

# SUSTAINABILITY REPORT 2026



Worldwide Partnership

**Global Marketing & Travel** | *JTB*

## CONTENTS

### About Us

- 03 About Us
- 04 Our Mission
- 05 President's Commitment
- 06 Our Business
- 08 Value Creation Story
- 09 Well-being Management

### Our Sustainability Strategy

- 11 [1] JTBGMT Sustainability Policy
  - 12 Our Mission in Sustainability
  - 13 The six key sectors of sustainability
- 14 [2] Sustainability activities
  - 15 Initiatives and Results
  - 16 Certifications
  - 17 International Certification
  - 18 Sustainability Priorities
- 19 [3] Sustainability in Business
  - 20 Sunrise Tours
  - 21 Spanish-speaking Guided Tour 「Japón Espiritual」
  - 22 Inbound Solutions

### Company Profile

- 24 Company Profile
- 25 Governance
- 28 What Do Our Staff Think Defines JTBGMT?

### Specific Policies per Theme

- 29 JTBGMT Sustainability Policy  
Specific Policies per Theme

※This report covers the period from April 2025 to March 2026.

# About Us

## About Us

**A Japanese DMC  
that creates new values  
and excitements  
in global exchanges**

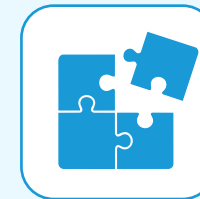


**We contribute to the realization of a sustainable and peaceful society through inbound tourism to Japan.**

JTB Global Marketing & Travel (JTBGMT) is a professional team specializing in inbound tourism to Japan. Together with our domestic and international partners who love Japan, we contribute to the development of sustainable tourism suitable for a new era. We provide inspiring stories that exceed customer expectations and valuable solutions for our business partners.



Expertise from our wealth of experience and a proven track record



Customized optimum services



JTB Network to welcome our customers from all over the world



Connecting travelers with regional communities

## Our Mission

**We create global exchange bridging Japan and the world to contribute to achieving a peaceful and fulfilling society.**

### Our Promise to the Customer

As a professional in the field of inbound tourism, we pursue perfect moments and achievements for our valued customers and contribute to the sustainable development of society.

### Code of Conduct

We sincerely listen to customer opinions and respond quickly and accurately.

We provide products and services that exceed customer expectations with expertise and creativity honed over 100 years of experience.

We respect the culture and customs of each country and promote mutual understanding across borders.

We collaborate with business partners to contribute to regional development and the appeal of Japan.

We create a free and open culture with diverse values.

We promote sustainability and respect for the environment in all our decisions and actions.

We ensure that we act in accordance with compliance.

### Business domain

DMC business with high specialization and hospitality

#### Definition

DMC professional that delivers the value of the region to the world and creates exchanges that connect people and regions with precise solutions.

## President's Commitment

### Driving Sustainable Tourism in Japan and Envisioning Sustainable Growth and a Prosperous Future Society

As a company that has inherited JTB's original operational focus from its founding in 1912, namely the inbound tourism business, we at JTB Global Marketing & Travel have always operated with sustainability at the core of our business. As a company, we view sustainability as more than the mere pursuit of profit, but rather see it as representing continuity in harmony with the environment and society, and connecting directly to the time-honored Japanese mindset of mutual aid and altruism. As we grow while adapting to the changing times, we position sustainability even more firmly as the foundation of our operations, and strive toward sustainable growth as a societal institution, while interfacing with the environment and social issues.

Having grown to become the second largest export-related industry in Japan, alongside other developments, inbound tourism is a crucial market that is projected to continue to grow for the foreseeable future. Expansions in the numbers of foreign tourists act as a significant source of vitality for the Japanese economy, which supports a range of sectors including local economies and the retail industry. I believe that right now represents the perfect opportunity to broadcast the many positives of the people, nature, culture, and history of Japan to the world, and fulfil our mission of "Energizing Japan" and "Connecting the World." At present, we are endeavoring to distribute tourists throughout the country rather than having them concentrated in the Golden Route connecting Tokyo, Kyoto, and Osaka, and as a GSTC-certified company, we are taking a leading role in world-class sustainable tourism.



At the same time, we promote well-being management, which places a strong focus on the health, happiness, and growth of our employees. By creating an environment in which anyone can work with enthusiasm, we are striving toward sustainable organizational growth and development.

Nice to live in, nice to visit, and nice to work in. We believe that once a cycle based on these "three nices" is achieved, it will attract people to the area, stimulating the local economy, and this will lead to an ever-expanding cycle of growth. Sustainability is an example of an absolute win-win strategy which, as a framework, harms nobody. It is affection that lies at the very root of sustainability. We hold affection for the environment, society, one's clients, business partners, and employees, and this affection leads to the achievement of a better society. Together with partners who share our vision, we will continue to offer a leading example of sustainable tourism into the future.

## Our Business

### Corporate Business

Since its establishment, JTB Global Marketing & Travel (JTBGMT) has welcomed a large number of visitors to Japan for tourism and business purposes. Our journey demonstrates a strong commitment to meeting the evolving challenges and needs of increasingly complex companies and organizations. JTBGMT utilizes the knowledge and expertise we have cultivated in our long years of experience to help solve issues faced by organizations, government agencies, regional municipalities and those in the tourism industry.

### Inbound Solutions

The tourism industry is now one of the fastest growing industries in the world. Inbound tourism, which invites overseas visitors to Japan, promotes the flow of people and creates employment throughout Japan, while further contributing to regional regeneration. It also enables organizations to establish points along tourist routes where visitors to Japan can interact with products and services and thereby achieve global sales promotion and product trials. We address the issues faced by government agencies, regional municipalities, tourism operators, and organizations to propose inbound tourism solutions from various perspectives. We also provide support and consulting for product development and promotion.



### MICE

In recent years, the act of building relationships of trust with stakeholders such as employees, business partners, shareholders, and the local community and society has become an extremely important organizational management issue to address.

JTBGMT provides comprehensive support for both travel and event management, including business tours held by organizations to enhance engagement with stakeholders (such as incentive trips, employee trips, and inspection trips), as well as MICE administration for events, seminars, international conferences, training, and exhibitions held in Japan. As the leading DMC for inbound tourism to Japan, we provide a rich array of inspiring experiences and help organizations solve the issues they face.

#### MEETING



#### INCENTIVE



#### CONVENTION



#### EVENT



## Our Business

# Leisure Business

Due to the changing trends in inbound tourism, the needs of travelers are more diverse than ever before. Some visitors want tours of famous tourist sites, while others want to visit regional cities to experience traditional Japanese culture, or join tours that specialize in a particular theme, such as food or nature. JTB Global Marketing & Travel (JTBGMT) provides tours, services, and travel products to meet the needs of travelers from around the globe, and schedules and operates tours. We also provide various travel agents with a highly convenient online reservation tool and sell lodging products and package tours for locations all over Japan, improve satisfaction for all visitors, and contribute to regional municipalities and those in the tourism industry.

### Group Tours



JTBGMT coordinates with travel agencies around the world to plan and operate group tours to Japan. We support everything during your stay in Japan, from proposing locations to visit, scheduling lodging and transportation, to arranging local services. This enables us to handle all kinds of requirements from one-time-only original itineraries to series package tours, and we promise to provide special experiences in Japan.

### Online Travel Solutions



For travel agencies, including online travel agents, we offer hostConnect, which provides product price and stock information in the XML format via an API, and webConnect, which provides a highly convenient online reservation system. By providing accommodation at hotels and inns around Japan and a speedy delivery system for the Sunrise Tours of JTBGMT, we can respond to the various needs of individual travelers.

### SUNRISE TOURS



SUNRISE TOURS started as the first package tour for foreign visitors to Japan in 1964 and has been welcoming people for more than 60 years. We provide a wide range of tours, including worry-free tours with an English-speaking interpreter guide for first-time visitors to Japan, as well as for repeat visitors. In 2024, we launched a new tour brand called SUNRISE TOURS Premier, which focuses on high added-value experiences.

### FIT Tours



We also offer special tours for small groups and individual travelers tailored to families, friends, and couples, with special attention to detail. You may want to visit a remote area that is not easily accessible by group tours, to experience a hidden gem, or to make an important moment in your life an emotional one. We respond to such special requests with optimal plans.

### Cruise (shore excursions)



JTBGMT organizes shore excursions, turnaround services, and pre- and post-cruise tours for cruise ship passengers at ports of call nationwide. Our strengths include the JTB Group network throughout Japan, our rich experience, and our strong partnerships with local governments and tourism organizations that we established through our wide range of past achievements. We have dedicated teams that are well-versed in the appeal of various regions, who can welcome cruise ships of all sizes with sincerity.

