

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# 2011 Market Profile: Japan



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## Visitation Trends (Arrivals)

[Thousands of Japan Visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Total Arrivals	3,748	3,884	3,673	3,531	3,250	2,918	3,386	3,250	-498
Percentage Change (%)	18	4	-5	-4	-8	-10	16	-4	-13

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2004	2005	2006	2007	2008	2009	2010	2011 <sup>r</sup>	Change 2011/2004
Total Travel & Tourism Exports <sup>(1)</sup>	\$13,094	\$16,524	\$14,586	\$14,470	\$14,554	\$13,049	\$14,430	\$14,755	\$1,661
Travel Receipts	\$10,051	\$12,735	\$11,258	\$11,035	\$10,784	\$9,495	\$10,123	\$10,141	\$90
Passenger Fare Receipts	\$3,043	\$3,789	\$3,328	\$3,435	\$3,770	\$3,554	\$4,307	\$4,614	\$1,571
Change (%) in Total Exports	31	26	-12	-1	1	-10	11	2	13

(r) Revised.

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change (2)
Travel Agency	45	48	2.5
Personal Computer	49	45	-3.9
Tour Company	27	24	-2.6
Travel Guides	18	17	-0.4

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	73	71	-2.6
Business/Professional	12	11	-0.4
Visit Friends/Relatives	9	11	1.8
Convention/Conference	4	4	0.1

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	81	80	-1.1
Visit Friends/Relatives	16	17	1.2
Business/Professional	13	12	-1.1
Convention/Conference	6	5	-0.4
NET PURPOSES OF TRIP:			
Leisure & VFR	87	86	-0.6
Business & Convention	17	16	-0.6

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Taxi/Cab/Limousine	47	45	-2.3
City Subway/Tram/Bus	30	35	5.1
Rented Auto	23	21	-2.5
Bus between Cities	19	19	-0.4
Company or Private Auto	17	18	0.7

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## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Shopping	92	93	0.9
Dining in Restaurants	88	87	-1.0
Sightseeing in Cities	45	45	0.8
Water Sports/Sunbathing	38	35	-3.5
Visit Small Towns	29	29	-0.5
Guided Tours	21	25	3.5
Amusement/Theme Parks	13	16	3.3
Visit Historical Places	12	15	3.5
Touring Countryside	15	14	-0.6
Cultural Heritage Sites	9	11	1.8

## Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	70	70	-0.2 days
Advance Trip Decision Time (median days)	60	60	0.0 days
Prepaid Package	40%	40%	-0.1 pts.
First International Trip to the U.S.	24%	31%	7.1 pts.
Length of Stay in U.S. (mean nights)	8.4	8.2	-0.2 nights
Length of Stay in U.S. (median nights)	4	4	0 nights
Number of States Visited (% 1 state)	89%	87%	-2.2 pts.
Average Number of States Visited	1.2	1.2	0.0 states
Hotel/Motel (% 1+ nights)	94%	93%	-0.2 pts.
Average # of Nights in Hotel/Motel	6.3	5.7	-0.6 nights
Travel Party Size (mean # of persons)	1.9	1.9	0.0
Gender: % Male (among adults)	55%	56%	1.1 pts.
Household Income (mean average)	\$97,800	\$102,400	\$4,600
Household Income (median average)	\$88,000	\$94,100	\$6,100
Average Age: Female	36	37	0.2 years
Average Age: Male	45	44	-1.1 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
<b>REGIONS</b>				
Pacific Islands	66.3	2,245	64.5	2,096
Pacific	16.2	549	17.7	575
Middle Atlantic	10.4	352	10.4	338
South Atlantic	6.2	210	6.1	198
East North Central	3.4	115	4.6	149
<b>STATES / TERRITORIES</b>				
Hawaiian Islands	**	**	39.1	1,271
Guam	27.7	938	25.3	822
California	15.3	518	16.9	549
New York	9.3	315	9.5	309
Illinois	**	**	3.0	97
<b>CITIES</b>				
Honolulu	**	**	34.3	1,115
New York City-WP-Wayne	8.9	301	9.4	305
Los Angeles	8.1	274	8.9	289
San Francisco	**	**	5.9	192
Chicago	**	**	2.7	88

- (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.

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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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