



Sustainable Travel Report 2024

Tricolage, Inc

Tokyo, Japan



www.tricolage.com

CONTENTS

INTRODUCTION	01
MESSAGE FROM OUR LEADERS	02
WHO WE ARE	03
WHAT WE DO	05
VISION AND MISSION	06
OUR SUSTAINABILITY STRATEGY	07
PEOPLE	10
PLACE	14
PLANET	17
2024 TOTAL CO2 EMISSIONS	20
KEY HIGHLIGHTS OF 2024	21
OVERALL NEXT STEP FOR 2025	25



INTRODUCTION

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

MESSAGE FROM OUR LEADERS

As one of the leading sustainable tourism consultancies in Japan, we believe it is our responsibility to support the tourism industry and local communities in embedding sustainability and enhancing the overall quality of tourism.

Over the past year, we've been encouraged to see growing awareness of sustainability across both the public and private sectors, and we're proud to have contributed to various initiatives, including media familiarization trips (Initiatives to Promote Lesser-Visited Areas via International Media), sustainability education with Tourism board in Tokyo and other regions, and more.

That said, while the social and economic aspects of sustainability are gaining traction, significant challenges remain on the environmental front, particularly in measuring and reporting CO₂ emissions in tourism. This remains a complex and evolving issue.

Looking ahead, as a sustainable tour operator, we aim to take further steps in guiding travelers toward more informed decisions by equipping them with actionable insights, so they can leave only positive footprints, not carbon ones. At the same time, we recognize that influencing external stakeholders begins from within. As part of our 2025 goals, we will also focus on fostering a stronger internal culture of sustainability by creating the right environment and providing education to our team, ensuring our values are deeply embedded at every level of the organization.

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

In FY2024, Tricolage successfully renewed its GSTC Tour Operator Certification for the second time, further strengthening its long-term commitment to internationally recognized sustainability standards.



OUR TEAM



Benjamin Wong
CEO



Fumiko Yoshida
COO



Ena Fujita
Sustainable Travel Manager



Ayako Niizeki
Travel Coordinator

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

Our Sustainability Strategy

Tricolage’s sustainability strategy is structured around three operational pillars: People, Place, and Planet. This framework supports the systematic integration of sustainability priorities across all operations in alignment with our Master Sustainability Policy and the GSTC Criteria for Tour Operators.

Each pillar is structured around clearly defined sustainability goals and associated progress indicators, which are systematically disclosed in this report under each initiative. Internal monitoring mechanisms support performance tracking and contribute to annual transparency efforts.

The model is formally aligned with the GSTC Criteria for Tour Operators, selected UN Sustainable Development Goals (SDGs), and Tricolage’s public commitment under the Glasgow Declaration on Climate Action in Tourism, signed in 2023 to accelerate emission reductions and climate action across the tourism value chain.

Sustainability Pillar Structure

Pillar	Goals	Key Actions
People	<i>We aim to share sustainability knowledge with our stakeholders including employees, partners, and travelers to help promote sustainability across Japan’s travel industry, and beyond. By doing so, we can work collaboratively across both our inbound travel services and consulting projects to embed sustainable practices.</i>	<ul style="list-style-type: none"> Disseminate responsible travel guidelines and promote respectful behavior through pre-trip briefings. Awareness activities through consulting and Capacity building. Regular staff training on sustainable practices.
Place	<i>Promote sustainable tourism by actively engaging stakeholders, supporting the revitalization of local communities, and preserving cultural heritage, focusing on authentic, lesser-known destinations to create meaningful travel experiences and reduce overtourism.</i>	<ul style="list-style-type: none"> Local consultation processes, stakeholder roundtables. Destination audits, promotion of lesser-known areas, and resident involvement. Traditional craft support, interpretive material development, and local heritage promotion.
Planet	<i>Work with suppliers to reduce waste, conserve water, and save energy. Encourage responsible visits to natural areas to protect biodiversity. Actively reduce CO2 emissions to support more sustainable and eco-friendly travel experiences.</i>	<ul style="list-style-type: none"> Waste reduction, energy-saving initiatives, and water conservation. Biodiversity education, visitor guidelines, and signage for responsible tourism. Scope 3 tracking, J-Credit / J-VER offsetting, annual climate review.