### BOUTIQUE JTB

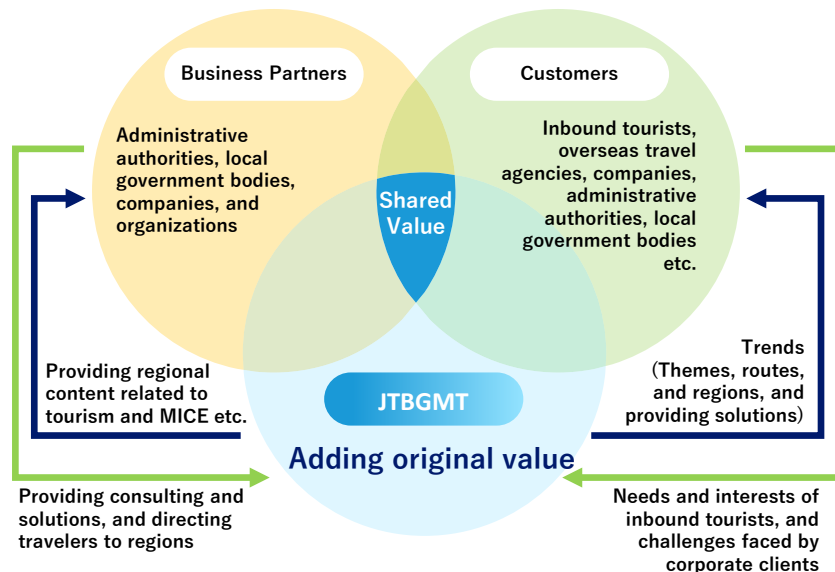


BOUTIQUE JTB was established in 2008 as a luxury brand of JTBGMT. It is a member of the Virtuoso consortium, which is comprised of tourism operators for luxury travelers. Armed with expertise, our highly skilled teams of consultants aim to provide the ultimate in plans with unparalleled luxury, safety, and security. This enables us to provide perfect tour plans that are meticulously customized according to the needs of individual customers.

# Value Creation Story

We are team of professionals dealing in inbound tourism. Alongside our domestic and overseas partners who love Japan, we contribute to the development of sustainable tourism in line with the times, offering compelling stories that exceed our customers expectations, and solutions that offer value to our partners.

## Sustainable New Tourism Industries to Pursue (Conceptual Diagram)



Creating value shared by both customers and business partners

## The Only Company in the JTB Group Specializing in Inbound Tourism.

In 1912, JTB was founded to take on the role of opening the door to inbound tourism from the world at large. A Japan's leading DMC, JTBGMT has inherited this history and mission, and has greatly expanded its inbound tourism-related business.

## Connecting Travelers with Regional Communities to Support the Development of the Tourism Industry and Help Attract Inbound Tourists.

As a result of our 110 years of history and performance, JTBGMT continues to build solid partnerships with travel agencies that deal in travel to Japan from many countries across the world. In addition to a wide range of services including individual and group travel, those aimed at wealthy overseas customers, port-of-call support for cruises, and MICE-related business, we are working to discover and create new value in inbound tourism experiences, including in trending new fields that are attracting attention such as sustainable tourism and adventure tourism. JTBGMT shines a light on the various regions of Japan from new perspectives, providing support in attracting inbound tourists. With the aim of fostering cooperation among inbound tourists, overseas travel agencies, and our local business partners, we are contributing to the development of new tourism industries and problem solving relating to inbound tourism in each region.

## Strengthening Relationships with Stakeholders and Contributing to Problem Solving for Companies and Organizations.

JTBGMT has a long history of working closely with organizers in addressing a wide range of challenges through MICE events that bring together not only travelers visiting Japan to engage in tourism, but also a wide variety of stakeholders from companies and organizations. To ensure that not only those attending the events, but also the representatives of the companies and organizations holding the events enjoy maximal satisfaction and results, we respond to any and all needs with painstaking detail. We offer one-stop solutions for travel to Japan, as well as for planning and operations for MICE events, and we contribute to problem solving through our efforts to enhance engagement that connects stakeholders with companies and organizations.



## Well-Being Management

JTBGMT places a strong focus on the health, happiness, and growth of its employees, and aims for the sustainable growth and development of the organization as a whole by providing an environment in which employees can work with enthusiasm. Specifically, we advance these initiatives from four perspectives: people, work, community, and work-life balance.



### The Four Perspectives of Well-Being Management: Toward Becoming a Company That Achieves Employee Happiness, Health, and Growth

**1. People: Achieving the happiness of working alongside exceptional personnel**  
Each employee individually pursues personal growth, and through the creation of a work environment that fosters mutual respect, all employees are able to enjoy the happiness that comes with working alongside exceptional coworkers.

**[Details of initiatives]**

Holding GMT-in-house study sessions, expansion of educational programs for mid-career hires and seconded employees, financial assistance for qualification acquisition and attending training

**2. Work: The achievement of happiness through work, and work that feels fulfilling**  
We expand smart work and construct an efficient and creative work environment through BPR. By doing this, employees feel happiness through their work, and they can express that happiness through the pursuit of emotional engagement and results for customers.

**[Details of initiatives]**

Introduction of systems based around remote work and telework, and establishment of in-house internships and a variety of allowances

**3. Community: Happiness through working at an organization that is worthy of pride**

We promote diverse activities both inside and outside the company, create opportunities for cross-departmental networking, and build an organizational culture that fosters employee happiness through strong bonds among diverse coworkers as a result of official and unofficial communities.

**[Details of initiatives]**

Company trips, themed lunch gatherings, family days, presentation of a Best Partner Award, and the Brighter Earth Project

**4. Work-life balance: Achieving work-life balance**

We support employees in balancing their work and private lives to achieve fulfilling private lives that reflect their individuality. In particular, we promote the discovery and pursuit of meaning outside of work, and aim for improved individual growth and happiness.

**[Details of initiatives]**

Introduction of “bleisure” and wellness leave, expansion of a flextime system, a secondary employment system, reduction of total working hours, and company subsidies of medical checkups

### JTB Group Health and Productivity Management Declaration

As a member of the JTB Group, we pledge to robustly promote measures for addressing various issues related to employee health as a management strategy in order to ensure that every one of our employees can actively perform their best in a healthy mental and physical state.

# Our Sustainability Strategy

01

# JTBGMT Sustainability Policy

## 01 | JTBGMT Sustainability Policy

## Our Mission in Sustainability

**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:

### Five Viewpoints



**Inclusive and sustainable economic growth**



**Social inclusiveness, employment expansion, poverty reduction, and human rights protection**



**Resource efficiency, environmental protection and combatting the efforts of climate change**



**Protecting the cultural values and heritage, promoting diversity**



**Mutual understanding, accessibility, peace and security**

## 01 | JTBGMT Sustainability Policy

# The six key sectors of sustainability Advanced by JTBGMT

### Sustainability Approach and Compliance



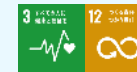
- In order to fulfill our responsibility as a global corporate citizen, JTB Global Marketing & Travel Inc. is committed to the highest standards of integrity, transparency and compliance with applicable laws and regulations as well as the internal rules and regulations established by each of its member companies. We attempt to adhere to the JTB Group Code of Conduct while respecting the local customs and norms in the countries and regions in which we operate.
- In alignment with the Group Mission ('We strive to foster peace and global interconnectedness through the creation of opportunities for meaningful human interaction'), we keep our finger on the pulse of international expectations and concerns and honor the perspective and values of our global customer base.
- In alignment with our Sustainability Policy and The JTB Way, which is philosophy of JTB group, we continue our journey towards greater sustainability as an essential dimension of our business. Our sustainability efforts are guided in collaboration and dialogue with our stakeholders.

### Promoting Community Sustainability



- We contribute as much as possible to the development of sustainable communities.
- In collaboration with our customers and business partners, we support community development initiatives that are respectful of local customs, values, and livelihoods.
- We embrace diversity, equity and inclusion (DEI), strive to furnish reasonable accommodations, and actively seek to contribute to the creation of a society in which everyone is afforded the opportunity to realize their fullest potential regardless of age, gender, sexual orientation, gender identity, nationality, creed, disability, etc.
- We support 'buying local' and seek to nurture the unique tangible and intangible cultural heritage and local lore of every community in which we operate.
- By bringing people, places and possibilities together, we deliver solutions that contribute to area enhancement, human resource development and the creation of vibrant, sustainable communities.

### Communicating Effectively to Promote Sustainability



In order to offer a wider variety of sustainability options to our customers, we are guided by the following principles in our customer communications and service delivery:

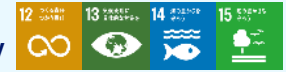
- We strive to provide our customers with accurate information regarding the impact of our products and services on the global environment and local community as well as timely information regarding local sustainability challenges and opportunities.
- We strive to keep our customers informed of safety and health issues in order to avoid service delivery risks and facilitate an appropriate response in the event of contingencies.
- We promote sustainability awareness among our customers and aim to forge long-term, mutually beneficial relationships with the communities in which we operate.
- We conduct customer satisfaction surveys on a regular basis, respond properly to customer complaints, and use feedback to improve service and customer satisfaction.

### Sustainable Service Delivery through Supply Chain Partnering



- We view our business partners and their employees as important allies in the journey towards sustainability.
- We seek to deliver convenience, comfort, enjoyment, and value to our customers while respecting people's livelihoods, traditions, biodiversity, the environment and natural resources (water, energy, etc.) in every locality in which we conduct business. We are mindful of the impact of our operations on local culture and customs and work closely with our business partners to promote sustainable industry practices.
- We share and promote our Sustainability Policy with our business partners to enhance sustainability across the supply chain.
- We are eager to work with sustainability-minded business partners and actively recommend/promote their products and services to our customers.

### Conserving Natural Resources and Biodiversity



- We consume resources judiciously and are committed to combating climate change, protecting the environment, and preserving biodiversity in order to ensure that the Earth's limited resources are available for generations to come.
- In our policies and practices, we take every possible measure to mitigate climate change, reduce our use of paper, plastics and other disposable goods, and promote sustainability in our procurement activity.
- We seek to reduce the amount of water and energy consumed by our organization's operations and to promote the use of eco-friendly energy sources.
- Through recycling and process reengineering, we reduce waste (solid, liquid and gaseous) and eliminate the use of toxic substances.
- We properly dispose of waste in compliance with local laws and standards.
- We are committed to animal welfare and the preservation of biodiversity. We refuse to engage in the illegal trade of fauna and flora as well as any other activity that adversely impacts internationally or locally endangered animals or plants.

