

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2012 Market Profile: Japan



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2005	2006	2007	2008	2009	2010	2011	2012	Change 2012/2005
Total Arrivals	3,884	3,673	3,531	3,250	2,918	3,386	3,250	3,698	-186
Percentage Change (%)	4	-5	-4	-8	-10	16	-4	14	-5

Spending Trends (Exports)

[Millions of U.S. Dollars]	2005	2006	2007	2008	2009	2010	2011	2012	Change 2012/2005
Total Travel & Tourism Exports (1)	\$16,524	\$14,586	\$14,470	\$14,554	\$13,049	\$14,431	\$14,689	\$16,527	\$3
Travel Receipts	\$12,719	\$11,258	\$11,035	\$10,784	\$9,495	\$10,124	\$10,075	\$11,308	-\$1,411
Passenger Fare Receipts	\$3,805	\$3,328	\$3,435	\$3,770	\$3,554	\$4,307	\$4,614	\$5,219	\$1,414
Change (%) in Total Exports	26	-12	-1	1	-10	11	2	13	0

Information Sources Used for Trip Planning

	Information Sources Used	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines (Directly)	12	28	15.6
	Corporate Travel Dept.	5	6	0.9
	Travel Guide(s)	17	17	-0.5
2012	Personal Recommendation (Friends/Rel)		12	
2011	Friends/Relatives	13		
2012	National/State/City Travel Office		4	
2011	Nat'l Govt. Tourist Ofc.	3		
2011	State/City Travel Ofc.	1		
2012	Tour Operator/Travel Club		5	
2011	Tour Company	24		
2012	Online Travel Agency (OTA)		24	
2012	Travel Agency Office		43	
2011	Travel Agency	48		
2012	Other		5	
2011	TV/Radio	1		
2011	Personal Computer	45		
2011	In-flight Info. Systems	1		
2011	Newspapers/Magazines	6		

2012 Market Profile: Japan

Main Purpose of Trip

	Main Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	4	6	1.8
	Visit Friends/Relatives	11	9	-2.0
	Health Treatment	0	0.2	0.2
	Religion/Pilgrimages	0	0.2	0.2
2012	Business		10	
2011	Business/Professional	11		
2012	Vacation/Holiday		72	
2011	Leisure/Rec./Holidays/Sightseeing	71		
2012	Education		2	
2011	Study/Teaching	3		
	Other	1	1	0.3

All Purposes of Trip

	Purpose of Trip	2011 (Percent)	2012 (Percent)	Point Change (2)
	Convention/Conference/Trade Show	5	7	2.1
	Visit Friends/Relatives	17	14	-2.8
	Health Treatment	0.2	1	0.3
	Religion/Pilgrimages	0.3	1	0.2
2012	Business		12	
2011	Business/Professional	12		
2012	Vacation/Holiday		77	
2011	Leisure/Rec./Holidays/Sightseeing	80		
2012	Education		3	
2011	Study/Teaching	4		
	Other	1	1	0.5
	NET PURPOSES OF TRIP:			
	Leisure & VFR	86	84	-2.4
	Business & Convention	16	18	1.3

2012 Market Profile: Japan

Transportation Used in the United States

	Transportation Types Used in United States	2011 (Percent)	2012 (Percent)	Point Change (2)
	Airlines in U.S.	17	22	5.1
	Bus between Cities	19	35	16.5
	City Subway/Tram/Bus	35	26	-8.3
	Company or Private Auto	18	17	-1.0
	Railroad between Cities	7	5	-2.1
	Motor Home/Camper	0.3	0.1	-0.2
	Rented Auto	21	21	0.1
	Taxi/Cab/Limousine	45	39	-6.5
2012	Cruise Ship/River Boat 1+ Nights		1	
2012	Ferry/River Taxi/Short Scenic Cruise		6	
2012	Rented Bicycle/Motorcycle/Moped		3	

Select Traveler Characteristics

Traveler Characteristics	2011	2012	Change (2)
Advance Trip Decision Time (mean days)	70	72	2.1
Advance Trip Decision Time (median days)	60	60	0.0
Prepaid Package	40	51	10.7
First International Trip to the U.S.	31	24	-7.4
Length of Stay in U.S. (mean nights)	8.2	7.4	-0.8
Length of Stay in U.S. (median nights)	4	4	0.0
Number of States Visited (% 1 state)	87	88	1.2
Average Number of States Visited	1.2	1.1	-0.1
Hotel/Motel (% 1+ nights)	93	94	0.7
Average # of Nights in Hotel/Motel	5.7	5.5	-0.2
Travel Party Size (mean # of persons)	2.0	2.0	-0.0
Gender: % Male (among adults)	56	55	-1.3
Household Income (mean average)	\$102,400	\$115,987	\$13,587
Household Income (median average)	\$94,100	\$95,475	\$1,375
Average Age: Female	37	36	-0.2
Average Age: Male	44	44	0.2

