



# Sustainable Travel Report 2023

**Tricolage, Inc**

Tokyo, Japan



[www.tricolage.com](http://www.tricolage.com)

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# INTRODUCTION

Tricolage specializes in crafting journeys that are conscious of the communities and the environment that we visit.

# MESSAGE FROM OUR LEADERS

It is my pleasure to welcome you to Tricolage's Sustainable Travel Report for the year 2023. As we reflect on the past year's journey, I am humbled and proud to share the strides we have made in fostering sustainable and responsible travel.

At Tricolage, our commitment to creating a positive impact on people, places, and the planet is at the core of everything we do. This report encapsulates our dedication to achieving our sustainability goals, contributing to local communities, preserving cultural heritage, and minimizing our environmental footprint.

In the face of evolving challenges, we have continued to prioritize sustainability in our business practices. Our team's unwavering dedication, coupled with the support of our partners and clients, has allowed us to make meaningful progress. This report serves as a testament to our collective efforts and the positive change we aim to bring to the world of travel.

As we delve into the details of our achievements, challenges, and aspirations for the future, I invite you to join us on this journey towards a more sustainable and responsible travel industry. Together, we can create lasting impact and pave the way for a future where travel not only broadens horizons but also leaves a positive legacy.

Thank you for your continued support, and I look forward to embarking on the next phase of our sustainable travel adventure.

Benjamin Wong  
Tricolage, Inc. CEO



# WHO WE ARE

We are practitioners of Sustainable Tourism.

Tricolage collaborates with domestic businesses to create sustainable and meaningful experiences, aiming to assist in the realization of travel experiences that serve as catalysts for travelers' awareness and personal growth.

We hope to bring about positive changes in the visited regions and society as a whole, spreading happiness along the way.

## TRICOLAGE IS THE FIRST GSTC-CERTIFIED COMPANY IN JAPAN



In 2022, Tricolage achieved the GSTC Tour Operator Certification from Control Union, one of the third-party international certification organizations accredited by the Global Sustainable Tourism Council (GSTC), making Tricolage the first tour operator in Japan to receive the GSTC Tour Operator Certification.

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## FOUNDERS



Benjamin Wong  
CEO



Fumiko Yoshida  
COO

# WHAT WE DO

## Inbound Travel Service

Our Inbound Travel Service crafts tailor-made travel programs in Japan for individual and corporate travelers from foreign countries. We design, arrange, and operate travel programs in a sustainable way that not only meets but exceed expectations, and benefit travelers, businesses, and the environment.



## Sustainable Tourism Consulting Service

We provide consulting services to local destinations and tourism industry, to realize a new era in tourism through sustainable tourism practices. We encompass sustainable management strategy formulation, workforce development, and the creation of travel products.



# VISION

## A WORLD WHERE HAPPINESS IS EXPERIENCED BY ALL

This vision drives us to create extraordinary experiences that make a positive and lasting impact on people, places, and the planet.

# MISSION

## WE EXIST TO DRIVE SUSTAINABLE TOURISM IN JAPAN AND BEYOND

Our mission is rooted in the profound belief that travel can be a force for positive change. Tricolage exists to craft sustainable journeys that transcend the ordinary, fostering growth, awareness, and happiness.

We are on a mission to:

### Drive Sustainable Tourism

- Leading by example through GSTC certification and pioneering sustainable tourism practices.
- Serving as a thought leader in the industry, setting new benchmarks for responsible travel.

### Reduce Overtourism

- Actively developing and promoting lesser-known regions, diversifying travel experiences.
- Contributing to the global effort to reduce overtourism and its associated negative impacts.

### Educate and Advocate

- Actively engaging in travel industry education and advocacy.
- Simplifying the decision-making process for travelers, making sustainable choices accessible and appealing.

