SURVEY OF INTERNATIONAL AIR TRAVELERS

JAPANESE TRAVELERS TO THE U.S.
January – December 2012

INTERNATIONAL
TRADE
ADMINISTRATION

UNITED STATES DEPARTMENT OF COMMERCE
International Trade Administration
Office of Travel and Tourism Industries
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ITA, OFFICE OF TRAVEL AND TOURISM INDUSTRIES
SURVEY OF INTERNATIONAL AIR TRAVELERS
JAPANESE TRAVELERS TO THE UNITED STATES
January – December 2012
USER'S GUIDE

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EXPLANATION OF SYMBOLS IN TABLES

(-) Represents "0" or less than one-tenth of one percent.

(*) Denotes that respondents answering this question may have given more than one response. As such, percentages in these tables will not add to 100.

Note

Starting in 1993, expanded estimates, based on Immigration and Naturalization Service I-94 Arrivals Data, are provided for users who need to know how many travelers are represented in the report Cross-tabs. Estimates are reported at the end of Table 1 for each of the Cross-tabulations.

To convert any of the percentage figures into numbers of travelers: Use the expanded estimate total for the Cross Tab and multiply it by the percentage figure within the table. This will represent the expanded estimate for that traveler type.

Please note these are estimates and should be used as guidelines rather than absolute values. When calculating the size of a target market always round the total to the nearest thousand; the survey estimates are not precise enough to carry out to the last three digits.

For Tables and Banner points with fewer than 125 respondents, estimates should be treated with extreme caution.

If you have any questions on how to use this data, please contact ITA, Office of Travel and Tourism Industries at (202) 482-0140.

CROSS-TAB 1

ALL JAPANESE, FREQUENCY OF VISIT, PURPOSE OF TRIP[1], HOTEL/MOTEL, TRANSPORTATION, PACKAGE

[1] "Leisure" refers to travelers reporting "Leisure/Recreation/Holidays/Sightseeing" and "Visit Friends/Relatives" as a purpose of trip

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Conven-tion	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 1 - Q3a. Where do you live (Country of Residence)?** (%) (Number of Respondents)	(6,699)	(1,056)	(4,578)	(1,527)	(903)	(4,279)	(3,669)	(4,990)	(1,816)	(1,175)	(2,196)	(4,265)
ASIA	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Japan	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Air Visitors (est. 000s)	(3,616)	(857)	(2,759)	(448)	(260)	(3,019)	(2,788)	(3,403)	(803)	(759)	(1,833)	(1,783)
All Mode Visitors (est. 000s)	(3,698)	(876)	(2,822)	(459)	(266)	(3,088)	(2,851)	(3,480)	(821)	(777)	(1,875)	(1,823)

**All data tables in this report were weighted by U.S. Department of Homeland Security I-94 air arrivals. Further, I-94 air arrivals by country of residence and U.S. airport of arrival were used to realign missing responses. Refer to page x for additional information.

*Denotes Small Sample.

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Conven-tion	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 2 - Q6a. How did you obtain the information used for planning this trip?** (%) (Number of Respondents)	(6,482)	(1,013)	(4,469)	(1,481)	(885)	(4,186)	(3,603)	(4,886)	(1,765)	(1,151)	(2,142)	(4,147)
Airline	27.6	18.1	30.8	33.3	44.3	26.4	25.7	27.2	35.4	38.6	16.2	39.1
Corporate Travel Department	6.3	4.3	7.0	12.5	9.9	5.5	5.4	6.5	7.0	10.0	5.5	7.3
National/State/City Travel Office	3.8	2.6	4.4	1.9	4.3	3.9	3.8	4.0	4.4	5.9	3.1	4.7
Online Travel Agency	23.9	19.6	26.0	10.5	18.1	27.2	27.7	25.0	21.8	30.8	26.2	21.8
Personal Recommendation	11.5	12.5	11.5	7.9	9.7	12.4	11.2	10.7	13.1	15.2	6.8	16.1
Tour Operator/Travel Club	5.3	4.8	4.7	4.5	3.9	5.2	5.3	5.1	3.7	4.4	5.7	4.6
Travel Agency Office	43.3	55.9	39.7	49.4	42.7	42.7	43.6	44.0	44.8	30.5	51.9	35.4
Travel Guide	16.9	17.8	16.7	5.8	10.3	18.8	19.6	18.3	15.7	20.6	17.8	16.4
Other	4.8	3.4	5.2	6.8	6.2	4.1	4.1	4.9	4.7	4.9	3.5	6.3

** Multiple Response.

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Conven-tion	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 3 - Q7a. How many days prior to departure did you make the decision to travel? (%) (Number of Respondents)	(6,432)	(992)	(4,447)	(1,473)	(883)	(4,158)	(3,575)	(4,855)	(1,756)	(1,133)	(2,113)	(4,130)
Same Day	0.1	0.4	-	0.1	-	0.1	0.1	0.1	-	-	0.2	-
1 - 3 Days	1.1	0.8	1.3	5.2	0.9	0.5	0.4	1.0	1.6	1.1	0.4	1.7
4 - 7 Days	3.3	1.5	3.8	10.1	3.4	2.3	2.1	3.3	5.4	5.6	1.5	4.9
8 - 14 Days	5.5	4.0	5.8	19.4	7.3	3.9	3.8	5.4	7.2	7.2	3.4	7.7
15 - 30 Days	23.5	22.9	23.3	37.5	23.4	21.8	21.9	22.7	21.5	21.2	21.7	25.6
31 - 60 Days	30.4	35.0	29.5	18.3	30.1	32.5	32.7	29.2	24.2	21.5	37.7	23.0
61 - 90 Days	18.0	18.4	17.8	5.7	17.5	19.8	19.8	19.1	18.7	18.2	18.9	16.9
91 - 120 Days	7.1	7.6	6.9	2.2	8.1	7.3	7.3	7.4	6.1	8.0	7.4	6.7
121 - 180 Days	7.1	6.5	7.1	0.9	6.4	7.7	7.7	7.3	10.2	9.9	6.4	8.0
181 or More Days	3.9	2.9	4.6	0.6	3.0	4.1	4.2	4.5	5.0	7.3	2.5	5.4
Mean No. of Days	(71.8)	(69.6)	(73.5)	(33.4)	(67.7)	(75.5)	(76.0)	(74.4)	(75.8)	(83.6)	(70.0)	(73.6)
Median No. of Days	(60.0)	(60.0)	(60.0)	(25.0)	(60.0)	(60.0)	(60.0)	(60.0)	(60.0)	(60.0)	(60.0)	(60.0)
TABLE 4 - Q7b. How many days prior to departure did you make air travel reservations? (%) (Number of Respondents)	(5,903)	(857)	(4,175)	(1,449)	(866)	(3,745)	(3,180)	(4,482)	(1,643)	(1,101)	(1,742)	(3,997)
Same Day	0.2	0.1	0.2	0.1	-	0.2	0.2	0.2	0.3	0.3	0.3	0.1
1 - 3 Days	2.4	3.0	2.4	8.1	2.2	1.5	1.2	2.2	3.2	2.3	1.2	3.2
4 - 7 Days	5.8	3.6	6.5	18.6	5.9	3.9	3.7	5.3	9.2	9.2	2.6	8.6
8 - 14 Days	8.3	7.4	8.7	23.8	14.0	6.4	6.4	8.6	9.8	7.7	5.9	10.6
15 - 30 Days	33.4	36.8	32.6	33.8	36.0	33.2	33.0	31.9	29.2	26.9	36.1	31.2
31 - 60 Days	26.7	30.7	25.3	11.1	26.4	29.6	29.8	27.2	23.7	23.6	32.2	22.0
61 - 90 Days	12.9	11.0	13.4	2.5	9.4	14.3	14.2	13.1	14.4	13.9	13.9	11.8
91 - 120 Days	4.7	3.9	4.7	1.5	3.5	5.0	5.2	5.1	4.0	6.2	4.2	5.2
121 - 180 Days	4.2	3.4	4.4	0.4	2.0	4.5	4.7	4.7	4.4	7.0	3.3	5.1
181 or More Days	1.4	0.1	1.9	0.1	0.6	1.5	1.6	1.6	1.8	2.9	0.4	2.2
Mean No. of Days	(51.9)	(47.9)	(53.0)	(23.1)	(42.4)	(55.5)	(56.3)	(54.1)	(51.3)	(60.0)	(51.1)	(52.6)
Median No. of Days	(30.0)	(30.0)	(30.0)	(14.0)	(30.0)	(40.0)	(40.0)	(40.0)	(30.0)	(42.0)	(40.0)	(30.0)

