



Manufacturing and Services  
Office of Travel and Tourism Industries

# 2008 Market Profile: Japan



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## Visitation Trends (Arrivals)

[Thousands of Japanese Visitors]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Arrivals	4,083	3,627	3,170	3,748	3,884	3,673	3,531	3,250	-833
Percentage Change (%)	-19%	-11%	-13%	18%	4%	-5%	-4%	-8%	-20%

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Travel & Tourism Exports (1)	\$11,700	\$11,301	\$10,017	\$13,094	\$16,524	\$14,586	\$14,470	\$15,080	\$3,380
Travel Receipts	\$8,902	\$8,492	\$7,595	\$10,051	\$12,719	\$11,245	\$11,019	\$11,285	\$2,383
Passenger Fare Receipts	\$2,798	\$2,809	\$2,422	\$3,043	\$3,805	\$3,341	\$3,451	\$3,795	\$997
Change (%) in Total Exports	-17%	-3%	-11%	31%	26%	-12%	-1%	4%	29%

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2007	2008	% Point Change (2)
Travel Agency	50%	48%	-3 pts.
Personal Computer	43%	45%	2 pts.
Tour Company	24%	25%	1 pt.
Travel Guides	17%	18%	0 pts.

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	68%	70%	2 pts.
Business/Professional	14%	14%	0 pts.
Visit Friends/Relatives	9%	9%	0 pts.
Convention/Conference	5%	4%	-1 pt.

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	77%	78%	1 pt.
Visit Friends/Relatives	15%	16%	1 pt.
Business/Professional	16%	15%	0 pts.
Convention/Conference	6%	5%	-1 pt.
NET PURPOSES OF TRIP:			
Leisure & VFR	82%	83%	1 pt.
Business & Convention	21%	20%	-1 pt.

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2007	2008	% Point Change (2)
Taxi/Cab/Limousine	48%	48%	0 pts.
City Subway/Tram/Bus	30%	31%	2 pts.
Rented Auto	21%	22%	0 pts.
Company or Private Auto	19%	19%	0 pts.
Bus between Cities	19%	18%	-1 pt.

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## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2007	2008	% Point Change (2)
Shopping	92%	89%	-3 pts.
Dining in Restaurants	86%	85%	-1 pt.
Sightseeing in Cities	45%	48%	4 pts.
Water Sports/Sunbathing	38%	37%	-1 pt.
Visit Small Towns	27%	29%	2 pts.
Guided Tours	23%	20%	-3 pts.
Visit Historical Places	14%	15%	1 pt.
Touring Countryside	15%	15%	0 pts.
Amusement/Theme Parks	14%	14%	0 pts.
Cultural Heritage Sites	11%	12%	2 pts.

## Select Traveler Characteristics

Traveler Characteristics	2007	2008	Change (2)
Advance Trip Decision Time (mean days)	64	68	4 days
Advance Trip Decision Time (med. days)	50	60	10 days
Prepaid Package	38%	41%	3 pts.
First International Trip to the U.S.	27%	31%	4 pts.
Length of Stay in U.S. (mean nights)	7.3	8.1	1 night
Length of Stay in U.S. (median nights)	4.0	4.0	0 nights
Number of States Visited (% 1 state)	86%	87%	1 pt.
Average Number of States Visited	1.2	1.2	0 states
Hotel/Motel (% 1+ nights)	93%	91%	-2 pts.
Average # of Nights in Hotel/Motel	5.2	5.5	0 nights
Travel Party Size (mean # of persons)	1.9	1.8	-0.1
Gender: % Male (among adults)	56%	58%	2 pts.
Household Income (mean average)	\$84,900	\$85,600	\$700
Household Income (median average)	\$74,600	\$74,600	\$0
Average Age: Female	36	35	-1 year
Average Age: Male	42	42	-1 year

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2007	Volume 2007 (000)	Market Share 2008	Volume 2008 (000)
<b>REGIONS</b>				
Pacific Islands (net)	63.7%	2,250	64.3%	2,089
Mainland (net)	37.6%	1,328	36.3%	1,180
Pacific	19.9%	703	18.4%	598
Middle Atlantic	8.8%	311	9.3%	302
South Atlantic	5.1%	180	5.6%	182
Mountain	6.0%	212	5.3%	172
<b>STATES / TERRITORIES</b>				
Guam	25.9%	915	26.6%	864
California	19.1%	675	17.4%	565
New York	8.3%	293	7.9%	257
Hawaiian Islands	37.9%	1,338	**	**
Nevada	4.5%	159	**	**
<b>CITIES</b>				
Los Angeles	9.8%	346	8.8%	286
New York City	8.0%	283	7.9%	257
San Francisco	6.2%	219	5.9%	192
Oahu-Honolulu	33.4%	1,180	**	**
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](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.

Publication Date: May 2009

# 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.

**Survey of International Air Travelers: Table Number and Description**

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- Summary of International Travel to the United States (I-94)
- Forecast of International Arrivals to the United States
- U.S. International Air Traveler Statistics (I-92)
- U.S. Travel and Tourism Satellite Accounts
- Canadian Statistics
- Travel Barometer

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