### Minimize Negative Impact

- Implementing measures to reduce our global environmental footprint.
- Contributing to broader initiatives focused on preserving the planet for future generations

# GOAL AND PROGRESS

In close collaboration with our clients, staff, and partners, we have crafted a robust sustainability strategy anchored by our mission pillars - People, Place, and Planet. This strategy serves as our guiding compass, steering our collective endeavors towards minimizing negative impacts and fostering positive contributions in the regions we explore.

Within the pages of this report, you will find a comprehensive overview of our progress against the sustainability goals set within these core pillars. From fostering responsible travel practices to considering the welfare of individuals and the prosperity of the places we engage with, we remain steadfast in our commitment to making a meaningful difference.

Furthermore, this report delves into the broader impact of our business areas throughout the year 2023. As we navigate through the details of our progress, we invite you to witness the tangible outcomes of our collaborative endeavors and join us in our ongoing commitment to sustainable and responsible business practices.



# GOAL AND PROGRESS

# PEOPLE TRAVELERS



## GOAL

**Foster a culture of respect for local cultures and environment among our travelers, aiming to minimize negative impacts and enhance the overall value of the travel experience.**

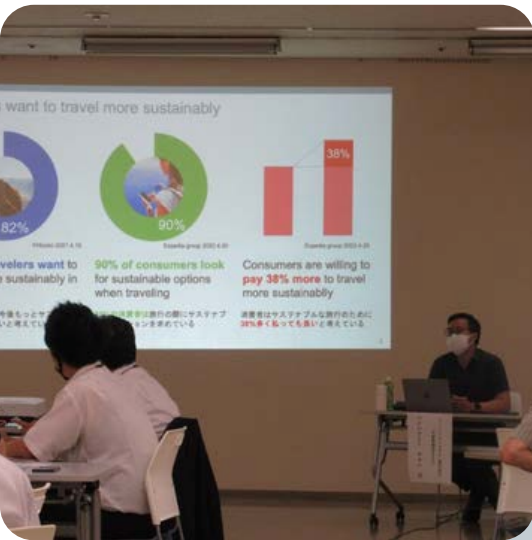
## PROGRESS

We craft and disseminate comprehensive guidelines for responsible tourism to our travelers. These guidelines were distributed prior to their journeys, ensuring awareness and adherence. As an illustrative example, we developed the Sustainable Stay Plan for Hotel Keyforest Hokuto, incorporating the responsible travel guidelines on a dedicated website.

## NEXT STEP

Our focus for the future involves continuous refinement of these guidelines to enhance their effectiveness. We aim to optimize and expand the impact of the Responsible Traveler's Guidelines, making them more compelling and incentivizing for travelers to embrace responsible practices throughout their journeys. This iterative improvement aligns with our commitment to promoting responsible tourism and ensuring a positive impact on the communities and cultures we encounter.





## GOAL AND PROGRESS

# PEOPLE EDUCATION

## GOAL

**Advocate for Sustainable Tourism within the industry.**

### PROGRESS

Throughout the year, we conducted numerous training sessions and workshops, engaging diverse audiences.

In collaboration with the Japan Tourism Agency, we executed the GSTC Sustainable Tourism Training Program (STTP) in Tokyo and Kyoto, reaching approximately 40 travel agencies and operators.

Additionally, we were honored to be invited as speakers for various GSTC programs, including the STTP course, pre-training course, and audit training course.

Separately, we organized Sustainable Tourism workshops for local residents and businesses in destinations like Nikko City (Tochigi), Ube City (Yamaguchi), Yatsugatake (Yamanashi), Osaka and Tokyo.

### NEXT STEP

In advancing our Sustainable Tourism advocacy, we aim to broaden collaborations with industry stakeholders, including government agencies and private enterprises.

We will extend our training sessions and seminars on Sustainable Tourism beyond traditional partnerships with travel agencies and local governments to include accommodations and other entities. This initiative seeks to disseminate sustainable tourism principles widely, reaching diverse sectors and regions.