*Denotes Small Sample.

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Convention	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 5 - Q9. How were airline reservations made for this trip?** (%)												
(Number of Respondents)	(6,573)	(1,022)	(4,522)	(1,514)	(898)	(4,225)	(3,625)	(4,928)	(1,776)	(1,163)	(2,152)	(4,219)
Directly with the Airline	15.8	9.7	18.1	14.0	22.7	16.0	15.2	15.5	19.6	22.9	6.2	25.3
Corporate Travel Department	5.0	3.3	6.0	27.7	14.8	1.3	1.2	5.2	9.3	7.0	1.3	8.8
Internet Booking Service	20.7	17.2	22.0	8.2	12.4	23.5	23.3	19.5	15.7	26.3	17.6	23.7
Tour Operator/Travel Club	6.6	6.9	5.9	5.2	2.1	6.9	7.3	6.6	3.9	6.7	9.2	3.9
Travel Agency Office	53.0	65.5	48.9	46.8	50.0	53.5	54.3	54.2	53.5	37.6	66.4	40.0
Other	1.5	2.7	1.1	1.4	0.4	1.3	1.1	1.3	1.6	1.7	1.2	1.8
** Multiple Response.												
TABLE 6 - Q10a. How far in advance was payment made for your international air tickets? (%)												
(Number of Respondents)	(5,801)	(898)	(4,025)	(1,181)	(778)	(3,926)	(3,376)	(4,432)	(1,538)	(1,033)	(1,971)	(3,677)
Same Day	0.3	0.1	0.4	0.3	1.4	0.1	0.1	0.3	0.6	0.2	0.3	0.3
1 - 3 Days	3.5	2.5	4.1	18.9	5.8	1.7	1.5	3.6	5.9	5.8	1.4	5.6
4 - 7 Days	9.5	10.9	8.8	27.8	15.7	7.4	7.4	9.3	13.7	11.4	7.3	11.5
8 - 14 Days	14.3	17.3	13.1	20.0	14.8	13.7	13.9	14.4	13.0	10.4	14.4	14.2
15 - 30 Days	43.7	51.2	42.2	22.7	31.5	46.5	47.0	43.1	34.3	34.1	53.2	34.0
31 - 60 Days	16.5	13.6	16.8	5.4	20.1	17.7	17.5	16.1	17.1	16.7	16.8	16.1
61 - 90 Days	7.2	3.0	8.4	2.8	6.9	7.6	7.3	7.6	8.7	11.4	5.1	9.4
91 - 120 Days	2.0	0.9	2.4	1.6	1.5	1.9	1.8	2.2	3.5	2.8	0.7	3.4
121 - 180 Days	2.2	0.3	2.7	0.4	1.5	2.5	2.5	2.4	2.4	4.9	0.8	3.8
181 or More Days	0.8	0.2	1.1	0.1	0.6	0.9	1.0	0.9	0.9	2.2	-	1.7
Mean No. of Days	(38.3)	(29.6)	(41.0)	(19.0)	(35.3)	(40.3)	(40.2)	(39.2)	(40.0)	(48.1)	(32.9)	(44.2)
Median No. of Days	(30.0)	(30.0)	(30.0)	(10.0)	(30.0)	(30.0)	(30.0)	(30.0)	(30.0)	(30.0)	(30.0)	(30.0)

*Denotes Small Sample.

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Conven-tion	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 7 - Q18a./b. Is this trip part of a prepaid, inclusive tour package?** (%) (Number of Respondents)	(6,461)	(1,020)	(4,485)	(1,488)	(886)	(4,153)	(3,573)	(4,933)	(1,787)	(1,164)	(2,196)	(4,265)
Yes, Airfare and Accommodation***	50.7	69.3	44.2	9.0	13.2	57.4	60.7	53.0	27.5	26.1	100.0	-
Airfare and Accommodation Only	26.2	27.8	24.1	4.2	7.1	29.9	31.5	26.6	11.0	14.4	51.7	-
Attractions/Events/Entertainment	7.8	14.8	6.0	1.3	2.6	8.6	9.2	8.3	6.7	1.7	15.4	-
Bus/Coach	15.9	28.1	12.9	3.4	4.2	17.7	18.8	16.7	8.7	5.1	31.4	-
Cruise	3.0	6.0	2.2	-	-	3.4	3.6	3.3	1.9	0.6	5.9	-
Guided Tours	6.2	12.0	5.0	1.0	1.8	7.0	7.5	6.7	6.1	1.9	12.3	-
Meals	8.9	13.9	7.6	1.9	4.3	9.8	10.4	10.1	8.6	3.5	17.5	-
Rail Tickets	0.9	0.8	0.9	0.2	0.2	1.0	1.0	1.0	1.6	0.2	1.8	-
Recreation	1.4	2.4	1.2	0.2	0.7	1.6	1.7	1.6	1.9	0.2	2.8	-
Rental Car	1.1	0.4	1.1	0.6	0.3	1.4	1.5	1.4	2.0	4.8	2.2	-
Tour Guide for Entire Trip	1.5	1.5	1.4	0.5	0.8	1.5	1.6	1.6	3.4	0.5	3.0	-
No	49.3	30.7	55.8	91.0	86.8	42.6	39.3	47.0	72.5	73.9	-	100.0

** Percentages based on total number of respondents.
*** Multiple Response. Must include airfare and accommodation and may include others.