### Cultivating a Welcoming and Sustainable Work Environment



- We respect the rights and dignity of all of its numerous stakeholders. We do not tolerate forced labor or child labor. We strive to create a safe, healthy and inclusive work environment for JTB Group colleagues and our business partners.
- We are committed to eliminating commercial, sexual and all other forms of exploitation and harassment from our value chain. We are particularly attentive to the rights and concerns of women, children and minorities.
- We value diversity/inclusion, treat all stakeholders with integrity and fairness, and promote digitalization and the effective use of technology. We are committed to the health and quality of life of every member of our workforce.
- We are always prepared to listen to the concerns and expectations of our colleagues. We deal fairly with complaints and reports received from both inside and outside the organization and use feedback to enhance our workplace environment.
- We create sustainability training opportunities for our business partners in order to actively encourage sustainability awareness and engagement.

02

# Sustainability activities

## 02 | Sustainability activities

## Initiatives and Results

**Implementation of "JTB Brighter Earth Project"**

The "JTB Brighter Earth Project" is an initiative where customers, local community members, and JTB Group employees come together to create a vibrant future, with the aim of contributing to sustainability. This time, JTBGMT organized a tour that included beach cleaning activities at Tsurigasaki Beach in Chiba Prefecture, where sea turtles come to lay eggs, and beach yoga sessions led by a hearing-impaired yoga instructor. This initiative was planned not only from an environmental protection perspective but also to promote sustainability from a DEIB (Diversity, Equity, Inclusion & Belonging) standpoint. A total of 38 people, including JTBGMT employees and general guests, participated.

**Recovery Support for Shuri Castle**

Shuri Castle, a symbol of the Ryukyu Kingdom and one of Okinawa Prefecture's most iconic tourist destinations, was once characterized by its vibrant vermilion buildings perched on a small hill. However, on October 31, 2019, seven main structures, including the main hall, were destroyed by fire, and restoration work is still ongoing. A group of JTBGMT employees visited Shuri Castle and donated 100,000 yen to support the preservation of cultural heritage, the transmission of traditional techniques, and human resource development. Guided by an expert, we observed the progress of the restoration and reconstruction, learning about the history and culture of the Ryukyu Kingdom, the details of the restoration project, the construction process, and the interior of the castle. This experience allowed us to reaffirm its cultural value and importance.

(L) Tuneeo Ishida, President & CEO  
(R) Mr. Seijirot Nakazato, Okinawa Prefecture

**94.5 kg CO2 Emission Reduction through Eco-cap Collection**

JTBGMT collected about 30 kg (13,950 caps), suppressing about 94.5 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.

**JTBGMT Sustainability Day in Miyama**

Led by members of our Kyoto Office, we held the "JTBGMT Sustainability Day in Miyama". Miyama Town is a town steeped in the pristine landscapes of Japan's mountain villages and rich nature. It has also been selected as one of the Best Tourism Villages by the UN Tourism.

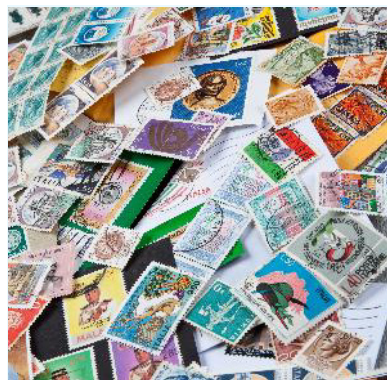
First, we strolled through the beautiful thatched-roof village while listening to explanations from a local guide. Afterwards, we visited the self-sufficient community, Tautasya.

Finally, we attended a seminar hosted by the Kyoto Miyama Tourism Association, where we learned about Miyama Town's initiatives, its appeal as a tourist resource, and efforts to preserve its pristine landscape.

**Donation for Yuriage no Kioku (Memory of Yuriage)**

"Yuriage no Kioku" is a tsunami recovery memorial museum established in the Yuriage district of Natori City, Miyagi Prefecture, which was devastated by the Great East Japan Earthquake in 2011. It is dedicated to conveying the importance of disaster preparedness and the preciousness of life. A group of JTBGMT employees visited the site in November 2025 and donated 100,000 yen to support the preservation of disaster memories and lessons learned, as well as to contribute to building a disaster-resilient society. A storyteller, who personally experienced the earthquake, guided us through the affected area, sharing her own experiences, including how Yuriage was before the disaster, the extent of the damage, and the subsequent recovery process.

(L) Kazuharu Abe, Executive Officer (as of 2025)  
(R) Ms. Yuko Tanno, Yuriage no Kioku

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

JTBGMT collected and donated about 900g of used stamps in FY2025, equivalent to approximately one year of the cost of textbooks for one nursing student in Tanzania.

## 02 | Sustainability activities

## Certifications



### Selected “New Diversity Management Selection 100 in FY2020”

JTBGMT 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. Our steady and consistent efforts to promote diversity led to this selection. A total of 16 companies were selected for the 2020 fiscal year (two Prime companies and 14 companies receiving commendations). We were the only company selected in the service industry sector.



### Received “KURUMIN” Certification (2019~)

JTBGMT received the “Kurumin” certification from the Minister of Health, Labour and Welfare as a Childcare Support Company under the Act on Advancement of Measures to Support Raising Next-Generation Children. 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, Labour and Welfare. We 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.



### Obtained “Safe Travels Stamp by WTTC”

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.



### Certified “ERUBOSHI” 2 Stars (2017~)

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



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

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. Since 2023, we have been certified as part of the JTB Group (which includes 18 domestic JTB Group companies, including JTBGMT).



### Quality Assurance System for Tour Operators

The Quality Assurance System for Tour Operators is a system of quality accreditation which is promoted by the Japanese government, and designed with the goal of improving the quality of inbound travel and ensuring visitors to Japan enjoy a quality trip with safety and confidence by guaranteeing the quality of tour operators. The system makes use of self-regulation within the tour operator industry to evaluate not only travel arrangements and itinerary management, but also how the operators themselves conduct corporate compliance, quality management and service standards, CSR, and sustainable tourism, and offers accreditation to exceptional operators who fulfil the preset criteria. JTBGMT has maintained its certification continuously since the system was launched in FY2013.

## 02 | Sustainability activities

## International Certification

## JTBGMT Achieved Global Sustainable Tourism Council (GSTC) Tour Operator Certification



On March 31, 2025, JTB Global Marketing & Travel achieved the GSTC Tour Operator Certification after undergoing an audit by Bureau Veritas (Head Office: France)—a third-party international certification body accredited by the Global Sustainable Tourism Council® (“GSTC”) which establishes and manages international standards for sustainable tourism.

GSTC was established in 2007 at the initiative of several United Nations agencies as an international non-profit organization with members including national and local governments and tour operators. The GSTC criteria are arranged in four pillars: (1) Sustainable management; (2) Socioeconomic impacts; (3) Cultural impacts; and (4) Environmental impacts. JTBGMT obtained the GSTC Tour Operator Certification in recognition of several proactive measures including: developing a Sustainability Policy to realize sustainable tourism; creating environmentally, locally, and culturally friendly tours in collaboration with business partners; launching carbon offset plans as part of its “Sunrise Tour” package tours for foreign visitors to Japan; and releasing videos explaining the “Responsible Traveler” concept (i.e., a traveler who acts in a responsible manner while respecting the environment and local communities) to customers.

JTBGMT will leverage the occasion of its GSTC certification to reaffirm the importance of sustainable tourism among its employees and will work with its business partners to continue leading the way in the area of sustainable tourism.

※As of March 2026, 26 employees have passed the GSTC-certified exam and obtained the "GSTC Professional Certificate in Sustainable Tourism".



## 02 | Sustainability activities

## Sustainability Priorities: KPIs, Targets and Performance

	KPIs	Unit	Actual	Target		
			FY2025	FY2026	FY2027	FY2028
Sustainability Approach and Compliance	JTB Group Code Examination pass rate (including JTB Way comprehension)	%	93.7	100	100	100
	Sustainability coverage ratio (leadership training)	%	100	100	100	100
	Sustainability e-learning sit rate	%	95.6	100	100	100
	Sustainability Awareness Survey: Enhancing Brand Value Based on Sustainability	%	84.9	86	88	90
	Sustainability Awareness Survey: Perceptions of Activities toward Achieving Sustainability Goals	%	84.1	85	85.5	86
Communicating Effectively to Promote Sustainability	Number of Sustainable Tour Contents Created (e.g., avoiding overtourism, preserving culture, and conserving the environment)	Numbers	275	260	285	310
Conserving Natural Resources and Biodiversity	CO2 emissions (Scopes 1, 2): Net zero by FY2030	t-CO2	Calculating 247 (FY2024)	165	124	83
	Number of CO2 Zero MICE® Events held	Numbers	2	3	4	6
Promoting Community Sustainability	Percentage of accommodation services provided in places other than Tokyo/Osaka/Kyoto	%	51.6	55	60	65
Sustainable Service Delivery Through Supply Chain Partnering	Number of room nights booked for hotels certified by GSTC Standard or GSTC Recognized Standards	Room Nights	277,483	300,000	350,000	400,000
	Number of Lectures/Presentations to Business Partners, etc. (to promote understanding of the company's sustainability policy)	Numbers	4	6	8	10
	Number of sustainable MICE proposals	Numbers	- (Counting from FY2026)	15	17	20
Cultivating a Welcoming and Sustainable Work Environment	Percentage of employees with disabilities	%	2.86	2.7	2.75	3
	Female representation in management	%	45.9	46	47	48
	Female representation in executive leadership	%	25	25	25	25
	Percentage of employees taking childcare leave (male/female)	%	100/100	100/100	100/100	100/100
	Gender pay gap (all employees)	%	77	77.5	77.9	78.2
	Average number of hours worked per year	Hours	1,975	1,800	1,800	1,800
	Turnover rate	%	2.71	3	3	3
	Telecommuting ratio(Percentage of employees telecommuting at least once a month)	%	19.7	20	20	20
	Engagement score of Employee Survey Results	%	69.8	72	74	76
	Vision relevance score of Employee Survey Results	%	87.9	88	88.5	89
	Diversity score of Employee Survey Results	%	87.5	88	88.5	89
	Management survey (Managing for Transformation): supervisor-subordinate gap	Points	0.21	0.2	0.16	0.12
	Mental Health Training Participation Rate	%	85.7	100	100	100
	Stress check completion rate	%	100	100	100	100
	Number of lectures and training sessions held for external stakeholders (for sustainability awareness/education)	Numbers	1	1	2	3

