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# GROUP PROFILE

KNT-CT Holdings Co., Ltd.



近畿日本  
ツアリスト



# Enriching Society Through Travel

KNT-CT Holdings has produced new value and new wonder, principally through the distinctive activities of two of our Group companies, which continue to try out out-of-the-box ideas.

Kinki Nippon Tourist provides corporate services offering unmatched planning capabilities and flexibility thanks to extensive experience built up since our founding. We have an extensive range of solutions, aiming for continued growth and working to create new types of travel and new businesses. Among our services for independent travelers, we offer travel plans developed with our nationwide supplier network and a consulting network staffed by professionals which is popular among regular customers.

Club Tourism, specializing in theme-based tours, is Japan's largest handler of package tours sold through media advertising, with over 7 million customers throughout the country. The subscription-based Club Tourism Pass offers discounts on trips related to personal interests or following favorite musical acts. Club Tourism Cast is another unique service where customers join hands with local residents to plan and create one-of-a-kind trips and travel-related services.

Traveling and taking part in regional activities help bring happiness to people's lives, particularly now that Japanese are living longer than ever before. Such activities can offer hints today as we aim for sustainable tourism and well-being. The travel industry is full of the power and hope that such travel brings. We will continue branching out into new areas and new businesses, helping revitalize local areas and providing emotional richness through tourism.

We hope KNT-CT Holdings can live up to your expectations as a favorite trusted partner. All our employees will work together toward that goal.

KNT-CT Holdings Co., Ltd.  
Akimasa Yoneda, CEO



# Group Companies

## Corporate services

## Services for independent travelers

 <p><b>Kinki Nippon Tourist</b></p> <p>Corporate Solutions    Educational tours    In-store sales Regional co-creation business    Inbound travel    Affiliate sales Sports business</p>	 <p><b>Kinki Nippon Tourist Blue Planet Co., Ltd.</b></p> <p>Web sales Independent traveler product development</p>	 <p><b>Club Tourism International Inc.</b></p> <p>Travel mail-order sales Theme-based travel New Club 1,000 Project</p>
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## Domestic consolidated subsidiaries (15 companies)



### Travel

- Kinki Nippon Tourist Co., Ltd.
- Club Tourism International Inc.
- Kinki Nippon Tourist Blue Planet Co., Ltd.
- Kinki Nippon Tourist Okinawa, Inc.
- United Tours Co., Ltd.
- SANKI Travel Service Co., Ltd.

### Merchandising and insurance

- Kinki Nippon Tourist Shoji Co., Ltd.

### Temporary staff services/service partners

- Tourist Experts Inc.
- KNT Business Create Co., Ltd.

### Information processing

- KNT-CT IT Solutions Co., Ltd.

### Catalogs and ad production

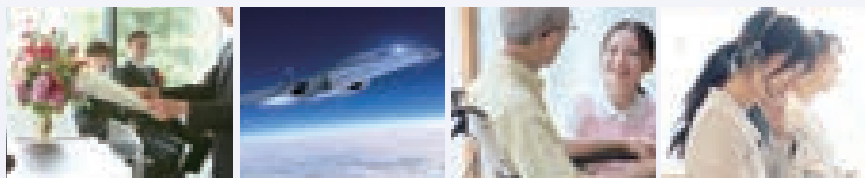
- Cosmopolitan Creative Lab Co., Ltd.

## Overseas consolidated subsidiaries (6 companies)



### Travel

- Kintetsu International Express (U.S.A.), Inc.
- Kintetsu International Express (Oceania) Pty. Ltd.
- Holiday Tours Micronesia (Guam), Inc.
- KNT TAIWAN Co., Ltd.



### Event and Convention Planning and Operation

- Event & Convention House, Inc.

### Space Travel

- Club Tourism Space Tours, Inc.

### Nursing Care

- Club Tourism Life Care Service Co., Ltd.

### Traveler assistance

- Tourist International Assistance Service, Inc.



### Reinsurance underwriting

- H&M Insurance Hawaii, Inc.
- Griffin Insurance Co., Ltd.

