



2026-2027 COMPANY PROFILE

AIRMART TRAVEL



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WELCOME MESSAGE

Welcome to Airmart Travel!

At Airmart Travel, we believe that travel is more than just visiting new places; it's about creating unforgettable experiences and lifelong memories. As a leading Filipino travel agency, we are dedicated to providing personalized and exceptional travel services to our valued clients.

Whether you're dreaming of a relaxing beach vacation, an adventurous trek through the mountains, or a cultural exploration of historic cities, our team of experienced travel experts is here to make your travel dreams a reality. We offer a wide range of travel packages, customized itineraries, and exclusive deals to suit every traveler's needs and preferences.

Our commitment to excellence and customer satisfaction sets us apart. We take pride in our attention to detail, ensuring that every aspect of your journey is meticulously planned and executed. From the moment you contact us to the time you return home, we are here to support you every step of the way.

We look forward to helping you embark on your next great adventure!

AirMart
TRAVEL

Kazuhiro Higuchi
President



ABOUT **AIRMART TRAVEL**

Airmart Travel was established on April 3, 2003, in Tokyo, Japan. We are dedicated to providing affordable airfare and organizing both individual and group tours, locally and internationally, for our esteemed customers. Our mission is to connect people with diverse cultures and offer comprehensive information about their travel destinations.



For over two decades, Airmart Travel has proudly served travelers, earning a reputation for excellence, personalized service, and unforgettable adventures. We are honored to be a trusted name in the industry, particularly within the Filipino community in Japan and beyond.

Airmart Travel actively promotes tourism in Japan, the Philippines, and around the world. We highlight the best attractions in each country, appealing to both tourists and investors.

Our team at Airmart Travel is composed of competent, dedicated, and experienced professionals who are committed to providing exceptional service.



ABOUT **AIRMART TRAVEL**



Registered Travel Agency:

Tokyo Metropolitan Government

License No. 3-5349

Membership

Airmart Travel is a proud and active member of the All Nippon Travel Agents Association (ANTA), demonstrating our deep commitment to excellence, integrity, and industry collaboration. Through our membership, we uphold the highest standards of professionalism, stay attuned to evolving travel trends, and contribute to initiatives that enhance Japan's travel industry. As part of the ANTA network, Airmart Travel is empowered to offer reliable, innovative, and culturally attuned services, ensuring our clients experience seamless journeys with trusted expertise.



ABOUT **AIRMART TRAVEL**

Our Clients

Airmart Travel proudly supports a diverse portfolio of clients, tailoring travel solutions to meet a wide range of needs. From personalized escapes to complex organizational itineraries. Our clientele includes:

FITs (Free Independent Travelers)

- Individual leisure travelers seeking unique experiences
- Solo adventurers and backpackers
- Couples and families planning personalized vacations
- Luxury travelers pursuing tailor-made itineraries
- Long-term travelers and digital nomads
- Expats and international residents exploring new destinations



ABOUT **AIRMART TRAVEL**

Corporate Accounts

- Multinational corporations and global enterprises
- Small and medium-sized businesses (SMEs)
- Tech firms and software companies
- Law offices and consulting agencies
- Media, advertising, and PR agencies
- Startups and incubator hubs
- Event planning and marketing firms



ABOUT **AIRMART TRAVEL**

Government & Public Sector

- National government agencies
- Local and municipal governments
- Foreign embassies and consulates
- Cultural and tourism boards
- Ministries of Foreign Affairs, Tourism, and Trade
- State universities and public institutions



