

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2013 Market Profile: Japan



2013 Market Profile: Japan

Visitation Trends (Arrivals)

[Thousands of Japan Visitors]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
Total Arrivals	3,673	3,531	3,250	2,918	3,386	3,250	3,698	3,730	58
Percentage Change (%)	-5	-4	-8	-10	16	-4	14	1	2

Spending Trends (Exports)

[Millions of U.S. Dollars]	2006 ^r	2007 ^r	2008 ^r	2009 ^r	2010 ^r	2011 ^r	2012 ^r	2013 ^r	Change 2013/2006
Total Travel and Tourism Exports ¹	\$14,845	\$14,077	\$14,664	\$12,636	\$14,529	\$14,591	\$17,062	\$17,614	\$2,769
Travel (all purposes including education)	\$11,517	\$10,642	\$10,894	\$9,082	\$10,222	\$9,977	\$11,834	\$12,152	\$635
Of which: Education Related	\$957	\$927	\$916	\$800	\$709	\$640	\$617	\$595	-\$362
Of which: Other Business/ Personal Travel	\$10,447	\$9,603	\$9,861	\$8,193	\$9,434	\$9,254	\$11,132	\$11,469	\$1,022
Passenger Air Transportation	\$3,328	\$3,435	\$3,770	\$3,554	\$4,307	\$4,614	\$5,228	\$5,462	\$2,134
Change (%) in Total Exports	-9	-5	4	-14	15	0	17	3	19

⁽¹⁾ International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States.

For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>

^(r) Revised (December 2014).

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 6 of 9)	2012 (Percent)	2013 (Percent)	Point Change (2)
Travel Agency Office	43	43	-0.3
Airlines	28	27	-0.3
Online Travel Agency	24	24	-0.3
Travel Guides	17	18	1.3
Personal Recommendation	12	11	-0.7
Corporate Travel Dept.	6	7	0.7

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	72	70	-2.3
Business	10	12	1.7
Visit Friends/Relatives	9	8	-1.2
Convention/Conference/Trade Show	6	7	1.7

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	77	74	-3.3
Business	12	15	2.8
Visit Friends/Relatives	14	12	-2.0
Convention/Conference/Trade Show	7	9	1.9
Net Purposes of Trip:			
Leisure & VFR	84	79	-4.2
Business & Convention	18	22	4.0

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 6 of 11)	2012 (Percent)	2013 (Percent)	Point Change (2)
Taxicab/Limousine	39	41	2.8
Bus between Cities	35	33	-1.8
City Subway/Tram/Bus	26	26	-0.3
Air Travel between U.S. Cities	22	25	3.1
Rented Auto	21	21	0.3
Auto, Private or Company	17	16	-1.0

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 22)	2012 (Percent)	2013 (Percent)	Point Change (2)
Shopping	87	86	-0.4
Sightseeing	85	85	-0.1
Experience Fine Dining	38	40	1.2
Water Sports	26	24	-2.8
Guided Tours	24	23	-1.1
National Parks/Monuments	12	12	0.1
Historical Locations	13	11	-1.5
Small Towns/Countryside	12	10	-2.0
Amusement/Theme Parks	9	9	-0.3
Art Gallery/Museum	10	9	-1.2

Select Traveler Characteristics

Traveler Characteristics	2012	2013	Change (2)
Advance Trip Decision Time (mean days)	72	78	5.9
Advance Trip Decision Time (median days)	60	60	0.0
Prepaid Package	51	52	1.3
First International Trip to the U.S.	24	23	-1.1
Length of Stay in U.S. (mean nights)	7.4	6.6	-0.8
Length of Stay in U.S. (median nights)	4	4	0.0
Number of States Visited (% 1 state)	88	90	1.7
Average Number of States Visited	1.1	1.1	0.0
Hotel/Motel (% 1+ nights)	94	95	1.0
Average # of Nights in Hotel/Motel	5.5	5.5	0.0
Travel Party Size (mean # of persons)	2.0	2.0	0.0
Gender: % Male (among adults)	55	59	4.4
Household Income (mean average)	\$115,987	\$101,198	-\$14,789
Household Income (median average)	\$95,475	\$80,640	-\$14,835
Average Age: Female (among adults)	36	37	0.6
Average Age: Male (among adults)	44	44	-0.2

2013 Market Profile: Japan

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
Regions				
Pacific Islands	67.6	2,500	67.5	2,518
Pacific	15.2	562	14.7	548
Middle Atlantic	9.8	362	9.7	362
South Atlantic	5.7	211	6.5	242
East North Central	5.9	218	4.1	153
Mountain	4.4	163	**	**
States				
Hawaii	41.4	1,531	42.3	1,578
Guam	26.2	969	25.2	940
California	13.9	514	12.8	477
New York	8.7	322	8.5	317
Illinois	3.7	137	**	**
Cities				
Honolulu Oahu	36.1	1,335	37.8	1,410
New York City	8.4	311	8.4	313
Los Angeles	6.2	229	5.3	198
San Francisco	3.9	144	3.9	145
Chicago	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: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

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

Interested in data for your destination? NTTO sells custom reports. To learn more, go to: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; 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-seven 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.

Survey of International Air Travelers: Table Number and Description

Table 1	Country of Residence	Table 20	Number of Destinations Visited
Table 2	Information Sources	Table 21	Transportation in the U.S.
Table 3	Advance Trip Decision	Table 22	Port of Entry
Table 4	Advance Airline Reservation	Table 23	Main Destination
Table 5	Means of Booking Air Trip	Table 24	U.S. Destinations Visited
Table 6	Advance Air Ticket Payment	Table 25	Leisure Activities
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Table 8	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures
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Table 10	Travel Companions	Table 29	Payment Methods- Frequency
Table 11	Travel Party Size	Table 30	Payment Methods - Expen.Weighted
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Table 17	First Trip to the U.S.	Table 36	Occupation
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Table 19	Number of States Visited		



Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- 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

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