1947

Founded

1964

Launched the Overseas Charter project

1967

Launched Japan's first online inn reservation system

1980

The first Matsuri in Hawaii

1985

Launched travel information magazine Tabi no Tomo

2004

Launched Club Tourism

2005

Launched sales of private sector-operated space tours

2023

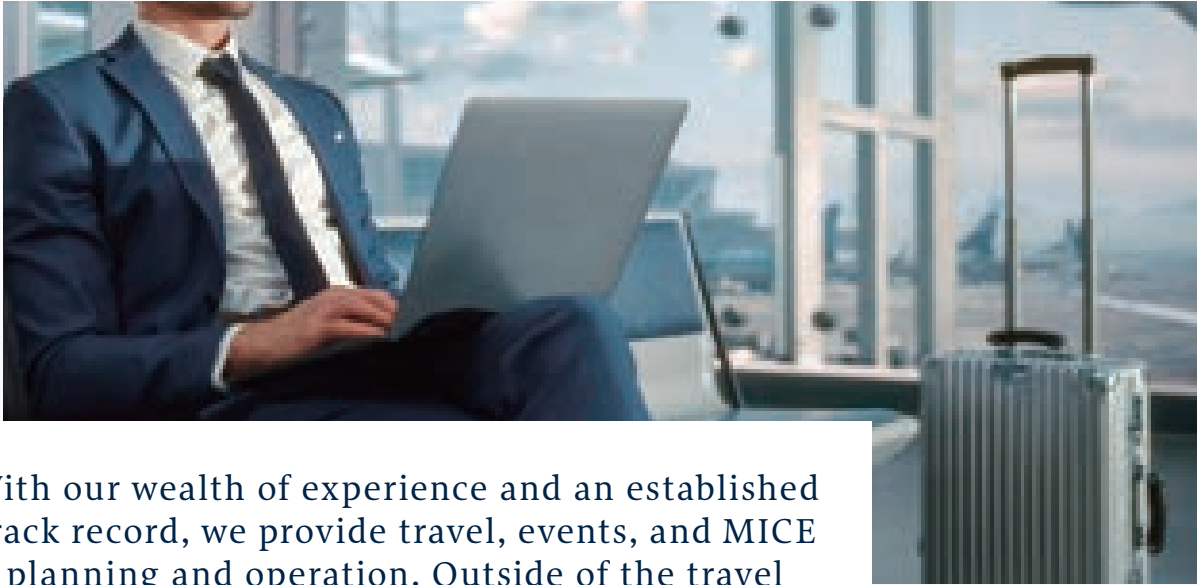
Launched Kinki Nippon Tourist Blue Planet

Operated the Do suru Ieyasu Serialized TV Drama Museum in Okazaki, Aichi Prefecture

## History

<p><b>1949</b> Arranged for a train exclusively for school trips</p>	<p><b>1955</b> Kinki Nippon Tourist founded</p> <p><b>1972</b> Launched sales of Mate and Holiday products</p>	<p><b>1975</b> First in the travel industry to list its shares</p> <p><b>1998</b> Reenacted the Tsukimi no Owara traditional dance festival</p>	<p><b>2013</b> Shifted to a holding company structure</p> <p><b>2012</b> Official Partner of the Tokyo Marathon</p> <p><b>2021</b> Contracted to run multiple operations, primarily bus transportation, for an international sporting event Launched the Club Tourism New Club 1,000 project</p>
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# Corporate Services



With our wealth of experience and an established track record, we provide travel, events, and MICE planning and operation. Outside of the travel business, we offer clients highly original proposal-based business ideas.

TOP Message

Our Services

New Business

Sustainability

Governance



## Training and inspection tours

Leave operation of your meetings and training programs to us, to save time, effort, and money

A successful meeting or training program depends on arrangements, planning, and operation meeting the needs of all parties—staff in charge, participants, and companies. From site selection to operation, we have all-round capabilities backed by plenty of experience in end-to-end coordination of meetings or training programs.

## Event (including sports) and convention support

One-stop support for event operation and management

We offer overall management of events and the fine-tuned operation and hospitality only a travel company can provide.

Event support services range from planning and operating the event itself to arranging for transportation and accommodation, all backed by our extensive experience and know-how to make your event a success.



## Educational tours

Kinki Nippon Tourist, the leading educational tour company

KNT was the first in Japan to make arrangements for a train exclusively for school trips. We have been a leader in this field ever since.