Strategic Alignment with GSTC Criteria and SDGs

Pillar	GSTC Focus Areas	Related SDGs
People	A1 Sustainability management system, A2 Legal compliance, A3 Reporting and communication, A4 Staff engagement, A5 Customer experience, A6 Accurate promotion, A9 Information and interpretation, B2 Local employment, B5 Exploitation and harassment, B6 Equal opportunity, B7 Decent work, B9 Local livelihoods.	SDG 1, 4, 5, 8, 10, 11, 12, 16, 17
Place	A10 Destination engagement, B1 Community support, C1 Cultural interactions, C2 Protecting cultural heritage	SDG 3, 4, 9, 12
Planet	D1.1 Environmentally preferable purchasing, D2.1 Greenhouse gas emissions, D3.3 Visits to natural sites	SDG 12, 13, 14, 15

Climate Action Plan 2024 – Summary Table

CLIMATE ACTION AREA	OBJECTIVE	KEY ACTIONS
1. Measure	Track emissions to inform reduction strategies and set baselines.	<ul style="list-style-type: none"> – Annual calculation of Scope 3 CO₂e emissions. – Use of Japan’s official transport emission data. – Plan to expand to Scope 1 and 2 where applicable.
2. Decarbonise	Design low-emission travel and reduce Tricolage’s operational footprint.	<ul style="list-style-type: none"> – Promote public transport, walking, and electric bike tours. – Prioritize certified accommodations and transport providers. – Offset emissions via J-Credit and J-VER programs.
3. Regenerate	Foster positive impact on destinations and ecosystems.	<ul style="list-style-type: none"> – Support rural revitalization through responsible tourism. – Integrate cultural and biodiversity protection into tours. – Partner with local artisans and communities.
4. Collaborate	Advance climate goals through multi-stakeholder cooperation.	<ul style="list-style-type: none"> – Conduct training and seminars with DMOs and public agencies. – Host sustainable tourism workshops and symposia. – Strengthen GSTC-aligned partnerships.
5. Finance	Support climate action and local impact through targeted investment.	<ul style="list-style-type: none"> – Invest in certified carbon offset projects. – Promote reinvestment in local economies. – Educate travelers on funding climate-related initiatives.

These actions provide the operational foundation for Tricolage’s long-term decarbonization efforts and reflect its commitment under the Glasgow Declaration.

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

Tricolage has enhanced the sustainability of its tours by distributing Responsible Traveler Guidelines prior to departure, collaborating with GSTC-certified guides to maintain consistent sustainability standards, and collecting feedback from inbound travelers on the most memorable and sustainable aspects of their experience.

According to the 2024 Customer Feedback survey, travelers highlighted authentic cultural experiences, eco-friendly travel and accommodation choices, and real-time personalized assistance offering peace of mind as their top 3 answers.

NEXT STEP

Tricolage will strengthen guide engagement by sharing the Sustainable Tourism Policy and Responsible Traveler Guidelines through contracts and onboarding, and by developing a dedicated internal training session to deepen understanding of sustainability standards.

The team will also explore improved methods for distributing the Guidelines pre-trip to help them be a better traveler, share them with partner agencies to enhance traveler preparedness, and incorporate client feedback on their clarity and usefulness once available.



GOAL AND PROGRESS

PEOPLE INDUSTRY

GOAL

Advocate for Sustainable Tourism within the industry.

PROGRESS

In 2024, Tricolage led a series of sustainability seminars and workshops for local stakeholders—including guides, artisans, and tourism SMEs—across various regions. Acting as both content provider and facilitator, Tricolage promoted service quality and alignment with global sustainability standards.

As part of the Tokyo Convention and Visitors Bureau Seminar Series in Tokyo, five training sessions were delivered, including a GSTC-accredited program, reaching over 300 municipal and tourism stakeholders via a hybrid format.

We also conducted seminars in regional areas including in Ukiha (Fukuoka) and Aomori to strengthen regional sustainability efforts. Tricolage was also invited to speak at key industry events to promote ST, including a co-hosted session with Japan National Tourism Organization on sustainable tourism strategies for regional destinations.

NEXT STEP

Tricolage will expand training programs to new regions in partnership with local governments and DMCs, enhance feedback collection to evaluate impact, adapt seminar content to regional needs, and co-develop tailored training materials with local partners.

GOAL AND PROGRESS

PEOPLE TEAM



GOAL

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

PROGRESS

In 2024, Tricolage continued to integrate sustainability knowledge into its internal operations by aligning staff training with the updated Sustainable Tourism Policy and the GSTC criteria. As part of this effort, 75% of employees successfully completed the GSTC Sustainable Tourism Training Program (STTP), strengthening the team's shared understanding of global sustainability standards.