03

# Sustainability in Business

## 03 | Sustainability in Business

## Sunrise Tours

## Details of Initiative

Sunrise Tours, planned and operated for more than 60 years by JTB Global Marketing & Travel, are package tours aimed at foreign visitors to Japan. The Sustainability Promotion Committee, established in FY2022, includes as members employees involved in tour planning, marketing, and operation. It holds regular meetings once a month to promote initiatives to bring sustainability into all tours through activities such as carbon offsetting and shifting to paperless operations.



Experience Supply Division  
Experience Design Section  
Hisae Ito



Experience Supply Division  
Revenue & Operation 1 Section  
Kana Nagaoka



Experience Supply Division  
Experience Design Section  
Noriko Miyajima

## Promoting Initiatives such as Carbon Offsetting

**Nagaoka:** I am taking part in the activities of the Sustainability Promotion Committee from my position of carrying responsibility for tour operations. One routine operation we carry out is carbon offsetting. After first implementing it experimentally in some of our tours, in January 2024, we shifted to adopting it across all Sunrise Tours that make use of transportation via bus. At the annual Guide Briefing, we use the introduction of the updated guide manual to inform our guides about the next year's tour offerings and sustainability-related initiatives.

**Miyajima:** I am responsible for developing tours for Western Japan from the Kyoto office, and through the Sustainability Promotion Committee, I maintain close communication and information sharing with the Tokyo Office and ensure perspectives such as taking trash home and fostering diversity are reflected in planning while using case studies from different regions as a reference. In addition, as one part of our responsible traveler initiatives, we also work on awareness programs to promote responsible action such as showing DVDs to travelers on board buses to foster interest in the local area.

Reforming Bus Tours and Balancing CO<sub>2</sub> Reduction with Improved Satisfaction

**Ito:** One example of an initiative aimed at sustainability is the “1-Day Nikko Walking Tour” I was responsible for planning. The Nikko Bus Tours we had previously operated suffered from the problem that, due to road congestion and similar issues, the majority of the itinerary was devoted to bus travel, and this did not give visitors enough time to enjoy their sightseeing. With this in mind, we drastically changed the tour’s content, remaking it into a walking tour utilizing trains and route buses. By adding experiences that are both deeply rooted in the local area and best seen on foot, such as viewing jizo statues with ties to ancient local legends, or stopping by spots with water stations where visitors can drink Nikko’s delicious natural water, we have succeeded in creating a tour that offers improved satisfaction while also contributing to CO<sub>2</sub> reduction. Additionally, consideration has been given to diversity in the development of the tour’s content, including connecting with restaurants and introducing Indian thali meals as an example. With the initiative having now proved successful, we have now developed a new initiative in Hokkaido as well, with the “1-Day Yoichi and Otaru Walking Tour.”



## Toward Becoming a Leader in Sustainable Tourism for Japan

**Miyajima:** “1-Day Yamaguchi Iwakuni Tour: Samurai Pride & Tradition,” is a tour I developed that stands as one example of an initiative born with regional revitalization in mind. While overtourism is increasingly an issue in Hiroshima, just one hour’s drive away from Hiroshima in Iwakuni City, Yamaguchi Prefecture, decreasing tourist numbers were a problem. With that in mind, we collaborated with Yamaguchi Prefecture to develop a tour with story driven elements that, in addition to visits to Kintai Bridge, include Iwakuni sushi experiences, a visit to a sake brewery with tasting, and a museum visit offering an experience of samurai culture. As a tour that contributes to tourism dispersal and regional revitalization, it has already accumulated a growing number of bookings and successful departures despite being only in the early stages following its launch, making the region’s potential for untapped tourism resources even clearer.

**Nagaoka:** We will continue striving into the future to become a leader in sustainable tourism not only within the JTB Group, but within Japan's tourism industry as a whole.

## 03 | Sustainability in Business

## Spanish-speaking Guided Tour “Japón Espiritual”

## Details of Initiative

Since 2019, the Ibero-America Sales Division has been operating a Spanish-language shared bus tour called “Japón Espiritual.” It planned itineraries that include visits to Tokyo and Kyoto along the Golden Route, while also stopping off at locations including Ise-Toba, Nara, and Wakayama. In July 2022, working together with the Inbound Solution Sales Division as part of the MAFF’s Countryside Stay Promotion Program, it looked at the Osatsu area in Toba City, Mie Prefecture. In order to successfully revitalize the region, starting in the following year of 2023, a new “Ama Hut Experience” was included in the tour.



Ibero-America Sales Division  
Ibero-America Sales 2 Section  
Miyuki Tamada

## Creating a Space to Meet the Ama, and Contributing to the Generational Continuation of a Traditional Fishing Method

At present, the Osatsu region in Toba City, Mie Prefecture, is facing an increasing lack of people interested in becoming ama, a type of traditional female diver. JTB views the traditional fishing methods employed by the ama as a precious Japanese cultural expression that deserves to be protected, and decided to put its efforts into Japón Espiritual due to the need to spread awareness of this issue. During the Ama Hut Experience, visitors on the tour are given the chance to talk directly with active ama divers with the help of an interpreter guide. At their accommodations, guests are served meals prepared with local produce, and by including a map of the Toba area on their menu showing where each ingredient was produced, we are creating opportunities for awareness of the local fishing industry. In addition, we also offer visitors opportunities to engage with Japan’s beautiful scenery and abundant ecosystems through experiences such as trekking on the World Heritage Kumano Kodo trail, and visiting Ise-Shima and Yoshino-Kumano National Parks.

## Seeking a “Real Experience,” Participants Doubled in Number

At the Ama Huts, we have ensured that the ama offer a flexible range of options from a diverse variety of perspectives in accordance with the guests’ needs. For example, while fresh seafood is typically served to guests, as some guests are averse to eating seafood, the Ama Huts can cooperate to offer such guests grilled meat instead. Additionally, we are very aware that by scheduling trips on weekdays and during the off season, we avoid concentrating all visiting within a specific time period, achieving a levelling effect across the entire year and contributing to the elimination of overtourism.

In many cases, all tour places have been sold out, and we have seen a twofold increase in visitor numbers compared to 2023. Many visitors are astonished to learn that some of the active ama are still diving well into their 70s, and we have heard from many visitors that their time with the ama left a profound impression on them as a truly authentic experience.



## Continuing Tours That Preserve Traditional Culture and the Natural Environment into the Future

Participating hotels have switched the packaging for their amenities from plastic to paper, and have adopted toothbrushes made using recycled wheat straw. They have also been proactive in making use of local ingredients such as Ise Tea, and offer allergy checklists for their breakfast buffets.

One of the Ama Huts releases juvenile shellfish into the ocean once or twice a year from the perspective of conservation of marine resources. We feel that integrating such sustainable operators into the tour has had a major effect on the region and its natural environment. We hope to continue to expand our connections with such operators in the future and develop tours that both allow visitors to experience Japan’s many wonders while also preserving traditional culture and the natural environment. We additionally hope to contribute to regional revitalization by developing regional touring itineraries and content that offers visitors experiences that are unique to that region, such as traditional festivals, leading to increases in repeat visitors and long term stays.

## 03 | Sustainability in Business

## Inbound Solutions

## Details of Initiative

The Inbound Solution Sales Division, Solution Sales 2 Section, whose work includes solving problems faced by local governments and DMOs relating to attracting inbound visitors, develops “sake brewery tourism”-related content for inbound tourism to the Koto (Eastern shore) area in Shiga Prefecture. In addition to sake breweries, we have also developed 8 forms of content making use of Japan’s fermentation culture, high-quality water, and historical resources. We carefully create story-driven content using local traditions and culture, resulting in regional revitalization through a central focus on local produce and the continuation of local traditions.



Inbound Solution Sales Division  
Solution Sales 2 Section  
Liu Haitao



Inbound Solution Sales Division  
Solution Sales 2 Section  
Nozomi Mukai

## Planning Diverse Content Allowing Visitors to Experience Local Traditional Culture

**Mukai:** We worked together with the Biwako Hotel to develop “sake brewery tourism” content that makes use of the Lake Biwa area and is catered toward inbound tourism. This is an initiative that creates inbound demand and branding for Japanese alcoholic beverages, offering support for the opening of new markets, amongst other things. In FY2025, we developed 8 forms of content in the Koto area, and in addition to refining the content in collaboration with local businesses and developing it into a marketable tourism product, we also developed a set of sales promotion tools.