We will continue to provide products and services benefiting schools and educators, from arranging school trips in Japan and abroad and proposing new programs to develop human resources and inquiry-based learning for an increasingly interconnected world to supporting school club activities and events.



## Global business and international conferences

### Welcoming guests from abroad with quality hospitality

Our highly experienced specialist team welcomes guests from around the world visiting Japan for MICE, leisure, sports or other travel activities.

We can respond to inbound travelers' every need to make their trip a memorable one.

## Regional co-creation business

### Devoting resources to local communities

Building on the expertise of both Kinki Nippon Tourist and Club Tourism, we work together with communities everywhere in Japan to address local issues.

We offer services in four areas: running tourism surveys; helping local areas prepare for visitors; holding local promotional activities; and creating products to attract visitors and operating local events, to create tourism-oriented communities and breathe new life into local economies.



## Outsourcing business

Building on our know-how and hospitality-minded outlook thanks to experience in participant management and event operation, we use our network to provide business process outsourcing for local government administration services.

BPO: outsourcing of specific business processes to outside companies.

## Incentive and familiarization trips

### Accelerate and expand your business

Incentive travel gives participants great satisfaction and is useful for motivating or rewarding employees, helping accelerate and expand your business.

We help facilitate the work of personnel in charge of your program and ensure satisfaction for organizers and participants alike.



## Corporate Services

### Main examples/achievements

#### Regional co-creation business

We have supported the Cultural Affairs Agency's Japan Heritage program. Now in its 8th year, since its inauguration.

01



Japan's Cultural Affairs Agency promotes the Japan Heritage program, which shifts the focus from preserving cultural artifacts throughout the country to giving them new meaning by telling the stories behind them. We have helped operate the Agency's Japan Heritage Forum since 2015 and promote deeper exploration of areas designated under the program by developing a model for promoting travel to Japan Heritage sites. We continue to support building up Japan Heritage brand value, and using the resources of Club Tourism, we create Japan Heritage travel products which we propose to local governments and commercialize.

#### Features

- Create a story leveraging a region's cultural resources and communicate its appeal both in Japan and abroad
- Build an identity and brand for regions certified under the program to generate revenue locally
- Create content, identify the issues involved in communicating and developing that content and how well it has worked, study measures needed in future and make concrete proposals to that effect.
- Create a system for developing travel products making use of Japan Heritage equity.

#### Regional co-creation business

Kochi Prefecture, Kinki Nippon Tourist and Club Tourism collaboration  
Developing new regional resources and projects for attracting visitors

02



Looking ahead to when tourism resumes after Covid-19, we are identifying new regional resources in Kochi Prefecture, communicating information and promoting activities to attract a diverse mix of visitors. We hope to create a model for regional co-creation together with local governments and private sector companies to plan and sell long-stay destination travel products highlighting Kochi's food, history and nature; travel products to attract people interested in relocating to Kochi or developing local connections; and plan and publicize travel products connected with pioneering Japanese botanist and Kochi native Makino Tomitaro.

#### Features

- Attract customers by proposing hands-on educational tours, such as farm work or mixing with local residents
- Attract visitors by planning and selling travel products supporting sustainable tourism
- Provide support for planning and selling travel products designed to attract people interested in relocating to Kochi and others with some connection to the prefecture
- Communicate about Kochi and plan travel products through tie-ups with TV programs

Access here for examples of service content and plans for regional co-creation business.



Kinki Nippon Tourist



Club Tourism

## Coordinated support to welcome guests from abroad attending international conferences or events in Japan 03



Our experienced hospitality team is your one-stop destination for planning, arranging and operating appealing programs for international conferences and events in Japan. We ensure success and satisfaction not just for MICE but also for educational travel and when welcoming individuals visiting by invitation or foreign guests to sporting events.

### Features

- Top-flight service for VIPs, dignitaries and guests visiting Japan
- Total support for arranging and operating global conferences gathering people from around the world
- Smooth operation of events and tours with attentive service to every need in foreign languages
- Flexible service and impeccable hospitality backed by extensive experience

Access here for our "DMC Japan by KNT" dedicated website for inbound travel



## Assisting with every sports-related setting —playing or watching, supporting or gathering 04



We have extensive experience supporting various aspects of the sports business, providing operational support for sports meets, for example, as an official partner of the Tokyo Marathon and an international sporting event in summer 2021, and arranging domestic and international tours to view or participate in sports events. We also propose, plan and carry out sports-related tours for education or study and regional promotion or international exchange, train sports event volunteers and make arrangements for health tourism.