With the addition of new team members, we enhanced our capacity for inbound tourism development and improved internal systems. As an international and diverse team, we value open communication and multiple perspectives. Regular team meetings provide a space for everyone to share their views and contribute ideas. To deepen understanding of regional tour content, staff were given opportunities to participate in familiarization trips to various regions, with insights shared and discussed during team meetings.

We also introduced structured, biannual performance reviews to support individual growth and align personal development with organizational goals. These initiatives have helped foster a more collaborative, informed, and sustainability-focused team culture.

NEXT STEP

Tricolage will ensure that all employees complete the GSTC Sustainable Tourism Training Program by the end of the year, reinforcing a shared foundation in global sustainability standards. We will finalize a standardized onboarding process, including the introduction of a training module led by our Sustainable Travel Manager. As part of this onboarding, and during future contract updates, the Sustainable Tourism Policy will be shared and explained to all team members to ensure alignment with our core values and practices. These steps will help strengthen internal capacity and embed sustainability into every aspect of our team's work.

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

Tricolage has actively engaged a broad range of stakeholders—including the Japan Tourism Agency, local governments, Destination Management Organizations (DMOs), Destination Management Companies (DMCs), hotels, guides, and activity providers—to promote sustainable tourism across Japan.

Notably, our work on the Chugoku Area Adventure Tourism Platform has supported local governments through advisory services and capacity building, helping align regional efforts with international certification standards.

We have also provided direct consulting to destinations and locally operated hotels seeking sustainability certifications such as GSTC, improving their operational efficiency and long-term sustainability.

On the inbound side, we have partnered with DMCs in regions like Miyama, Shikoku, Asuka, Echizen, Kyushu, and Hokkaido, not only through consulting but also by joining local fam trips to co-develop travel content and experiences that highlight lesser-visited areas and reflect sustainable tourism values.

NEXT STEP

Tricolage will continue to support stakeholders in meeting sustainability goals by offering practical guidance and helping them pursue certifications like GSTC, Sakura Quality, and Green Destinations. We will also improve how we track progress after certification. Looking ahead, we aim to explore new regions across Japan and build strong local partnerships to grow community-based, sustainable tourism.

GOAL AND PROGRESS

PLACE

REGIONAL DESTINATION DEVELOPMENT



GOAL

Revitalize local communities and reduce overtourism by engaging residents and promoting lesser-known, authentic places that offer unique and meaningful travel experiences.

PROGRESS

In 2024, Tricolage promoted lesser-known destinations to inbound travelers through custom-made itineraries. As a result, almost 50% of the destinations our clients visited are outside major tourism hubs. In addition, over 90% of our hotel partners are local (incl. Japanese hotels) and over 80% of our non-hotel partners are locally owned. This approach supports local economies and helps preserve regional culture while easing pressure on popular sites.

We also donated to support recovery efforts in the Noto area after the 2024 earthquake, showing our ongoing commitment to local communities beyond tourism.

Our marketing highlighted destinations like Ehime, Aichi, and the Seto Inland Sea, while introducing travelers to sustainable themes such as cycling in Wakayama, nature tours, Japanese etiquette, traditional food, and wellness concepts like shinrin-yoku and hitoritabi. A Sakura Campaign encouraged travel to rural areas both during and outside cherry blossom season.

To further support sustainable tourism, we offered consulting services to both rural and urban areas. Also we led and delivered the international media trip project with regional partners. This initiative brought journalists and influencers to lesser-visited places to create content—set for release in 2025—that will help raise visibility and promote sustainable travel across Japan.

NEXT STEP

Tricolage will continue to develop new travel products by exploring destinations like Tohoku and creating unique experiences with local partners. We aim to offer travelers a deeper and more authentic view of Japan through these collaborations. At the same time, we will create strong marketing content to boost regional visibility and highlight the value of sustainable tourism. We also plan to support local communities through the Corporate Furusato Nozei Program, helping fund regional revitalization and sustainability projects in line with our mission.

GOAL AND PROGRESS

PLACE

CULTURAL HERITAGE



GOAL

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

PROGRESS

In 2024, Tricolage supported cultural preservation by featuring historic destinations like Ōzu and Kurashiki in our inbound itineraries and offering hands-on activities such as knife-making with local artisans. We created storytelling-based marketing materials to increase the visibility of these culturally rich areas.

