

	A	B	C	D	E	F	G	H	I	J	K
1	JAPAN Profile										
2	Arrivals to the U.S.										
3											
4	TRENDS IN ARRIVALS (in thousands)										
5	Year		2009	2010	2011	2012	2013	2014	2015 ¹	2016	Change 2016 / 2009
6	Arrivals		2,918	3,386	3,250	3,698	3,730	3,620	3,758	3,577	659
7		% Change	-10	16	-4	14	1	-3	4	-5	23
8											
9	TRENDS IN RECEIPTS (in millions)										
10	Year		2009	2010	2011	2012	2013	2014 ^f	2015 ^f	2016 ^f	Change 2016 / 2009
11	Total Travel & Tourism Exports ²		\$12,636	\$14,529	\$14,591	\$17,063	\$16,984	\$17,331	\$17,660	\$16,613	\$3,977
12	Travel Receipts (at U.S. destinations)		\$9,082	\$10,222	\$9,977	\$11,835	\$11,545	\$11,220	\$11,660	\$10,887	\$1,805
13	Education Receipts		\$800	\$709	\$640	\$617	\$597	\$605	\$609	\$636	-\$164
14	Other Business/Personal Receipts		\$8,193	\$9,434	\$9,254	\$11,132	\$10,858	\$10,521	\$10,954	\$10,151	\$1,958
15	Health/Border/Seasonal		\$89	\$79	\$83	\$86	\$90	\$94	\$97	\$100	\$11
16	Passenger Fare Receipts (on U.S. carriers)		\$3,554	\$4,307	\$4,614	\$5,228	\$5,439	\$6,111	\$6,000	\$5,726	\$2,172
17		% Change in Total Receipts	-14	15	0	17	0	2	2	-6	31
18											
19	SELECTED TRAVELER CHARACTERISTICS (by percentage point change)										
20	Information Sources Used to Plan Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
21		Travel Agency Office	42	41	-0.4						
22		Airlines	30	26	-4.2						
23		Online Travel Agency	23	22	-1.7						
24		Travel Guides	15	15	0.4						
25		Personal Recommendation	13	12	-1.0						
26		Corporate Travel Dept.	7	7	0.1						
27		Tour Operator/Travel Club	5	4	-0.9						
28		National/State/City Travel Office	3	2	-1.2						
29		Other	4	5	0.1						
30											
31	Main Purpose of Trip		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
32		Vacation/Holiday	69	71	2.4						
33		Business	13	12	-1.1						
34		Visit Friends/Relatives	9	8	-0.8						
35		Convention/Conference/Trade Show	7	6	-1.2						
36		Education	2	2	0.2						
37		Religion/Pilgrimages	0.1	1	0.4						
38		Health Treatment	0.1	0.1	0.0						
39		Other	0.2	0.3	0.1						
40											
41	Purpose of Trip (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
42		Vacation/Holiday	72	76	3.4						
43		Business	16	15	-1.7						
44		Visit Friends/Relatives	14	12	-1.4						
45		Convention/Conference/Trade Show	9	8	-1.4						
46		Education	4	3	-0.4						
47		Religion/Pilgrimages	0.2	1	0.5						
48		Health Treatment	0.3	0.1	-0.2						
49		Other	1	0.3	-0.2						
50											
51	Net Purposes of Trip:										
52		Leisure & VFR	79	81	2.5						
53		Business & Convention	23	20	-2.9						
54											