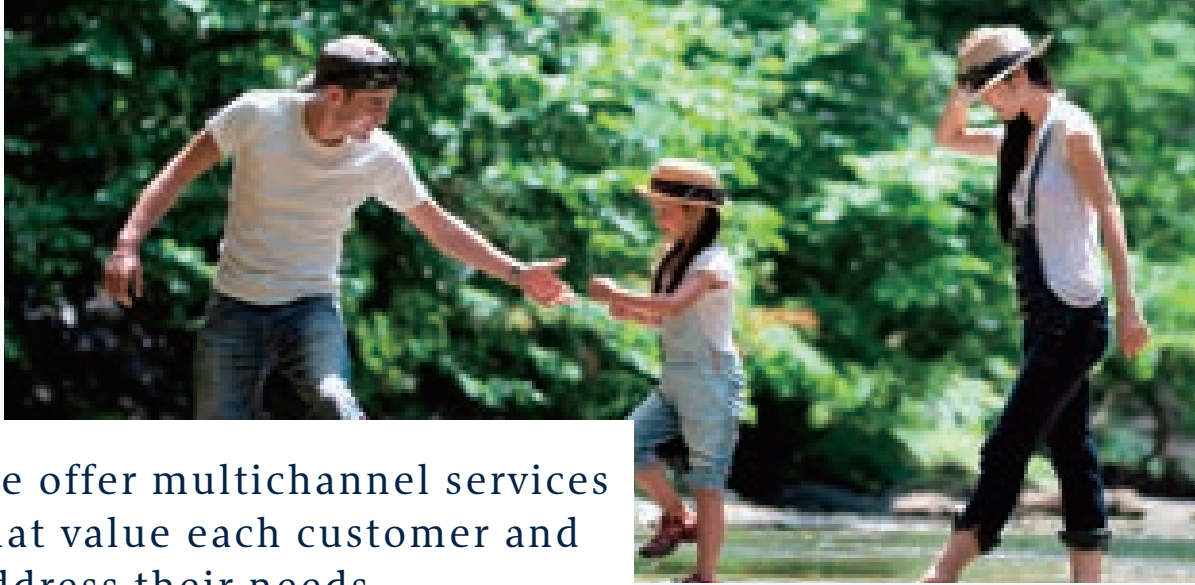
### Features

- Operate many international sports events, the first of which was the 3rd World Athletics Championships held in Tokyo in 1991
- Excel at problem-solving and responding flexibly, thanks to experience in handling sports events
- Are building a global network of travel companies and agents knowledgeable about sports.
- Handle projects for revitalizing local areas through sports.

Access here for our sports portal site.



## Services for Independent Travelers



We offer multichannel services that value each customer and address their needs.

TOP Message

Our Services

New Business

Sustainability

Governance



### Extensive partner network

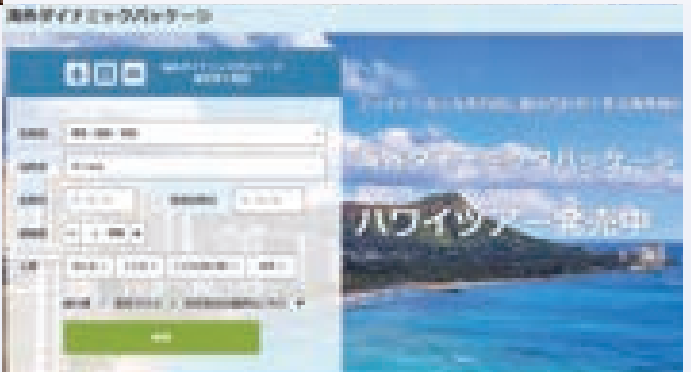
Working with the KNT-CT Partners Association of accommodation and transportation providers in our network, we hold blocks of rooms and offer a complete lineup of promotions that can meet every customer's needs during travel.

KNT-CT Holdings

### The Dynamic Package (domestic and overseas travel)

We offer the KNT Dynamic Package, which allows customers to create their own plans by combining various transportation and accommodation options.