**Liu:** My primary responsibility was engaging in negotiations with operators who provide content relating to Japanese sake. With experiences such as enjoying a tea and sweets service and viewing the gardens at the Hyakusai-ji Temple, plans allowing guests to take part in an omiki ceremony at the Tarobogu Shrine, and learning about sake and whisky with connections to ninjas before participating in tastings at Seko Shuzo, a storied sake brewery located in Koka City, every part of the lineup delivers a high-value experience that cannot be had anywhere else.

## Making Sustainable Experiences Relatable by Creating Compelling Stories

**Liu:** In content development, we placed a focus not only on giving due consideration to the environment, but also to the promotion of local produce, the continuation of traditional cultural resources, and the utilization of cultural and tourism resources representative of the region. The challenges facing operators such as sake breweries and tourism facilities differ, as do their views regarding sustainability. With that in mind, in order to discover a shared vision, we made a conscious effort to listen to all parties carefully.

**Mukai:** When dealing with operators who are unfamiliar with inbound tourism, they were often unsure of what information international visitors were looking for. Therefore, we made a point of communicating to them how important compelling visuals and images are in proposals to overseas travel agencies with regards to attracting visitors. Additionally, rather than simply showing pictures, we also put in effort to organizing key selling points by taking the mindset encoded in the region’s background and culture, as well as the significance of sustainable practices, and containing them within an easily understandable story.



## Using a Sake Brewery as a Hook to a Regional Tour

**Mukai:** Japanese sake is content that holds a strong appeal to foreign visitors, and attention inevitably tends to focus on the sake brewery itself. The idea of promoting regional touring by using Japanese sake as a hook was crucial, and we hope to continue to expand the story to include items such as Japan’s fermentation culture and high-quality water to contribute to the revitalization of the whole region. In addition, in consideration of visitors who cannot drink for religious reasons, we would like to continue to develop a wide variety of content that integrates elements such as experiences with fermentation, miso-making, and sake-drinking sets. Because we also developed content for the Kosei (western shore) and Konan (southern shore) areas in FY2023 and FY2024 respectively, we are hoping to ultimately develop tours for the Kohoku (northern shore) area as well, completing the development of the entire area surrounding Lake Biwa.

**Liu:** One item that has been raised as a future issue is local transportation. Other issues that have been raised include the lack of personnel for small-scale operators and how to engage with digitization. We hope to continue contributing to the strengthening of sustainability in local industries and the generational continuation of culture into the future, while also considering solutions for the above issues.

# Corporate Profile

## Corporate Profile

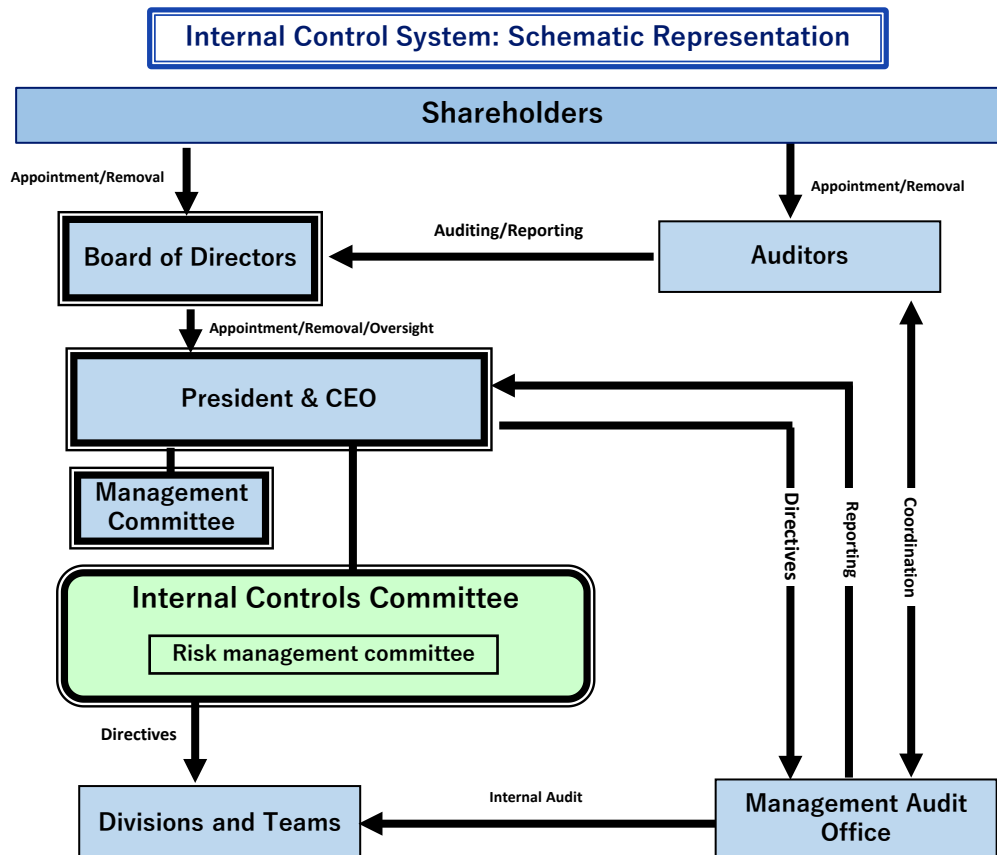
Corporate Name	JTB Global Marketing & Travel Inc.	
Head Office	4・5・6・7F, Tokyo Front Terrace, 2-3-14 Higashi-Shinagawa, Shinagawa-ku, Tokyo, Japan 140-8604	
Sales offices	Tokyo, Kyoto	
Date of Foundation	October 12, 2004	
Registration Number	Licensed by the Commissioner of the Japan Tourism Agency No.1723	
Capital	100 million yen	
Annual Sales	58.6 billion yen in 2025	
Shareholder	JTB Corp. 100%	
Board Members	<p>Tsuneo “Tony” Ishida      President &amp; CEO</p> <p>Yasuhisa “Charlie” Fukuta      Managing Executive Officer, Member of the Board</p> <p>Haruhiko Sakano      Executive Officer, Member of the Board</p> <p>Fumi Nishiuchi      Executive Officer</p> <p>Takumi Teramoto      Director</p> <p>Makoto Tanihara      Director</p> <p>Hitoshi Osawa      Auditor</p>	



# Governance

## Internal Control System

Toward the realization of our management philosophy of “We create global exchange bridging Japan and the world to contribute to achieving a peaceful and fulfilling society,” we have established the standards and policies of our internal control system to ensure the proper conduct of business operations. In addition, we have established the Internal Controls Committee chaired by the President & CEO of JTBGMT with the goal of overseeing the company’s internal control system as a whole, ensuring the proper conduct, effectiveness, and efficiency of business operations, and maintaining and improving corporate value.



## Risk Management and Business Continuity Plan

In order to allow the company to deal promptly and appropriately to a range of matters that will affect, or may have the potential to affect business operations as the company moves forward with said operations, it has set in place elements including basic risk management policies, frameworks, and processes. Once operations come to a standstill due to unforeseeable emergency situations, it becomes extremely difficult to maintain the organization. In order to minimize a variety of damages and to promptly return to regular operations, we have set in place risk management systems and business continuity plans (BCP). In the event of an earthquake registering seismic intensity of 6-lower or more anywhere in Japan, an Earthquake Task Force will be established, and we will coordinate our response with the JTB Task Force.

### BCP Basic Policies

By responding swiftly in the initial stages of an incident and carrying out priority operations, we aim to resume our business activities as quickly as possible, and fulfil our obligations to our customers, employees, business partners, and society as a whole.

1. Confirming the safety of customers and all executives and employees
2. Ascertaining the extent of damage to the JTB Group and our business partners
3. Responding to restore our damaged headquarters, operational sites, or systems to regular operations

Also, in the event of our Tokyo Office sustaining damage due to an earthquake originating directly below the Tokyo Metropolitan area or a large-scale disaster, we will establish a backup response headquarters at our Kyoto Office.

