

## *JAL becomes World's First Airline Group to Join the Global Sustainable Tourism Council (GSTC)*

TOKYO, Japan – Japan Airlines (JAL) has become the world's first airline group to join the Global Sustainable Tourism Council (GSTC) on September 1, 2023. GSTC is an international organization that establishes and manages global standards for sustainable travel and tourism, known as the GSTC Criteria. JAL's membership was officially recognized on September 29 when Randy Durband, CEO of GSTC, visited JAL headquarters to present the membership certificate.

By joining the GSTC, JAL will benefit from the GSTC's expertise in sustainable tourism and its global network. This partnership will enable JAL to promote sustainable tourism initiatives for all customers.

JAL will have the opportunity to participate in GSTC's decision-making processes and benefit from networking and marketing opportunities with tourism-related government agencies, corporations, and municipalities around the world. In turn, JAL plans to utilize the knowledge gained to raise awareness of sustainable tourism in Japan's tourism industry and destinations.

JAL aims to promote sustainable tourism by increasing the number of inbound visitors to various parts of Japan through sustainable tourism products. Additionally, JAL is committed to supporting accommodation facilities and tourist attractions in obtaining certification. Furthermore, JAL plans to accelerate its ESG strategy by developing products that meet the GSTC Criteria and expanding its solution services. The overall goal is to create a sustainable society and future where everyone can enjoy repeated trips with both safety and peace of mind.



Randy Durband, CEO of GSTC, commented, "We welcome Japan Airlines' as a member of the GSTC, their commitment to sustainability is reflected in their actions, with an ESG Strategy as its topmost company plan. JAL Group is not just a world-class airline but they own tour operators and have a stake in a hotel operator. Japan Airlines is flying towards a sustainable tomorrow and we're delighted that GSTC is part of their journey."

\*The Global Sustainable Tourism Council (GSTC®) manages the [GSTC Criteria](#), the global standards for sustainable travel and tourism; as well as acts as an international body providing assurance for sustainable tourism certification in three key subsectors of tourism: hotels/accommodations, tour operators/agencies, and destinations.

■ JAL Group Actions to Achieve the SDGs

URL: <https://www.jal.com/en/sustainability/sdgs/>