

JTB Group Digital Credo



JTB Group Mission

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

Vision Statement

Pioneering Ways to bring people, places and possibilities together in a New Era.

Our Promise to the customer <Brand Promise>

We aim to deliver excitement, wonder and results through the creation of opportunities to explore the Earth's beauty, rich history, and cultural heritage. We owe our first 100 years of success to our customers. We continue to build on this legacy by creating value and connections and leading the way on our shared journey towards greater sustainability.

Brand Slogan

"Perfect moments, always"

ONE JTB Values

Create trust

We are always sincere and stay close to people's hearts.

Rise to the challenge

We continue to challenge ourselves to exceed the expectations of all.

Keep smiling

Our smiles make our customers happy.