It reflects our deepened commitment, promoting sustainable values across various domains and contributing to a more conscientious and responsible industry.

## GOAL AND PROGRESS

# PEOPLE TEAM



### GOAL

**Ensure staff alignment with our sustainability mission through regular training on sustainable practices.**

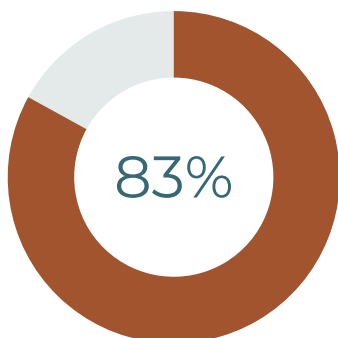
### PROGRESS

Our internal commitment to sustainability is evident in our proactive approach to staff development.

83% of our team participated in the GSTC Sustainable Tourism Training Program (STTP), with an impressive 80% earning the esteemed GSTC Sustainable Tourism Professional Certificate. To broaden our perspectives, we engaged in the community such as Hakuba Circular Economy Conference, gaining insights from other destinations and industry initiatives.

### NEXT STEP

To deepen our sustainability commitment, we'll establish internal training standards for new team members, guaranteeing a foundational understanding of Sustainable Tourism (ST). Simultaneously, we'll encourage ongoing learning for existing team members by compiling a list of external ST conferences and events to keep our team informed and aligned with the latest sustainable practices.



of our team participated  
in the GSTC Sustainable  
Tourism Training Program

## GOAL AND PROGRESS

# PLACE

## STAKEHOLDERS



### GOAL

**Consistently engage with stakeholders, including employees, customers, and local communities/destinations, to foster discussions and enhance sustainable practices.**

### PROGRESS

Our proactive engagement with various stakeholders has taken us to numerous destinations, where we collaborated with local Destination Management Organizations (DMOs), Destination Management Companies (DMCs), hotels, guides, and activity providers. A noteworthy project involved partnering with the Tokyo Metropolitan to boost tourism on Hachijojima Island, specifically targeting affluent inbound travelers. Collaborating closely with nature guides, city councils, local governments, hotels, and farmers, we successfully crafted a 3-day, 2-night tour that authentically portrays local culture and provides meaningful experiences facilitated by the residents. To ensure direct feedback, we organized discussion sessions with locals, often involving foreign visitors who shared their opinions.

### NEXT STEP

Our vision for the future involves establishing a regular forum or platform dedicated to stakeholder engagement. This initiative aims to formalize and streamline ongoing discussions, creating a structured space for continuous dialogue. Through this platform, we aspire to gather valuable insights, foster collaborative efforts, and further amplify the positive impact of our sustainable practices across diverse stakeholder groups.

# GOAL AND PROGRESS

# PLACE

## OVERTOURISM

### GOAL

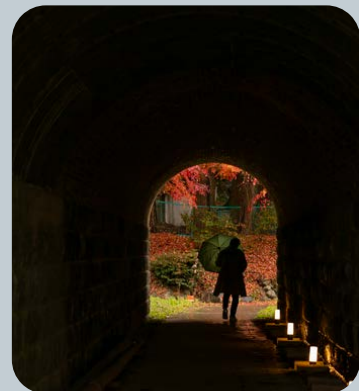
**Mitigate overtourism by promoting and offering less-visited and charming locations to customers, providing unique travel experiences beyond popular routes.**

### PROGRESS

In our tailor-made inbound travel business, we've taken proactive measures to present options in less-visited areas to customers, even when not explicitly requested. While many customers initially inquire about popular routes, we strategically include alternatives in lesser-known destinations, ensuring their satisfaction by covering their bucket list. Positive feedback, such as one customer's experience in Tamba Sasayama; "If I had to choose one or two that stood out above all the rest, they would be the days spent at Tamba Sasayama.... Tamba Sasayama felt entirely authentic and not at all on the "tourist travelator".

