**JAPAN Profile**

**Arrivals to the U.S.**

**TRENDS IN ARRIVALS (in thousands)**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6 Arrivals</td>
<td>2,918</td>
<td>3,386</td>
<td>3,250</td>
<td>3,698</td>
<td>3,730</td>
<td>3,620</td>
<td>3,758</td>
<td>3,577</td>
<td>659</td>
</tr>
</tbody>
</table>

**% Change**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>7 % Change</td>
<td>-10</td>
<td>16</td>
<td>-4</td>
<td>14</td>
<td>1</td>
<td>-3</td>
<td>4</td>
<td>-5</td>
</tr>
</tbody>
</table>

**TRENDS IN RECEIPTS (in millions)**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>11 Total Travel &amp; Tourism Exports (^2)</td>
<td>$12,636</td>
<td>$14,529</td>
<td>$14,591</td>
<td>$17,063</td>
<td>$16,984</td>
<td>$17,331</td>
<td>$17,660</td>
<td>$16,613</td>
<td>$3,977</td>
</tr>
<tr>
<td>12 Travel Receipts (at U.S. destinations)</td>
<td>$9,082</td>
<td>$10,222</td>
<td>$9,977</td>
<td>$11,835</td>
<td>$11,545</td>
<td>$11,220</td>
<td>$11,660</td>
<td>$10,887</td>
<td>$1,805</td>
</tr>
<tr>
<td>13 Education Receipts</td>
<td>$800</td>
<td>$709</td>
<td>$640</td>
<td>$617</td>
<td>$597</td>
<td>$605</td>
<td>$609</td>
<td>$636</td>
<td>-$164</td>
</tr>
<tr>
<td>14 Other Business/Personal Receipts</td>
<td>$8,193</td>
<td>$9,434</td>
<td>$9,254</td>
<td>$11,132</td>
<td>$10,858</td>
<td>$10,521</td>
<td>$10,954</td>
<td>$10,151</td>
<td>$1,958</td>
</tr>
<tr>
<td>15 Health/Border/Seasonal</td>
<td>$89</td>
<td>$79</td>
<td>$83</td>
<td>$86</td>
<td>$90</td>
<td>$94</td>
<td>$97</td>
<td>$100</td>
<td>$11</td>
</tr>
<tr>
<td>16 Passenger Fare Receipts (on U.S. carriers)</td>
<td>$3,554</td>
<td>$4,307</td>
<td>$4,614</td>
<td>$5,228</td>
<td>$5,439</td>
<td>$6,111</td>
<td>$6,000</td>
<td>$5,726</td>
<td>$2,172</td>
</tr>
<tr>
<td>17 % Change in Total Receipts</td>
<td>-14</td>
<td>15</td>
<td>0</td>
<td>17</td>
<td>0</td>
<td>2</td>
<td>2</td>
<td>-6</td>
<td>31</td>
</tr>
</tbody>
</table>

