

The Amazing Stats-At-A-Glance Country OUTBOUND Profile System

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T			
1	Japan																			2010 Visitor Volume Rank: 4			
2	Travelers					Spending				Country Economics													
3	1) Total Outbound TRAVELERS (m)	2) Total Outbound % Change	3) Visitor Volume To USA (m)	4) USA Share of Outbound (%)	5) Visitor Volume To USA % Change	6) Total SPENDING (\$b)	7) To USA (\$b) (travel receipts + pass fare.)	8) USA Share of Outbound receipts only	9) To USA % Change	10) Real GDP % Change	11a) GDP/Capita (000s of constant \$US)	11b) GDP/Capita % change	12) GDP PPP/ Capita (000s of current \$Intl.)	13) Inflation % Change	14) Unemployment Rate (%)	15) Population (millions)	16) Government Debt to GDP Ratio	17) Currency Exchange Rate relative to US\$	18) Stock Market Performance (000s)				
5	Country?	Japan	Japan	Japan	Japan	Japan	Japan	Japan	Japan	Japan	Japan	Japan	Japan	Japan	Japan	Japan	Japan	Japan	Japan	Japan			
6	1980	---	---	1.198	---	na	---	---	---	3.2	\$19.2	---	\$8.4	7.8	2.0	116.77	51	\$0.0044	19)				
11	1985	---	---	1.496	---	na	---	---	---	6.3	\$18.3	---	\$12.9	2.0	2.6	120.80	68	\$0.0042	13.08				
16	1990	---	---	3.231	---	na	---	---	---	5.6	\$34.3	-1	\$18.9	3.1	2.1	123.44	68	\$0.0069	23.85				
21	1995	15.30	---	4.598	30.1	21	\$36.8	\$17.80	32.0	1.9	\$51.5	8	\$22.5	-0.1	3.2	125.44	92	\$0.0106	19.87				
22	1996	16.70	9	5.183	31.0	13	\$37.1	\$17.58	31.8	2.6	\$44.4	-14	\$23.4	0.1	3.4	125.71	100	\$0.0092	19.36				
23	1997	16.80	1	5.368	31.9	4	\$33.0	\$16.51	33.5	1.6	\$40.0	-10	\$24.2	1.9	3.4	126.01	107	\$0.0083	15.26				
24	1998	15.81	-6	4.885	30.9	-9	\$28.8	\$13.04	32.7	-2.0	\$35.7	-11	\$23.9	0.6	4.1	126.35	120	\$0.0076	13.84				
25	1999	16.36	3	4.826	29.5	-1	\$32.8	\$13.30	29.6	-0.1	\$39.8	-11	\$24.2	-0.3	4.7	126.59	134	\$0.0088	18.93				
26	2000	17.82	9	5.061	28.4	5	\$31.9	\$14.02	32.1	2.9	\$41.5	-4	\$25.3	-0.8	4.7	126.83	142	\$0.0093	13.79				
27	2001	16.22	-9	4.083	25.2	-19	\$26.5	\$11.70	33.6	0.2	\$35.5	-4	\$25.9	-0.7	5.0	127.13	152	\$0.0082	10.54				
28	2002	16.52	2	3.627	22.0	-11	\$26.7	\$11.30	31.9	0.3	\$33.4	-6	\$26.9	-0.9	5.4	127.40	161	\$0.0080	8.58				
29	2003	13.30	-20	3.170	23.8	-13	\$29.0	\$10.02	26.2	1.4	\$35.2	5	\$27.2	-0.3	5.3	127.63	167	\$0.0086	10.68				
30	2004	16.83	27	3.748	22.3	18	\$38.3	\$13.09	26.3	2.7	\$37.3	6	\$28.7	0.0	4.7	127.73	178	\$0.0092	11.49				
31	2005	17.40	3	3.884	22.3	4	\$27.3	\$16.52	46.6	1.9	\$35.6	-4	\$30.3	-0.3	4.4	127.75	192	\$0.0091	16.11				
32	2006	17.54	1	3.673	20.9	-5	\$26.9	\$14.59	41.8	2.0	\$33.1	-7	\$31.9	0.3	4.1	127.75	191	\$0.0086	17.23				
33	2007	17.30	-1	3.531	20.4	-4	\$26.5	\$14.47	41.6	2.4	\$32.2	-3	\$37.0	0.0	3.8	127.76	188	\$0.0085	15.31				
34	2008	15.99	-8	3.250	20.3	-8	\$27.9	\$14.55	38.7	-1.2	\$35.2	9	\$34.0	1.4	4.0	127.69	195	\$0.0097	8.86				