TABLE 8 - Q12a./b. Before you left home, did you make reservations for lodging, if so, how?** (%) (Number of Respondents)	(6,381)	(980)	(4,422)	(1,489)	(873)	(4,105)	(3,522)	(4,816)	(1,744)	(1,143)	(2,081)	(4,109)
Yes, Booked through***	83.2	85.6	82.1	77.9	84.1	84.0	86.5	87.8	81.1	85.7	89.4	77.7
The Lodging Establish. Directly	10.0	3.1	12.8	16.9	18.9	8.7	8.6	10.8	16.1	21.4	1.1	19.0
Corporate Travel Department	4.8	2.5	6.0	25.8	12.5	1.7	1.5	5.2	9.9	8.0	1.2	8.6
Internet Booking Service	19.6	13.1	21.9	16.4	33.3	20.5	20.6	20.4	25.3	29.8	12.2	26.9
The Airline	2.6	3.1	2.4	0.4	0.8	2.7	2.8	2.6	1.5	1.8	3.7	1.5
Tour Operator/Travel Club	6.2	6.8	5.4	2.4	2.1	6.8	7.3	6.4	3.5	4.9	9.3	3.2
Travel Agency Office	40.3	56.8	34.0	17.4	19.9	44.2	46.3	42.8	27.0	20.7	62.1	18.7
Other	2.0	1.1	2.4	2.7	3.4	1.6	1.3	2.2	2.7	3.4	1.0	3.1
No	16.8	14.4	17.9	22.1	15.9	16.0	13.5	12.2	18.9	14.3	10.6	22.3

** Percentages based on total number of respondents.
*** Multiple Response.

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Conven-tion	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 9 - Q11. Was travel insurance purchased for this trip? (%)												
(Number of Respondents)	(6,352)	(978)	(4,387)	(1,403)	(852)	(4,142)	(3,558)	(4,776)	(1,710)	(1,115)	(2,122)	(4,026)
Yes	60.4	74.5	55.6	48.6	47.7	61.8	62.3	61.0	58.6	55.7	67.2	52.8
No	39.6	25.5	44.4	51.4	52.3	38.2	37.7	39.0	41.4	44.3	32.8	47.2
TABLE 10 - Q14. With whom are you traveling now?** (%)												
(Number of Respondents)	(6,665)	(1,050)	(4,568)	(1,524)	(902)	(4,264)	(3,657)	(4,974)	(1,812)	(1,174)	(2,184)	(4,252)
Spouse/Partner	30.3	37.0	27.6	3.2	6.5	37.5	39.6	33.7	18.4	33.5	44.9	19.5
Family/Relatives	19.0	15.9	19.2	2.1	1.8	23.1	23.9	20.0	13.1	21.8	23.6	15.7
Business Associate(s)	6.0	3.9	7.2	24.8	20.2	1.9	1.8	6.6	11.4	8.8	1.9	9.3
Friend(s)	16.4	28.4	12.9	1.8	2.1	20.7	22.6	16.0	7.2	9.7	26.7	8.8
Tour Group	0.6	0.5	0.6	0.1	0.4	0.6	0.7	0.5	1.1	0.2	0.8	0.5
Traveling Alone	35.0	18.3	40.1	69.4	70.2	25.1	20.5	31.1	53.0	36.8	11.1	52.3
** Multiple Response.												
TABLE 11 - Q15. Including yourself, how many adults and/or children are in your travel party? (%)												
(Number of Respondents)	(6,682)	(1,055)	(4,574)	(1,525)	(902)	(4,269)	(3,662)	(4,982)	(1,814)	(1,175)	(2,191)	(4,259)
Adults Only	87.6	90.9	87.0	97.8	98.0	85.2	84.6	87.4	90.3	83.1	86.0	88.7
Adults and Children	12.4	9.1	13.0	2.2	2.0	14.8	15.4	12.6	9.7	16.9	14.0	11.3
Mean Total Party Size	(2.0)	(2.2)	(1.9)	(1.5)	(1.5)	(2.1)	(2.2)	(2.0)	(1.7)	(2.1)	(2.3)	(1.8)
Median Total Party Size	(2.0)	(2.0)	(2.0)	(1.0)	(1.0)	(2.0)	(2.0)	(2.0)	(1.0)	(2.0)	(2.0)	(1.0)
Adults Only												
(Number of Respondents)	(5,944)	(972)	(4,061)	(1,503)	(886)	(3,646)	(3,105)	(4,438)	(1,653)	(987)	(1,914)	(3,827)
One	39.8	20.1	46.0	70.9	71.6	29.4	24.2	35.6	58.6	44.3	12.8	58.9
Two	50.1	67.1	44.7	20.0	19.4	59.9	64.4	53.6	32.8	45.3	74.4	33.0
Three	5.4	5.7	5.5	5.2	5.2	5.9	6.2	5.8	4.8	5.9	6.6	4.6
Four or More	4.7	7.1	3.8	3.9	3.9	4.8	5.2	5.0	3.8	4.5	6.2	3.5
Mean Adult Party Size	(1.8)	(2.0)	(1.7)	(1.4)	(1.4)	(1.9)	(1.9)	(1.8)	(1.6)	(1.7)	(2.1)	(1.5)
Median Adult Party Size	(2.0)	(2.0)	(2.0)	(1.0)	(1.0)	(2.0)	(2.0)	(2.0)	(1.0)	(2.0)	(2.0)	(1.0)
Adults and Children												
(Number of Respondents)	(738)	(83)	(513)	(22)	(16)	(623)	(557)	(544)	(161)	(188)	(277)	(432)
Mean Party Size	(3.5)	(3.3)	(3.6)	(3.1)	(4.0)	(3.6)	(3.6)	(3.6)	(3.4)	(3.8)	(3.6)	(3.6)
Median Party Size	(3.0)	(3.0)	(3.0)	(3.0)	(4.0)	(3.0)	(3.0)	(3.0)	(3.0)	(4.0)	(3.0)	(3.0)

*Denotes Small Sample.

