

TRAVEL WITH PURPOSE

SUSTAINABILITY REPORT

2026

A considered journey towards lower-impact travel,
stronger communities and enduring cultural value.

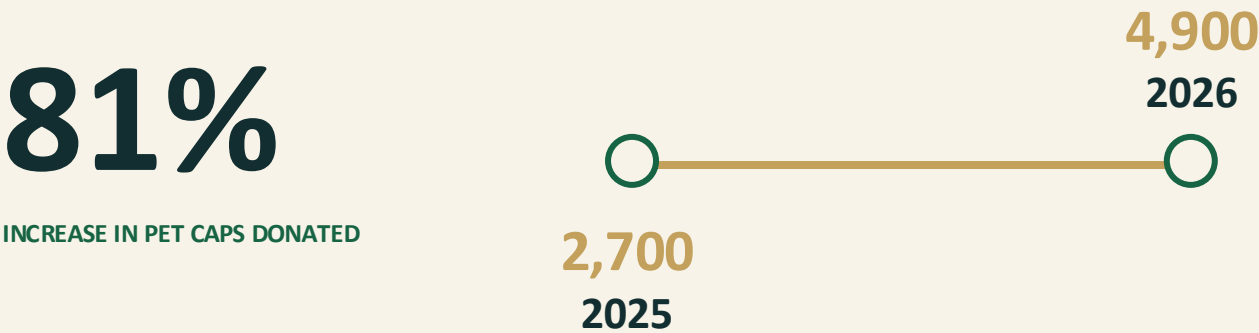


EIGHTYDAYS

A more thoughtful way to move through Japan

Our sustainability work connects low-carbon travel, cultural preservation, responsible purchasing and regional prosperity. Progress is measured not only by what we reduce, but by what we help sustain.

MEASURED PROGRESS



THREE FOUNDATIONS ESTABLISHED



01

CYCLING TOURS

Low-carbon routes launched across Japan.



02

NEW ALLIANCES

Leadership, sustainability and heritage networks.



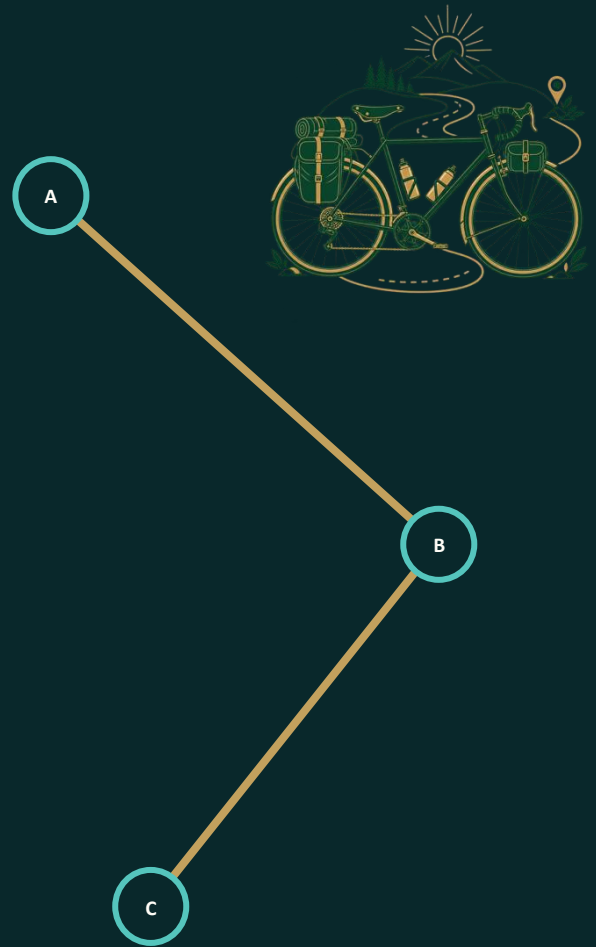
03

CARBON MARKET

Registered with Tokyo's carbon credit market.

