



FOR IMMEDIATE RELEASE

JTB Business Travel to Launch New Brand Identity as Part of Global Transformation

A refreshed visual identity connects over a century of trusted service with a bold new future in business travel management.

Torrance, CA, May 6, 2025 – JTB Business Travel announced the rollout of its new brand identity, starting with a new logo and updated color palette, aligning with a global transformation effort initiated by its parent company, JTB Corp.

This initiative follows JTB Corp.'s [rebrand announced in 2022](#) and is designed to unify all business travel entities under a cohesive visual identity that strengthens global brand recognition. While the look and feel are evolving, the mission, values, and dedication to exceptional service remain unchanged.

“We’re proud to connect 100-plus years of JTB history with a bold new vision for the future of business travel,” said Geert de Boo, Vice President of Global Business Travel at JTB USA, Inc. “Our refreshed brand identity reflects a new era—one that demands a balance of technology and service.”

JTB Business Travel has gained meaningful traction in recent years as a trusted provider of travel management services. The updated brand identity seeks to build on that momentum while taking full advantage of the global visibility that comes with alignment across JTB’s family of brands.

The rollout will be phased throughout 2025, with a few initial updates going live in the coming months and a full reveal planned around this summer’s Business Travel Show Europe (BTSE) in June. Here’s a look at what’s changing—and what’s staying the same.

What’s Changing

- **New logo:** Designed to reflect JTB’s heritage and its modern approach.
- **New domain:** The company website will move from [jtbbusinesstravel.com](#) to [jtbbts.com](#).
- **New email addresses:** All JTB Business Travel teams will transition to [@jtbbts.com](#), replacing regional domains like [jtbusa.com](#) and [jtbeurope.com](#).
- **Updated messaging:** The “S” in [jtbbts.com](#) signals a renewed focus on Solutions—a key pillar in JTB Business Travel’s global service model.
- **Fresh design:** A new color palette and modernized visual system will roll out in the coming months, reflecting the next chapter of JTB Business Travel.

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What's Staying the Same

- The company's unwavering commitment to customer service and traveler experience.
- A hybrid approach that combines smart technology with personalized support.
- A comprehensive suite of travel management services designed to optimize business travel programs.
- JTB Business Travel's trusted global support model—available to clients 24/7/365.

"The JTB Business Travel brand represents the evolution of an industry," de Boo added.

"Travelers today want intuitive, self-service options, but they also want the assurance of human support when it matters most. Our clients shouldn't have to choose between the two, and with JTB Business Travel, they don't. From the legacy of JTB red to a new look that features a white JTB Business Travel mark on a turquoise gradient background, our brand will continue to symbolize reliability, global reach, and effective solutions for managing business travel in a changing world."

About JTB Business Travel

JTB Business Travel, a full-service travel management company and JTB USA, Inc. brand, helps companies of all sizes travel smarter, smoother, and more sustainably. As a global leader in business travel management, we deliver innovative solutions backed by advanced technology and personalized service. Our fit-to-size approach is especially well-suited to small- and medium-sized enterprises, making travel easier to manage at every step. Global in Service. Local in Knowledge. Learn more at www.jtbbusinesstravel.com.

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