35	2009	15.45	-3	2.918	18.9	-10	\$25.1	\$13.05	37.8	-1.0	\$36.0	2	\$0.0	-1.4	5.1	127.55	216	\$0.0107	10.55				
36	2010	0.00	---	3.386	---	16	\$27.9	\$14.56	34.0	4.0	\$38.5	7	\$0.0	-0.7	5.1	127.59	220	\$0.0114	---				
37	2011f	---	---	3.284	---	3	---	\$15.46	---	6	---	5	\$0.0	-0.4	4.9	127.92	233	\$0.0125	---				
38	2012f	---	---	3.386	---	3	---	\$14.97	---	3	---	4	\$0.0	-0.5	4.8	127.73	238	\$0.0128	---				
39	2013f	---	---	3.462	---	2	---	\$14.95	---	0	---	2	\$0.0	0.0	4.6	127.49	243	\$0.0129	---				
40	2014f	---	---	3.581	---	3	---	\$15.54	---	2	---	2	\$0.0	0.3	4.4	127.22	246	\$0.0130	---				
41	2015f	---	---	3.739	---	4	---	\$16.24	---	4	---	2	\$0.0	0.6	4.3	126.90	250	\$0.0131	---				
42	2016f	---	---	3.857	---	3	---	\$16.71	---	3	---	1	\$0.0	0.8	4.2	126.51	253	\$0.0132	---				
43	2011f	20) The Economist The World 2012 Forecasts>>										2.2	\$50.8	\$36.0	\$50.8	1.0	126						
44	Period	08/00		10/00	08/00		10/00	10/00	10/00		10/00	10/00		10/00	10/00	10/00	10/00	10/00	10/00				
45	Change	-1.83		-1.68	-8.08		-3.98	0.54	1.92		-2.97	2.82		0.34	0.76	77.94	0.00						
46	% ch.	-10%		-33%			-12%	4%	6%		-7%	64%		7%	1%	55%	23%						
47	CAGR	-1.3%		-4.4%			-1.5%	0.4%			-0.8%	5.7%		0.8%	0.1%	5.0%	2.3%						
48	21) Japan	09 / 08	10 / 09	11 / 10	An. %	22) US States Visited	25) Countries Visited (060708 avg.)					Key Share / Ranking Metrics											
49	Jan	-13.0%	8.7%	4.1%	8.0%	Rank	Japan	060708	Sum top 10:	72%	Japan	1.8%	26) 2008 Global OUTBOUND Travelers: SHARE of 71										
50	Feb	-9.8%	12.3%	2.8%	8.4%	1	38.2%	HI	1)	17.1% China	6)	4.3% Guam	8	27) 2008 Global OUTBOUND Travelers: RANK of 71									
51	Mar	-9.3%	15.5%	-10.5%	9.4%	2	25.9%	GU	2)	16% United States	7)	3.9% Hong Kong	3.0%	28) 2010 Global OUTBOUND TRIP SHARE OF 182									
52	Apr	-4.9%	4.5%	-13.4%	7.0%	3	18.0%	CA	3)	10.6% Korea	8)	3.2% France	7	29) 2010 Global OUTBOUND \$\$\$ RANK OF 182									
53	May	-31.7%	36.9%	-16.9%	7.3%	4	8.0%	NY	4)	5.8% Thailand	9)	3.1% Germany	5.7%	30) 2010 USA Visitor: SHARE of 217									
54	Jun	-39.3%	63.7%	-11.8%	7.3%	5	3.8%	NV	5)	5.1% Taiwan	10)	2.7% Singapore	4	31) 2010 USA Visitor: RANK of 217									
55	Jul	-14.8%	24.4%	-5.6%	8.7%	6	2.7%	IL	Base: 126% of origin in 2007.														
56	Aug	-8.0%	16.0%	5.0%	10.1%	7	2.0%	MI	TREND: 4% growth by origin country; 13% growth in visits by destinations. Only world top 10 origin country to have DECLINE in														
57	Sep	7.6%	6.0%	-4.3%	9.7%	8	1.9%	TX	outbound over past 10 years according to UNWTO. Growth limited to nearby Asia, esp														
58	Oct	-1.6%	9.7%	-0.8%	8.3%	9	1.8%	DC	China, Indonesia, Korea, Thailand, Vietnam.														
59	Nov	-0.1%	13.6%	-0.1%	7.7%	10	1.8%	FL	ALL non-Asian countries in decline, esp #18 Italy (-75%), #19 UK (-50%), #17 Switzerland (-43%), #16 Canada (-45%), & #2 USA (-31%).														
