

Worldwide Partnership



# ***JTB Global Marketing & Travel*** ***CSR Report 2024***

April 2024 to March 2025

## Corporate Data

As of March 31,2025

Corporate Name	<b>JTB Global Marketing &amp; Travel Inc.</b>	
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	52.1 billion yen in 2023	
Shareholder	JTB Corp. 100%	
Board Members	Tsuneo “Tony” Ishida Kazuya Moriwaki Kazuharu Abe Fumi Nishiuchi Yasuhisa Fukuda Takumi Teramoto 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

## 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

### Organizing Family-Friendly Events to Raise Environmental Awareness

In August 2024, we held a Family Day event at our Tokyo office, inviting employees' families to visit the workplace. A total of 120 people, including employees and their family members, participated in the event. Beyond simply providing families with a tour of the workplace, we offered an educational opportunity as part of our commitment to achieving a sustainable society. Participants boarded a cruise ship to learn about the process by which plastic waste from daily life becomes micro plastics, and how this impacts marine environments and wildlife. This awareness-raising activity deepened understanding of environmental issues. Through this experience, participants gained a clear understanding of why we must reduce plastic waste, which enhanced their awareness of environmental protection. Post-event surveys revealed that many families and employees are now consciously taking action to reduce plastic waste, going beyond simply learning about the issue.

### Volunteer Cleaning Activities at Kasuga Taisha Shrine

In January 2025, led by JTBGMT's Kyoto office, we organized a volunteer cleaning activity at Kasuga Taisha Shrine from both the perspective of expressing gratitude to destinations we regularly send customers to and protecting cultural properties. We conducted cleaning work on the hanging lanterns in the corridors. A total of 23 employees and their family members participated, contributing to the local community through the protection of regional tourism resources. This initiative helped us recognize our responsibility as a travel company that sends customers to destinations and fostered sustainable awareness among participants. Post-event surveys showed that approximately 90% of participants responded that their awareness of sustainability had been transformed.

### Implementation of Recovery Support for the Noto Peninsula

We conducted employee trips and internal social events aimed at supporting the Noto Peninsula, which is in the process of recovery from the Noto Peninsula Earthquake that occurred in 2024. Through activities such as accommodation and sightseeing in the Noto region, dining at local restaurants in Ishikawa Prefecture, and purchasing local specialty products, we generated approximately 17 million yen in economic impact for the region, providing indirect recovery support.

### 76.2 kg CO2 Emission Reduction through Eco-cap Collection

JTB Global Marketing & Travel stopped selling plastic bottle drinks in vending machines in the middle of FY2021 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. In fiscal year 2024, we collected about 24.20 kg (10,406 caps), suppressing about 76.2 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.

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

JTB Global Marketing & Travel collected and donated about 2 kg of used stamps in FY2024, equivalent to three months of tuition fees for a midwifery school in Uganda.

### 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

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

### Renewal of Travelife Certified Sustainability Award



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 began efforts to promote sustainable tourism in 2018 and was awarded Travelife Certified\* status in 2022. Currently, JTBGMT is the only company in Japan to have acquired both GSTC and Travelife Certified accreditation.

\*Travelife is an international certification body headquartered in the Netherlands that audits the sustainability of tour operators based on international standards including ISO 26000 standards. The Travelife certification programme follows a three-stage approach: Engaged (first stage), Partner (second stage), and Certified (highest stage).

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.

## 4. Towards to Sustainable Tourism

### **JTB Global Marketing & Travel Sustainability Policy**

For the purpose of further promoting sustainability actions, in April 2020 JTBGMT hereby adopted its Sustainability Policy and revised in March 2024.

### **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 efforts 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.

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

#### **1. Sustainability Framework 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.

#### **2. Promoting Sustainability through Customer Communication**

- 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.

#### **3. Conserving the Earth's 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.

## 4. Towards to Sustainable Tourism

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

#### 4. Promoting Sustainable Communities

- 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.

#### 5. Sustainable Service Delivery through Value 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.

#### 6. Creating an Inclusive, Fair and Sustainability-Oriented 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.

#### 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 fulfilment
- 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

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**G**lobal **M**arketing & **T**ravel | **JTB**

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