



## Japan Travel Bureau (Malaysia) Sdn Bhd

### Company Description

JTB Corporation serves as the strategic holding company overseeing the JTB Group, which is Japan's premier organization dedicated to the **"Exchange Creation Business."** Tracing its origins back to the 1912 founding of the Japan Tourist Bureau, the company has over a century of experience in facilitating human exchange and enriching lives through travel. The corporate entity was officially established in 1963 as a spin-off of the non-profit foundation's commercial division.

Headquartered in Shinagawa, Tokyo, JTB Corporation is led by Representative Director and President & CEO, Eijirō Yamakita. With a capital of 100 million JPY (following a restructuring in 2021) and a combined workforce of approximately 19,000 employees across the group (as of March 2024), JTB operates a vast domestic and global network.

The company's core mission is to bring people, places, and possibilities together to create "Perfect Moments, Always." This mission is realized through three integrated business segments:

- 1. Tourism Business:** This segment covers all aspects of travel, including retail, corporate travel management (BTM), online sales, and inbound tourism (welcoming foreign visitors to Japan). JTB leverages its extensive product planning capabilities and digital platforms to offer tailor-made solutions and emotionally resonant travel experiences for individuals and groups worldwide.
- 2. Area Solutions Business:** Focused on community development and regional revitalization, this segment collaborates with local governments and businesses. Activities include planning and executing community-based events, promoting regional products (merchandising), and publishing popular travel guides (e.g., "Rurubu"), thereby increasing interaction and economic activity in various regions of Japan.
- 3. Business Solutions Business:** This division specializes in supporting corporate and institutional clients through the organization and management of MICE (Meetings, Incentives, Conventions, and Exhibitions), promotional campaigns, and other business-related exchanges. By providing comprehensive, event-driven solutions, JTB contributes to maximizing clients' business outcomes and corporate goals.

JTB's fundamental strength lies in its ability to blend its historical expertise and extensive global network with forward-thinking digital innovation. The group remains steadfastly committed to its founding principle: contributing to a peaceful and fulfilling society by creating human exchange on a global scale. This commitment drives JTB to continually evolve its services, ensuring it remains the leading partner in creating moments of joy and meaningful connection.

### Company Details

#### Head Office

Japan

#### Main Business

交流創造事業（ツーリズム事業、エリアソリューション事業、ビジネスソリューション事業）をグループ全体で展開する事業持株会社。旅行業を核に、地域交流、MICE、プロモーション、出版などを手がける。

#### President

山北 栄二郎

#### Established

1963年11月12日（株式会社日本交通公社として発足。創立は1912年）

#### Capital

1億円

#### Number of Employees

Over 1,000

#### URL

<https://my.jtbtrip.com/>

### Offices

#### Main Office

