

Worldwide Partnership



JTB Global Marketing & Travel ***CSR Report 2023***

April 2023 to March 2024

Corporate Data

As of March 31,2024

Corporate Name	JTB Global Marketing & Travel Inc.	
Head Office	4,5,6F, Tokyo Front Terrace, 2-3-14 Higashi-Shinagawa,Shinagawa-ku, Tokyo, Japan 140-8604	
Date of Foundation	October 12, 2004	
Capital	100 million yen	
Annual Sales	60.2 billion yen in 2019	
Shareholder	JTB Corp. 100%	
Board Members	Tsuneo “Tony” Ishida Kazuya Moriwaki Kazuharu Abe Fumi Nishiuchi Yasuhisa Fukuda Daisuke Fujii Hitoshi Osawa	President & CEO Director & Executive Officer Director & Executive Officer Executive Officer Director Director Auditor
Contact	Tel: +81-3-5796-5400 Fax: +81-3-5495-0688	

Japan's Leading DMC since 1912

JTB Corp. was founded in 1912 to promote and facilitate travelers from overseas. Almost a century later, JTBGMT was spun off to continue in the spirit of know-how and hospitality gained over the past hundred years.

Our Mission

We aspire to introduce the allure of Japan to the world by creating a multitude of valuable and meaningful experiences.

While doing business, we also strive to support global communication and the realization of a peaceful, eco-friendly society.

Our Promise to You

We will use our professional knowledge and skills to provide memorable experiences that exceed your expectations. In order to keep our promise, we will follow these basic guidelines:

- ◆ Maintain a professional appearance and attitude.
- ◆ Utilize creativity and speed to make the wishes of our customers and clients a reality.
- ◆ Adhere to deadlines and fulfill obligations.
- ◆ Comply with all laws and regulations.
- ◆ Promote Japan to international markets by using our knowledge of foreign cultures and customs which has been cultivated over JTB's 100-year history.
- ◆ Respect each other and encourage an open work environment.
- ◆ Contribute in the sustainable development of the local community and the conservation of the natural environment

CSR

1. Environmental Protection

Environmental Declaration

JTB Global Marketing & Travel Inc. aims for a sustainable recycling society by adopting care towards the precious natural environment and taking maximum consideration towards protection of the global environment as its basic principles for the sincere promotion of tourism-related corporate activities.

Environmental Principles and Standards

1, JTB Global Marketing & Travel Inc. will promote ecotourism. By providing high-quality products and services with attention towards the natural environment and history and culture, we will provide our customers with an opportunity to get in touch with attractive local resources as well as contribute to the vitalization of the local economy and the protection of resources.

2, JTB Global Marketing & Travel Inc. will do its best to cut down and recycle resources as much as possible upon executing its business, beginning with the reduction of the usage and disposal of brochures.

3, JTB Global Marketing & Travel Inc. will contribute to the enhancement of environmental consciousness amongst society by executing environmental protection activities.

2. CSR / Environmental Activities

2023 Hawaii Wildfires" Fundraising

JTB Global Marketing & Travel conducted an emergency support fundraising activity for the "Hawaii Maui Island Wildfire" that occurred in the early hours of August 8, 2023, local time. We supported Maui Island through the "Hawaii Western Maui Wildfire Relief Fund" implemented by the Japan Association of Travel Agents (JATA) and the Pacific Asia Travel Association (PATA).

Donation amount: JATA: 50,000 yen / PATA: 20,000 yen

88.2 kg CO2 Emission Reduction through Eco-cap Collection

JTB Global Marketing & Travel stopped selling plastic bottle drinks in vending machines in the middle of FY 2021 and switched to selling bottled and canned drinks. While not prohibiting employees from bringing in plastic bottles for engagement reasons, we collected plastic bottle caps and had them collected by the NPO Eco-cap Movement. Over the two years of FY2022,2023, we collected about 28 kg (12,040 caps), suppressing about 88.2 kg of CO2 emissions. The collected eco-caps are converted into recycled plastic raw materials and used for various social contribution activities such as medical support, support for people with disabilities, and environmental education for children.

