girls Project” by female rail fans gained attention and was introduced on TV.

Based on its number the cover of the 999th issue, the issue before the 1,000th issue, featured an original illustration of Galaxy Express 999 by manga artist Leiji Matsumoto and drew significant attention.

2010s

December 2010

“Rurubu” is recognized as the world’s longest travel guide series

The “Rurubu” series published by the JTB Group’s publishing company, JTB Publishing, Inc., was recognized as the “longest series of published travel guides” in the world by the Guinness Book of Records™. The 3,791 editions published between August 1984 and November 2010 was recognized as No. 1 in the world. Among the various travel guide series published throughout the world, Japan’s “Rurubu” was recognized for publishing the most number of editions. (Recognized on December 16, 2010)

If all editions of “Rurubu” are stacked vertically, its height would reach approximately 1.6 times the height of Tokyo Skytree (634m).

April 2011

Formulation of new Group brand slogan, “Perfect moments, always”

The JTB Group established a new brand message, “The JTB Way,” aiming to further increase its brand value ahead of the 100th anniversary of its establishment in March 2012. As part of the message, a new brand slogan, “Perfect moments, always,” was established.

October 2011

Start of sales of foreign travel products for Chinese people under “Youyi” name

JTB Group becomes first certified foreign travel company in China

In May 2011, the JTB Group’s travel company in China, JTB New Century International Tours Co., LTD, became the first foreign travel company permitted to sell overseas travel products to Chinese people in China. In September 2011, it started selling travel products for individual customers under the brand name “Youyi,” meaning “leisurely time and quality service.” Based on the concept of “reliability,” “excitement,” and “satisfaction,” it sells tour and independent travel packages as well as travel products customized to hobbies and themes.

March 2012

100th anniversary of establishment

The JTB Group celebrated its 100th anniversary on March 12, 2012.

We, the JTB Group, owe our first 100 years of success to our customers. We will continue to build on that success by delivering products, services and solutions that surprise and delight, inspired by the Earth’s majestic beauty. Stay tuned for what’s in store from the JTB Group.