**SELECTED TRAVELER CHARACTERISTICS (by percentage point change)**

<table>
<thead>
<tr>
<th>Information Sources Used to Plan Trip (multiple response)</th>
<th>2015 (Percent)</th>
<th>2016 (Percent)</th>
<th>% Point Change (^3) (Points)</th>
</tr>
</thead>
<tbody>
<tr>
<td>21 Travel Agency Office</td>
<td>42</td>
<td>41</td>
<td>-0.4</td>
</tr>
<tr>
<td>22 Airlines</td>
<td>30</td>
<td>26</td>
<td>-4.2</td>
</tr>
<tr>
<td>23 Online Travel Agency</td>
<td>23</td>
<td>22</td>
<td>-1.7</td>
</tr>
<tr>
<td>24 Travel Guides</td>
<td>15</td>
<td>15</td>
<td>0.4</td>
</tr>
<tr>
<td>25 Personal Recommendation</td>
<td>13</td>
<td>12</td>
<td>-1.0</td>
</tr>
<tr>
<td>26 Corporate Travel Dept.</td>
<td>7</td>
<td>7</td>
<td>0.1</td>
</tr>
<tr>
<td>27 Tour Operator/Travel Club</td>
<td>5</td>
<td>4</td>
<td>-0.9</td>
</tr>
<tr>
<td>28 National/State/City Travel Office</td>
<td>3</td>
<td>2</td>
<td>-1.2</td>
</tr>
<tr>
<td>29 Other</td>
<td>4</td>
<td>5</td>
<td>0.1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Main Purpose of Trip</th>
<th>2015 (Percent)</th>
<th>2016 (Percent)</th>
<th>% Point Change (^3) (Points)</th>
</tr>
</thead>
<tbody>
<tr>
<td>32 Vacation/Holiday</td>
<td>69</td>
<td>71</td>
<td>2.4</td>
</tr>
<tr>
<td>33 Business</td>
<td>13</td>
<td>12</td>
<td>-1.1</td>
</tr>
<tr>
<td>34 Visit Friends/Relatives</td>
<td>9</td>
<td>8</td>
<td>-0.8</td>
</tr>
<tr>
<td>35 Convention/Conference/Trade Show</td>
<td>7</td>
<td>6</td>
<td>-1.2</td>
</tr>
<tr>
<td>36 Education</td>
<td>2</td>
<td>2</td>
<td>0.2</td>
</tr>
<tr>
<td>37 Religion/Pilgrimages</td>
<td>0.1</td>
<td>0.1</td>
<td>0.0</td>
</tr>
<tr>
<td>38 Health Treatment</td>
<td>0.2</td>
<td>0.3</td>
<td>0.1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Purpose of Trip (multiple response)</th>
<th>2015 (Percent)</th>
<th>2016 (Percent)</th>
<th>% Point Change (^3) (Points)</th>
</tr>
</thead>
<tbody>
<tr>
<td>42 Vacation/Holiday</td>
<td>72</td>
<td>76</td>
<td>3.4</td>
</tr>
<tr>
<td>43 Business</td>
<td>15</td>
<td>15</td>
<td>-1.4</td>
</tr>
<tr>
<td>44 Visit Friends/Relatives</td>
<td>14</td>
<td>12</td>
<td>-1.4</td>
</tr>
<tr>
<td>45 Convention/Conference/Trade Show</td>
<td>9</td>
<td>8</td>
<td>-1.4</td>
</tr>
<tr>
<td>46 Education</td>
<td>4</td>
<td>3</td>
<td>-0.4</td>
</tr>
<tr>
<td>47 Religion/Pilgrimages</td>
<td>0.1</td>
<td>0.1</td>
<td>0.5</td>
</tr>
<tr>
<td>48 Health Treatment</td>
<td>0.3</td>
<td>0.3</td>
<td>-0.2</td>
</tr>
<tr>
<td>49 Other</td>
<td>1</td>
<td>0.3</td>
<td>-0.2</td>
</tr>
</tbody>
</table>

**Net Purposes of Trip:**

<table>
<thead>
<tr>
<th>Purpose of Trip</th>
<th>2015 (Percent)</th>
<th>2016 (Percent)</th>
<th>% Point Change (^3) (Points)</th>
</tr>
</thead>
<tbody>
<tr>
<td>50 Leisure &amp; VFR</td>
<td>79</td>
<td>81</td>
<td>2.5</td>
</tr>
<tr>
<td>51 Business &amp; Convention</td>
<td>23</td>
<td>20</td>
<td>-2.9</td>
</tr>
</tbody>
</table>
## JAPAN Profile