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Conven-tion	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 12 - Q13a. What was the main purpose of your trip? (%) (Number of Respondents)	(6,119)	(961)	(4,231)	(1,395)	(834)	(4,184)	(3,594)	(4,632)	(1,663)	(1,088)	(2,024)	(3,919)
Business**	10.3	5.0	12.8	88.6	11.2	1.4	1.1	10.6	20.0	17.3	1.8	18.9
Convention/Conference/Trade Show	5.6	2.2	7.1	7.4	81.3	1.5	1.1	6.1	13.3	4.8	1.7	9.7
Education	2.1	1.2	2.4	0.4	0.8	0.8	0.4	1.7	4.6	1.6	1.0	3.1
Health Treatment	0.2	0.2	0.1	-	-	-	-	0.2	0.1	-	0.1	0.3
Vacation/Holiday	72.0	83.1	66.9	2.4	4.7	85.6	92.6	74.3	49.2	67.2	91.0	52.8
Religion/Pilgrimage	0.2	0.2	0.3	0.1	-	0.1	0.1	0.3	0.2	0.2	0.3	0.2
Visit Friends/Relatives	8.8	7.5	9.7	0.9	1.6	10.4	4.5	5.9	11.5	8.1	3.7	13.8
Other	0.9	0.6	0.7	0.2	0.4	0.1	0.1	0.8	1.1	0.8	0.6	1.2
TABLE 13 - Q13a./b. All purpose(s) of trip.*** (%) (Number of Respondents)	(6,333)	(979)	(4,394)	(1,527)	(903)	(4,279)	(3,669)	(4,780)	(1,758)	(1,146)	(2,052)	(4,096)
Business**	12.4	5.8	15.5	100.0	28.0	2.1	1.6	12.9	24.5	20.1	2.2	22.5
Convention/Conference/Trade Show	7.2	2.6	9.3	16.2	100.0	2.2	1.6	7.9	17.9	8.1	1.9	12.6
Education	3.3	1.7	4.0	1.9	4.4	2.0	1.6	3.0	6.9	4.4	1.7	5.0
Health Treatment	0.5	0.6	0.4	0.1	-	0.4	0.3	0.6	0.6	0.7	0.4	0.5
Vacation/Holiday	77.1	86.6	73.0	10.2	17.4	92.4	100.0	78.9	59.2	73.4	93.7	61.0
Religion/Pilgrimage	0.5	0.8	0.5	0.2	0.2	0.4	0.4	0.5	0.7	0.5	0.6	0.4
Visit Friends/Relatives	14.1	9.9	15.9	5.8	10.3	16.9	10.1	11.3	21.0	15.2	5.7	22.4
Other	1.3	0.6	1.2	0.9	1.1	0.5	0.4	1.2	1.6	1.1	0.8	1.8
NET PURPOSES OF TRIP:												
BUSINESS/PROFESSIONAL	17.6	7.9	22.1	100.0	100.0	4.1	3.1	18.5	37.0	25.3	3.8	31.3
VACATION/HOLIDAY & VFR	83.5	92.0	80.0	14.2	25.5	100.0	100.0	83.2	66.2	79.1	95.7	71.4

** Includes: Visit customer, Visit supplier, Sales/marketing, and/or Internal company meeting.
*** Multiple Response.

*Denotes Small Sample.

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Convention	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 14 - Q17. Type of accommodation in the U.S. and number of nights stayed.** (%)												
(Number of Respondents)	(5,476)	(812)	(3,930)	(1,311)	(800)	(3,530)	(3,035)	(4,990)	(1,626)	(1,036)	(1,830)	(3,573)
Hotel or Motel, etc.	94.1	97.2	92.7	95.3	96.9	93.8	96.0	100.0	91.1	95.6	99.2	89.1
Mean No. of Nights	(5.5)	(4.2)	(6.1)	(8.0)	(6.1)	(4.8)	(4.8)	(5.5)	(8.1)	(8.4)	(4.2)	(7.1)
Median No. of Nights	(4.0)	(4.0)	(4.0)	(4.0)	(5.0)	(4.0)	(4.0)	(4.0)	(5.0)	(5.0)	(4.0)	(5.0)
Private Home	8.3	3.6	10.2	4.0	4.5	9.0	5.8	3.4	16.2	9.7	0.8	15.6
Mean No. of Nights	(23.6)	(25.4)	(22.7)	(26.4)	(4.3)	(18.3)	(13.9)	(25.6)	(31.4)	(15.1)	(24.7)	(23.8)
Median No. of Nights	(8.0)	(8.0)	(8.0)	(10.0)	(3.0)	(8.0)	(8.0)	(5.0)	(8.0)	(6.0)	(27.0)	(8.0)
Other	1.6	1.0	1.9	2.7	2.6	1.3	1.2	0.6	3.5	1.3	0.7	2.5
Mean No. of Nights	(8.7)	(3.5)	(10.0)	(5.4)	(4.8)	(3.6)	(3.3)	(2.7)	(12.1)	(4.7)	(3.2)	(10.2)
Median No. of Nights	(3.0)	(3.0)	(3.0)	(5.0)	(4.0)	(3.0)	(3.0)	(2.0)	(3.0)	(3.0)	(3.0)	(3.0)

** Multiple Response.

TABLE 15 - Q16a. How many nights in the U.S.A. have you spent on this trip? (%)												
(Number of Respondents)	(6,688)	(1,055)	(4,571)	(1,526)	(903)	(4,274)	(3,666)	(4,987)	(1,815)	(1,174)	(2,193)	(4,260)
1 - 3 Nights	30.4	42.8	26.3	30.9	20.0	30.2	31.4	29.2	15.4	12.4	40.3	21.1
4 - 7 Nights	52.8	50.7	53.5	37.9	56.3	54.9	55.9	56.7	49.8	57.0	55.7	49.7
8 - 10 Nights	6.9	3.0	8.2	14.2	11.5	6.5	6.1	6.8	13.3	13.4	2.5	11.6
11 - 14 Nights	4.0	1.2	5.1	5.8	8.5	3.9	3.2	3.0	10.1	6.4	0.4	7.3
15 - 21 Nights	2.4	1.0	2.5	4.9	2.1	2.1	1.7	1.9	4.4	4.6	0.4	4.1
22 - 28 Nights	0.8	0.3	1.0	1.7	0.4	0.6	0.4	0.6	1.3	1.3	0.2	1.4
29 - 35 Nights	0.7	0.3	0.8	1.1	0.1	0.5	0.4	0.4	0.6	0.8	0.3	1.1
36 or More Nights	2.1	0.7	2.5	3.5	1.0	1.4	1.0	1.4	5.1	3.9	0.2	3.7
Mean No. of Nights	(7.4)	(5.5)	(8.2)	(9.1)	(7.1)	(6.3)	(5.6)	(6.7)	(13.4)	(10.1)	(4.3)	(10.5)
Median No. of Nights	(4.0)	(4.0)	(4.0)	(5.0)	(5.0)	(4.0)	(4.0)	(4.0)	(6.0)	(6.0)	(4.0)	(5.0)