### NEXT STEP

To further combat overtourism, our next action involves a company-wide initiative to explore lesser-known destinations. This will entail collaboration with local stakeholders to actively promote and showcase the unique offerings of these regions. By expanding our repertoire of off-the-beaten-path destinations, we aim to provide more options for customers seeking distinctive and crowd-free travel experiences.



## GOAL AND PROGRESS

# PLACE

## CULTURAL HERITAGE



### GOAL

**Work on projects that help in preserving and promoting local cultural heritage.**

### PROGRESS

We have made significant strides towards achieving this goal by identifying and participating in projects aimed at preserving local cultural heritage sites and traditions in need of support. For instance, we have collaborated with Miyama in Kyoto, renowned for its beautiful traditional thatched houses, which earned the UNWTO tourism village award. By partnering with Miyama DMO (Destination Management Organization), we conducted visits to understand their specific needs, particularly in preserving their unique culture.

Through these engagements, we discovered the challenges faced in maintaining the iconic thatched roofs and the importance of attracting visitors who contribute financially to the preservation efforts. In response, Tricolage has introduced Miyama to inbound travelers, offering them the opportunity to immerse themselves in local life through experiences such as making herbal tea, homestays, and cooking sessions. The positive feedback from our clients reflects their satisfaction with these enriching experiences in Miyama.

### NEXT STEP

Our next steps involve initiating new projects or partnerships aimed at further preserving and promoting local cultural heritage through our consulting services. This may include exploring additional opportunities for sustainable tourism development, fostering deeper connections with local communities, and implementing strategies to ensure the long-term viability of cultural preservation efforts.



## GOAL AND PROGRESS

# PLANET

## SUPPLIERS

### GOAL

**Collaborate with suppliers and implement practices to reduce waste, conserve water, and to use energy efficiently in our operations and service offerings.**

### PROGRESS

Our responsible purchase policy guides our supplier selection, favoring those implementing sustainability initiatives. We've compiled a list of green-certified partners, fostering collaboration with entities already committed to sustainable practices. Furthermore, we actively encourage our partners to adopt eco-friendly measures, such as reducing breakfast portions to minimize food waste and eliminating single-use plastic bottled water, promoting refilling from water pitchers. These actions align with our commitment to sustainable operations.

### NEXT STEP

To further these initiatives, our next steps involve expanding and monitoring their impact for continuous improvement. We aim to influence our supply chain positively by fostering a culture of sustainability among our partners. This entails ongoing collaboration, communication, and the implementation of additional eco-friendly practices across our operations and services.



## GOAL AND PROGRESS

# PLANET

## NATURE



### GOAL

**Encourage responsible visits to natural areas, promoting awareness of rules and guidelines and minimizing harm to biodiversity.**

### PROGRESS

We have actively collaborated with local councils and municipalities to preserve distinctive wildlife, obtaining proper government approvals for entering restricted areas.

Travelers are informed in advance, both in written documentation and verbally by local guides, about the sensitivity of biodiversity in specific sites. A notable initiative involved a tourism development project on Hachijojima Island, home to extinct creatures like the black-footed Albatross. With government approval, we organized tours led by a local guide involved in Albatross preservation, educating travelers on guidelines to follow.

### NEXT STEP

To further our commitment, our next steps involve initiating projects or partnerships focused on the preservation and promotion of these natural regions. By actively engaging in conservation efforts and fostering awareness among travelers, we aim to contribute significantly to the protection and sustainable utilization of biodiversity in these areas.