### Arrivals to the U.S.

<table>
<thead>
<tr>
<th>Transportation Types Used in U.S.: (multiple response)</th>
<th>2015 (Percent)</th>
<th>2016 (Percent)</th>
<th>% Point Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxicab/Limousine</td>
<td>41</td>
<td>39</td>
<td>-2.4</td>
</tr>
<tr>
<td>Bus between Cities</td>
<td>32</td>
<td>36</td>
<td>4.0</td>
</tr>
<tr>
<td>City Subway/Tram/Bus</td>
<td>27</td>
<td>25</td>
<td>-2.2</td>
</tr>
<tr>
<td>Air Travel between U.S. Cities</td>
<td>23</td>
<td>23</td>
<td>0.0</td>
</tr>
<tr>
<td>Rented Auto</td>
<td>21</td>
<td>18</td>
<td>-2.5</td>
</tr>
<tr>
<td>Auto, Private or Company</td>
<td>17</td>
<td>16</td>
<td>-1.1</td>
</tr>
<tr>
<td>Ride-Sharing Service</td>
<td>-</td>
<td>9</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Transportation Types Used in U.S.: (multiple response)</th>
<th>2015 (Percent)</th>
<th>2016 (Percent)</th>
<th>% Point Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Railroad between Cities</td>
<td>5</td>
<td>5</td>
<td>0.1</td>
</tr>
<tr>
<td>Ferry/River Taxi/Short Scenic Cruise</td>
<td>5</td>
<td>5</td>
<td>-0.5</td>
</tr>
<tr>
<td>Rented Bicycle/Motorcycle/Moped</td>
<td>4</td>
<td>4</td>
<td>0.3</td>
</tr>
<tr>
<td>Cruise Ship/River Boat 1+ Nights</td>
<td>1</td>
<td>1</td>
<td>-0.2</td>
</tr>
<tr>
<td>Motor Home/Camper</td>
<td>0.3</td>
<td>0.2</td>
<td>-0.1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Activity Participation While Within U.S.: (multiple response)</th>
<th>2015 (Percent)</th>
<th>2016 (Percent)</th>
<th>% Point Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sightseeing</td>
<td>85</td>
<td>87</td>
<td>1.8</td>
</tr>
<tr>
<td>Shopping</td>
<td>85</td>
<td>83</td>
<td>-1.1</td>
</tr>
<tr>
<td>Experience Fine Dining</td>
<td>39</td>
<td>25</td>
<td>-14.5</td>
</tr>
<tr>
<td>Guided Tours</td>
<td>20</td>
<td>22</td>
<td>2.1</td>
</tr>
<tr>
<td>Water Sports</td>
<td>24</td>
<td>20</td>
<td>-3.9</td>
</tr>
<tr>
<td>National Parks/Monuments</td>
<td>12</td>
<td>12</td>
<td>-0.4</td>
</tr>
<tr>
<td>Amusement/Theme Parks</td>
<td>10</td>
<td>12</td>
<td>1.4</td>
</tr>
<tr>
<td>Historical Locations</td>
<td>11</td>
<td>12</td>
<td>0.9</td>
</tr>
<tr>
<td>Small Towns/Countryside</td>
<td>11</td>
<td>10</td>
<td>-0.9</td>
</tr>
<tr>
<td>Art Gallery/Museum</td>
<td>9</td>
<td>8</td>
<td>-0.3</td>
</tr>
<tr>
<td>Concert/Play/Musical</td>
<td>8</td>
<td>8</td>
<td>-0.2</td>
</tr>
<tr>
<td>Cultural / Ethnic Heritage Sites</td>
<td>8</td>
<td>6</td>
<td>-1.8</td>
</tr>
<tr>
<td>Sporting Event</td>
<td>6</td>
<td>5</td>
<td>-0.8</td>
</tr>
<tr>
<td>Nightclubbing/Dancing</td>
<td>7</td>
<td>5</td>
<td>-1.4</td>
</tr>
<tr>
<td>Golfing/Tennis</td>
<td>5</td>
<td>5</td>
<td>0.0</td>
</tr>
<tr>
<td>Camping/Hiking</td>
<td>2</td>
<td>2</td>
<td>0.0</td>
</tr>
<tr>
<td>Casinos/Gamble</td>
<td>3</td>
<td>2</td>
<td>-0.5</td>
</tr>
<tr>
<td>Environ./Eco. Excursions</td>
<td>1</td>
<td>1</td>
<td>-0.3</td>
</tr>
<tr>
<td>American Indian Communities</td>
<td>1</td>
<td>1</td>
<td>0.0</td>
</tr>
<tr>
<td>Hunting/Fishing</td>
<td>0.4</td>
<td>0.3</td>
<td>-0.1</td>
</tr>
<tr>
<td>Snow Sports</td>
<td>0.2</td>
<td>0.2</td>
<td>0.0</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>1</td>
<td>0.0</td>
</tr>
</tbody>
</table>