TABLE 16 - Q16c. How many total nights away from home have you spent on this trip? (%)												
(Number of Respondents)	(6,351)	(996)	(4,379)	(1,472)	(878)	(4,071)	(3,505)	(4,810)	(1,753)	(1,135)	(2,081)	(4,073)
Mean No. of Nights	(8.0)	(5.9)	(8.8)	(10.1)	(7.9)	(6.8)	(6.0)	(7.1)	(14.3)	(10.7)	(4.6)	(11.3)
Median No. of Nights	(5.0)	(4.0)	(5.0)	(6.0)	(6.0)	(4.0)	(4.0)	(4.0)	(6.0)	(6.0)	(4.0)	(6.0)

	All Japanese	-Freq. of Visit- First	Repeat	-Purpose(s) of Trip- Business	Conven-tion	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation- Airlines in U.S.	Rental Car	-Package- Yes	No
TABLE 17 - Q30a. Was this your first trip by air to the United States? (%)												
(Number of Respondents)	(5,634)	(1,056)	(4,578)	(1,362)	(805)	(3,570)	(3,050)	(4,315)	(1,622)	(1,046)	(1,825)	(3,680)
Yes	23.7	100.0	-	10.1	7.7	25.4	26.0	22.7	11.9	9.8	32.6	14.5
No	76.3	-	100.0	89.9	92.3	74.6	74.0	77.3	88.1	90.2	67.4	85.5
TABLE 18 - Q30b. How many round trips by air have you made to the U.S. in the past 12 months? (%)												
(Number of Respondents)	(5,311)	(1,056)	(4,255)	(1,296)	(781)	(3,349)	(2,868)	(4,103)	(1,539)	(990)	(1,713)	(3,477)
1 Trip	64.9	100.0	53.1	37.6	41.8	69.5	70.4	64.3	54.7	52.5	77.6	52.1
2 - 3 Trips	26.9	-	36.1	36.0	42.5	25.3	24.6	27.3	33.1	35.1	18.7	35.5
4 - 5 Trips	4.6	-	6.1	14.6	8.8	2.7	2.6	4.7	7.4	5.9	2.3	6.7
6 - 10 Trips	3.3	-	4.4	10.4	6.3	2.4	2.4	3.5	4.4	6.1	1.4	5.3
11 or More Trips	0.2	-	0.3	1.5	0.7	-	-	0.2	0.4	0.5	-	0.4
Mean No. of Trips	(1.7)	(1.0)	(1.9)	(2.8)	(2.3)	(1.5)	(1.5)	(1.7)	(2.0)	(2.0)	(1.3)	(2.0)
Median No. of Trips	(1.0)	(1.0)	(1.0)	(2.0)	(2.0)	(1.0)	(1.0)	(1.0)	(1.0)	(1.0)	(1.0)	(1.0)

*Denotes Small Sample.

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Conven-tion	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 19 - Q3c./Q17. Number of states visited.** (%) (Number of Respondents)	(6,275)	(976)	(4,370)	(1,452)	(882)	(4,027)	(3,459)	(4,990)	(1,763)	(1,134)	(2,097)	(4,045)
1 State	87.9	92.7	85.6	68.9	66.1	90.4	91.5	87.4	61.9	80.3	94.7	81.1
2 States	8.6	6.1	9.7	18.8	23.5	7.4	6.8	8.8	23.5	12.6	4.4	12.6
3 States	2.1	0.8	2.7	7.5	5.4	1.3	1.1	2.2	8.6	4.2	0.6	3.7
4 States	0.8	0.3	1.1	3.0	2.8	0.6	0.4	0.9	3.2	1.8	0.3	1.4
5 or More States	0.6	0.1	0.9	1.9	2.2	0.4	0.2	0.7	2.8	1.1	-	1.2
Mean No. of States	(1.1)	(1.0)	(1.2)	(1.5)	(1.5)	(1.1)	(1.1)	(1.1)	(1.6)	(1.3)	(1.0)	(1.2)
Median No. of States	(1.0)	(1.0)	(1.0)	(1.0)	(1.0)	(1.0)	(1.0)	(1.0)	(1.0)	(1.0)	(1.0)	(1.0)
TABLE 20 - Q3c./Q17. Number of destinations visited.** (%) (Number of Respondents)	(6,275)	(976)	(4,370)	(1,452)	(882)	(4,027)	(3,459)	(4,990)	(1,763)	(1,134)	(2,097)	(4,045)
1 Destination	76.9	83.0	73.8	57.1	55.7	79.4	80.7	75.5	40.0	61.8	87.0	66.7
2 Destinations	13.3	12.2	14.2	21.3	26.6	11.9	11.5	14.2	29.4	17.2	8.6	17.8
3 Destinations	6.2	2.7	7.7	13.2	10.2	5.8	5.4	6.5	18.7	12.4	3.3	9.4
4 Destinations	1.9	1.3	2.4	4.5	4.6	1.5	1.2	2.0	6.7	4.5	0.5	3.3
5 Destinations	0.7	0.5	0.9	1.6	0.4	0.7	0.6	0.8	2.0	1.7	0.3	1.2
6 Destinations	0.6	0.3	0.8	1.4	2.1	0.5	0.3	0.7	2.7	1.3	0.1	1.1
7 Destinations	0.2	0.1	0.3	0.9	0.3	0.2	0.2	0.3	0.5	0.9	0.1	0.4
8 Destinations	-	-	-	-	-	-	-	-	0.1	0.1	-	-
Mean No. of Destinations	(1.3)	(1.2)	(1.4)	(1.7)	(1.7)	(1.3)	(1.3)	(1.4)	(2.1)	(1.7)	(1.1)	(1.5)
Median No. of Destinations	(1.0)	(1.0)	(1.0)	(1.0)	(1.0)	(1.0)	(1.0)	(1.0)	(2.0)	(1.0)	(1.0)	(1.0)

** Multiple Response. Maximum number is eight states/destinations.

*Denotes Small Sample.

