

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2014 Market Profile: Japan



2014 Market Profile: Japan

Visitation Trends (Arrivals)

[Thousands of Visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Arrivals	3,531	3,250	2,918	3,386	3,250	3,698	3,730	3,579	48
Percentage Change (%)	-4	-8	-10	16	-4	14	1	-4	1

Spending Trends (Exports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014 ^p	Change 2014/2007
Total Travel and Tourism Exports ¹	\$14,077	\$14,664	\$12,636	\$14,529	\$14,591	\$17,062	\$17,614	\$17,321	\$3,244
Travel (all purposes including education)	\$10,642	\$10,894	\$9,082	\$10,222	\$9,977	\$11,834	\$12,152	\$12,188	\$1,546
Of which: Education Related	\$927	\$916	\$800	\$709	\$640	\$617	\$595	October	-
Of which: Other Business/ Personal Travel	\$9,603	\$9,861	\$8,193	\$9,434	\$9,254	\$11,132	\$11,469	October	-
Passenger Air Transportation ²	\$3,435	\$3,770	\$3,554	\$4,307	\$4,614	\$5,228	\$5,462	\$5,133	\$1,698
Change (%) in Total Exports	-5	4	-14	15	0	17	3	-2	23

⁽¹⁾ 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>

⁽²⁾ The Bureau of Economic Analysis no longer publishes country-specific passenger fare estimates until October; therefore, an estimate was used for 2014.

^(p) Preliminary, subject to future revisions. Education-related and other business/personal travel spending will be available in October 2015.

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Travel Agency Office	43	42	-1.2
Airlines	27	27	-0.3
Online Travel Agency	24	25	1.2
Travel Guides	18	17	-1.5
Personal Recommendation	11	12	1.3
Corporate Travel Dept.	7	7	0.2
Tour Operator/Travel Club	5	6	0.2
National/State/City Travel Office	3	4	0.5
Other	5	5	0.3

Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	70	69	-0.6
Business	12	12	0.4
Visit Friends/Relatives	8	10	2.0
Convention/Conference/Trade Show	7	6	-1.5
Education	2	2	0.5
Religion/Pilgrimages	0.2	0.2	0.0
Health Treatment	0.1	0.1	0.0
Other	2	0.8	-0.7

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	74	73	-0.6
Business	15	15	-0.4
Visit Friends/Relatives	12	15	2.5
Convention/Conference/Trade Show	9	8	-1.6
Education	3	4	0.4
Religion/Pilgrimages	0.3	0.4	0.1
Health Treatment	0.1	0.3	0.2
Other	2	1	-0.7
NET PURPOSES OF TRIP:			
Leisure & VFR	79	81	1.5
Business & Convention	22	20	-1.7

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Shopping	86	86	-0.5
Sightseeing	85	86	1.1
Experience Fine Dining	40	40	0.5
Water Sports	24	24	0.0
Guided Tours	23	21	-2.1
National Parks/Monuments	12	11	-0.5
Historical Locations	11	11	-0.8
Art Gallery/Museum	9	10	1.2
Small Towns/Countryside	10	10	-0.1
Amusement/Theme Parks	9	10	0.7
Cultural / Ethnic Heritage Sites	8	6	-1.1
Sporting Event	6	6	-0.1
Concert/Play/Musical	7	6	-1.0
Golfing/Tennis	6	5	-1.3
Nightclubbing/Dancing	6	5	-1.3
Camping/Hiking	2	3	0.7
Casinos/Gamble	3	2	-0.7
Environ./Eco. Excursions	1	0.7	-0.6
Hunting/Fishing	0.3	0.7	0.4
American Indian Communities	0.9	0.7	-0.2
Snow Sports	0.1	0.4	0.3
Other	1.2	0.6	-0.6



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Taxicab/Limousine	41	41	-0.5
Bus between Cities	33	34	0.4
City Subway/Tram/Bus	26	26	-0.5
Air Travel between U.S. Cities	25	23	-2.6
Rented Auto	21	22	0.9
Auto, Private or Company	16	17	1.6
Railroad between Cities	5	6	0.8
Ferry/River Taxi/Srt Scenic Cruise	6	6	-0.8
Rented Bicycle/Motorcycle/Moped	3	4	0.4
Cruise Ship/River Boat 1+ Nights	0.7	0.6	-0.1
Motor Home/Camper	0.1	0.2	0.1

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	78	79	1.3
Advance Trip Decision Time (median days)	60	60	0.0
Prepaid Package	52	50	-1.6
First International Trip to the U.S.	23	22	-1.0
Length of Stay in U.S. (mean nights)	6.6	7.7	1.1
Length of Stay in U.S. (median nights)	4	4	0.0
Number of States Visited (% 1 state)	90	90	0.1
Average Number of States Visited	1.1	1.1	0.0
Hotel/Motel (% 1+ nights)	95	94	-1.0
Average # of Nights in Hotel/Motel	5.5	5.6	0.1
Travel Party Size (mean # of persons)	2.0	2.0	0.0
Gender: % Male (among adults)	59	57	-2.1
Household Income (mean average)	\$101,198	\$97,727	-\$3,471
Household Income (median average)	\$80,640	\$78,080	-\$2,560
Average Age: Female (among adults)	37	38	1.3
Average Age: Male (among adults)	44	44	0.8

2014 Market Profile: Japan

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

Visitation to U.S. Destinations/Regions ⁽³⁾	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
Regions				
Pacific Islands	67.5	2,518	65.2	2,334
Pacific	14.7	548	16.2	580
Middle Atlantic	9.7	362	9.5	340
South Atlantic	6.5	242	6.1	218
East North Central	4.1	153	4.6	165
States				
Hawaii	42.3	1,578	43.7	1,564
Guam	25.2	940	21.5	770
California	12.8	477	14.7	526
New York	8.5	317	8.4	301
Illinois	**	**	2.8	100
Cities				
Honolulu Oahu	37.8	1,410	39.5	1,414
New York City	8.4	313	8.0	286
Los Angeles	5.3	198	6.9	247
San Francisco	3.9	145	**	**
Chicago	**	**	2.7	97

(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 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).

(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.

(p) 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 United States. 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 NTTO sells custom reports. To learn more, go to: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; 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-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the international traveler who visits the United States.

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Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

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

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