



*Perfect moments, always*

# JTB's Sustainability Initiatives

Chizuko Nishimatsu

Executive Officer in Charge of Sustainability

# About JTB



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## History

Established 1912



## Japan



354 Offices

## Global



159 Offices

## Employees



18,663

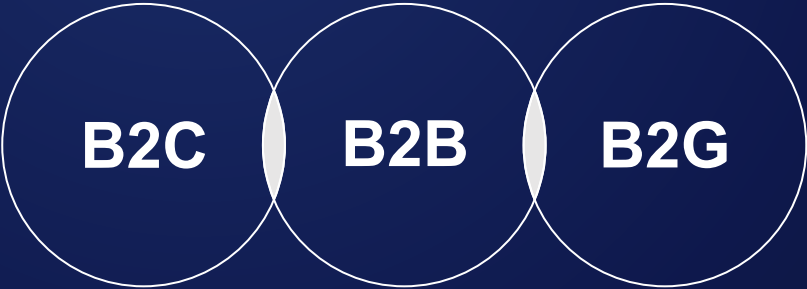
## Partnership



UN Tourism



## Business Domain



## Revenue



JYP\1,086B

# The creation of opportunities to bring people together in meaningful ways



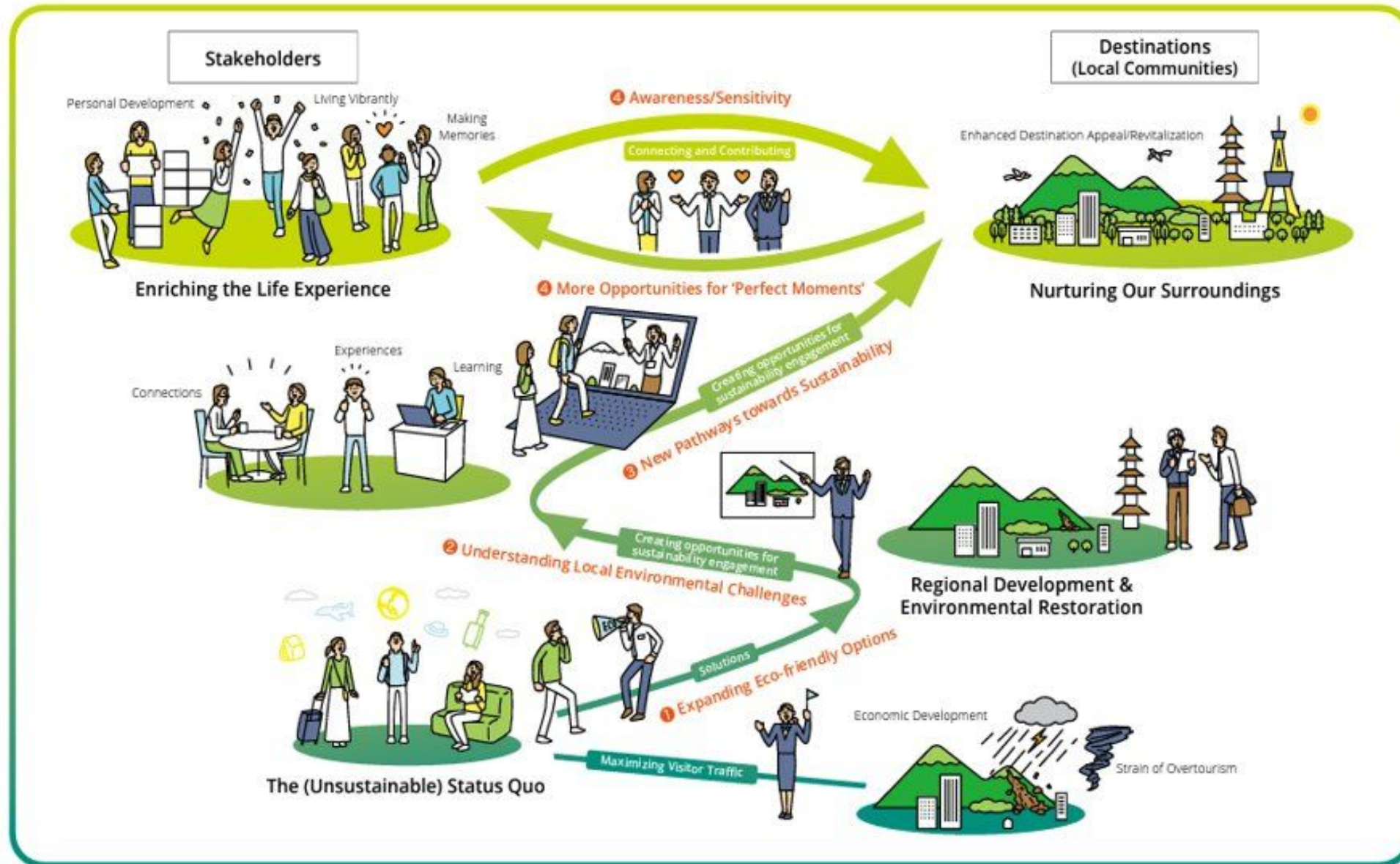
We sustainably create value, foster engagement and build connections between people, destinations, and organizations by harnessing the power of partnering, the warmth of a human touch and robust digital underpinnings.



# Heading Towards Partnership and Progress



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# Sustainable Tourism Related Partnership



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# Partnership Agreement with Hotel Suppliers



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1,000

As of  
October 2024

# Promote understanding of GSTC Criteria in JTB

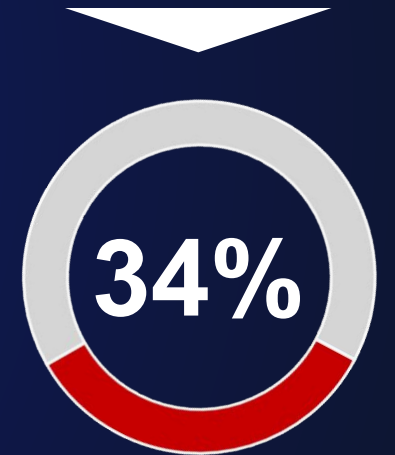


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**85**

**passed STTP  
in Japan, 2023**



**29 people  
from JTB**

# 2<sup>nd</sup> GSTC Japan Members Meeting in May 2024



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# 2<sup>nd</sup> GSTC Japan Members Meeting in May 2024



## 24 organizations participated incl. international members



観光庁  
Japan Tourism Agency



公益財団法人 東京観光財団  
Tokyo Convention & Visitors Bureau



**JAPAN AIRLINES**

**Rakuten Travel**

**KLOOK**



**CENTARA GRAND**  
HOTEL OSAKA



FOUR SEASONS



**NTA**  
NIPPON TRAVEL AGENCY



**Total: 64** participants/hybrid

# GSTC Certification from Accredited Certification Body





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