

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2009 Market Profile: Japan



2009 Market Profile: Japan

Visitation Trends (Arrivals)

[Thousands of Japan Visitors]	2002	2003	2004	2005	2006	2007	2008	2009	Change 2009/2002
Total Arrivals	3,627	3,170	3,748	3,884	3,673	3,531	3,250	2,918	-709
Percentage Change (%)	-11	-13	18	4	-5	-4	-8	-10	-20

Spending Trends (Exports)

[Millions of U.S. Dollars]	2002	2003	2004	2005	2006	2007	2008	2009 ^r	Change 2009/2002
Total Travel & Tourism Exports ⁽¹⁾	\$11,301	\$10,017	\$13,094	\$16,524	\$14,586	\$14,470	\$14,554	\$13,049	\$1,748
Travel Receipts	\$8,492	\$7,595	\$10,051	\$12,719	\$11,245	\$11,019	\$10,772	\$9,483	\$991
Passenger Fare Receipts	\$2,809	\$2,422	\$3,043	\$3,805	\$3,341	\$3,451	\$3,782	\$3,566	\$757
Change (%) in Total Exports	-3	-11	31	26	-12	-1	1	-10	15

(r) Revised June 2010.

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2008 (Percent)	2009 (Percent)	Point Change (2)
Travel Agency	48	47	-0.2
Personal Computer	45	46	1.8
Tour Company	25	27	1.9
Travel Guides	18	17	-0.6

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	70	74	4.0
Business/Professional	14	10	-4.7
Visit Friends/Relatives	9	10	0.6
Convention/Conference	4	4	-0.4

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	78	82	4.2
Visit Friends/Relatives	16	16	0.2
Business/Professional	15	11	-4.7
Convention/Conference	5	5	-0.6
NET PURPOSES OF TRIP:			
Leisure & VFR	83	88	4.9
Business & Convention	20	15	-5.0

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Taxi/Cab/Limousine	48	44	-3.4
City Subway/Tram/Bus	31	32	0.9
Rented Auto	22	24	2.2
Company or Private Auto	19	18	-1.1
Bus between Cities	18	18	-0.6

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2008 (Percent)	2009 (Percent)	Point Change (2)
Shopping	89	93	4.7
Dining in Restaurants	85	85	0.1
Sightseeing in Cities	48	48	-0.3
Water Sports/Sunbathing	37	41	3.9
Visit Small Towns	29	28	-1.1
Guided Tours	20	21	0.9
Touring Countryside	15	16	1.3
Amusement/Theme Parks	14	14	-0.1
Visit Historical Places	15	13	-2.6
Cultural Heritage Sites	12	10	-2.4

Select Traveler Characteristics

Traveler Characteristics	2008	2009	Change (2)
Advance Trip Decision Time (mean days)	68	63	-4.2 days
Advance Trip Decision Time (median days)	60	60	0.0 days
Prepaid Package	41	42	1.5 pts.
First International Trip to the U.S.	31	27	-4.2 pts.
Length of Stay in U.S. (mean nights)	8.1	10.4	2.3 nights
Length of Stay in U.S. (median nights)	4	4	0 nights
Number of States Visited (1 state)	87	89	1.5 pts.
Average Number of States Visited	1.2	1.2	0.0 states
Hotel/Motel (1+ nights)	91	93	2.0 pts.
Average # of Nights in Hotel/Motel	5.5	5.8	0.3 nights
Travel Party Size (mean # of persons)	1.8	1.9	0.1
Gender: Male (among adults)	58	54	-3.9 pts.
Household Income (mean average)	\$85,600	\$91,200	\$5,600
Household Income (median average)	\$74,600	\$79,400	\$4,800
Average Age: Female	35	35	0.0 years
Average Age: Male	42	42	0.7 years

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U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions (3)	Market Share 2008 (Percent)	Volume 2008 (000)	Market Share 2009 (Percent)	Volume 2009 (000)
REGIONS				
Pacific Islands	64.3	2,089	70.0	2,043
Mainland U.S.	36.3	1,180	30.6	893
Pacific	18.4	598	15.8	461
Middle Atlantic	9.3	302	8.8	257
Mountain	5.3	172	**	**
South Atlantic	5.6	182	5.3	155
East North Central	**	**	3.4	99
STATES / TERRITORIES				
Hawaiian Islands	**	**	41.1	1,199
Guam	26.6	864	28.9	843
California	17.4	565	14.7	429
New York	7.9	257	7.6	222
CITIES				
Los Angeles	8.8	286	8.2	239
New York City	7.9	257	7.4	216
San Francisco	5.9	192	**	**

- (1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (**) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit: <http://tinnet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: http://tinnet.ita.doc.gov/outreachpages/census_regions.html.

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis.

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Survey of International Air Travelers

The Survey of International Air Travelers provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the Japanese traveler who visits the United States.

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Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

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