Kinki Nippon Tourist



### Avatar travel concierge

Expert staff provide travel advice via an avatar, offering the same level of service as in-store visits.

This online customer service is accessible via customers' smartphones or personal computers.

Kinki Nippon Tourist





## Premium hotels and ryokan inns Blue Planet KNT High Class

We propose premium accommodations excellent in their own class to our customers after grading facilities by category according to our standards. Blue Planet KNT High Class is a premium brand that goes out of its way to ensure memorable experiences and focus on the wonders of Earth, our Blue Planet.

Kinki Nippon Tourist

## Theme-based travel

Theme-based travel is a new type of tour attracting travelers with a specific interest, such as hiking or mountain climbing, are interested in visiting history-related sites to satisfy their intellectual curiosity, or exclusively for those traveling without companions. A wide range of tours, both domestic and overseas, is available, giving participants the pleasure of enjoying the company of others with similar interests or learning more about something they are interested in. Theme-based travel, a special feature of Club Tourism that boasts many satisfied customers, could be just the thing you are looking for to enrich your travel experience and create lasting memories.

Club Tourism



## Club Tourism Cast —Building Together

In this co-building exercise, customers pool their knowledge and curiosity with Club Tourism to create new value. They can participate in our various businesses, such as tour conductor services, as Club Tourism Cast Members.

Club Tourism



## Club 1,000 Project and Club Tourism Pass

Connecting and meeting with friends over shared interests enriches life is made possible through the Club 1,000 Project. The Project includes the subscription-based Club Tourism Pass (¥550 per month), a service offering discounts on tours and other perks and unlimited access to a wide variety of hobby-related videos to help make life richer by exploring topics that subscribers enjoy.

Club Tourism



## New Businesses



TOP Message

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### Short- to medium-term businesses

### Medium- to long-term businesses



### Temporary staffing service

We operate a temporary staffing service providing tour guides and other travel-business staff, airport transfer services, and planning and operating corporate training and seminars. While focusing mainly on training tour guides, we have expanded this business to provide temporary staff for operations other than travel and have many satisfied clients.

#### Tourist experts



### e-MARKET official e-commerce site

KNT's e-MARKET official e-commerce site is the place for finding Japan's finest food and drink and seasonal foods perfect for gift-giving.

PayPay, AmazonPay, RakutenPay and other payment methods are accepted.

#### Kinki Nippon Tourist Shoji

## Future creation business

While we have focused mainly on travel until now, we aim to branch out and develop new value over a five- or ten-year term to help better our society. We are working on a future creation business, maximizing our own resources and knowhow as well as our partner networks on plans that bring enjoyment and add a touch of wonder to everyday life.



### Edible insect circular economy business

To address issues of food loss, support regional co-creation and create an inclusive society, we have developed a concept for a new style of sustainable tourism, including environment-friendly souvenir-buying, that focuses on edible insects. The first product of this project, developed in cooperation with schools and educational institutions, is a snack made from crickets, to promote edible insects as part of food education.



### Outsourcing business for schools

Demands on schools today are different than before, and to make it easier for schools and families, we have leveraged the Group's resources to provide outsourcing for PTA work. Utilizing the secretariat operation knowhow we developed through our outsourcing business and our partnerships in the fields of sports, culture and art, we provide a club activity support service to schools and local governments as a platform supporting school club activities.



### Mobility entertainment business

As our first offering in the tourism mobility/entertainment platform business, we operated Wow Ride Tokyo Time Trip, the world's first new mobility experience combining real life, VR and AR vistas. Bringing together a world's first technology and entertainment for which Japan is famous, this virtual tour combining real and virtual worlds offered an urban sightseeing bus tour.



### Wine-by-the-glass platform business

A "wine tour" consisting of wines from various regions of Japan, packaged as a set of portion-size wines ideal for tasting or gift-giving. In this business, we are working to create a platform linking wineries throughout the country.



### Ethical wedding business

Today's young people with a wedding in their future lean toward ethical consumption. Given the current popularity of environment-friendly weddings abroad, we are developing new wedding plans to provide wedding packages in collaboration with regional areas to facilitate this type of wedding in Japan, where there is now a stronger emphasis on making use of regional resources and using and consuming locally.