In Tokyo's Ōta-ku, where many travelers pass through without engaging locally, we helped develop a luxury yakatabune cruise in collaboration with the Ōmori geisha community to preserve traditional culture and offer unique experiences. We also partnered with Japan Airlines to feature local culture in their in-flight magazine and website, boosting awareness of the area's heritage.

To strengthen long-term cultural tourism, we hosted a GSTC workshop to align local stakeholders with international sustainability standards, building capacity for responsible destination management.

NEXT STEP

Tricolage will continue to promote cultural sustainability by working with local communities to create immersive experiences that preserve and celebrate living traditions. We will seek funding through public-private partnerships and grants to support heritage revitalization projects. By partnering with artisans and cultural institutions, we aim to ensure tourism strengthens cultural identity and community pride.



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

We have eliminated the use of plastic bottled water in all custom itineraries, promoting the use of reusable containers and local water sources.

Additionally, we actively incorporate sustainable hotels in our inbound travel itineraries to ensure alignment with our environmental and procurement standards.

In Aomori, we provided tailored consulting services to hotel operators focused on sustainable tourism practices, including guidance on environmental certification, resource efficiency, and sustainable supplier management.

NEXT STEP

To further advance these initiatives, Tricolage will focus on systematizing and monitoring supplier engagement. Upcoming actions include introducing a Supplier Sustainability Guideline to evaluate alignment with Tricolage's environmental and social standards and conducting a sustainability survey to assess suppliers' current practices and identify areas for improvement.

Responsible purchasing clauses will be embedded into all new supplier contracts to ensure commitment to sustainability. Additionally, a quarterly review process will be established to evaluate supplier performance against defined environmental key performance indicators (KPIs). Tricolage will also reinforce internal and external awareness of sustainability criteria through updated procurement procedures, internal training, and consistent use of audit and evaluation tools to enhance compliance and accountability.

GOAL AND PROGRESS

PLANET

NATURE



GOAL

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

PROGRESS

In 2024, Tricolage promoted responsible nature tourism in Japan's fragile ecosystems. We ran guided tours with government approval and certified local guides to protect both visitors and the environment.

In Shiretoko National Park, we co-created a nature tour with a local partner and worked with the NGO Picchio, hiring one of their members as a guide to ensure wildlife protection. This helped reduce environmental impact and support conservation. We also offered cycling tours in Hiroshima and along the Shimanami Kaidō, plus trekking on the Nakasendō route, all led by trained guides focused on safety and low-impact travel.

At a forum in Yamanashi, we discussed sustainable visitor management for Mt. Fuji on its 10th UNESCO anniversary.

We shared Responsible Traveler Guidelines to keep guests from disturbing wildlife and nature.

These efforts helped Tricolage support eco-friendly travel and protect Japan's natural heritage.

NEXT STEP

Tricolage will keep improving nature conservation by setting clear biodiversity protection rules in agreements with local partners. We want all nature tourism to follow strong environmental standards.

We will add guidelines like the Seven Principles of Leave No Trace to training and materials for local guides. Our sustainable travel manager will complete Leave No Trace Instructor Training and lead these efforts across our team.

We also plan to find new nature tourism spots that support both the environment and local communities.

Through more partnerships and education, Tricolage will help protect Japan's biodiversity and natural heritage for the future.

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

In 2024, Tricolage took concrete steps to understand and reduce its carbon footprint across travel-related operations. We calculated CO₂ emissions related to domestic transportation (mainly cars, trains, and domestic flights) under Scope 3, Inbound travelers per person per day average 9kg in 2024

To mitigate our impact, our calculated emissions were fully offset through J-Credit of Nagasaki prefecture, a government-certified carbon credit program in Japan. This offset approach contributes to national climate goals while supporting verified reduction projects.

Additionally, our use of shared office spaces enables more efficient use of energy and resources, lowering our indirect emissions through collective infrastructure.