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Convention	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 21 - Q21. What types of transportation were used on this trip?** (%) (Number of Respondents)	(5,768)	(901)	(4,177)	(1,394)	(833)	(3,676)	(3,139)	(4,479)	(1,816)	(1,175)	(1,835)	(3,853)
Air Travel between U.S. Cities	22.2	12.0	26.0	41.9	51.6	18.1	17.6	23.2	100.0	27.2	12.4	31.3
Auto, Private or Company	16.7	11.5	19.2	29.3	20.1	15.5	12.5	14.8	24.7	9.5	10.6	22.5
Bus between Cities	35.1	51.6	29.3	8.6	11.4	39.2	40.5	33.2	19.9	12.0	48.1	22.5
City Subway/Tram/Bus	26.3	26.8	26.4	21.5	35.3	26.7	26.7	27.0	27.1	12.6	26.0	26.7
Cruise Ship/River Boat 1+ Nights	0.6	0.1	0.7	0.4	0.2	0.8	0.8	0.7	1.3	0.6	0.5	0.8
Ferry/River Taxi/Srt Scenic Cruise	5.7	6.7	5.5	1.9	5.7	6.1	6.2	6.0	6.8	3.8	6.7	4.7
Motor Home/Camper	0.1	0.1	0.1	0.2	-	0.1	0.1	0.1	0.1	0.1	0.1	0.1
Railroad between Cities	5.3	4.0	6.1	6.9	7.5	5.4	4.8	5.1	8.4	2.7	4.0	6.5
Rented Auto	21.0	9.2	24.9	32.4	22.0	20.5	20.6	22.4	25.8	100.0	11.2	30.4
Rented Bicycle/Motorcycle/Moped	2.5	1.9	2.7	1.8	2.8	2.7	2.7	2.4	3.1	3.8	1.9	3.1
Taxicab/Limousine	38.5	34.5	40.7	50.4	62.1	35.8	35.9	41.2	46.3	25.2	32.7	44.1

** Multiple Response.

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Convention	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 22 - Q5b. What city or airport did you pass through U.S. Customs and Passport Control (Port of Entry)** (%) (Number of Respondents)	(6,699)	(1,056)	(4,578)	(1,527)	(903)	(4,279)	(3,669)	(4,990)	(1,816)	(1,175)	(2,196)	(4,265)
Agana, GU	25.2	42.1	19.9	3.5	0.5	29.4	31.5	22.9	3.6	8.1	42.2	9.3
Atlanta, GA	0.5	0.2	0.4	1.1	1.3	0.2	0.1	0.3	1.3	0.3	-	0.6
Boston, MA	0.7	-	1.1	2.0	4.0	0.6	0.5	0.8	2.9	0.2	0.4	1.1
Charlotte, NC	-	-	-	-	-	-	-	-	-	-	-	-
Chicago, IL	3.1	1.3	3.9	12.0	11.8	1.4	1.1	3.2	8.3	4.5	0.5	5.8
Dallas/Ft. Worth, TX	0.8	0.5	1.1	3.2	2.0	0.5	0.4	0.8	2.1	1.0	0.3	1.4
Denver, CO	-	-	-	-	-	-	-	-	-	-	-	-
Detroit, MI	1.7	1.3	1.8	6.6	1.6	1.2	1.1	1.1	3.6	1.9	0.1	3.5
Ft. Lauderdale, FL	-	-	-	-	-	-	-	-	-	-	-	-
Honolulu, HI	40.4	38.5	40.1	6.5	6.6	47.0	48.7	46.6	26.7	51.5	46.8	34.8
Houston, TX	0.4	0.1	0.3	1.0	0.2	0.3	0.3	0.3	1.4	0.6	-	0.8
Las Vegas, NV	0.3	0.2	0.1	-	0.2	0.1	0.1	0.1	0.2	-	0.1	-
Los Angeles, CA	8.5	5.5	10.3	24.9	23.2	5.5	4.5	8.3	15.5	13.3	3.2	14.0
Miami, FL	0.1	0.2	0.1	0.3	-	0.1	0.1	0.1	0.3	-	-	0.2
Minn./St. Paul, MN	0.4	0.2	0.6	-	2.0	0.2	0.1	0.3	1.5	0.6	0.1	0.7
New York, NY	4.7	3.7	5.5	10.0	9.3	3.9	3.3	4.5	4.2	1.3	1.9	7.8
Newark, NJ	0.5	0.2	0.6	1.2	2.1	0.5	0.4	0.3	0.5	-	0.2	0.9
Orlando, FL	-	-	-	-	-	-	-	-	0.1	-	-	-
Philadelphia, PA	-	-	-	0.1	0.1	-	-	-	-	-	-	-
San Francisco, CA	5.0	2.1	6.4	12.5	16.6	3.7	3.1	5.0	8.7	7.0	2.2	8.0
San Juan, PR	-	-	-	-	-	-	-	-	-	-	-	-
Sanford, FL	-	-	-	-	-	-	-	-	-	-	-	-
Seattle, WA	1.8	0.3	2.3	2.2	5.7	1.9	1.8	1.5	7.7	4.5	-	3.3
Washington, DC	1.2	0.6	1.6	3.1	5.8	0.7	0.6	1.2	2.8	1.1	0.3	2.0
All Other Airports/Cities	4.5	3.0	3.9	9.9	7.1	2.7	2.2	2.6	8.6	4.0	1.6	5.7

** Data from the U.S. Department of Homeland Security I-94 air arrival records were used to realign missing responses by country of residence and U.S. airport of arrival. Please refer to page x in the introduction for additional information.

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Convention	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 23 - Q3c. What was the main destination that you visited since you left home? (%) (Number of Respondents)	(5,147)	(846)	(3,526)	(1,049)	(663)	(3,443)	(2,996)	(4,022)	(1,104)	(843)	(1,889)	(3,149)
U.S. DESTINATIONS	99.2	99.9	98.9	96.9	99.1	99.5	99.5	99.5	98.2	99.5	99.8	98.5
NEW ENGLAND	0.7	0.1	1.0	1.3	3.3	0.5	0.4	0.7	3.3	0.4	0.1	1.3
Connecticut	0.1	-	0.1	0.2	0.1	0.1	-	0.1	-	0.1	-	0.2
Maine	-	-	-	-	-	-	-	-	-	-	-	-
Massachusetts	0.6	0.1	0.8	1.1	3.1	0.4	0.4	0.6	3.2	0.3	0.1	1.1
New Hampshire	-	-	-	-	-	-	-	-	-	-	-	-
Rhode Island	-	-	-	-	0.1	-	-	-	-	-	-	-
Vermont	-	-	-	-	-	-	-	-	-	-	-	-
MIDDLE ATLANTIC	6.0	4.4	6.8	15.8	16.0	4.8	3.9	5.2	7.1	1.4	2.2	10.5
New Jersey	0.3	0.2	0.4	1.7	0.5	0.1	0.1	0.2	0.2	0.1	-	0.5
New York	5.5	4.1	6.1	12.5	13.5	4.7	3.9	4.8	5.8	1.2	2.1	9.4
Pennsylvania	0.3	0.1	0.3	1.6	2.0	0.1	-	0.1	1.1	0.1	-	0.6
EAST NORTH CENTRAL	3.6	3.2	3.9	12.3	10.4	2.7	2.6	3.0	5.6	5.9	1.9	5.8
Illinois	2.4	2.6	2.5	5.7	8.4	2.1	2.1	2.3	2.3	3.4	1.8	3.2
Indiana	0.1	0.2	0.1	0.6	0.2	-	-	0.1	0.5	0.1	0.1	0.2
Michigan	0.8	0.4	0.8	3.7	0.6	0.5	0.5	0.3	1.7	1.8	-	1.7
Ohio	0.3	0.1	0.4	1.9	0.8	0.1	-	0.3	1.0	0.5	-	0.6
Wisconsin	0.1	-	0.1	0.3	0.4	-	-	0.1	0.1	0.2	-	0.1

Continued...