# Sustainability



Making travel enjoyable for everyone  
We work to help achieve the sustainable development goals (SDGs)

## The KNT-CT Holdings Group's sustainability activities focus on 3 materialities and 13 priority measures



### Conduct business activities responsibly

1. Promote compliance and strengthen corporate governance
2. Take steps to reduce CO2 and save energy
3. Achieve work-life balance
4. Promote diversity and inclusion
5. Respect human rights and individual dignity



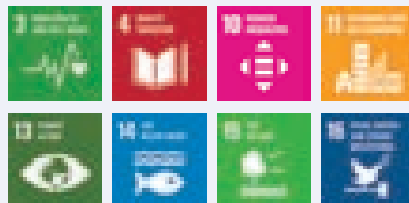
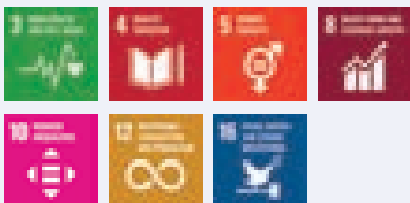
### Offer value through tourism

6. Contribute to physical and mental well-being through travel
7. Focus on the sports business
8. Offer travel and programs that contribute to a high-quality education
9. Develop products and services that raise awareness of the environment and nature conservation
10. Promote universal tourism



### Work alongside society, introduce innovation

11. Develop the tourism industry and revitalize regional economies through tie-ups with local governments
12. Offer new services by collaborating with other industries
13. Use IT to reform operations





## Blue Planet

**This is the brand  
the Group promotes  
for sustainable activities**

Travel adds enjoyment to life. We believe that travel also plays a major role in realizing a sustainable society by bringing home the importance of the environment. We want to create a society where everyone can enjoy travel, and we have adopted the Blue Planet brand across the KNT-CT Group to describe activities in this area.



### KNT universal tourism

We help create a society to make travel available to everyone, regardless of their abilities. Working with businesses, local areas and schools, KNT provides travel products supporting universal tourism, and proposes educational programs that promote enhancing accessibility for everyone.

Specialized staff, together with local area staff, are available to make proposals based on the content of your request.

#### Kinki Nippon Tourist

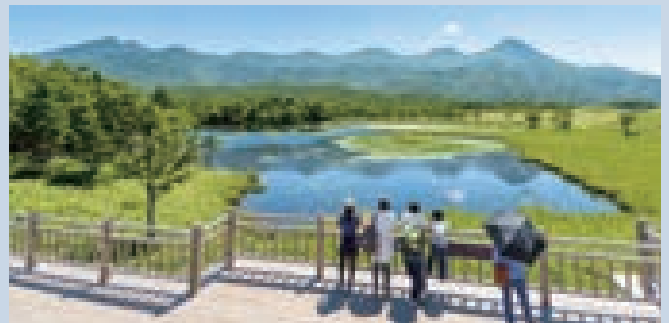


### Carbon study tours —Think the Blue Planet—

This program offers enjoyable learning about reducing travel-related CO<sub>2</sub> to students before, during and after school trips and through extracurricular study.

The Carbon Study Work Kit we have developed makes carbon offsets a matter of personal accountability, encourages deeper study of the issue and allows students to experience how CO<sub>2</sub> emitted during travel can be compensated for with carbon offsets. We can also arrange for study workshops and lecturers. Participants receive a Friends of the United Nations Asia-Pacific certificate after completing the program.

#### Kinki Nippon Tourist



### Long-stay travel

Choose Club Tourism for long-stay domestic tours or travel. Several options are available, from long-stay plans with local sightseeing, to hot spring spa extended stays and long-stay urban and resort tours that allow you to enjoy local attractions at leisure.

