

**MASATO TAKAMATSU**  
**Director & Vice President, Marketing**  
**Japan Tourism Marketing Co.**

Masato Takamatsu joined Japan Travel Bureau, Japan's leading travel company, in 1982, immediately after his graduation from University of Tokyo. For 18 years, he experienced various positions within JTB, including sales, incentive travel, corporate planning, IT and HR.

In 2001, JTB Corp. launched Japan Tourism Marketing Co., a subsidiary company specializing in research and consulting for tourism related organizations both public and private. Takamatsu played a key role in founding the new organization.

Presently, he is Director and Vice President, Marketing of JTM. He heads a number of research projects and offers consulting service to various clients; national tourist offices, international hotels, transportation, attractions, tourism industry organizations and government agencies.

Takamatsu has been invited to speak at many seminars and conferences. The list of speaking opportunities includes OECD Tourism Committee Conference (1998), UNCTAD Expert Meeting on Electronic Commerce and Tourism (2000), TFWA Asia Pacific Conference (2002, 2004), Airport Council International (2002), Japan Association of Travel Agency (JATA) World Congress (2004-2007).

He heads the joint research of shopping behavior of Japanese international travelers with TFWA and is a co-author of the report 'Japanese International Travellers: Trends and Shopping Behaviour'.