NEXT STEP

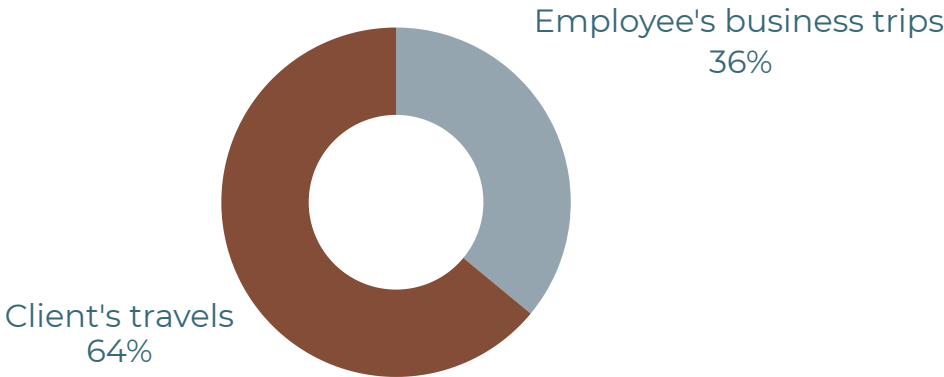
Tricolage will expand its Scope 3 emissions monitoring to include more granular data on transportation modes, enabling deeper analysis of carbon intensity across different trip components. We aim to increase the share of emissions offset through certified programs, prioritizing mechanisms such as the Japanese government's J-Credit scheme to ensure transparency and environmental integrity.

To further refine our carbon accounting, we will introduce standardized client questionnaires designed to capture actual travel behaviors. These insights will help us validate assumptions, improve emission estimates, and guide clients toward more sustainable choices.

Tricolage 2024 carbon emissions

9 KG

CO2e PPPDA* for our inbound clients



* CO2e PPPDA = CO2 emission per person per day average

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



- Founder

Key highlights of 2024

Throughout 2024, Tricolage has been at the forefront of fostering sustainable tourism practices. We've been encouraged by the growing awareness of sustainability across both public and private sectors in Japan, and we are proud to have actively contributed to this positive shift.

Our key achievements include impactful initiatives such as international media trips in collaboration with the **Japan Tourism Agency**, designed to promote lesser-visited areas, and comprehensive sustainability education programs conducted with the **Tokyo Convention & Visitors Bureau** and regional tourism boards. We have also deepened our local engagement, exemplified by our work with the **Hiroshima Adventure Tourism Platform** to build long-term sustainable infrastructure.

In addition, we advanced our inbound efforts by co-developing tours with certified sustainable overseas travel agencies, focusing on lesser-known destinations and ensuring collaboration with local suppliers to maximize regional benefit and minimize environmental impact.

These efforts, among others, underscore our commitment to driving meaningful change in the tourism landscape locally, nationally, and globally.

TCVB Seminar Series: Advancing Sustainable Tourism Standards in Tokyo

In 2024, Tokyo, as the capital city of Japan, set the objective of promoting and advancing sustainable tourism. With global attention to sustainable tourism growing rapidly, it has become essential for Tokyo to demonstrate its commitment to becoming a sustainable tourism city. To achieve this, it is crucial that municipalities and tourism operators, who are directly involved in the tourism sector, implement effective initiatives to promote sustainability.

Ensuring a high standard of sustainability across the entire Tokyo area is a key priority.

To support this objective, we partnered with the **Tokyo Convention and Visitors Bureau (TCVB)** to implement a professional training initiative designed to foster a shared understanding of sustainable tourism among public and private stakeholders. The program combined four Basic Training sessions and one **GSTC Sustainable Tourism Training Program (STTP)**, delivered in a hybrid format and reaching **277 participants** across municipalities, tourism operators, universities, and civic institutions.



Each session introduced global sustainability frameworks, focusing on how international standards can be adapted to the Tokyo metropolitan context. Topics included destination certification, food systems, environmental impact reduction, and the integration of sustainability into hospitality services.

The program emphasized both conceptual clarity and practical application, bringing together Japanese and international experts. Participants responded positively, noting improved confidence in navigating sustainability principles and a strong interest in replicating the methodology in their regions and networks. The TCVB Seminar Series helped strengthen the city's capacity to implement sustainability goals and contributed to building institutional alignment between global frameworks and Tokyo's long-term tourism strategy.



International Media Trip Project: Showcasing Japan's Sustainable Destinations

In recent years, Japan has seen a steady increase in inbound travelers. However, a major challenge remains the concentration of overnight stays in urban areas.

To address this issue, it is essential to encourage travel to regional destinations.

This project focused on traditional Japanese inns, or ryokan, highlighting them not merely as places to stay, but as a lesser-known style of immersive travel.

By showcasing the potential of ryokan, improving their readiness to welcome international guests, and promoting their unique appeal, the project aimed to increase both their visibility and utilization in rural areas.