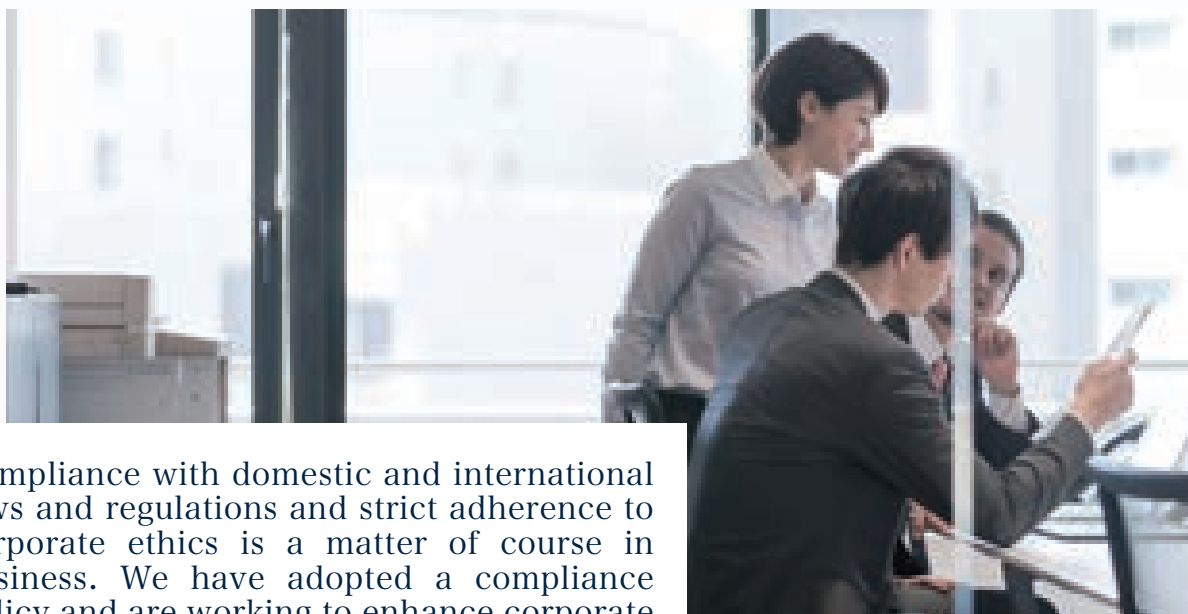
We offer an extensive range of domestic tours and will be happy to suggest just the right itinerary for you.

Tours include complete support for getting the most out of your trip at your destination. Looking up and reserving tours is easy too!

#### Club Tourism



## Corporate governance



Compliance with domestic and international laws and regulations and strict adherence to corporate ethics is a matter of course in business. We have adopted a compliance policy and are working to enhance corporate governance.

### Compliance policy (excerpt)



#### Quality control

We will continue refining our sensibilities and expertise to pursue new value, providing travel products and services of superior quality that truly meet our customers' needs. We work to create products and services that attract repeat customers.



#### Helping build an accessible society

We will help make our customers' dreams come true, promoting accessibility by offering barrier-free travel meeting the needs of everyone who wishes to travel and enjoy a rich life, regardless of age or ability. Recognizing the importance and significance of social participation, we also offer persons with disabilities employment opportunities.

### Social contributions, diversity



#### KNT-CT Shimanto River headwaters forest

KNT-CT has been a partner for over 10 years in Kochi Prefecture's Forest Conservation Project, having signed a partnership agreement with the prefecture and the local government in 2012. In recognition of KNT-CT's continued support for the project and exchanges with local residents, we received a certificate of appreciation from the prefectural governor in 2022.



#### Soccer clinic

Since 2014, employees have volunteered to help at a YWCA of Tokyo soccer clinic for youth with developmental disabilities or other disadvantages, with an emphasis on encouraging communication through soccer. In 2021, the volunteers were honored with a certificate of thanks from the Tokyo Council of Social Welfare.



#### Sunflower Farm

KNT operates Sunflower Farm, where persons with disabilities are employed to raise vegetables. Produce from the farm is distributed to nearby seniors' residences and welfare facilities. The KNT-CT Group supports employment of persons with disabilities.