2024 Noto Peninsula Earthquake Relief Fund

We conducted a fundraising activity for the "2024 Noto Peninsula Earthquake" that occurred on January 1, 2024, at 16:10 on the Noto Peninsula, and provided support through the Japan Association of Travel Agents(JATA).

Donation amount: 280,000 yen

Used Stamp Donation to "Japan Overseas Christian Medical Cooperative Service "

JTB Global Marketing & Travel collected and donated about 800g of used stamps in FY2023, equivalent to one month's practical training fee for one person at a nursing school in Tanzania.

3. Promoting Diversity and Life-Work Balance

Selected “New Diversity Management Selection 100 in FY2020”

March 2021~



JTB Global Marketing & Travel Inc. has been selected the “New Diversity Management Selection 100 in FY2020” by The Ministry of Economy, Trade and Industry as one of empowering diverse human resources to the greatest extent possible and leading such efforts to achievement of business management.

JTBGMT continuously makes effort for Diversity encouragement.

Obtained “Safe Travels Stamp by WTTC”

February 2021



The Safe Travels Stamp was created for travelers to recognize destinations and businesses around the world which have adopted the Safe Travels health and hygiene global standardized protocols. JTB Global Marketing & Travel Inc. achieved safe travel protocols which are set by WTTC and obtained the stamp.

Selected the 2022 Certified Health & Productivity Management Outstanding Organizations Recognition Program

March 2022



This recognition program is designed to highlight outstanding enterprises engaging in efforts to advance health and productivity management and thereby aims to develop an environment in which such enterprises are able to gain enhanced social recognition, e.g., from employees, employment seekers, related enterprises and financial institutions, as organizations engaging in strategic health and productivity management program efforts for maintaining their employees’ and other workers’ health from a management perspective.

3. Promoting Diversity and Life-Work Balance

Received “Kurumin” Logomark certification for actions based on Act on Advancement of Measures to Support Raising Next-Generation Children (2019～)



JTB Global Marketing & Travel Inc.(JTBGMT) received the “Kurumin” certification from the Minister of Health, Labor and Welfare as a Childcare Support Company under the Act on Advancement of Measures to Support Raising Next-Generation Children (as of 2 August, 2019).

In April of 2017 JTBGMT devised and submitted a two-year action plan based on the Act on Advancement of Measures to Support Raising Next-Generation Children. The action goals set in the plan were achieved and necessary conditions were fulfilled to receive recognition as a Childcare Support Company by the Minister of Health, Labor and Welfare. JTBGMT will continuously submit an action plan for receiving and renewing the certification.

JTBGMT will continue our efforts to support our employees to engage in both work and child-rearing, and to set the stage for employees working under various circumstances to excel in their respective positions.

Certified “Eruboshi” 2 Stars Based on the Act on Promotion of Women’s Participation and Advancement in the Workplace (2018～)



Based on the Act on Promotion of Women’s Participation and Advancement in the Workplace, JTB Global Marketing & Travel Inc.(JTBGMT) has earned 2 Stars on the “Eruboshi” excelling corporation scale from the Minister of Health, Labor and Welfare and renewed it annually until 2022. We will continue to strive to improve the work environment for women and facilitate their advancement.

4. Towards to Sustainable Tourism

Travelife Certified Sustainability Award for JTB Global Marketing & Travel Inc.

Sustainable Tourism

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, The environment and host communities"



JTB Global Marketing & Travel Inc. received the Travelife Certified award on Mar.22,2022. The award is a recognition for the long-term efforts and sustainability and corporate social responsibility leadership JTBGMT has demonstrated.

JTBGMT is in compliance with more than 200 criteria relating to a tour operators' sustainability practices in office management, product range, international business partners and customer information. The Travelife standard covers the ISO 26000 Corporate Social Responsibility themes, including environment, biodiversity, human rights and labour relations; and is formally recognized as in full compliance with the UN-supported Global Sustainable Tourism Council (GSTC) Criteria.