60	Dec	4.2%	4.5%	8.2%	23) Geo-Equity (08)	24) VWP?	#10 Singapore also down (-49%).																
61	YTD	-12.4%	17.5%	-4.7%	NOV	Japan	7	1988															
62	24-mo	18-mo	12-mo	6-mo	3-mo																		
63	5.5%	3.3%	-3.6%	-2.7%	-1.9%																		
64	4) 1-94	Japan	1	HI	42.9	6	WA	2.1															
65	Address	2009	2	GU	24.1	7	FL	1.7															
66	Total	Not	3	CA	10.6	8	IL	1.1															
67	OS	Rprtd.	4	NY	5.1	9	MA	1.0															
68	2,918	0,420	5	NV	2.7	10	TX	1.0															
69	Japan	45) Currency Details: Yes				2011-03	\$0.0122	4-yr. rise. Highest level since 1995.															
70	46) Country Commentary:	Japan										47) Target Country?	DOC?: Yes. Export size.	CTP?: ???	???								
71	ECONOMIST-THE WORLD 2012: Post-tsunami reconstruction will lift the economy a little, but the 2012 growth rate will be the high point for some time.																						
72	ECONOMIST INTELLIGENCE UNIT: none.																						
73	BUSINESS MONITOR ONLINE: 2011Q1. Low-cost carriers have yet to develop in Japan, largely due to expensive and inefficient airports. Yen's strong position makes outbound travel less expensive.																						
74	Japan has one of the highest proportions of citizens over age 65 among developed countries. Public debt is 200% of GDP; debt servicing costs make up 25% of the annual budget. BMI expects a 17%																						
75	weakening of the yet through 2011. Outbound has declined over the past decade to 20.7M in 2009, increased nicely in 2010, and is expected moderate growth through 2014 of 24M. Top destinations are																						
76	China, USA, South Korea, Italy, Hong Kong, Hawaii, France, Thailand, Taiwan, Guam.																						
77	2012-02: GDP growth in 2012 through 2016 of 1.8%, 1.3%, 1.2%, 1.2%, 1.2%. Continued appreciation of the Yen for 2012.																						
78	DOC CS OFFICES: 2011. Due to the earthquake and subsequent tsunami and nuclear power plant accident, Japanese people's willingness to spend money on domestic and outbound travel is expected to																						
79	lessen for the time being. Generally speaking, Japanese travelers are reluctant to travel abroad after there has been international incidents, natural disasters, or epidemics. However, optimism exists for																						
80	travel patterns to normalize in the second half of the year. Changes in seat capacity are mixed, with some decreases from Narita and Haneda airports, and increases in others. Hawaiian Airlines starting route																						
81	from Kansai to Honolulu in July 2011, and Continental is starting route from Okinawa to Guam in September. The fuel surcharge was raised from \$340 to \$425 in April, and is expected to be raised further to																						
82	\$605 in June. Many US destinations are reducing marketing efforts in Japan due to budget cuts and a higher yen conversion for operations funded in US dollars. Participation in the Discover America Pavilion																						
83	at JATA Travel Showcase 2011 may decrease. Marketing by other countries appears to be on a wait-and-see basis for signs of recovery. The Japanese government is encouraging the public and companies																						
84	to reduce electricity consumption. Some large corporations are considering a 2-3 week corporate holiday between July and September, and if so, might provide an excellent opportunity to promote long-haul																						
85	destinations to escape the Summer heat. The power supply concerns are limited to the Tokyo, northern Japan, and Nagoya areas.																						
86	OTHER: MVB: Declining population, increasing retirees, rising public debt. MVB: March 2011 EIU webinar suggests 70% chance of quick return to normalcy in Japan following the earthquake and resulting																						
87	disasters. All depends on nuclear containment. The nuclear reactors in question account for 6/50 of 30% (nuclear % of Japan's electricity. The rest is coal, gas, and other. JAL is announcing reductions in																						
88	capacity and flight frequency to account for 25% reduced demand for international flights. Japan TTB (survey period prior to earthquake: 2010 bookings up +4%-9%; Q1-3 better than Q4. 2011 Q1 flat																						
89	projection, Q2 growth compared to 2010Q2 growth. Top motivators are the exchange rate to the U.S. Dollar, deregulation of charter flights, and the level of promotion by U.S. destinations and businesses -																						
90	reflecting the hopefulness of the Travel Promotion Act.																						
91	TRAVEL FORECAST POSITIVES: 2010 actual (+16%) shattered the 2010 Spring expectation (+5%). 15 months of growth prior to earthquake. USA volume remains well below record level, with the same																						
92	population level and similar GDP/capita levels. Yen is high and trending upward. Potential for CTP targeting over forecast period is moderate due to large but declining export size.																						
93	TRAVEL FORECAST NEGATIVES: Earthquake, tsunami, and nuclear reactor impacts are significant but expected to be short lived on economy. Concern that the Japanese will curtail outbound travel in																						
94	respect for national tragedy. Fall 2010 forecast already called for small growth without this event. Government debt already at 220% and increasing before the event. Early reports show outbound down,																						
95	airlines reacting by reducing capacity. 12-mo moving average trending down before the earthquake. Declining population. Low GDP growth projected before the earthquake. Japan has the oldest population																						
96	of top origin markets. Will the increasing number of retirees make long-haul trips?																						