

Connecting Society Through the Power of Tourism

JTB Tourism Research & Consulting is a specialized think tank that connects society, the economy, and local communities through tourism. Through research and consulting, we contribute to enriching lives and supporting sustainable regional development.

Company Name	JTB Tourism Research & Consulting Co.
Address	6F Shiodome City Center, 1-5-2 Higashi-Shimbashi, Minato-ku, Tokyo 105-7106, Japan
Website	www.tourism.jp
Established	June 21, 2001 (Company name changed on June 1, 2012)
Capital	JPY 100 million
Shareholder	JTB Corp. (100%)
Representative Director	Yoshihito Kazama, President & CEO

Our Services

JTB Tourism Research & Consulting provides highly specialized services for the tourism industry through two core business domains: Consulting and Research & Studies.

Consulting	Research & Studies
We provide comprehensive support from strategy development to implementation, helping clients address challenges and create sustainable regional value through expert knowledge and practical solutions.	We analyze trends in tourism, society, the economy, and consumer behavior from multiple perspectives and provide data-driven insights to support informed decision-making.

Methodologies & Approaches

JTB Tourism Research & Consulting leverages a wide range of methodologies and approaches to identify the essence of challenges and deliver evidence-based solutions.

Methodologies & Approaches	Key Value Delivered
Tourism Strategy & Planning	Comprehensive support from current-state analysis to mid- and long-term strategy development and implementation. Continuous improvement based on the PDCA cycle supports policy and strategic decision-making.
Market Research & Visitor Flow Analysis	A combination of surveys, interviews, observational studies, and mystery shopping, together with patented visitor-flow pattern analysis, provides a clear understanding of market dynamics.
Product Development & Marketing Strategy	Support for tourism content development, distribution, and promotional strategies. Deep analysis of traveler needs contributes to experience design across the entire travel journey.
Market Trends & Economic Impact Analysis	Evidence-based quantitative analysis, including tourism expenditure estimates, economic impact assessments, and demand forecasting, supports decision-making by destinations, governments, and businesses.
Business Development & Business Model Design	Support for new business creation, PPP/PFI initiatives, and service or facility planning, leveraging both JTB Group expertise and tourism-industry specialization.

Areas of Expertise

JTB Tourism Research & Consulting provides advanced research, studies, and consulting services across 15 specialized fields covering virtually every aspect of the tourism industry.

Area of Expertise	Examples of Services & Approaches
Tourism Community Development, DMO & Transportation	Tourism development planning, regional revitalization consulting, DMO establishment and management support, transportation access strategies
Traveler Behavior & Consumer Insights	Surveys, interviews, observational research, demand forecasting, target analysis, and market segmentation
Inbound Tourism	Inbound strategy development, market analysis, communication strategies, and integrated destination marketing
Outbound Tourism	Research and analysis of Japanese outbound travel trends, outbound MICE support, and international travel market strategies
Global Tourism	Global lifestyle marketing and multinational traveler behavior analysis
Tourism DX	Digital marketing strategies, patented visitor-flow pattern analysis, IoT utilization, and website analytics
Accommodation & Visitor Facilities	Facility assessments, promotion strategies, operational consulting, new facility planning, and hotel market reports
MICE	MICE attraction studies, evaluations, strategic planning, and urban competitiveness enhancement
Sustainable Tourism	Sustainable tourism planning and environmentally responsible destination development
Universal Tourism	Universal tourism research, travel product development support, training programs, and accessibility consulting
Wellness & Health Tourism	Wellness destination development, health tourism programs, and tourism hygiene management
Adventure Tourism	Destination assessments, high-value tourism product development, human resource development, and promotional support
Cultural Heritage & Industrial Tourism	Tourism content development utilizing cultural assets and support for balancing preservation and tourism utilization
Tourism Education	Customized training programs, industry-academia collaboration, educational content development, and tourism talent development platforms
Tourism Crisis Management	Crisis management planning, emergency preparedness support, regional collaboration initiatives, and business continuity planning (BCP)

Contact

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