Travelife is the leading international sustainability certification for the travel sector. More than 40 national travel associations are promoting the scheme to their members, including 20 European Travel associations and The Pacific Asia Travel Association (PATA). Since 2012, more than 1,500 tour operators have been trained in CSR and more than 500 tour operators have received a Travelife award.

As a Travelife Certified tour operator, JTBGMT will continue to pursue the realization of sustainability in tourism and to create connections between international visitors and our destinations. We are also committed to providing solutions for the promotion of SDGs within the Japanese tourism industry at large.

Travelife is the leading international sustainability certification for the travel sector. More than 40 national travel associations are promoting the scheme to their members, including 20 European Travel associations and The Pacific Asia Travel Association (PATA). Since 2012, more than 1,500 tour operators have been trained in CSR and more than 500 tour operators have received a Travelife award.

JTBGMT will continue to pursue sustainable tourism in inbound tourism to Japan, and will serve as a bridge between visitors from around the world and local governments, DMOs, and tourist destinations, providing solutions to promote the SDGs in the tourism industry as a whole, and contributing to both creating empathy and attracting visitors.

Promoting sustainable tourism with our business partners

JTB Global Marketing & Travel, Inc. deems to our business partners(hereinafter called "partners") who provide tourism and travel services (transportations, accommodations, contents, guides and tour attendants) as important partners in promoting sustainable tourism. While taking into consideration the convenience, comfort, entertainment, and economy of our customers, we are also mindful of the impact of our business on the lifestyles and cultures of the regions and local people we visit, the natural environment and diverse species (especially endangered wild animals and plants), and natural resources such as water and energy, and work with each partner to provide and committed to sustainable tourism and travel services together with them. In practice, we share our sustainable policy with partners and work to promote their understanding of it, and encourage them to ensure that the tourism and travel services they provide are part of a sustainable supply chain.

In FY2023, we shared our Sustainability Policy with approx. 350 partners and surveyed the status of each partner's efforts in sustainability activities.

We shared the results of survey internally, and if the partners provide any sustainable travel and/or tourism services, we will willingly select, recommend, and offer them to our customers.

We will continue to reach out to many business partners to expand and strengthen our sustainable supply chain, and we will work together with them to promote sustainable tourism.

4. Towards to Sustainable Tourism

JTB Global Marketing & Travel Sustainability Policy Adopted

For the purpose of further promoting sustainability actions, in April 2020 JTBGMT hereby adopted its Sustainability Policy:

JTB Global Marketing & Travel Sustainability Policy

Our Mission

At JTB Global Marketing & Travel, we will strive to ensure every effort is made to promote the sustainability of the global environment, local community, culture, and all people involved.

We stand by the idea of “leave no-one behind” as proposed in the Sustainable Development Goals (SDGs), which were adopted by the United Nations in September 2015. Furthermore, based on the following five viewpoints proposed during the 2017 International Year of Sustainable Tourism for Development, we commit to:

1. Inclusive and sustainable economic growth;
2. Social inclusiveness, employment expansion, poverty reduction, and human rights protection;
3. Resource efficiency, environmental protection and combatting the effects of climate change;
4. Protecting the cultural values and heritage, promoting diversity;
5. Mutual understanding, accessibility, peace and security;

Importantly, we commit to maximizing the positive benefits received by local communities as a result of our presence, while minimizing any negative impacts in our office and the holiday destinations.

4. Towards to Sustainable Tourism

The Six Key Sectors of Sustainability Advanced by JTB Global Marketing & Travel Inc.

1. Ethical, Sustainable Tourism Management And Legal Compliance

We commit to compliance with laws and regulations in the countries and regions in which we conduct business and respect local customs and ethics. Based on the Global Code of Ethics for Tourism - adopted in 1999 by the General Assembly of the UNWTO, and acknowledged by the United Nations in 2001 -, we commit to the promotion of initiatives in accordance with company sustainability policies, and appointing employees who are responsible for sustainability coordination tasks.