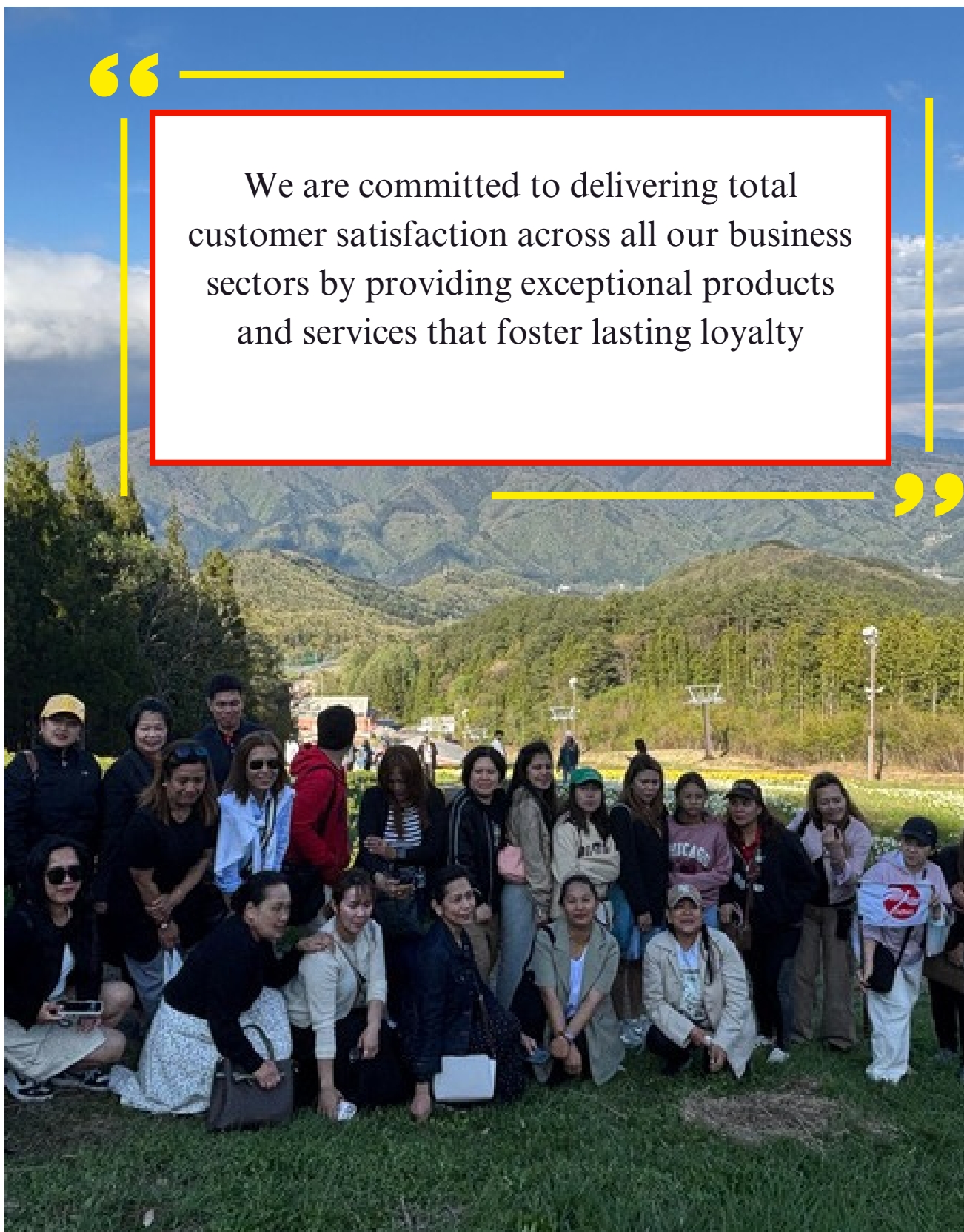
OUR VISION



To be the benchmark
of excellence by
delivering warm,
personalized service
that exceeds world-
class standards.

OUR MISSION

“ We are committed to delivering total customer satisfaction across all our business sectors by providing exceptional products and services that foster lasting loyalty ”



OUR SERVICES



TOUR PACKAGES

Guided City Tours

Explore the heart of Japan with our experts and knowledgeable guides. Discover hidden gems, historical landmarks, and local favorites.

Adventure Tours

For the thrill-seekers, our adventure tours offer activities like hiking, rafting, and many more in some of the most breathtaking locations.

Cultural Experiences

Immerse yourself in the local culture with our curated cultural tours. Visit museums, attend traditional performances, and enjoy authentic cuisine.

Fruit Picking Tours

Get ready to create memories, taste sweetness, and savor the joy of farm-fresh goodness. We're turning fruit picking into an unforgettable adventure!

Custom Tours

Have a specific destination or activity in mind? Let us create a custom tour tailored to your preferences and schedule.

Why Choose Airmart Travel?

- **Expert Guides:** Our guides are passionate, experienced, and knowledgeable about the destinations.
- **Personalized Itineraries:** We tailor each tour to meet your interests and needs.
- **Safety First:** Your safety is our top priority. We follow all safety protocols and guidelines.
- **Customer Satisfaction:** We pride ourselves on delivering exceptional service and unforgettable experiences.



