



JTB

Listening 1

1. How many offices and employees does JTB have globally?
2. When did JTB become a corporation independent of the government?
3. What are JTB's two most popular Sunrise Tours?
4. What has the travel magazine 'Rurubu' achieved?

Listening 2

1. Why did JTB merge with Japanican.com?
2. How many tourists from Korea and China have visited Japan respectively until October 2016?
3. What is JTB's role for the 2020 Tokyo Olympics and Paralympics?
4. What does MICE do within JTB?

Transcript 1

It is that time of the year when everyone needs a holiday after a long year of hard work. One of the biggest and most successful travel agencies around the world is JTB, or the Japan Travel Bureau, headquartered in Shinagawa, Tokyo. Established in 1912 to promote inbound tourism to Japan from overseas, JTB has expanded globally and now has 516 offices in 36 countries around the world, employing 26 646 people as of 2016. JTB was originally a government-owned company until 1963.

JTB's most famous product is Sunrise tours, with tour packages ranging from day trips to 16-day tours throughout Japan. JTB have welcomed more than 6 million foreign visitors to Japan through these Sunrise tours. Their most popular tours include the Mt. Fuji-Hakone day trip and the Tokyo-Kyoto bullet train trip.

JTB also publish a travel magazine called "Rurubu," which was officially recognized by the Guinness Book of Records as the largest selling travel guide series in the world in 2010.



Transcript 2

JTB has been looking to expand both within and outside their industry. In 2009, JTB merged with Japanican.com, an online company dealing with bookings of hotels and *ryokans*, or Japanese-style inns. The reason for this was to take advantage of the influx of Asian tourists to Japan as it offered services in English, Chinese and Korean. This is supported by the fact that in 2016 nearly 1 million tourists visited Japan from China (506 200) and Korea (449 600) up until October.

JTB have even diversified into other industries such as financial services, printing and telecommunications, and has been installed as an official travel services partner of the 2020 Tokyo Olympics and Paralympics.

JTB also has a MICE corporate arm, which stands for meetings, incentives, conventions and exhibitions. JTB organizes these events for companies in both directions, showcasing both Japanese culture to foreign companies, and foreign culture to Japanese companies.