

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2010 Market Profile: Japan



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## Visitation Trends (Arrivals)

[Thousands of Japan Visitors]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Total Arrivals	3,170	3,748	3,884	3,673	3,531	3,250	2,918	3,386	216
Percentage Change (%)	-13	18	4	-5	-4	-8	-10	16	7

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2003	2004	2005	2006	2007	2008	2009	2010 <sup>r</sup>	Change 2010/2003
Total Travel & Tourism Exports <sup>(1)</sup>	\$10,017	\$13,094	\$16,524	\$14,586	\$14,470	\$14,554	\$13,049	\$14,558	\$4,541
Travel Receipts	\$7,595	\$10,051	\$12,735	\$11,258	\$11,035	\$10,784	\$9,495	\$10,198	\$2,603
Passenger Fare Receipts	\$2,422	\$3,043	\$3,789	\$3,328	\$3,435	\$3,770	\$3,554	\$4,360	\$1,938
Change (%) in Total Exports	-11	31	26	-12	-1	1	-10	12	45

(r) Revised.

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2009 (Percent)	2010 (Percent)	Point Change (2)
Personal Computer	46	49	2.7
Travel Agency	47	45	-2.1
Tour Company	27	27	-0.7
Travel Guides	17	18	0.9

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	74	73	-0.3
Business/Professional	10	12	2.1
Visit Friends/Relatives	10	9	-0.6
Convention/Conference	4	4	0.1

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	82	81	-1.0
Visit Friends/Relatives	16	16	-0.3
Business/Professional	11	13	2.7
Convention/Conference	5	6	0.7
NET PURPOSES OF TRIP:			
Leisure & VFR	88	87	-1.1
Business & Convention	15	17	2.4

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Taxi/Cab/Limousine	44	47	2.9
City Subway/Tram/Bus	32	30	-2.8
Rented Auto	24	23	-0.4
Bus between Cities	18	19	1.3
Company or Private Auto	18	17	-1.1

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## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2009 (Percent)	2010 (Percent)	Point Change (2)
Shopping	93	92	-1.4
Dining in Restaurants	85	88	2.7
Sightseeing in Cities	48	45	-3.5
Water Sports/Sunbathing	41	38	-2.3
Visit Small Towns	28	29	0.9
Guided Tours	21	21	0.1
Touring Countryside	16	15	-1.4
Amusement/Theme Parks	14	13	-1.4
Visit Historical Places	13	12	-1.3
Cruises	8	11	2.3

## Select Traveler Characteristics

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	63	70	6.6 days
Advance Trip Decision Time (median days)	60	60	0.0 days
Prepaid Package	42%	40%	-2.3 pts.
First International Trip to the U.S.	27%	24%	-3.1 pts.
Length of Stay in U.S. (mean nights)	10.4	8.4	-2.0 nights
Length of Stay in U.S. (median nights)	4	4	0 nights
Number of States Visited (% 1 state)	89%	89%	0.1 pts.
Average Number of States Visited	1.2	1.2	0.0 states
Hotel/Motel (% 1+ nights)	93%	94%	0.3 pts.
Average # of Nights in Hotel/Motel	5.8	6.3	0.5 nights
Travel Party Size (mean # of persons)	1.9	1.9	0.0
Gender: % Male (among adults)	54%	55%	0.3 pts.
Household Income (mean average)	\$91,200	\$97,800	\$6,600
Household Income (median average)	\$79,400	\$88,000	\$8,600
Average Age: Female	35	36	1.0 years
Average Age: Male	42	45	2.5 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
<b>REGIONS</b>				
Pacific Islands	70.0	2,043	66.3	2,245
Mainland U.S.	30.6	893	34.2	1,158
Pacific	15.8	461	16.2	549
Middle Atlantic	8.8	257	10.4	352
South Atlantic	5.3	155	6.2	210
East North Central	3.4	99	3.4	115
<b>STATES / TERRITORIES</b>				
Hawaiian Islands	41.1	1,199	**	**
Guam	28.9	843	27.7	938
California	14.7	429	15.3	518
New York	7.6	222	9.3	315
<b>CITIES</b>				
New York City-WP-Wayne	7.4	216	8.9	301
Los Angeles	8.2	239	8.1	274

- (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://tinnet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: [http://tinnet.ita.doc.gov/outreachpages/census\\_regions.html](http://tinnet.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 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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# Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

## For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

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

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