



STH Group and JTB Corp. Launch World Baseball Classic Experiences, the Official Hospitality Partner for the 2026 World Baseball Classic™

October 21, 2025 — STH Group, the global leader in sports travel and hospitality, and JTB Corp., Japan's leading travel solutions providers, are proud to announce the official launch of World Baseball Classic Experiences powered by STH and JTB, the exclusive provider of premium hospitality and travel packages for the 2026 World Baseball Classic™.

The **sixth edition** of the tournament will take place in **March 2026**, with games hosted in four iconic global destinations: **Miami, Houston, Tokyo, and San Juan** with 20 countries participating. These host cities will welcome thousands of fans from around the world to watch as iconic players go head-to-head to bring glory to their home country.

The travel and hospitality program represents a new era in international baseball hospitality, designed to meet the expectations of today's passionate sport and entertainment fans and global travelers. Whether for corporate hosting or lifelong baseball aficionados, World Baseball Classic Experiences powered by STH and JTB delivers seamless access to the game's biggest stage with the highest level of service including access to **accommodation packages, premium seating, hospitality lounges, private suites and one of a kind behind the scenes experiences such as pre-game practice viewing and participation in on-field flag ceremony**. Designed to simplify the journey from planning to game day, we will offer individuals and groups an effortless way to secure their place at the tournament blending the excitement of international baseball with the sophistication of a fully curated experience.

"World Baseball Classic is the pinnacle of international baseball, and we are excited to bring an all-new and exhilarating way to enjoy the truly international and unique multi-venue tournament," said Chris John, STH Group CEO. "It also marks the start of major international global events flurry for the American market in the coming years, making this a significant step for not only us but for the region."

"The World Baseball Classic is one of the most electrifying tournaments in all of sports, and we're thrilled to bring fans a new level of access and sophistication," said Sean Flynn, Managing Director of STH Group – NORAM. "From VIP seating and chef-driven hospitality to unique travel experiences, we've built a product that matches the scale and global energy of this tournament."

“The World Baseball Classic is one of baseball's premier international tournaments, where the world's finest athletes compete for national pride. For the previous 2023 World Baseball Classic, where a hospitality program was offered for the first time in World Baseball Classic history, JTB Group was selected as the hospitality provider alongside STH Group delivering high-quality and exceptional experiences, said Takahiro Fukui - Executive Officer Head of Business Promotion Division, In Charge of Sports Business Strategy General Manager, Sports Entertainment Co-creation Division JTB Corp. "We are deeply honored to participate as a hospitality partner for this remarkable tournament once again through our partnership with STH Group. In line with our brand slogan 'Perfect moments, always,' we will leverage our global network and extensive hospitality expertise to deliver the excellence and excitement of baseball to fans around the world."

“We’re excited for baseball fans around the world to enjoy the excitement and thrill of the 2026 World Baseball Classic, a tournament that brings the worldwide baseball community together like no other,” said Uzma Rawn Dowler, MLB Chief Marketing Officer & SVP, Global Corporate Partnerships. “Now, with the launch of World Baseball Classic Experiences powered by STH and JTB fans have more unique opportunities to experience the tournament than ever before.”

The World Baseball Classic is the premier international baseball. First held in 2006, it brings together the best players from around the globe to represent their home countries in one of the sport’s most electrifying and culturally significant competitions. The 2026 tournament will build on Japan’s dramatic victory over Team USA in the 2023 World Baseball Classic that captivated a global audience and propelled the tournament to new heights, breaking viewership records and reigniting international passion for the game.

Earlier this year, STH Group opened its Miami office, with the World Baseball Classic marking a pivotal step in the company’s broader expansion into the American sports market. JTB Corp. brings a wealth of experience as an Official Partner of *Major League Baseball and the MLB World Tour* offering exclusive international hospitality packages. STH Group and JTB Corp. will be working hand in hand to deliver the program across multiple locations ensuring a memorable and high-quality baseball experience.

As the tournament approaches in **March 2026**, fans are encouraged to act quickly to secure their packages!

For English and Spanish Inquires

<https://sportstravelhospitality.com/worldbaseballclassicexperiences/>

For Japanese Inquires

<https://www.baseball.jtbcorp.jp/jp/worldbaseballclassicexperiences/>

About Sports Travel & Hospitality Group (STH Group)

STH connects fans with the heart of the action at the world's biggest sporting events. With three decades of expertise and offices in the USA, UK, Australia, and New Zealand, STH delivers comprehensive hospitality and travel programmes, enhancing customer experience and driving growth for sports rights holders. Past projects include six Rugby World Cups, London 2012, Tokyo 2020, the Australian Open, and ICC tournaments.

Make the Memorable Unforgettable | STH Group

About Sodexo Live!

Sodexo Live! manages prestigious convention, cultural, and sporting venues and major events all over the world. With 40,000 employees and 500 sites, Sodexo Live! offers clients a range of bespoke catering, sales, and event management services, helping to transform the consumer experience into unforgettable memories. Sodexo Live! commits to unlocking customers' full potential while favouring local communities. Sodexo Live! contributes to the success of prestigious events such as Royal Ascot, the Tour de France, the Rugby World Cup and the recent Paris 2024 Games, and showcases exceptional venues such as the Eiffel Tower Restaurants, Bateaux Parisiens, Yachts de Paris, the Royal Academy of Arts in London, the Museo del Prado in Madrid, Hard Rock Stadium, the Scottish National Gallery, and the Hollywood Bowl in Los Angeles.

About JTB

JTB is one of Japan's leading travel solutions providers, offering a diverse range of services and products tailored to meet the evolving needs of its clients. With a rich history dating back to 1912, JTB has consistently adapted and innovated to maintain its position at the forefront of the industry. From individual travel and the promotion of regional tourism to business meetings and sporting events, JTB offers support for a wide spectrum of travel-related activities. Guided by its vision "Perfect moments, always," JTB is committed to delivering personalized experiences to individuals, businesses and institutions worldwide. With a global presence spanning 152 locations across 36 countries, JTB seamlessly connects people, places and possibilities, all while fostering a sustainable future.

<https://www.jtbcorp.jp/en/>

For Press Release Related Enquiries

JTB Public Relations Office TEL:03-5796-5833 (For Japanese Enquires only)

STH Group Email: sean.flynn2@sthgroup.us (English and Spanish Enquires)