OUR SERVICES



TICKETING SERVICES

At Airmart Travel, we make booking your flights easy and hassle-free. Whether you're traveling for business or leisure, we will ensure a seamless experience from start to finish.

Our pricing will be established at levels to achieve immediate penetration and capture market share.

We will position our product as a low priced, but high quality alternative to maintain a set of reputed suppliers for our group who can provide services/goods at reasonable value for money, with highest standard of quality and timely delivery dates.

Why Choose Airmart Travel?

Competitive Prices: Enjoy the best deals and discounts on flights to your favorite destinations.

Flexible Booking: Easily modify or cancel your bookings with our flexible policies.

Customer Support: Our dedicated team is available around the clock to assist you with any queries or concerns.

Wide Network: We offer tickets to over 200 destinations worldwide with our extensive network of airlines.

OUR SERVICES



HOTEL BOOKING SERVICES

We make reserving your stay simple, reliable, and stress-free. Whether you're traveling for business, leisure, or group tours, our team ensures a smooth experience from inquiry to check-in. Our pricing strategy is designed to secure competitive rates and immediate market penetration. We partner only with reputable hotels that deliver excellent value for money, high-quality service, and consistent on-time arrangements.

Why Book Hotels with Airmart Travel?

- **Special Contracted Rates:** Access exclusive hotel deals, discounted group packages, and preferred partner pricing.
- **Wide Selection:** Choose from budget hotels, business hotels, luxury stays, and resort properties across Japan and worldwide.
- **Flexible Arrangements:** Modify or cancel your reservations with ease through our adaptable booking policies.
- **Reliable Coordination:** We handle rooming lists, special requests, early check-ins, late check-outs, and group allocations with precision.
- **Trusted Partners:** We work only with hotels known for quality service, cleanliness, and guest satisfaction.

OUR SERVICES



RESTAURANT BOOKING SERVICES

Airmart Travel ensures your dining experience is seamless and memorable. From casual meals to premium dining, we coordinate restaurant reservations that match your itinerary, group size, and dietary needs.

Our partnerships with trusted restaurants allow us to offer excellent value, reliable service, and timely arrangements for both individual travelers and large groups.

Why Choose Airmart Travel for Restaurant Bookings?

- **Guaranteed Reservations:** Secure tables even during peak hours, holidays, and busy travel seasons.
- **Curated Options:** Access a wide network of restaurants offering Japanese, Asian, Western, and specialty cuisines.
- **Dietary-Friendly:** We coordinate meals based on dietary restrictions, allergies, and cultural preferences.
- **Group-Friendly:** Smooth arrangements for large groups, private rooms, set menus, and special events.
- **Efficient Coordination:** We manage booking confirmations, time adjustments, and communication with restaurants on your behalf.

OUR SERVICES



VISA ASSISTANCE

Seamless Visa Solutions for Your Dream Journey

At Airmart Travel, we specialize in simplifying the visa application process. Whether you're planning a leisure trip, business travel, or study abroad, our expert team ensures a hassle-free experience.

- **Personalized Guidance:** Our visa consultants provide personalized advice based on your destination and purpose of travel.
- **Documentation Assistance:** We handle all paperwork, ensuring accuracy and compliance with embassy requirements.
- **Timely Updates:** Stay informed about your visa application status through regular updates.
- **Emergency Support:** In case of any issues, we're just a call away.

KEY PEOPLE

Mr. Kazuhiro Higuchi

President

As the President of Airmart Travel, he has dedicated more than three decades to shaping unforgettable journeys for travelers from around the world. What began as a personal passion for discovering Japan's hidden gems gradually transformed into a lifelong mission: to share the country's beauty, culture, and hospitality with families, groups, and organizations seeking meaningful travel experiences.

Over the years, he built Airmart Travel into a trusted Filipino tour operator based in Japan, known for its professionalism, cultural warmth, and commitment to service excellence. His leadership has guided the company through industry changes, global challenges, and evolving traveler expectations — always with a focus on innovation, reliability, and genuine care for every client.

From scouting new destinations and strengthening partnerships across Japan, to mentoring the next generation of travel professionals, his vision continues to shape Airmart Travel's growth. Today, his legacy is reflected in the thousands of travelers who have explored Japan through thoughtfully curated itineraries, seamless operations, and the signature hospitality that defines Airmart Travel.