With the support of the **Japan Tourism Agency (JTA)** and several regional governments, we launched the Media Trip Project to reposition Japan's rural destinations and ryokans in the eyes of the international public.



Through a series of curated familiarization trips for selected international journalists, the project aimed to elevate the global profile of lesser-known regions such as Tohoku, Hokuriku, Nagano, Gunma, Setouchi and Kyushu. Each itinerary focused on onsen wellness, artisanal crafts, nature-based leisure, and community-rooted hospitality, showing how these elements define Japan's local tourism identity.

Ryokans were presented not simply as accommodations but as living expressions of place-based heritage, interwoven with history, architecture, and tradition.

The project enabled deep engagement between international media and local stakeholders. It resulted in confirmed features with major international outlets like **National Geographic (UK)**, **Condé Nast Traveler (US)**, and **Ichiban Japan (France)**, to be published in 2025. These articles and videos will help redefine Japan's global image as a country offering authentic, high-value, and sustainable travel experiences.



Adventure Tourism Platform: Building Long-Term Sustainable Infrastructure in Chūgoku region

The Chūgoku region holds strong potential to revitalize itself as a more attractive destination through adventure tourism. However, current efforts by businesses and local communities remain fragmented, and there is no unified environment that allows stakeholders to collaborate effectively toward solving regional challenges.

To address this, in partnership with **Landbrain Co., Ltd.** and **Hiroshima Adventure Travel, Inc.**, we supported the creation of a regional tourism platform to scale up adventure and sustainable tourism in the Chūgoku region. The project brought together stakeholders from five prefectures: Hiroshima, Okayama, Shimane, Tottori, and Yamaguchi around a shared vision of sustainable regional development.



The process involved a kick-off event in Hiroshima, followed by field visits, training workshops for local guides, and strategy meetings with public and private partners. Key issues addressed included the shortage of certified guides, the need for cross-prefectural coordination, and the challenge of developing a coherent regional brand identity.

These efforts culminated in the co-design of a strategic roadmap grounded in human resource development, inclusive storytelling, and long-term governance planning.

The resulting platform aims to operate independently in the future, strengthening local leadership and enabling the Chūgoku region to emerge as a competitive and resilient destination in Japan's evolving tourism landscape.



Overall Next Step for 2025



Overall Goal

In 2025, Tricolage aims to lead the future of sustainable tourism by creating deeper value for people, places, and the planet. Through stronger partnerships, better systems, and responsible, thoughtful travel design, we will enhance the quality and impact of every journey. Our mission is to ensure tourism becomes a lasting force for long-term cultural, social, and environmental sustainability.

People

Tricolage will continue to empower travelers, industry partners, and team members to serve as ambassadors of sustainable tourism. We will support travelers in making informed, responsible choices through practical guidance; expand outreach and deepen engagement with industry partners through consultations and educational programs; and strengthen our internal capabilities through dedicated sustainability training. Our goal is to foster a culture of shared responsibility that enriches the travel experience and amplifies its positive impact.

Place

We will deepen our collaboration with local communities to co-create authentic, sustainable travel experiences rooted in regional identity and cultural heritage. This includes expanding into new destinations, supporting community-led certification and revitalization efforts, and increasing visibility through compelling storytelling. By fostering stronger local partnerships and amplifying regional narratives, we aim to position tourism as a long-term contributor to local resilience, economic vitality, and overall well-being.

Planet

Tricolage will deepen its environmental commitment by protecting natural ecosystems through responsible travel design, raising environmental awareness among industry partners, and enhancing CO₂ monitoring through improved systems. We will formalize supplier engagement with clear sustainability guidelines and targeted training, working to reduce waste, conserve resources, and align operations with our broader climate goals. Sustainability will be embedded across every stage of our work, from planning to execution.

Travel **Japan** Better

WE ENVISION A WORLD WHERE HAPPINESS IS
EXPERIENCED THROUGH SUSTAINABLE JOURNEYS



TRICOLAGE, INC

Address: The Iceberg 6-12-18 Jingumae, Shibuya, Tokyo 150-0001

Email: contact@tricolage.com

Tel: +81-3-6822-8580

Web: www.tricolage.com

Instagram: [/tricolage_travel](https://www.instagram.com/tricolage_travel)

Linkedin: [/company/tricolage/](https://www.linkedin.com/company/tricolage/)