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55	Transportation Types Used in U.S.: (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
56		Taxicab/Limousine	41	39	-2.4						
57		Bus between Cities	32	36	4.0						
58		City Subway/Tram/Bus	27	25	-2.2						
59		Air Travel between U.S. Cities	23	23	0.0						
60		Rented Auto	21	18	-2.5						
61		Auto, Private or Company	17	16	-1.1						
62		Ride-Sharing Service	-	9	-						
63	Transportation Types Used in U.S.: (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
64		Railroad between Cities	5	5	0.1						
65		Ferry/River Taxi/Short Scenic Cruise	5	5	-0.5						
66		Rented Bicycle/Motorcycle/Moped	4	4	0.3						
67		Cruise Ship/River Boat 1+ Nights	1	1	-0.2						
68		Motor Home/Camper	0.3	0.2	-0.1						
69	Activity Participation While Within U.S. (multiple response)		2015 (Percent)	2016 (Percent)	% Point Change ³ (Points)						
70		Sightseeing	85	87	1.8						
71		Shopping	85	83	-1.1						
72		Experience Fine Dining	39	25	-14.5						
73		Guided Tours	20	22	2.1						
74		Water Sports	24	20	-3.9						
75		National Parks/Monuments	12	12	-0.4						
76		Amusement/Theme Parks	10	12	1.4						
77		Historical Locations	11	12	0.9						
78		Small Towns/Countryside	11	10	-0.9						
79		Art Gallery/Museum	9	8	-0.3						
80		Concert/Play/Musical	8	8	-0.2						
81		Cultural / Ethnic Heritage Sites	8	6	-1.8						
82		Sporting Event	6	5	-0.8						
83		Nightclubbing/Dancing	7	5	-1.4						
84		Golfing/Tennis	5	5	0.0						
85		Camping/Hiking	2	2	0.0						
86		Casinos/Gamble	3	2	-0.5						
87		Environ./Eco. Excursions	1	1	-0.3						
88		American Indian Communities	1	1	0.0						
89		Hunting/Fishing	0.4	0.3	-0.1						
90		Snow Sports	0.2	0.2	0.0						
91		Other	1	1	0.0						
92											
93	SELECTED TRAVELER CHARACTERISTICS		2015 (Percent)	2016 (Percent)	Change						
94		Advance Trip Decision Time (mean days)	83	90	7.3						
95		Advance Trip Decision Time (median days)	60	60	0.0						
96		Prepaid Package	47	52	4.5						
97		First International Trip to the U.S.	25	24	-0.7						
98		Length of Stay in U.S. (mean nights)	7.0	7.3	0.3						
99		Length of Stay in U.S. (median nights)	4	4	0.0						
100		Number of States Visited (% 1 state)	89	91	2.2						
101		Average Number of States Visited	1.2	1.1	-0.1						
102		Hotel/Motel (% 1+ nights)	93	94	1.2						
103		Average # of Nights in Hotel/Motel	5.6	6.0	0.4						
104		Travel Party Size (mean # of persons)	2.0	2.0	0.0						
105		Gender: % Male (among adults)	56	54	-2.0						
106		Household Income (mean average)	\$ 84,669	\$ 88,861	\$4,192						
107		Household Income (median average)	\$ 66,800	\$ 70,875	\$4,075						
108		Average Age: Female (among adults)	36	38	1.9						
109		Average Age: Male (among adults)	44	44	-0.3						
110											

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3											
	VISITATION TO U.S. DESTINATIONS ⁴ (multiple response)		Market Share 2015 (Percent)	Volume 2015 (000s)	Market Share 2016 (Percent)	Volume 2016 ¹ (000s)					
111											
112											
113	Regions										
114	Pacific Islands		61.62	2,316	63.98	2,289					
115	Pacific		17.41	654	16.14	577					
116	Middle Atlantic		9.88	371	9.17	328					
117	South Atlantic		6.50	244	5.59	200					
118	East North Central		4.65	175	4.54	162					
119	Mountain		4.78	180	4.46	160					
120	States										
121	Hawaii		40.45	1,520	43.21	1,546					
122	Guam		21.19	796	20.86	746					
123	California		15.65	588	15.12	541					
124	New York		8.84	332	8.26	295					
125											
	VISITATION TO U.S. DESTINATIONS ⁴ (multiple response)		Market Share 2015 (Percent)	Volume 2015 (000s)	Market Share 2016 (Percent)	Volume 2016 ¹ (000s)					
126											
127	Cities										
128	Honolulu Oahu		35.94	1,351	35.76	1,279					
129	New York City		8.37	315	8.24	295					
130	Los Angeles		7.72	290	7.57	271					
131											
132	Notes:										
133	(1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.										
134	(2) <i>Total Travel & Tourism Exports</i> = 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).										
135	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										
136											
137	(3) Percentage-point and percentage changes are based on non-rounded data.										
138											
139	(4) Only census region, state, and city destinations having a sample size of 400 or more are displayed.										
140											
141	(-) No estimate available.										
142											
143	(n/a) Estimate not yet available.										
144											
145	(**) Estimate not shown due to sample size fewer than 400 for this year.										
146											
147	(r) Estimate was revised.										
148											
149	(p) Estimate is preliminary and subject to revision.										
150											
151	Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S.										
152	Additional information may be obtained for a fee. To learn more, please visit our website: http://travel.trade.gov/research/index.html										
153	For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html										
154											
155	Interested in data for your destination? The NTTO sells custom reports. To learn more, go to:										
156	http://travel.trade.gov/research/reports/ifs/customized.asp										
157											
158	Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis										
159											
160	Publication Date: November 2017										