KEY PEOPLE



Ms. Lilibeth Valera

Vice President

Ms. Valera brings decades of distinguished experience in the travel industry, shaped by years of hands-on leadership, client engagement, and destination expertise.

Her deep passion for exploration fuels her commitment to creating meaningful travel experiences, while her unwavering dedication to exceptional service guides every decision she makes.

Known for her professionalism, cultural sensitivity, and meticulous attention to detail, she continues to inspire teams and travelers alike through her work each day.

Areas of Expertise:

- **Destination Knowledge:** With firsthand experience across a wide range of global destinations. From the vibrant, fast-paced streets of Tokyo to the tranquil, postcard-perfect beaches of Hawaii, she has cultivated a deep understanding of diverse cultures, travel styles, and regional nuances. Her extensive exploration allows her to design itineraries that feel authentic, meaningful, and perfectly aligned with each traveler's expectations.
- **Customer-Centric Approach:** She is a firm believer in crafting travel experiences that reflect each client's unique personality, preferences, and goals. Whether working with families, corporate groups, or luxury travelers, she prioritizes listening, understanding, and tailoring every detail to ensure a seamless and memorable journey.
- **Strategic Planning & Innovation:** From launching new travel products to optimizing marketing campaigns, she thrives in environments that require strategic thinking and creative problem-solving. Her ability to analyze market trends, anticipate client needs, and develop forward-looking travel solutions has consistently contributed to business growth and strengthened partnerships across the industry.



KEY PEOPLE

Zander Jose Cezar Tipon

Sales and Marketing Operations Manager

With a passion for innovation and customer experience, Mr. Tipon is a seasoned travel professional with a proven track record in strategic marketing and operations. He began his career at Cebu Pacific Air as a Sales Supervisor in 2007, rising through the ranks to serve as e-Commerce Manager and later Product Manager, where he led initiatives that strengthened market presence and efficiency.

Mr. Tipon holds a Bachelor of Science in Tourism from the Polytechnic University of the Philippines, complemented by graduate-level coursework in Tourism Management at Philippine Women's University.



He is currently pursuing a Graduate Diploma in Computer Science at the University of the Philippines Open University, which serves as a pathway toward a Master in Information Systems degree, reflecting his forward-looking approach and dedication to integrating technology-driven solutions in the travel industry.

Areas of Expertise

- **Strategic Marketing & Brand Development:** He has led high-impact marketing, e-commerce, and product initiatives that strengthened brand visibility and customer engagement.
- **Travel Industry Operations & Process Optimization:** With extensive airline and travel operations experience, he excels in improving workflows and service delivery.
- **Customer Experience & Service Innovation:** He is committed to designing customer-centric solutions that elevate the travel experience. His tourism background enables him to anticipate traveler needs and refine service touchpoints.
- **Digital Transformation & Technology Integration:** He integrates technology-driven solutions to modernize processes and support data-informed decision-making.
- **Tourism & Market Insight:** Grounded in academic training in Tourism and advanced studies in Tourism Management, he offers strong insight into travel trends and consumer behavior. This foundation enables him to craft strategies aligned with market demands and emerging opportunities.



KEY PEOPLE



Lolie Yamada

Sales and Marketing Executive

Ms. Yamada is an accomplished sales and marketing executive known for consistently exceeding targets and cultivating strong client relationships. With a solid background in B2C sales, she possesses a keen ability to understand and anticipate customer needs. Her experience at Figlia Philippines has further honed her expertise in sales strategies and client engagement. She earned her degree in Information Technology from AMA University, equipping her with a valuable technical foundation that complements her business acumen.

Reuben Cruz

Sales and Marketing Executive

Mr. Cruz is an experienced Sales and Marketing Executive who seamlessly blends creativity, data-driven insights, and strategic thinking to craft and execute impactful marketing campaigns. With a deep passion for brand development and customer engagement, he has successfully led initiatives that boost brand visibility, strengthen audience connection, and drive substantial revenue growth. His expertise spans digital marketing, market research, content strategy, and multi-channel advertising, ensuring a well-rounded approach to achieving business objectives.

Reuben holds a Bachelor of Science in Accountancy from the Polytechnic University of the Philippines, providing him with a strong analytical foundation and a solid understanding of business operations, financial management, and strategic decision-making.



CONTACT **US**

We'd love to hear from you! Whether you have questions, feedback, or need assistance, our team is here to help.



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