### SELECTED TRAVELER CHARACTERISTICS

<table>
<thead>
<tr>
<th>Activity</th>
<th>2015 (Percent)</th>
<th>2016 (Percent)</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advance Trip Decision Time (mean days)</td>
<td>83</td>
<td>90</td>
<td>7.3</td>
</tr>
<tr>
<td>Advance Trip Decision Time (median days)</td>
<td>60</td>
<td>60</td>
<td>0.0</td>
</tr>
<tr>
<td>Prepaid Package</td>
<td>47</td>
<td>52</td>
<td>4.5</td>
</tr>
<tr>
<td>First International Trip to the U.S.</td>
<td>25</td>
<td>24</td>
<td>-0.7</td>
</tr>
<tr>
<td>Length of Stay in U.S. (mean nights)</td>
<td>7.0</td>
<td>7.3</td>
<td>0.3</td>
</tr>
<tr>
<td>Length of Stay in U.S. (median nights)</td>
<td>4</td>
<td>4</td>
<td>0.0</td>
</tr>
<tr>
<td>Number of States Visited (% 1 state)</td>
<td>89</td>
<td>91</td>
<td>2.2</td>
</tr>
<tr>
<td>Average Number of States Visited</td>
<td>1.2</td>
<td>1.1</td>
<td>-0.1</td>
</tr>
<tr>
<td>Hotel/Motel [% 1+ nights]</td>
<td>93</td>
<td>94</td>
<td>1.2</td>
</tr>
<tr>
<td>Average # of Nights in Hotel/Motel</td>
<td>5.6</td>
<td>6.0</td>
<td>0.4</td>
</tr>
<tr>
<td>Travel Party Size (mean # of persons)</td>
<td>2.0</td>
<td>2.0</td>
<td>0.0</td>
</tr>
<tr>
<td>Gender: % Male (among adults)</td>
<td>56</td>
<td>54</td>
<td>-2.0</td>
</tr>
<tr>
<td>Household Income (mean average)</td>
<td>$ 84,669</td>
<td>$ 88,861</td>
<td>$4,192</td>
</tr>
<tr>
<td>Household Income (median average)</td>
<td>$ 66,800</td>
<td>$ 70,875</td>
<td>$4,075</td>
</tr>
<tr>
<td>Average Age: Female (among adults)</td>
<td>36</td>
<td>38</td>
<td>1.9</td>
</tr>
<tr>
<td>Average Age: Male (among adults)</td>
<td>44</td>
<td>44</td>
<td>-0.3</td>
</tr>
</tbody>
</table>
JAPAN Profile

Arrivals to the U.S.

<table>
<thead>
<tr>
<th>VISITATION TO U.S. DESTINATIONS ¹¹¹ (multiple response)</th>
<th>Market Share 2015 (Percent)</th>
<th>Volume 2015 (000s)</th>
<th>Market Share 2016 (Percent)</th>
<th>Volume 2016 ¹ (000s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>111</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>112</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>113 Regions</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>114 Pacific Islands</td>
<td>61.62</td>
<td>2,316</td>
<td>63.98</td>
<td>2,289</td>
</tr>
<tr>
<td>115 Pacific</td>
<td>17.41</td>
<td>654</td>
<td>16.14</td>
<td>577</td>
</tr>
<tr>
<td>116 Middle Atlantic</td>
<td>9.88</td>
<td>371</td>
<td>9.17</td>
<td>328</td>
</tr>
<tr>
<td>117 South Atlantic</td>
<td>6.50</td>
<td>244</td>
<td>5.59</td>
<td>200</td>
</tr>
<tr>
<td>118 East North Central</td>
<td>4.65</td>
<td>175</td>
<td>4.54</td>
<td>162</td>
</tr>
<tr>
<td>119 Mountain</td>
<td>4.78</td>
<td>180</td>
<td>4.46</td>
<td>160</td>
</tr>
<tr>
<td>120 States</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>121 Hawaii</td>
<td>40.45</td>
<td>1,520</td>
<td>43.21</td>
<td>1,546</td>
</tr>
<tr>
<td>122 Guam</td>
<td>21.19</td>
<td>796</td>
<td>20.86</td>
<td>746</td>
</tr>
<tr>
<td>123 California</td>
<td>15.65</td>
<td>588</td>
<td>15.12</td>
<td>541</td>
</tr>
<tr>
<td>124 New York</td>
<td>8.84</td>
<td>332</td>
<td>8.26</td>
<td>295</td>
</tr>
<tr>
<td>125</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VISITATION TO U.S. DESTINATIONS ¹¹¹ (multiple response)</td>
<td>Market Share 2015 (Percent)</td>
<td>Volume 2015 (000s)</td>
<td>Market Share 2016 (Percent)</td>
<td>Volume 2016 ¹ (000s)</td>
</tr>
<tr>
<td>126</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>127 Cities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>128 Honolulu Oahu</td>
<td>35.94</td>
<td>1,351</td>
<td>35.76</td>
<td>1,279</td>
</tr>
<tr>
<td>129 New York City</td>
<td>8.37</td>
<td>315</td>
<td>8.24</td>
<td>295</td>
</tr>
<tr>
<td>130 Los Angeles</td>
<td>7.72</td>
<td>290</td>
<td>7.57</td>
<td>271</td>
</tr>
</tbody>
</table>

Notes:

1. 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.

2. 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).

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

3. Percentage-point and percentage changes are based on non-rounded data.

4. Only census region, state, and city destinations having a sample size of 400 or more are displayed.

- No estimate available.
- Estimate not yet available.
- Estimate not shown due to sample size fewer than 400 for this year.
- Estimate was revised.
- Estimate is preliminary and subject to revision.

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? The NITTO sells custom reports. To learn more, go to: http://travel.trade.gov/research/reports/fs/customized.asp

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

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