2. Protection Of Limited Resources And Biodiversity

We commit to the practice of environmental protection and preservation of biodiversity, encouraging the adoption of the 3R approach (Reduce, Reuse, Recycle), along with proper disposal practices to preserve the limited resources for generations to come. We aim to reduce the usage of paper resources, disposable and consumable goods (especially the use of single-use plastics) in our operations, and encourage the adoption of sustainable products and services based on the company sustainability policy. Furthermore, under the consideration of animal welfare and for the preservation of biodiversity, we commit to not promote the trade of souvenirs that contain threatened flora and fauna species, as indicated in the CITES treaty (Washington Convention) and the IUCN 'Red List'.

3. Sustainable Tourism And Travel Services

We seek out our business partners that provide tourism and travel services (transportation, accommodation, guides, food and beverages) as important partners in promoting sustainability. With our business partners, we always consider the convenience, comfort, entertainment and affordability for the customers, while paying attention to the impact on local lifestyle, culture, nature, biodiversity (especially those endangered animals and plants), water resources, energy, and other natural resources in the destinations from our business operations. In practice, we share our sustainability policies with our business partners to achieve better mutual understanding and to work together towards a sustainable tourism and travel services supply chain. If our business partners offer sustainable tourism and travel services, we will select those businesses as a priority and recommend them to our customers.

4. Promoting Local Community Sustainability

We endeavor to maximize our contribution to the development of sustainable local communities. With our business partners and customers, we value and respect the local customs and ethics, supporting the development of the local community with conscious safeguarding of same. Furthermore, we promote local production local consumption, value the tangible and intangible cultural property rooted in the local community, and do not promote or sell counterfeit products.

5. Promoting Sustainability Through Communication With Customers

We commit to providing socially, culturally and environmentally friendly tourism and travel services, directly and indirectly contributing to the local community, while providing information to consumers about the natural surroundings, local culture and cultural heritage, and the conservation activities in the holiday destinations. In addition, we inform consumers about risks and required behaviors related to health and safety matters during their travel for not only prevent risks during their experience of services, but also to be better prepared to deal with emergency situations. We also seek to assist consumers to understand the importance of sustainability, educating and inspiring more sustainable ways of traveling and striving to realize the coexistence with destination communities in mutual prosperity. We regularly conduct customer surveys to ensure quality of experience delivery to our customers and take an appropriate response to complaints from clients to improve services and products.

6. Aim For An Employee Friendly Sustainable Working Environment

Recognizing the importance of employee wellbeing, we commit to abide by all applicable laws, prevent any form of forced and child labor, strive to foster an employee-friendly work environment for our staff and business partners, and devote to improve the hygiene and safety of the working environment. We value diversity and individuality, seeking to create and sustain a thriving workplace, and listening to the complaints and expectations voiced by the employees with an open and fair mind in order to improve our workplace environment. Furthermore, we strive to develop sustainability related education and training programs that also involve our business partners to support our in-house sustainability associated initiatives both within the company and with our wider customer base.

Appendix: Global Code of Ethics for Tourism (GCET)

Article 1 Tourism's contribution to mutual understanding and respect between peoples and societies

Article 2 Tourism as a vehicle for individual and collective fulfillment

Article 3 Tourism, a factor of sustainable development

Article 4 Tourism, a user of the cultural heritage of mankind and contributor to its enhancement

Article 5 Tourism, a beneficial activity for host countries and communities

Article 6 Obligations of stakeholders in tourism development

Article 7 Right to tourism

Article 8 Liberty of tourist movements

Article 9 Rights of the workers and entrepreneurs in the tourism industry

Article 10 Implementation of the principles of the Global Code of Ethics for Tourism

Global Marketing & Travel JTB Global Marketing & Travel Inc.

4,5,6F, Tokyo Front Terrace, 2-3-14
Higashi-Shinagawa, Shinagawa-ku, Tokyo, Japan
140-8604 Tel: +81-3-5796-5400