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Conven-tion	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 23 - Q3c. What was the main destination that you visited since you left home? (%)												
WEST NORTH CENTRAL	0.5	0.1	0.7	1.3	1.0	0.3	0.1	0.5	2.5	0.3	0.1	0.9
Iowa	0.2	-	0.3	0.1	-	0.2	-	0.2	1.2	-	-	0.4
Kansas	-	-	-	0.1	0.1	-	-	-	0.1	-	-	-
Minnesota	0.1	-	0.1	0.2	0.2	0.1	-	0.1	0.3	-	-	0.1
Missouri	0.1	-	0.1	0.8	-	-	-	0.1	0.5	0.1	-	0.2
Nebraska	0.1	-	0.1	0.1	-	0.1	0.1	0.1	0.2	0.1	0.1	0.1
North Dakota	-	-	-	-	0.1	-	-	-	-	-	-	-
South Dakota	-	-	0.1	-	0.7	-	-	-	0.2	-	-	0.1
SOUTH ATLANTIC	3.1	2.0	3.9	9.5	18.1	1.8	1.6	3.1	11.4	2.8	0.8	5.8
Delaware	-	-	-	-	-	-	-	-	-	-	-	-
Dist. of Columbia	0.8	0.3	1.1	1.7	5.9	0.4	0.3	0.9	1.7	0.8	0.2	1.5
Florida	1.2	0.8	1.4	1.9	5.5	1.0	1.0	1.2	5.9	1.2	0.5	1.9
Georgia	0.4	0.3	0.5	1.7	4.1	0.1	0.1	0.4	2.0	0.2	0.1	0.7
Maryland	0.2	-	0.3	0.7	1.3	0.1	-	0.2	0.3	0.2	-	0.4
North Carolina	0.3	0.4	0.3	2.4	0.6	0.1	-	0.4	0.7	0.1	-	0.7
South Carolina	0.1	-	0.1	0.3	0.2	-	-	-	0.2	0.1	-	0.1
Virginia	0.2	0.1	0.2	0.8	0.5	0.1	0.1	0.1	0.5	0.1	-	0.3
West Virginia	-	-	-	-	-	-	-	-	-	-	-	-
EAST SOUTH CENTRAL	0.3	0.6	0.3	2.4	0.2	-	-	0.3	1.0	0.5	-	0.6
Alabama	-	-	-	-	-	-	-	-	-	0.1	-	-
Kentucky	0.1	0.4	0.1	1.3	-	-	-	0.2	0.3	0.1	-	0.3
Mississippi	-	-	-	0.1	-	-	-	-	0.1	0.1	-	-
Tennessee	0.1	0.1	0.2	0.8	0.2	-	-	0.1	0.6	0.3	-	0.3

Continued...

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Conven-tion	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 23 - Q3c. What was the main destination that you visited since you left home? (%)												
WEST SOUTH CENTRAL	0.8	0.2	0.9	3.4	2.6	0.4	0.2	0.6	2.7	1.6	-	1.7
Arkansas	-	-	-	-	-	-	-	-	0.1	-	-	-
Louisiana	0.2	-	0.1	0.3	0.4	0.2	0.2	0.2	1.1	0.2	-	0.4
Oklahoma	-	-	0.1	0.4	-	-	-	-	0.2	0.1	-	0.1
Texas	0.5	0.2	0.8	2.7	2.1	0.2	0.1	0.4	1.4	1.3	-	1.2
MOUNTAIN	2.0	0.8	2.7	3.5	5.0	1.6	1.5	1.8	10.0	1.7	0.9	3.3
Arizona	0.3	-	0.4	1.8	0.4	0.1	-	0.3	1.4	0.5	-	0.6
Colorado	0.2	0.1	0.2	0.1	1.7	-	-	0.2	0.9	0.1	-	0.4
Idaho	0.4	-	0.6	-	-	0.5	0.5	-	2.5	-	-	0.9
Montana	-	0.1	-	-	-	-	-	-	0.2	0.1	-	-
Nevada	1.1	0.6	1.3	1.3	2.9	0.9	0.9	1.2	4.9	0.8	0.9	1.3
New Mexico	-	0.1	-	0.1	-	-	-	-	0.1	-	-	0.1
Utah	-	-	-	0.2	-	-	-	-	0.1	0.1	-	0.1
Wyoming	-	-	-	-	-	-	-	-	-	-	-	-
PACIFIC	10.5	5.9	12.9	35.2	34.4	7.1	5.7	10.0	15.3	16.9	3.6	18.3
Alaska	0.1	0.3	-	-	-	0.1	0.1	0.1	0.5	0.4	-	0.2
California	10.0	5.5	12.4	33.6	33.4	6.7	5.3	9.5	13.0	15.1	3.6	17.4
Oregon	0.1	-	0.2	0.7	0.2	-	-	0.1	0.6	0.3	-	0.3
Washington	0.2	0.1	0.3	0.9	0.8	0.2	0.2	0.3	1.3	1.0	-	0.5

Continued...