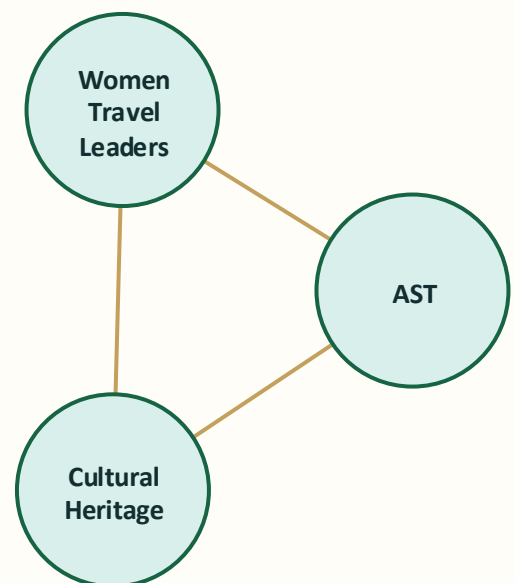
Cycling changes the pace of travel

New cycling experiences invite travellers to explore more slowly and meaningfully. They reduce transport emissions, distribute visitor spending beyond major attractions and create more opportunities for conversations with local people.



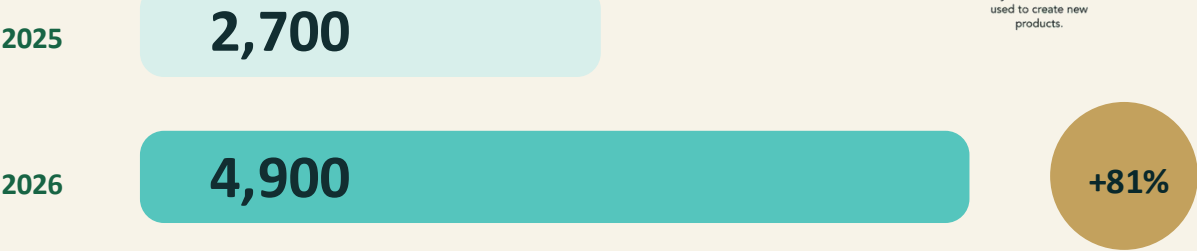
Progress happens in partnership

We joined networks that strengthen diversity, leadership and responsible tourism across Asia, while supporting the preservation of karakuri craftsmanship.



From small habits to visible progress

Our office water server reduces reliance on single-use bottles. Through the Eco Cap Promotion Association, collected PET caps are kept out of general waste and directed towards recycling and reuse initiatives.



A gift can carry a whole region

Our Gifts Catalogue prioritizes locally made, responsibly produced, reusable and eco-friendly products. Each choice supports a local maker, celebrates regional knowledge and encourages more sustainable purchasing. Four of seven off-the-shelf gifts have been replaced with items whose local origin and maker are clearly identified, and one new local item has been added.