2012 Market Profile: Japan

Activity Participation While in the United States

	Activity Participation While in the U.S.	2011 (Percent)	2012 (Percent)	Point Change (2)
	Amusement/Theme Parks	16	9	-6.9
	Art Gallery/Museum	7	10	3.0
	Sporting Event	3	7	4.0
	Camping/Hiking	2	3	0.6
	Casino/Gambling	3	3	-0.2
	Concert/Play/Musical	7	7	0.3
	Environ./Eco. Excursions	1	1	-0.2
	Golfing/Tennis	6	6	-0.3
	Guided Tours	25	24	-0.8
	Hunting/Fishing	1	1	0.5
	Nightclubs/Dancing	5	6	1.0
	Shopping	93	87	-6.0
	Visit American Indian Communities	1	1	0.3
2012	Cultural / Ethnic Heritage Sites		9	
2011	Cultural Heritage Sites	11		
2011	Ethnic Heritage Sites	4		
2012	Experience Fine Dining		38	
2011	Dining in Restaurants	87		
2012	Sightseeing		85	
2011	Sightseeing in Cities	45		
2012	Snow Sports		0.3	
2011	Snow Skiing	0.1		
2012	Small Towns/Countryside		12	
2011	Visit Small Towns/Villages	29		
2011	Touring Countryside	14		
2012	National Parks/Monuments		12	
2011	Visit National Parks	8		
2012	Water Sports		26	
2011	Water Sports/Sunbathing	35		
2012	Visit Historical Locations		13	
2011	Visit Historical Places	15		
2012	Other		1	
2011	Cruises	10		
2011	Ranch Vacations	2		

2012 Market Profile: Japan

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2011 (Percent)	Volume 2011 (000)	Market Share 2012 (Percent)	Volume 2012 (000)
REGIONS				
Pacific Islands	64.5	2,096	67.6	2,500
MAINLAND U.S.	36.4	1,183	34.3	1,268
Pacific	17.7	575	15.2	562
Middle Atlantic	10.4	338	9.8	362
East North Central	4.6	149	5.9	218
South Atlantic	6.1	198	5.7	211
Mountain	**	**	4.4	163
STATES				
Hawaiian Islands	39.1	1,271	41.4	1,531
Guam	25.3	822	26.2	969
California	16.9	549	13.9	514
New York	9.5	309	8.7	322
Illinois	3.0	97	3.7	137
CITY				
Oahu/Honolulu	34.3	1,115	36.1	1,335
New York City	9.4	305	8.4	311
Los Angeles	8.9	289	6.2	229
San Francisco	5.9	192	3.9	144
Chicago	2.7	88	3.7	137

(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 incident 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: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 35 travel characteristics data in 2011 and the 37 items reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: <http://tinet.ita.doc.gov/research/programs/ifs/index.html>

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

Interested in data for your destination? OTTI sells custom reports. To learn more, go to: <http://www.tinet.ita.doc.gov/research/programs/ifs/customized.html>

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

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 Japan traveler who visits the United States.

Survey of International Air Travelers: Table Number and Description

Table 1	Country of Residence	Table 19	Number of States Visited
Table 2	Advance Trip Decision	Table 20	Number of Destinations Listed
Table 3	Advance Airline Reservation	Table 21	Transportation in U.S.
Table 4	Means of Booking Air Trip	Table 22	Port of Entry
Table 5	Information Sources	Table 23	Main Destination
Table 6	Use of Package	Table 24	U.S. Destinations Visited
Table 7	Use of Prepaid Lodging	Table 25	Leisure Activities
Table 8	Advance Package Booking	Table 26	Total Trip Expenditures
Table 9	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
Table 10	Travel Companions	Table 28	Trip Expenses Payment Method
Table 11	Travel Party Size	Table 29	Factors in Airline Choice
Table 12	Main Purpose of Trip	Table 30	Main Factor in Airline Choice
Table 13	Purpose of Trip	Table 31	Type of Airline Ticket
Table 14	Type of Accommodation	Table 32	Seating Area
Table 15	Nights in the U.S.	Table 33	Gender & Age of Traveler
Table 16	First Int'l U.S. Trip	Table 34	Occupation
Table 17	U.S. Trips Last 12 Months	Table 35	Annual Household Income
Table 18	U.S. Trips Last 5 Years		



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

U.S. Department of Commerce

International Trade Administration
Manufacturing and Services
Office of Travel and Tourism Industries
1401 Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887
otti@trade.gov

<http://tinet.ita.doc.gov>