

JTB Agrees to Acquire All Shares of Northstar Travel Group, Leading B2B Event, Media, and Information Product Company in the Travel and Tourism Industry

TOKYO, Japan, August 29, 2025 --- JTB Corp. (Headquarters: Shinagawa-ku, Tokyo, President & CEO: Eijiro Yamakita; hereinafter referred to as "JTB") announced today that JTB has reached an agreement to acquire all shares of Northstar Travel Group (hereinafter referred to as "NTG"), the leading B2B media company in the travel and tourism industry.

NTG operates a comprehensive B2B media business targeting the travel and tourism industry, delivering integrated information services and marketing solutions through events, digital media, and industry research. The travel and tourism market is poised for sustained long-term growth not only in the United States—NTG's primary target market—but across global markets including Japan, which is anticipated to drive further expansion of NTG's business.

The JTB Group has established global business expansion and business model transformation as cornerstone strategic pillars for achieving medium to long-term growth. Through this acquisition, JTB will leverage NTG's cutting-edge insights into global industry trends, extensive industry networks, and sophisticated marketing solutions to accelerate JTB Group growth while contributing to the advancement of the tourism industry.

Following the acquisition, the JTB Group's business development will focus on the following areas:

1. Expanding NTG's established brand presence into new regions and business domains
2. Enhancing digital product offerings—including media solutions and information services—through AI and advanced data utilization
3. Strengthening customer services and solutions across the entire JTB Group by leveraging NTG's global network and advanced marketing capabilities

The acquisition is subject to approval by relevant competition authorities and compliance with other local legal requirements.

JTB will operate NTG as an independent, wholly owned subsidiary and will continue to be the leading independent, trusted voice of the travel and tourism industry.

<Company Profiles>

【JTB Corp.】

- Location: Shinagawa-ku, Tokyo, Japan
- President & CEO: Eijiro Yamakita
- Founded: March 12, 1912
- Capital: 100 million yen (as of March 2025)
- Business: Travel and related activities, Community and Corporate solutions
- Corporate website: <https://www.jtbcorp.jp/en/>

【Northstar Travel Group】

- Location: Rutherford, New Jersey, U.S.
- Chief Executive Officer: Jason Young
- Established: August 6, 2001
- Capital: Not disclosed
- Business: Event management, digital media, industry research, and marketing solutions for the tourism industry
- Corporate website: <https://www.northstartravelgroup.com/>

*Northstar Travel Group is the leading B2B media company providing information and marketing solutions for the global travel and tourism industry. The company owns fourteen media brands including Travel Weekly, Business Travel News, and Phocuswright, connecting more than 1.3 million industry professionals through a comprehensive portfolio of digital, social, print and more than one hundred events in thirteen countries.

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