# Overseas Network



### North America

New York  
Chicago  
Los Angeles  
New Jersey  
San Jose  
Houston  
Honolulu  
Guam  
Saipan

### Europe

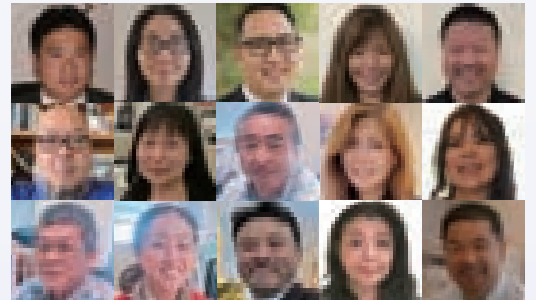
Amsterdam  
Paris  
Madrid  
London  
Rome

### Asia

Taipei

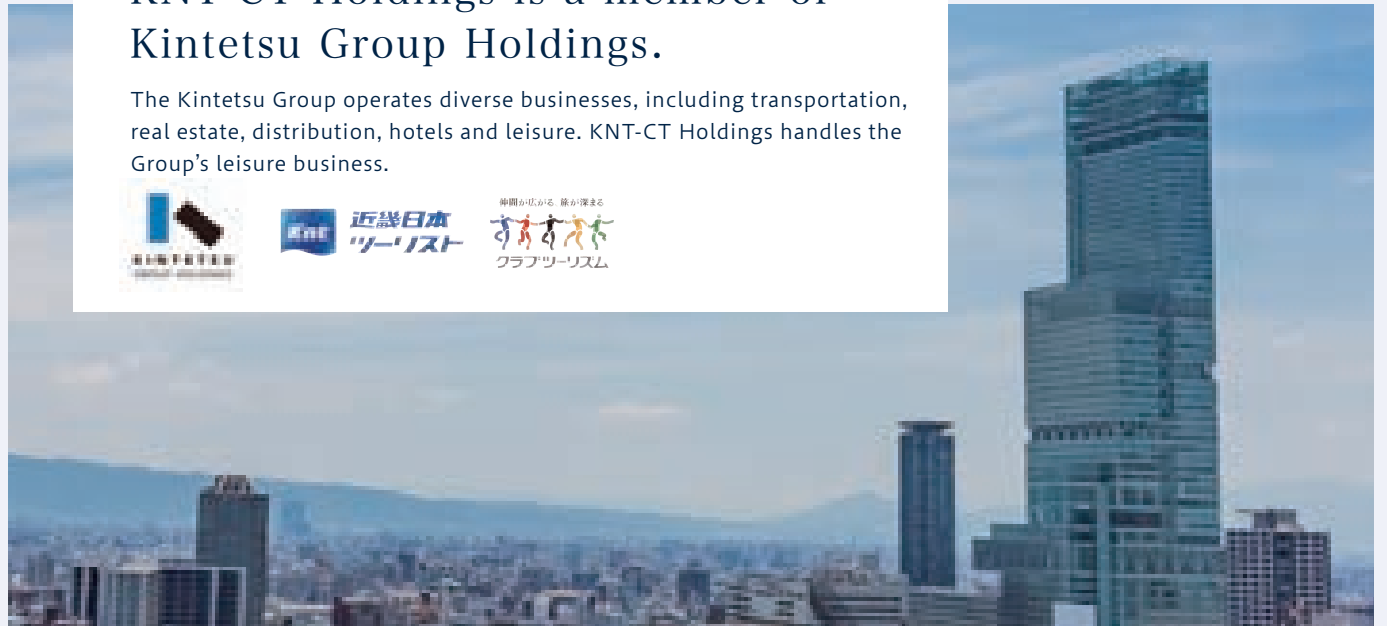
### Oceania

Sydney  
Gold Coast  
Cairns  
Melbourne  
Auckland



## KNT-CT Holdings is a member of Kintetsu Group Holdings.

The Kintetsu Group operates diverse businesses, including transportation, real estate, distribution, hotels and leisure. KNT-CT Holdings handles the Group's leisure business.



## Company Profile

### Company name

KNT-CT Holdings Co., Ltd.

Business name changed on January 1, 2013 from Kinki Nippon Tourist Co., Ltd. to KNT-CT Holdings Co., Ltd. due to shift to a holding company structure

### Founded

May 26, 1947

### Head office

39F, Shinjuku Sumitomo Bldg., 2-6-1, Nishi-Shinjuku, Shinjuku-ku, Tokyo, Japan 163-0239

### Representative

Akimasa Yoneda, CEO

### No. of Group employees

4,805 (as of April 1, 2023)

### Capitalization

100 million yen (as of April 1, 2023)

### End of business year

March 31

### Corporate stocks

First Section of the Tokyo Stock Exchange (Securities code: 9726)

### Description of business

KNT-CT Group's management strategy and business management