

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2015 Market Profile: Japan



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2008	2009	2010	2011	2012	2013	2014 ^r	2015 ¹	Change 2015/2008
Total Arrivals	3,250	2,918	3,386	3,250	3,698	3,730	3,620	3,758	509
Percentage Change (%)	-8	-10	16	-4	14	1	-3	4	16

Spending Trends (Exports)

[Millions of U.S. Dollars]	2008	2009	2010	2011	2012	2013 ^r	2014 ^r	2015 ^r	Change 2015/2008
Total Travel and Tourism Exports ²	\$14,664	\$12,636	\$14,529	\$14,591	\$17,063	\$16,984	\$17,121	\$17,249	\$2,585
Travel Receipts	\$10,894	\$9,082	\$10,222	\$9,977	\$11,835	\$11,545	\$11,219	\$11,620	\$726
Education Receipts	\$916	\$800	\$709	\$640	\$617	\$597	\$604	\$620	-\$296
Other Business/Personal	\$9,861	\$8,193	\$9,434	\$9,254	\$11,132	\$10,858	\$10,521	\$10,902	\$1,041
Health/Border/Seasonal	\$117	\$89	\$79	\$83	\$86	\$90	\$94	\$98	-\$19
Passenger Fare Receipts	\$3,770	\$3,554	\$4,307	\$4,614	\$5,228	\$5,439	\$5,902	\$5,629	\$1,859
% Change in Total Exports	4%	-14%	15%	0%	17%	0%	1%	1%	18%

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Travel Agency Office	42	42	-0.3
Airlines	27	30	3.4
Online Travel Agency	25	23	-1.4
Travel Guides	17	15	-1.9
Personal Recommendation	12	13	0.5
Corporate Travel Dept.	7	7	0.1
Tour Operator/Travel Club	6	5	-0.6
National/State/City Travel Office	4	3	-0.4
Other	5	4	-0.7

Main Purpose of Trip

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Vacation/Holiday	69	69	-0.6
Business	12	13	0.7
Visit Friends/Relatives	10	9	-1.1
Convention/Conference/Trade Show	6	7	1.6
Education	2.1	2.1	0.0
Health Treatment	0.1	0.1	0.0
Religion/Pilgrimages	0.2	0.1	-0.1
Other	0.8	0	-0.6

All Purposes of Trip

Purpose of Trip (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Vacation/Holiday	73	72	-1.1
Business	15	16	1.5
Visit Friends/Relatives	15	14	-1.0
Convention/Conference/Trade Show	8	9	1.9
Education	4	4	0.2
Health Treatment	0	0	0.0
Religion/Pilgrimages	0	0	-0.2
Other	1.1	0.5	-0.6
NET PURPOSES OF TRIP:			
Leisure & VFR	81	79	-2.0
Business & Convention	20	23	3.1

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Sightseeing	86	85	-0.4
Shopping	86	85	-1.3
Experience Fine Dining	40	39	-0.9
Water Sports	24	24	0.2
Guided Tours	21	20	-0.4
National Parks/Monuments	11	12	0.6
Small Towns/Countryside	10	11	0.8
Historical Locations	11	11	0.0
Amusement/Theme Parks	10	10	0.4
Art Gallery/Museum	10	9	-1.4
Concert/Play/Musical	6	8	1.8
Cultural / Ethnic Heritage Sites	6	8	1.2
Nightclubbing/Dancing	5	7	1.7
Sporting Event	6	6	0.2
Golfing/Tennis	5	5	-0.5
Casinos/Gamble	2	3	0.7
Camping/Hiking	3	2	-0.3
Environ./Eco. Excursions	0.7	1.0	0.3
American Indian Communities	0.7	0.6	-0.1
Hunting/Fishing	0.7	0.4	-0.3
Snow Sports	0.4	0.2	-0.2
Other	0.6	0.9	0.3



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2014 (Percent)	2015 (Percent)	Point Change ⁽³⁾
Taxicab/Limousine	41	41	0.2
Bus between Cities	34	32	-1.9
City Subway/Tram/Bus	26	27	1.5
Air Travel between U.S. Cities	23	23	0.0
Rented Auto	22	21	-1.5
Auto, Private or Company	17	17	0.0
Ferry/River Taxi/Srt Scenic Cruise	6	5	-0.4
Railroad between Cities	6	5	-0.6
Rented Bicycle/Motorcycle/Moped	4	4	-0.1
Cruise Ship/River Boat 1+ Nights	0.6	0.9	0.3
Motor Home/Camper	0	0	0.1

Select Traveler Characteristics

Traveler Characteristics	2014	2015	Change ⁽³⁾
Advance Trip Decision Time (mean days)	79	83	4.0
Advance Trip Decision Time (median days)	60	60	0.0
Prepaid Package	50	47	-3.2
First International Trip to the U.S.	22	25	3.4
Length of Stay in U.S. (mean nights)	7.7	7.0	-0.7
Length of Stay in U.S. (median nights)	4	4	0.0
Number of States Visited (% 1 state)	90	89	-0.9
Average Number of States Visited	1.1	1.2	0.1
Hotel/Motel (% 1+ nights)	94	93	-1.4
Average # of Nights in Hotel/Motel	5.6	5.6	0.0
Travel Party Size (mean # of persons)	2.0	2.0	0.0
Gender: % Male (among adults)	57	56	-0.4
Household Income (mean average)	\$97,727	\$84,669	-\$13,058
Household Income (median average)	\$78,080	\$66,800	-\$11,280
Average Age: Female (among adults)	38	36	-2.0
Average Age: Male (among adults)	44	44	-0.5

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

Visitation to U.S. Destinations/Regions ⁽³⁾ (Multiple Responses)	Market Share 2014 (Percent)	Volume 2014 ^r (000)	Market Share 2015 (Percent)	Volume 2015 ¹ (000)
Regions				
Pacific Islands	65.20	2,360	61.62	2,316
Pacific	16.20	586	17.41	654
Middle Atlantic	9.52	345	9.88	371
South Atlantic	6.08	220	6.50	244
Mountain	**	**	4.78	180
East North Central	4.59	166	4.65	175
States				
Hawaii	39.45	1,428	35.94	1,351
Guam	21.52	779	21.19	796
California	14.68	531	15.65	588
New York	8.37	303	8.84	332
Illinois	2.81	102	**	**
Cities				
Honolulu Oahu	39.45	1,428	35.94	1,351
New York City	8.04	291	8.37	315
Los Angeles	6.94	251	7.72	290
Chicago	2.70	98	**	**



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- (1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.
- (2) 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).

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>
- (3) Percentage-point and percentage changes are based on non-rounded data.
- (4) 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.
- (n/a) Not available.
- (**) Estimate not shown due to sample size fewer than 400 for this year.
- (r) Estimate was revised.
- (p) Estimate is preliminary and subject to revision.

Note: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 37 travel attributes 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? NTTO sells custom reports. To learn more, visit: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis

Publication Date: July 2016

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.

Survey of International Air Travelers: Table Number and Description

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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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