# Governance

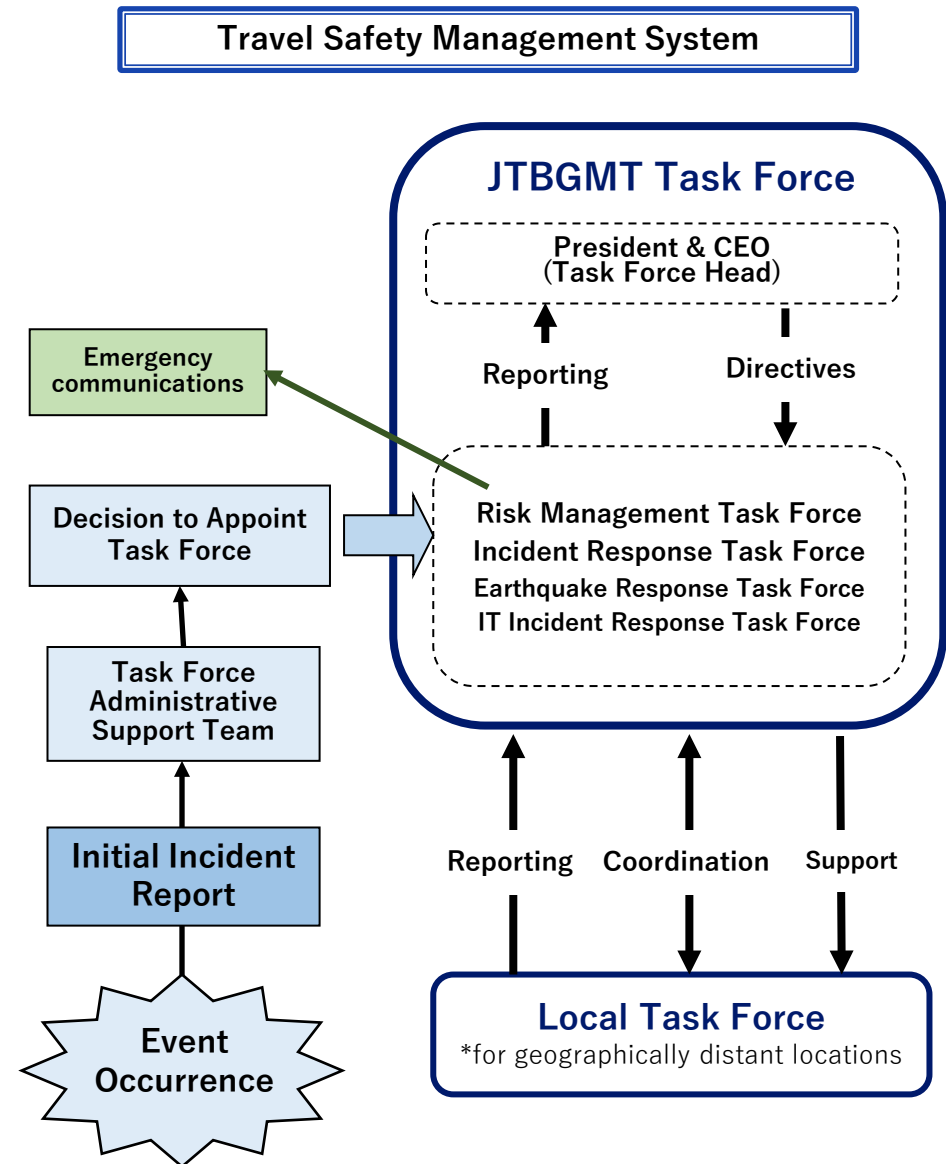
## Travel Safety

Recognizing that providing safe and secure travel is a responsibility we bear as a provider of cultural exchange programs, we have established a basic policy on travel safety and compiled specific measures to ensure its implementation.

The provision of safe and secure travel is directly linked to improving the value of the JTB Group brand, and by offering safety and security as added value, our products become highly competitive and more likely to be chosen by customers. Contributing to society through the provision of safe and secure travel is expected of the JTB Group by society, and the JTB Group views meeting this expectation as its mission, and will continue to work toward that goal.

### JTBGMT Basic Policies Regarding Travel Safety

1. JTBGMT recognizes ensuring travel safety as the issue of top operational priority, and will continue to work toward that goal.
2. We set travel safety management policies and guidelines, and our executives and employees will follow these.
3. We will periodically evaluate the execution and effectiveness of the travel safety management guidelines, and carry out constant re-examinations of them.

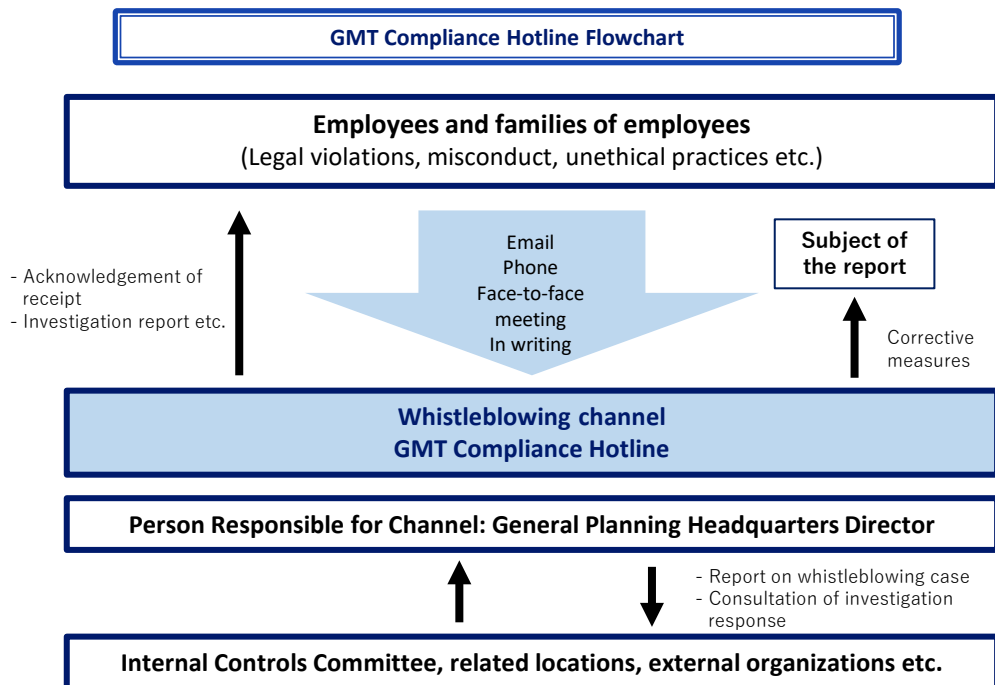


# Governance

## GMT Compliance Hotline (Internal Whistleblowing System)

In accordance with the Whistleblower Protection Act, we have established the GMT Compliance Hotline as a channel through which employees can seek advice with confidence. They are able to seek advice on any of the following actions that contravene company or societal rules, and personal information, including the whistleblower's name and department, is managed with the utmost care and confidentiality so that there is no chance the whistleblower will receive disadvantageous treatment from the company.

- Legal violations (The Travel Agency Act, Labor Standards Act, Act on the Protection of Personal Information etc.)
- Fraudulent accounting practices and embezzlement
- Acts of harassment including sexual, power, and maternity harassment
- Safety management issues
- Actions leading to information leaks
- Other acts considered to contravene company ethics



## Carrying out Employee Training

We carry out training and surveys necessary for promoting understanding among employees of compliance and sustainability.

### List of Employee Training/Surveys in FY2025

- Harassment prevention training
- Sustainable tourism training (required for division chiefs)
- Compliance Day (survey)
- Employee awareness survey (incl. management and sustainability awareness)
- Human rights due diligence (survey)
- Mental health training (for newly appointed managers and team leaders)
- Work-caregiving balance seminar: "What You Need to Know About Balancing Work and Caregiving"
- JTB Group sustainability (video training for all employees)
- Code of conduct training / Compliance declaration
- Personal information protection training & knowledge assessment
- IT security training - video training and assessment test (two sessions)
- BEC fraud prevention workshop
- Digital transformation literacy (survey)
- Self assessment of non-life insurance agency operations (required for those with qualifications)

In addition to the above, we also perform monthly quizzes for all employees on subjects such as IT security, internal control and legal affairs, as well as finance, and employees are required to keep taking the quizzes until they can answer all questions correctly.

## What Do Our Staff Think Defines JTBGMT?

JTB Global Marketing & Travel contains a company-wide cross-functional organization known as the Brand Improvement Committee to drive the company’s initiatives in areas such as fostering organizational cohesion, improving engagement, and sustainability.

What did our staff members on the Brand Improvement Committee think defines JTBGMT in FY2025?

The infographic features two photographs of staff members from the Tokyo Office and Kyoto Office. The Tokyo Office photo shows a large group of staff members posing together. The Kyoto Office photo shows a smaller group of staff members, some making peace signs. Surrounding these photos are numerous speech bubbles containing staff responses. The responses are categorized into several key themes: Freedom, Individuality, Professionalism, Balance between freedom and diligence, Operational excellence, Open workplace culture, Horizontal relationships, Hospitality, Flexibility Work style, Bright and lively, Diversity, International flavor Abundance, and Global.

**Freedom**

**Individuality**

**Professionalism**

**Balance between freedom and diligence**

**Operational excellence**

**Open workplace culture**

**Horizontal relationships**

**Hospitality**

**Flexibility Work style**

**Bright and lively**

**Diversity**

**International flavor Abundance**

**Global**

**Tokyo Office**

**Kyoto Office**

# JTBGMT Sustainability Policy

## Specific Policies per Theme

# SUSTAINABILITY POLICY

## Specific Policies per Theme for the JTB Global Marketing & Travel Inc. Sustainability Policy

### 1) Sustainability Policy on Environmental Preservation

We commit to addressing the following issues to counteract climate change and protect the environment with due consideration for global resources.

#### (1) Reduction in disposable and consumable commodities

##### I. Reduce = Curb generation of waste

- Use eco-bags to reduce plastic bag waste.
- Use one's own bottles and cups, etc. to reduce plastic bottle waste.
- Use ceramic or reusable plates and utensils, biodegradable or plant-derived plastics instead of plastic and polystyrene products. (Use cans, glass bottles, and straws made of paper, wood, or bamboo, etc.)
- Decline unnecessary wrapping to reduce use of wrapping paper.
- Avoid leftovers. (Reduce food waste.)
- Reduce unnecessary printing. (Minimize printed pamphlets, provide digital documentation, view meeting materials on screens, use double-sided printing for internal use as far as possible, reduced size and monochrome printing, etc.)
- Do not waste paper towels and toilet paper, etc.

##### II. Reuse = Ensure repeated usage (Reuse and re-use)

- Select products with returnable containers, and return them for re-use after consumption. (e.g., toner)
- Seek opportunities to re-use items (Participate in flea markets and suchlike, and re-use stationery: ballpoint pens, highlighters, mechanical pencils, erasers, sticky notes, rulers, scissors, cutters, glue, correction fluid, staplers, paper clips, double clips, plastic file folders, calculators, etc.)

