Sustainable Tourism as a Driver for Resilient Economies and Societies

JTB Corp's Perspective

Thursday, May 11, 2023

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JTB was founded in 1912 with a mission to invite and serve the needs of visitors from overseas and one of the largest travel companies in Japan.

### About JTB

- **297 Sales Offices**
- **194 Locations/82 Cities/36 Countries & Regions**
  - (HQ Offices, Branches, Sales Offices and Affiliated Sales Offices)
- **Partnership**
JTB Corp’s Commitment to Sustainability

• At the JTB Group, we have recognized the three key sustainability materiality as follow.

  Enriching the Human Experience
  • Leisure Experience & Job Satisfaction
  • Learning & Human Resource Development
  • Diversity

  Nurturing our Surroundings
  • Destination Preservation & Enhancement
  • Caring for the Earth

  Engaged Partnering
  • Creating Stakeholder Connections

For more information, please visit our website.
The JTB ticket distribution digital platform has helped address issues of overtourism at popular tourist destinations in Japan by enabling SMEs in local communities to adopt and implement it in collaboration with tourist destinations.

- Connects ticket facilities and vendors
- Helps in implementing overtourism measures
- Solves traffic congestion
- Selected as one of the world’s top 100 Green Destinations in 2022.

Data Share

Nabegataki Falls in Oguni Town
JTB’s Investment in "byFood.com"

- JTB has collaborated with UNWTO to invest in a digital gastronomy platform managed by young entrepreneurs in Japan, while also supporting opportunities for these individuals to work in the tourism sector.

Foreign visitors to Japan

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<tr>
<th>Issues/shortages</th>
<th>Solution</th>
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<td>• Want explanations from foreigners’ point of view</td>
<td>• Influencer Marketing</td>
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<td>• Want to make reservations and inquiries in English</td>
<td>• Promotional video production for food experiences</td>
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<td>• Want special food experiences that are difficult to book</td>
<td>• Brush up on content</td>
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<td>• Providing one-step service for cross-border EC</td>
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JTB

- Attracting visitors to municipalities and DMOs
- Creation of food content
- Comprehensive proposals for promoting inbound business
• JTB Group is collaborating with JICA and GSTC to assist the Jordanian government in developing and implementing a new Sustainable Tourism Master Plan in the Petra Region, and will provide GSTC training in Petra, Jordan.
JTB’s Carbon-Neutral Targets

- JTB has announced out intention to become carbon neutral by 2050.

- Medium-Range Target: JTB to achieve carbon net zero by FY2030

- Long-Range Target: JTB to achieve carbon net zero across all business domains by FY2050
The first JTB Sustainability Report was published digitally in Japanese and English in 2022.

We bring people, places and possibilities together. Our brand image is inspired by nature’s colors and becoming more diverse, as we aim to pioneer a new era of interactions around the world.
JTB Joins GSTC

• JTB signed an MOU with the GSTC to sustainability efforts and help implement global standards and improve management and business practices to support the environment.

MoU signing ceremony held on March 3, 2021

“The JTB Group is committed to the development of a more peaceful, prosperous and sustainable society through the delivery of excitement, wonder, results and real value to its customer base around the world in alignment with the Group’s mission, vision and values.”
By investing in sustainable tourism solutions and fostering collaboration among DMOs, tourism stakeholders, and local communities, JTB would like to help build a more resilient economy and society.

JTB has partnered with the Regional Revitalization Solution Fund to provide financial and human resources support to local communities for their sustainable development through the investment.