

Online Travel Agency Veltra Partners with Japan's Largest Tour Company

[Veltra.com](#), a global online tour and activity booking service based in Tokyo, has announced their official partnership with JTB Global Marketing & Travel Inc. (hereafter "JTBGMT"), Japan's largest tour provider for overseas travelers to Japan. Focusing on promoting JTBGMT's SUNRISE TOURS and EXPERIENCE JAPAN tour brands, on June 25th Veltra released over [200 tours](#) and activities from the travel giant on their English language site.

This is the first time JTBGMT has approved an API connection with a Japanese OTA, ensuring that all bookings and availability can be checked and confirmed in real time. A win-win situation for both companies, this new partnership will allow JTBGMT fuller access to the growing FIT market, while providing Veltra with a wealth of top-quality tours all across the country for their adventurous users.

This is also good news for the growing number of FIT visitors searching for activities after their arrival in Japan. With all of the availability data updated in real time for both PC and mobile, this will make booking a last-minute [Mt. Fuji excursion](#) or geisha show a hassle-free experience.

Of this new partnership, Veltra President Wataru Futagi said, 'This is an exciting collaboration, and an important step in our goal of providing visitors with the greatest selection of tours and activities throughout Japan.'

Currently Veltra boasts over 1500 tours across Japan on their English site. Sales and Marketing Officer Tomoharu Kurakami plans to have all 47 prefectures of Japan covered by the end of 2015, looking at estimated growth rates of 300% over the previous year. Veltra also plans to launch a Chinese language site within the year, including some of JTBGMT's tours in the initial lineup.

About Veltra Corporation

VELTRA is an online tour and activity booking service based in Tokyo that connects travelers to memorable and unique local experiences. Founded in 1991, it has grown from a service primarily aimed at the Japanese market to a global tour provider with branches in Honolulu, London, Paris and Malaysia.