## GOAL AND PROGRESS

# PLANET

## CO2 EMISSIONS

### GOAL

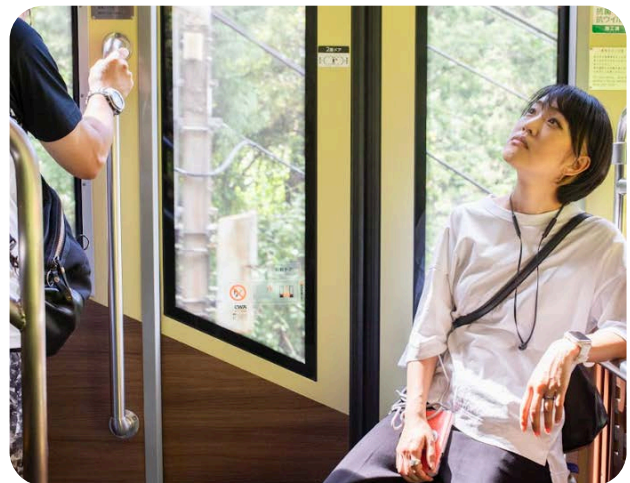
**Reduce CO2 emissions associated with travel operations, contributing to a more sustainable and environmentally responsible travel experience.**

### PROGRESS

Despite catering to affluent travelers accustomed to private transportation, we actively encourage the use of public transport. To facilitate this shift, we provide comprehensive logistics explanations, simplifying the complexities of public transport. Additionally, we track travel distances and calculate associated CO2 emissions, offsetting them through the purchase of J-credit carbon credit certified by the Japanese government.

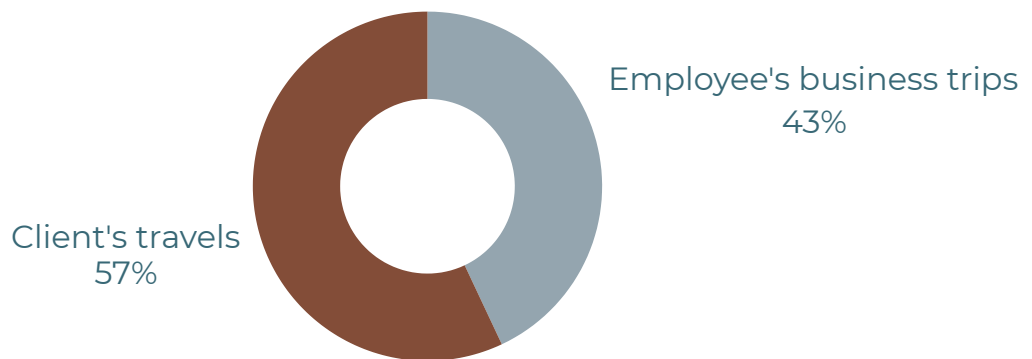
### NEXT STEP

Our commitment to sustainable transportation will deepen in the next phase. We plan to expand sustainable options like cycling and walking tours, integrating them more extensively into our offerings. By providing diverse and eco-friendly transportation alternatives, we aim to further reduce our environmental impact and contribute to a more sustainable travel industry.



# Tricolage 2023 carbon emissions

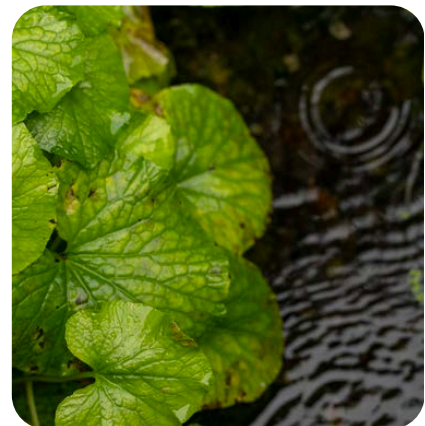
**4 KG** CO2e PPPDA\* for all inbound clients



\* CO2e PPPDA = CO2 emission per person per day average

In Tricolage, we measure the carbon dioxide emissions related to domestic transportation (mainly cars, trains, and domestic flights) for our clients and employees within Scope 3.

- Founder



# Travel **Japan** Better

WE ENVISION A WORLD WHERE HAPPINESS IS  
EXPERIENCED THROUGH SUSTAINABLE JOURNEYS



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