

About STH Japan

- Sports Travel & Hospitality Japan (STH Japan) is the leading provider of sports hospitality and premium spectator experiences in Japan.
- Established as a joint venture between JTB and STH Group in 2017.
- The STH-JTB collaboration was awarded “Best UK / Japan Partnership” at the British Business Awards in 2017.
- STH Japan aims to establish a new spectating style at sporting events in Japan, which will contribute to the growth and development of the Japanese sports business market.
- STH Japan is the official hospitality provider of Rugby World Cup 2019™.

Our global experience

- STH Group has a track record of consistent excellence, including the official in-venue hospitality programme at the London 2012 Olympic Games.
- STH Group is a trusted partner to many of the world’s leading sporting events, providing sports fans with a unique, unforgettable experience. STH has contributed to the success of the London 2012 Olympic Games, IAAF World Championships 2017 and Rugby World Cup 2007, 2011 and 2015.

Our mission & commitment

- Establish a new spectating style at sporting events in Japan.
- Add value to events by producing and operating sports hospitality programmes that offer the best seats and first-class dining experiences.
- What we bring to our customers:
 - **To businesses:** Help build and strengthen client relationships
 - **To individuals:** Unique spectator experience to be remembered for a lifetime

A world-class spectator experience

- Guaranteed premium spectator experience for customers to immerse themselves in the unfolding of the sporting action from top class seats with unrivalled views.
- First-class dining that brings out the best of Japanese cuisine combined with Western influences to reflect the international nature of many of the large sporting events.
- Top class in-venue entertainment and easy access to event venues, complete with elegant commemorative souvenirs.
- A wide range of hospitality options available to accommodate a variety of needs and budgets.
- As a standard practice, hospitality packages are available on a first come, first served basis.

FAQ

1. What is In-Venue Hospitality?

In-venue hospitality is an opportunity to experience ticket-inclusive commercial hospitality, which is available for any individual or company. It provides customers with a unique, unforgettable sporting experience.

2. What do your packages include?

Official hospitality programmes generally offer a range of hospitality packages that include best available tickets, as well as first-class dining and entertainment. Specific service levels may vary depending on each package option.

3. Do hospitality packages include travel and accommodation?

Travel and accommodation are not included. Hospitality packages include the best seats with unrivalled views, and first-class dining and entertainment.

4. Who can purchase hospitality packages?

Hospitality packages are available to both individual and corporate customers and are made available to all customers on a first come, first served basis.

5. What are the benefits of hospitality packages for businesses and individuals?

Hospitality packages primarily serve as a marketing tool for businesses to create a memorable experience around events, which allow companies to build strong relationships with clients and potential clients.

For individuals, official hospitality offers a different kind of experience and an opportunity to enjoy the event in a different environment from the normal experience of a general ticket holder.