



Manufacturing and Services

Office of Travel and Tourism Industries

2007 Market Profile: Japan



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Visitation Trends (Arrivals)

[Thousands of Japanese Visitors]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Arrivals	5,061	4,083	3,627	3,170	3,748	3,884	3,673	3,531	-1,530
Percentage Change (%)	5%	-19%	-11%	-13%	18%	4%	-5%	-4%	-30%

Spending Trends (Exports)

[Millions of U.S. Dollars]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Travel & Tourism Exports (1)	\$14,015	\$11,700	\$11,301	\$10,017	\$13,094	\$16,524	\$14,586	\$14,470	\$455
Travel Receipts	\$10,238	\$8,902	\$8,492	\$7,595	\$10,051	\$12,719	\$11,245	\$11,019	\$781
Passenger Fare Receipts	\$3,777	\$2,798	\$2,809	\$2,422	\$3,043	\$3,805	\$3,341	\$3,451	-\$326
Change (%) in Total Exports	5%	-17%	-3%	-11%	31%	26%	-12%	-1%	3%

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2006	2007	% Point Change (2)
Travel Agency	52%	50%	-1 pt.
Personal Computer	40%	43%	3 pts.
Tour Company	24%	24%	0 pts.
Travel Guides	18%	17%	-1 pt.

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2006	2007	% Point Change (2)
Leisure/Rec./Holidays	68%	68%	0 pts.
Business/Professional	14%	14%	0 pts.
Visit Friends/Relatives (VFR)	10%	9%	-1 pt.
Convention/Conference	5%	5%	0 pts.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2006	2007	% Point Change (2)
Leisure/Rec./Holidays	77%	77%	0 pts.
Business/Professional	16%	16%	0 pts.
Visit Friends/Relatives (VFR)	17%	15%	-2 pts.
Convention/Conference	8%	6%	-1 pt.
NET PURPOSES OF TRIP:			
Leisure & VFR	83%	82%	-1 pt.
Business & Convention	21%	21%	-1 pt.

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2006	2007	% Point Change (2)
Taxi/Cab/Limousine	52%	48%	-5 pts.
City Subway/Tram/Bus	32%	30%	-2 pts.
Airlines in U.S.	20%	22%	2 pts.
Rented Auto	21%	21%	0 pts.
Bus between Cities	17%	19%	2 pts.

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2006	2007	% Point Change (2)
Shopping	91%	92%	0 pts.
Dining in Restaurants	86%	86%	0 pts.
Sightseeing in Cities	45%	45%	0 pts.
Visit Small Towns	27%	27%	0 pts.
Guided Tours	21%	23%	2 pts.
Touring Countryside	13%	15%	2 pts.
Amusement/Theme Parks	16%	14%	-2 pts.
Visit Historical Places	13%	14%	1 pt.
Cultural Heritage Sites	8%	11%	2 pts.
Visit National Parks	11%	10%	-1 pt.
Golfing/Tennis	8%	10%	2 pts.

Select Traveler Characteristics

Traveler Characteristics	2006	2007	Change (2)
Advance Trip Decision Time (mean days)	60	64	4 days
Advance Trip Decision Time (med. days)	40	50	10 days
Prepaid Package	41%	38%	-3 pts.
First International Trip to the U.S.	28%	27%	-1 pt.
Length of Stay in U.S. (mean nights)	7.4	7.3	0 nights
Length of Stay in U.S. (median nights)	4	4	0 nights
Number of States Visited (% 1 state)	85%	86%	1 pt.
Average Number of States Visited	1.2	1.2	0 pts.
Hotel/Motel (% 1+ nights)	93%	93%	0 pts.
Average # of Nights in Hotel/Motel	5.3	5.2	0 nights
Travel Party Size (mean # of persons)	1.9	1.9	0
Gender: % Male	57%	56%	-1 pt.
Household Income (mean average)	\$83,000	\$84,900	\$1,900
Household Income (median average)	\$73,000	\$74,600	\$1,600
Average Age: Female	35	36	1 year
Average Age: Male	42	42	0 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2006	Volume 2006 (000)	Market Share 2007	Volume 2007 (000)
REGIONS				
Pacific Islands	64.2%	2,358	63.7%	2,249
Mainlands (NET)	36.6%	1,344	37.6%	1,328
Pacific	18.8%	690	19.9%	703
Middle Atlantic	8.7%	320	8.8%	311
Mountain	5.7%	209	6.0%	212
South Atlantic	5.4%	198	5.1%	180
East North Central	5.9%	217	**	**
STATES / TERRITORIES				
Hawaiian Islands	38.9%	1,429	37.9%	1,338
Guam	25.2%	925	25.9%	915
California	17.6%	646	19.1%	675
New York	7.8%	286	8.3%	293
Nevada	**	**	4.5%	159
CITIES				
Honolulu	33.8%	1,241	33.4%	1,180
Los Angeles	9.9%	364	9.8%	346
New York City	7.5%	275	8.0%	283
San Francisco	5.6%	206	6.2%	219
Las Vegas	**	**	4.4%	155

(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://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.

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 (or “In-Flight” survey) 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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