

JTB Acquires Sales Rights for Men's Rugby World Cup Australia 2027™

"Departing Globally, Arriving Globally": Creating Experiential Value in Global Sports Tourism

Tokyo, Japan – February 3, 2026 – JTB Corp. today announced that it has acquired the exclusive domestic sales rights for official travel packages with match tickets, and international sales rights*¹, as the sole official travel agent in Japan for Men's Rugby World Cup Australia 2027™ (hereinafter, RWC 2027). Leveraging the JTB Group's extensive global network, JTB will offer comprehensive sports tourism packages that seamlessly integrate RWC 2027 match tickets, accommodation, and unique tours designed to immerse travelers in Australia's vibrant culture. A dedicated website providing information related to RWC 2027 will be launched on February 3, 2026, at the following URL: <https://www.jtb.co.jp/sports/rwc2027/>



1. Rising Demand for Sports Spectatorship and Experiential Travel

In recent years, the sports tourism market has been rapidly expanding both domestically and internationally, driven by a growing interest in sports. This has led to a heightened demand for "purpose-driven travel," where individuals seek the thrill of sharing emotions and excitement directly at stadiums, coupled with a deep immersion in local cultures. Particularly in international travel, there is a strong emphasis on high-value "experiences" that are more than just sightseeing,

necessitating travel products that allow visitors to really engage with local culture, history, and nature. Against this backdrop, the demand for sports spectating has evolved beyond simply watching games, now extending to memorable and profound experiences.

2. JTB's New Value Proposition in Sports Tourism

Maximizing the RWC 2027 sales rights, the JTB Group will leverage its extensive global network and proven track record to deliver inspiring and unforgettable journeys filled with emotion and memories to rugby fans worldwide, under the theme "Departing Globally, Arriving Globally". JTB will streamline the travel planning process by offering comprehensive packages that seamlessly integrate match tickets, accommodation, and local tours. JTB is also committed to promoting sustainable tourism through environmentally conscious travel initiatives. With our deep hospitality expertise and extensive experience cultivated through global sports events such as MLB™, we will develop optimal travel plans based on customer needs and establish a robust support system on-site. Based on the JTB Group's long-term vision "OPEN FRONTIER 2035"^{*2}, we will continue to create new value by utilizing our accumulated insights and specialized expertise. We are dedicated to staying close to our customers who are moved by the athletes' performances, providing unforgettable memories to people around the world.

*1: In overseas markets, with exceptions in certain countries and regions.

*2: JTB Group's long-term vision "OPEN FRONTIER 2035": <https://www.jtbcorp.jp/jp/ourstory/2035vision/>

Contact for press inquiries:
JTB Corp. Public Relations team
Phone: +81 3 5796 5833