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JTB Global Marketing & Travel Inc.

JTB Global Marketing & Travel Reimagines Luxury Inbound Brand BOUTIQUE JTB, Introducing Enhanced Service Standards for the World's Most Discerning Travelers

As the inbound travel specialist of the JTB Group, JTB Global Marketing & Travel will introduce enhanced service standards for its luxury travel brand, BOUTIQUE JTB, beginning April 1, further strengthening its commitment to the world's most discerning travelers visiting Japan.

Established in 2008, BOUTIQUE JTB represents JTBGMT's flagship brand dedicated to the global luxury travel market. As a member of the prestigious travel network Virtuoso, the brand has earned a reputation for crafting highly personalized journeys that reveal the deeper cultural richness of Japan.

Since its inception, BOUTIQUE JTB has cultivated strong partnerships with leading luxury travel advisors, particularly in North America. In February 2026, the brand entered a new phase of growth with the establishment of a dedicated BOUTIQUE JTB Sales Department, supporting expanded engagement with luxury travel advisors in Europe and across the global luxury travel community. As part of this continued growth, the company is also pursuing membership in additional European luxury travel consortia.

Alongside this organizational development, JTBGMT is further strengthening BOUTIQUE JTB's product curation capabilities through specialists dedicated to luxury accommodations and distinctive travel experiences. Working closely with partners across Japan, these specialists cultivate bespoke stays, rare cultural access, and unique experiences designed to meet the expectations of today's most sophisticated travelers.

These initiatives aim not merely to provide luxury, but to reveal the authentic essence of Japan—its living traditions, regional heritage, and cultural depth—through thoughtfully curated journeys that inspire curiosity and lasting connection.

Introducing the Preferred Agent Program

As part of its enhanced service framework, BOUTIQUE JTB will launch a **Preferred Agent Program**, recognizing a select group of top-performing luxury travel advisors who partner with the brand.

Each year, advisors with the highest annual booking volume will be invited to join the Preferred Agent circle for the following year. These valued partners will receive access to **BOUTIQUE JTB Premium Services**, offering an elevated level of operational support, responsiveness, and personalized collaboration.

Advisors outside the Preferred Agent Program may also request Premium Services for specific itineraries, with equivalent services available upon payment of an additional service fee.

Examples of **BOUTIQUE JTB Premium Services** include:

- 24/7 emergency guest support via a dedicated mobile platform
- A dedicated account team
- Priority assignment of Japan's most highly regarded guides
- Periodic journey updates and reporting
- Thoughtfully curated welcome gifts and personalized letters for guests
- Priority invitations to exclusive FAM journeys and incentive programs

Guided by its new brand slogan,
“Your Gateway to the Heart of Japanese Luxury”

BOUTIQUE JTB remains dedicated to crafting journeys shaped by rare access, cultural authenticity, and distinctive moments of discovery.

【BOUTIQUE JTB PURPOSE】

Creating Enduring Value for Japan

To create enduring value for Japan's culture, communities, and economy by connecting discerning travelers from around the world with **the country's authentic essence**—advancing a more sustainable model of tourism

【BOUTIQUE JTB MISSION】

Designing Distinctive Journeys through Trusted Partnerships

Through close collaboration with a **curated network of travel advisors**, designing bespoke journeys to Japan for discerning global travelers—**revealing the depth, beauty, and cultural richness** that define the nation

【BOUTIQUE JTB VISION】

The Trusted Gateway to Japan's Most Authentic and Bespoke Experiences

for discerning travelers worldwide

BOUTIQUE JTB: <https://www.jtbgmt.com/luxury>

JTB Global Marketing & Travel Inc.

Brand Promotion Team

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