LOCAL MAKER

Regional livelihoods



RESPONSIBLE MATERIAL

Lower-impact choices

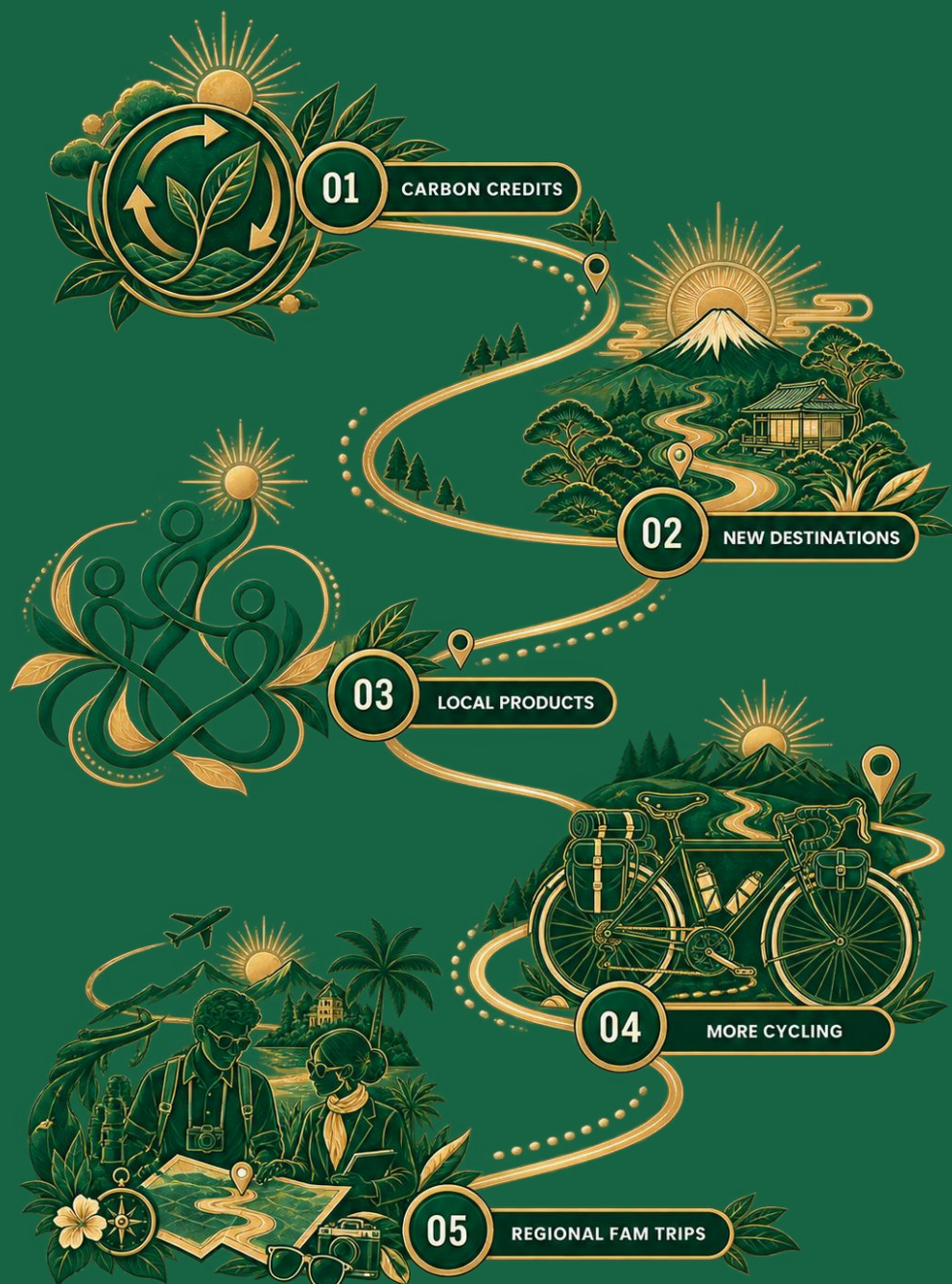


MEANINGFUL GIFT

A story guests carry

Five commitments. One shared direction.

Our next chapter moves from foundations to action - investing carefully, travelling more lightly and directing greater value towards the people and places that make Japan extraordinary.



Turning intention into responsible growth

01

Invest in credible carbon action

Select certified projects supporting renewable energy, forest conservation, biodiversity protection and regional community development.

03

Source more meaningful products

Work with artisans and small-scale producers to expand locally crafted souvenirs and responsible amenities.

Complete the replacement of all items (to locally-sourced/sustainable gifts) within the next two years, set sales targets, and proceed with sales.

05

Use FAM trips to shift demand

Introduce travel agents to lesser-known places, local businesses and authentic experiences so itineraries bring wider regional benefits.

02

Design for lesser-known destinations

Create itineraries with local communities that encourage longer stays, disperse tourism and protect cultural and natural heritage.

04

Grow the cycling programme

Introduce routes in new destinations, giving guests more low-carbon ways to explore and directing value to local communities.

For cycling tours, we have developed one short tour and, over the next two years, plan to expand our programme by developing one additional long tour and two additional short tours in new destinations across Japan. We aim to welcome **20 participants per year on the long tour and 100 participants per year across the short tours**, providing guests with more low-carbon ways to explore Japan while directing greater economic value to local communities.

Sustainability is not a single destination.

It is the way we choose to travel, collaborate and create value - one considered decision at a time.