#### ③ Recycle = Converting waste products back into resources (recycling and reproduction)

- Sort out waste as instructed to ensure recyclable waste is thoroughly separated. (Plastic bottles, plastic bottle caps (donations), bottles, cans, cardboard, newspapers & magazines, batteries, etc.)
- Proactively use environment-friendly recycled products and Eco Mark-certified products.

#### (2) Reduce energy usage

- When arriving at the office, only turn on lights in the blocks necessary, and have the last person to leave each block turn off the lights in that block upon leaving.
- Ensure that lights and power for projectors and displays in unused meeting rooms are turned off.
- Ensure air-conditioner temperatures (cooling & heating) are set appropriately. (Room temperatures recommended by the Ministry of the Environment: 28° C in summer / 20° C in winter)
- Switch off computer displays when not used.
- Use electrical equipment's energy-saving mode if available.
- Use energy-efficient LED lighting.

#### (3) Reduce water usage

- Install water-saving faucets with flow restrictors.
- Use water-saving toilets, and set the minimum water volume to flush the toilet.
- Strive to save water whenever using the toilet, washing one's hands, or using the sink, etc.

#### (4) Reduce environmental load for employee travel

- Reduce travel as much as possible. (e.g., teleworking, and videoconferencing instead of business trips)
- Use the most sustainable means of transport possible. (Public transport, Shinkansen rather than flights. Etc)  
Calculate and record CO2 emissions based on the transport used for business trips and distance travelled, and share such data so as to reduce emissions.
- Consider and implement carbon offsets regarding the aforementioned CO2 emissions.
- Provide incentives to commute by bicycle.

## 2) Sustainability Policy on Purchasing

We commit to prioritizing the purchase of sustainable products and services as far as possible with due consideration for price, quality, and availability, as follows:

- Purchase the following types of products with certified sustainability on a preferential basis. Products with an Eco Mark or other certifications regarding its organic, Fair Trade, or resource conservation credentials, etc. (FSC, MSC, etc.), products that include donations, or are made locally or in disaster-afflicted areas, etc.
- Wherever possible, buy locally made products by local companies.
- Prioritize the use of ceramic or reusable plates and utensils, and biodegradable or plant-derived plastics, instead of plastic or polystyrene products. (Use of cans, glass bottles, and straws made of paper, wood, or bamboo, etc.)
- Decline unnecessary wrapping to reduce use of wrapping paper. Decline unnecessary wrapping to reduce use of wrapping paper.
- Buy in bulk where possible to reduce packing materials and CO2 emissions related to delivery.
- Purchase the most energy-efficient equipment possible with due consideration for functionality and price.
- Do not purchase illegal items or that threaten any flora or fauna indicated under the Washington Convention or on the IUCN Red List.

## 3) Sustainability Policy on Destinations (areas visited)

We commit to considering the sustainability of destinations during the selection and product development processes for new destinations. We strive to provide social and environmental benefits to the local communities at such destinations.

- Consider sustainability whenever selecting a new destination, and – depending on the circumstances – propose alternative destinations that are not mainstream and have yet to be developed.
- Do not select destinations where tourism may have a negative structural influence on the area in terms of biodiversity, waste disposal, sanitation, human rights, or securing medical care, water, energy, and food (except where corporate involvement would clearly have a beneficial and balanced effect).
- Consider selecting new destinations that are accessible via more sustainable means of transport.
- Comply with regulations governing protected areas and heritage sites. Also, adhere to all national, regional, and local destination management strategies.
- Support measures to improve relationships with accommodation facilities and local producers.
- Support sustainable destination plans and management regarding social and cultural issues, and encourage local governments to use natural resources (together with other travel agencies and stakeholders, as far as possible).
- Support the conservation of biodiversity, including in sanctuaries and areas with exceptional biodiversity, through funding, political support, and incorporation into products.
- Do not sell souvenirs that include endangered flora and fauna as designated under the Washington Convention or on the International Union for Conservation of Nature and Natural Resources' (IUCN's) Red List of Threatened Species, nor souvenirs that include historical or archaeological artifacts (unless legally permitted).

## 4) Sustainability Policy on Accommodation

This “Sustainability Policy on Accommodation” clearly specifies the basic expectations to ensure that business partners understand and jointly promote “sustainability” insofar as it applies to accommodation. It summarizes the main sustainability promotion points based on Criteria and Suggested Indicators for Hotels\*1 laid out by the Global Sustainable Tourism Council (GSTC).

\*1: Global Sustainable Tourism Council (GSTC) Criteria and Suggested Indicators for Hotels

<https://www.gstcouncil.org/wp-content/uploads/GSTC-Industry-Criteria-for-Hotels-2022.pdf>

### **(1) Legal compliance and protection of human rights**

- ① Conduct fair business practices, ensuring compliance with national laws, regional bylaws and local customs.
- ② Work to ensure that there is no negative impact on the provision of basic public services, in terms of the soil, air, food, water, energy, healthcare, and access to public spaces in any areas of operation.
- ③ Ensure respect for human rights and economic and social justice by affording equal rights and establishing fair working conditions for all employees working at your facilities (herein, the term “employees” refers to permanent, temporary, dispatched, and contract workers).
- ④ Respect and protect children’s rights. In Japan, this means the following:
  - Prohibition on child labor under 16 years old. Do not hire children younger than 16 years old.
  - Clearly specify and comply with operating rules for student internships.

### **(2) Contributions to the community**

- ① Purchase and use local (prefectural, etc.) ingredients, foods, and crafts produced under fair trade and sustainability principles. (Promote local production and consumption.)
- ② Consideration and provision of financial support and suchlike for local festivals and events.
- ③ Consideration and provision of donations and suchlike for local natural, cultural, and historical heritage.

### **(3) Cultural and historical preservation in the community**

- ① Respect local art and architecture, elements of tangible and intangible cultural heritage within facilities, and support the people who conduct restoration, preservation, and transmission. For example, consider and implement the following measures:
  - Adopt elements of local art, style, and cultural heritage into the facility’s interior and exterior.
  - Adopt elements of local art, style, and cultural heritage into the facility’s furniture and equipment.

- ② Provide and sell local souvenirs produced using sustainable methods reflecting the region’s history and culture.
- ③ Consider and implement measures to convey the region’s unique culture and tradition to guests, as follows:
  - Provide information about local customs and traditions to guests.
  - Include local traditional dishes and beverages on the menu, and explain their history and sustainable significance.
  - Provide information about local art, craftwork, music, and architecture to guests.
- ④ Ensure that any renovation or construction work does not impinge on traditional ways of life and communities (such as access to fishing and agriculture).

### **(4) Protection and maintenance of the environment and biodiversity**

- ① Reduce the use of plastics in compliance with the “Act on Promotion of Resource Circulation for Plastics”
  - Consider and implement measures to reduce the use of plastic bottles and other plastic products (e.g., straws, toiletries)
  - Consider and implement measures to install water supply facilities to allow customers to refill their own drinking flasks or bottles.
- ② Promote 3R activities (Reduce, Reuse, Recycle) for waste processing and management by implementing the following measures:
  - Take steps to minimize all types of waste by understanding the waste volume and reducing waste volume compared to the previous year.
    - Initiatives to reduce food wastage.
    - Consideration and implementation of organic waste composting.
    - Thorough separation of waste, including recyclable items in compliance with regional regulations.
    - Initiatives to recycle plastic.
  - Ensure compliance with procedures and standards for waste management, handling, disposing and discharging of chemicals and other dangerous materials, and wastewater processing.
  - Monitor, manage and appropriately process any wastewater and solid waste generated, before discharge or disposal.

- ③ Reduction in paper usage
  - Make use of digital pamphlets, and if pamphlets must be printed, use environment-friendly paper, such as those certified by FSC.
  - Minimize the use of paper for sales promotion documents. (Send PDFs by email, etc.)
- ④ Consideration and implementation of measures to reduce and more efficiently use energy.
  - Energy efficiency initiatives, such as adopting energy-efficient equipment. (e.g., use of LED lighting)
  - Set up automated systems, such as to turn off lights.
  - Understand the current electricity usage, set improvement goals based on previous annual usage, and consider and implement reduction measures.
  - Understand the current gas usage, set improvement goals based on previous annual usage, and consider and implement reduction measures
- ⑤ Reduced and more efficient water usage
  - Consider and install water-saving systems on western-style toilets and showers.
  - Measure the current water usage, set improvement goals based on previous annual usage, and consider and implement reduction measures.
- ⑥ Minimize the use of chemicals known to harm or pose risks to one's health or the environment.
- ⑦ Ensure that all activities involving animals are conducted appropriately as per internationally accepted animal welfare conditions.
- ⑧ Support the protection and preservation of biodiversity in forests and water resource areas in the vicinity.
- ⑨ Ensure that no souvenirs, foods, or menu items offered for sale include any endangered flora and fauna as designated under the Washington Convention or on the International Union for Conservation of Nature and Natural Resources' (IUCN's) Red List of Threatened Species.

#### **(5) Action required in the event of serious violations of compliance or sustainability-related provisions**

In the unlikely event of a compliance violation involving your company's business activities or a serious breach of the provisions on sustainability promotion as described in this policy, followed by failure to take appropriate remedial action, we may consult with you to review our business relationship.

\*Recommendation to our customers of business partners who promote sustainability

We will recommend and propose business partners who implement sustainable measures to our customers. For example, we will recommend facilities that implement sustainable measures (especially those who acquire sustainability-related certification) to our customers (i.e., overseas agents).

#### **5) Sustainability Policy on Transport Services**

While giving due consideration to price, quality, and availability, we commit to prioritizing the recommendation of sustainable services to our customers as follows:

- Recommending environment-friendly means of transport to, from, and within the area being visited (including airports) to customers, with due consideration for distance, price, route, and comfort. (E.g.) Consideration and recommendation of the following transport options so as to reduce CO2 emissions: Public transport, walking, cycling, or using hybrid, electric, fuel cell, or plug-in hybrid vehicles, etc. Consider prioritizing travel by Shinkansen, or suchlike, instead of flights for short-distance travel.
- Arrange appropriately sized vehicles in accordance with the number of people per group.
- Use businesses who can ensure safety and quality in full compliance with the law and applicable regulations. (E.g.) Proactively use charter bus companies certified under safety evaluation systems.
- Adopt efficient route for tours.
- We propose carbon offsetting options to customers by calculating and presenting the transport-derived CO2 emissions as necessary.

#### **6) Sustainability Policy on Activities**

This "Sustainability Policy on Activities" clearly specifies the basic expectations to ensure that business partners understand and jointly promote "sustainability" insofar as it applies to our activities. It summarizes the main sustainability promotion points based on Criteria and Suggested Indicators for Tour Operators\*1 laid out by the Global Sustainable Tourism Council (GSTC\*1: Global Sustainable Tourism Council (GSTC) Criteria and Suggested Indicators

For Tour Operators

[https://www.gstcouncil.org/wp-content/uploads/GSTC-I-TOv3Dec2016\\_Japanese.pdf](https://www.gstcouncil.org/wp-content/uploads/GSTC-I-TOv3Dec2016_Japanese.pdf)

For Destination

<https://www.gstcouncil.org/wp-content/uploads/GSTC-Destination-Criteria-v2.0-Japanese.pdf>

### (1) Legal compliance and protection of human rights

- I. Conduct fair business practices, ensuring compliance with nation allows, Regional by laws and local customs.
- II. Work to ensure that there is no negative impact on the provision of basic public services, in terms of the soil, air, food, water, energy, healthcare, and access to public spaces in any are as of operation.
- III. Ensure respect for human rights and economic and social just ice by affording equal rights and establishing fair working conditions for all employees working at your facilities(herein, the term “employees” refers to permanent, temporary, dispatched, and contract workers).
- IV. Respect and protect children’s rights. In Japan, this means the following:
  - Prohibition on child labor under 16 years old. Do not hire children younger than 16 years old.
  - Clearly specify and comply with operating rules for student internships

### (2) Contributions to the community

- I. Purchase and use local(prefectural, etc.) ingredients, foods, and crafts produced under fairtrade and sustainability principles.  
(Promote local production and consumption.)
- II. Consideration and provision of financial support and suchlike for local festivals and events.
- III. Consideration and provision of donations and such like for local natural, cultural, and historical heritage.

### (3) Cultural and historical preservation in the community

- I. Respect local art and architecture, elements of tangible and intangible cultural heritage within facilities, and support the people who conduct restoration, preservation, and transmission. For example, consider and implement the following measures:
  - Adopt elements of local art, style, and cultural heritage into the facility’s interior and exterior.
  - Adopt elements of local art, style, and cultural heritage into the facility’s furniture and equipment.

II. Provide and sell local souvenirs produced using sustainable methods reflecting the region’s history and culture.

III. Consider and implement measures to convey the region’s unique culture and tradition to customers, as follows:

- Provide information about local customs and traditions to customers.
- Include local traditional dishes and beverages on the menu, and explain their history and sustainable significance.
- Provide information about local art, craftwork, music, and architecture to customers.

IV. Ensure that any renovation or construction work does not impinge on traditional ways of life and communities (such as access to fishing and agriculture).

V. Draw up detailed guidelines for activities that include visits to native traditional communities and observation of their culture, and ensure the details are shared amongst the participants.

### (4) Protection and maintenance of the environment and biodiversity

- I. Reduce the use of plastics in compliance with the “Act on Promotion of Resource Circulation for Plastics”
  - Consider and implement measures to reduce the use of plastic bottles and other plastic products(e.g., straws, toiletries)
  - Consider and implement measures to install water supply facilities to allow customers to refill their own drinking flasks or bottles.
- II. Promote 3Ractivities (Reduce, Reuse, Recycle) for waste processing and management by implementing the following measures:
  - Take steps to minimize all types of waste by understanding the waste volume and reducing waste volume compared to the previous year.
  - Initiatives to reduce food wastage.
  - Consideration and implementation of organic waste composting.
  - Thorough separation of waste, including recyclable items, in compliance with regional regulations.
  - Initiatives to recycle plastic.

- Ensure compliance with procedures and standards for waste management, handling, disposing and discharging of chemicals and other dangerous materials, and wastewater processing.
- Monitor, manage and appropriately process any wastewater and solid waste generated, before discharge or disposal.

### III. Reduction in paper usage

- Make use of digital pamphlets, and if pamphlets must be printed, use environment-friendly paper, such as those certified by FSC.
- Minimize the use of paper for sales promotion documents. (Send PDFs by email, etc.)

### IV. Consideration and implementation of measures to reduce and more efficiently use energy.

- Energy efficiency initiatives, such as adopting energy-efficient equipment. (e.g., use of LED lighting)
- Set up automated systems, such as to turn off lights.
- Understand the current electricity usage, set improvement goals based on previous annual usage, and consider and implement reduction measures.
- Understand the current gas usage, set improvement goals based on previous annual usage, and consider and implement reduction measures.

### V. Reduced and more efficient water usage

- Consider and install water-saving systems on western-style toilets and showers.
- Measure the current water usage, set improvement goals based on previous annual usage, and consider and implement reduction measures.

### VI. Minimize the use of chemicals known to harm or pose risks to one's health or the environment.

### VII. Animal welfare

- Ensure that all activities involving animals are conducted appropriately as per internationally accepted animal welfare conditions and national and local regulations.
- Work to ensure there is no negative impact on natural ecosystems by observing the code of conduct for hands-on experiences and activities that involve any contact with wildlife.

VIII. Draw up detailed guidelines for activities centered on flora and fauna (e.g., diving, snorkeling, and other marine activities, such as whale and dolphin watching, wildlife observation, and visits to protected areas), and ensure that the details are disseminated to visitors.

IX. Be sure to minimize any action that may impact the natural ecosystem.

X. Ensure that the accompanying staff provide sufficient explanation about the protection and conservation of biodiversity in forests and water resources are as in the vicinity of such activities to visitors, and also proactively provide support. (Entrust this to local professional staff as far as possible.)

XI. Ensure that no souvenirs, foods, or menu items offered for sale include any endangered flora and fauna as designated under the Washington Convention or on the International Union for Conservation of Nature and Natural Resources' (IUCN's) Red List of Threatened Species.

### \* (3) (4) Shared prerequisites

Do not provide services that may harm local residents, flora, fauna, or natural or sources (e.g., water and energy), or which are not socially or culturally acceptable.

(5) Action required in the event of serious violations of compliance or sustainability-related provisions In the unlikely event of a compliance violation involving your company's business activities or a serious breach of the provisions on sustainability promotion as described in this policy, followed by failure to take appropriate remedial action, we may consult with you to review our business relationship.

### \*Recommendation to our customers of business partners who promote sustainability

We will recommend and propose activities that operate based on the above standards, especially activities and content that respect local traditional culture, animal welfare, and the environment to our customers (i.e., overseas agents). We will also recommend businesses who have acquired sustainability-related certification that demonstrate compliance with international GSTC standards.

## 7) Sustainability Policy on Accompanying Staff

We commit to providing accompanying guidance services as follows.

- Provide information and training for staff accompanying customers (i.e., licensed guide interpreter, foreign language speaking assistant/escort) to fully understand our sustainability policy and respond appropriately on site.
- Conclude contracts with qualified licensed guide interpreter.
- The following information regarding sustainability must be given to customers by accompanying staff.
  - Be considerate of global environmental conservation, appropriately dispose of waste, and also request that customers do so.
  - Provide information on the natural environment, regional culture (cultural customs, behavior, dress code), and cultural heritage in the area being visited to promote understanding.
  - Especially in places where care must be taken in terms of culture and ecology, a fulsome explanation must be provided to customers by staff, instructing them to comply with the detailed guidelines created by the areas being visited or the business operators who provide such activities. Also, assign local professionals as far as possible to provide detailed guidance.
  - From the perspective of promoting local production for local consumption, the option of using local restaurants and shops offering local specialties is also recommended.
  - Provide information on sustainable means of transport (e.g., public transport, such as trains, subways, and buses; and eco-vehicles(hydrogen, electric, and hybrid buses, etc.)) where available, or access on foot for the area being visited.
  - Provide information about opportunities to donate to charity organizations, or for the protection, conservation, and nurturing of natural resources, or tangible and intangible cultural resources at the area being visited, if applicable.
  - Provide information about any risks concerning safety and hygiene, and appropriate cautions for the area being visited.
  - Provide warnings and, where necessary, training opportunities to prevent sexual exploitation of minors.
  - Accurately convey information about applicable laws concerning the trade in historical or religious artifacts and goods made from endangered species of flora and fauna in the area being visited. E.g.: Washington Convention; Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES)
  - In the event of an emergency, follow the predetermined contact system and handling procedure.