	All Japanese	-Freq. of Visit- First	Repeat	-Purpose(s) of Trip- Business	Convention	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation- Airlines in U.S.	Rental Car	-Package- Yes	No
TABLE 23 - Q3c. What was the main destination that you visited since you left home? (%)												
PACIFIC ISLANDS	71.8	82.7	65.8	12.2	8.3	80.3	83.4	74.2	39.3	68.0	90.3	50.2
Guam	27.7	42.8	22.1	4.3	0.7	30.9	32.8	24.3	5.1	9.0	42.5	10.7
Hawaiian Islands	44.0	40.0	43.7	7.9	7.6	49.4	50.6	49.9	34.2	58.9	47.8	39.5
American Samoa	-	-	-	-	-	-	-	-	-	-	-	-
N. Mariana Is.	-	-	-	-	-	-	-	-	-	-	-	-
Trust Territories	-	-	-	-	-	-	-	-	-	-	-	-
ATLANTIC ISLANDS	-	-	-	-	-	-	-	-	-	-	-	-
Puerto Rico	-	-	-	-	-	-	-	-	-	-	-	-
U.S. Virgin Is.	-	-	-	-	-	-	-	-	-	-	-	-
INT'L DESTINATIONS	0.8	0.1	1.1	3.1	0.9	0.5	0.5	0.5	1.8	0.5	0.2	1.5
Canada	-	0.1	-	0.1	0.1	-	-	-	0.1	0.1	-	0.1
Europe	-	-	-	0.1	-	-	-	-	-	-	-	-
Caribbean	0.1	-	0.2	0.1	0.2	0.1	0.1	-	0.4	-	-	0.3
South America	0.2	-	0.4	1.1	0.5	0.1	0.1	0.2	0.4	0.1	0.1	0.4
Central America	0.3	-	0.4	1.5	-	0.1	-	0.2	0.8	-	-	0.6
Africa	-	-	-	0.1	-	-	-	-	-	-	-	-
Middle East	-	-	-	-	-	-	-	-	-	-	-	-
Asia	0.1	-	0.1	0.1	-	0.1	0.1	0.1	-	0.3	0.1	0.1
Oceania	-	-	-	-	-	-	-	-	-	-	-	-

*Denotes Small Sample.

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Conven-tion	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 24 - Q3c./Q17. What U.S. Destinations did you visit (includes main destination)?** (%)												
(Number of Respondents)	(6,275)	(976)	(4,370)	(1,452)	(882)	(4,027)	(3,459)	(4,990)	(1,763)	(1,134)	(2,097)	(4,045)
NEW ENGLAND	2.1	0.6	2.9	5.4	7.6	1.4	1.1	2.3	7.9	1.3	0.7	3.6
Connecticut	0.2	0.1	0.3	0.6	0.4	0.1	-	0.2	0.3	0.2	-	0.4
Hartford	0.1	-	0.1	0.2	0.2	0.1	-	0.1	0.1	0.1	-	0.1
New Haven	-	-	0.1	0.1	0.1	-	-	-	-	0.1	-	0.1
Stamford	0.1	-	0.1	0.2	-	-	-	-	0.1	-	-	0.1
Maine	-	-	0.1	0.1	-	-	-	-	0.2	0.1	-	0.1
Portland	-	-	-	-	-	-	-	-	-	-	-	-
Massachusetts	1.9	0.6	2.6	4.5	7.0	1.3	1.1	2.0	7.4	1.1	0.7	3.2
Boston***	1.8	0.6	2.5	4.4	6.8	1.2	1.1	2.0	7.1	1.0	0.6	3.1
Cambridge***	-	-	-	0.1	0.1	-	-	-	0.1	-	-	-
Cape Cod-Barnstable	-	-	-	-	-	-	-	-	-	-	-	-
New Hampshire	-	-	-	-	-	-	-	-	-	-	-	-
Rhode Island	0.1	-	0.1	-	0.3	0.1	-	0.1	0.1	0.2	-	0.2
Providence	0.1	-	0.1	-	0.3	-	-	0.1	0.1	0.2	-	0.1
Vermont	-	-	0.1	0.2	0.1	-	-	0.1	0.2	-	-	0.1
MIDDLE ATLANTIC	9.8	5.7	11.4	23.0	22.4	7.9	6.6	9.1	20.0	5.7	3.3	16.1
New Jersey	0.8	0.5	1.0	3.7	1.2	0.5	0.3	0.7	1.8	1.1	0.2	1.4
Atlantic City	-	0.1	-	-	-	-	0.1	-	0.1	-	-	0.1
Edison***	0.1	-	0.1	0.4	0.2	-	-	0.1	0.1	-	-	0.1
Newark-Union***	0.2	0.2	0.3	1.4	0.1	0.1	0.2	0.3	0.8	0.8	0.1	0.4
Trenton	0.1	-	0.1	0.4	0.1	-	-	0.1	0.1	-	-	0.1
New York	8.7	5.3	9.9	17.2	17.7	7.5	6.3	8.2	16.7	4.3	3.2	14.1
Albany	0.2	-	0.4	0.7	0.3	0.2	0.2	0.3	1.0	0.2	-	0.5
Buffalo-Niagara Falls	0.3	0.4	0.3	0.7	-	0.3	0.2	0.3	0.6	0.8	-	0.6
Nassau***	-	-	0.1	0.1	0.3	-	-	-	0.1	0.1	-	0.1

Continued...

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Convention	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 24 - Q3c./Q17. What U.S. Destinations did you visit (includes main destination)?** (%)												
New York City-WP-Wayne***	8.4	5.1	9.5	16.8	17.3	7.2	6.0	7.8	15.4	4.1	3.2	13.5
Rochester	0.1	-	0.2	0.1	0.2	-	-	-	0.6	0.1	-	0.2
Pennsylvania	0.9	0.3	1.2	3.8	4.5	0.5	0.4	0.9	3.1	0.8	0.3	1.6
Lancaster	-	-	-	-	-	-	-	-	-	-	-	-
Philadelphia***	0.5	0.2	0.6	1.2	2.0	0.4	0.3	0.5	1.7	0.4	0.2	0.8
Pittsburgh	0.3	0.1	0.4	2.0	1.8	-	-	0.3	1.1	0.2	-	0.6
EAST NORTH CENTRAL	5.9	3.7	7.0	21.8	15.7	3.8	3.4	5.4	14.9	10.6	2.0	10.1
Illinois	3.7	2.9	4.2	11.0	11.1	2.8	2.5	3.7	8.0	5.2	1.8	5.8
Chicago***	3.7	2.8	4.2	10.7	11.0	2.7	2.5	3.6	7.8	5.1	1.8	5.6
Indiana	0.5	0.3	0.8	3.7	0.7	0.4	0.2	0.5	1.8	1.5	0.1	1.1
Indianapolis	0.2	-	0.2	0.9	0.3	-	-	0.2	0.6	0.2	-	0.3
Michigan	1.0	0.4	1.2	4.8	1.3	0.5	0.5	0.6	2.4	2.5	-	2.0
Detroit	0.8	0.4	0.9	3.7	1.0	0.4	0.4	0.4	1.7	1.9	-	1.7
Ohio	1.1	0.2	1.6	6.5	4.0	0.4	0.3	1.2	5.0	2.9	-	2.2
Cincinnati	0.3	0.1	0.4	0.6	0.4	0.3	0.3	0.4	1.4	1.3	-	0.6
Cleveland	0.2	-	0.3	1.6	2.4	-	-	0.3	1.1	0.2	-	0.5
Columbus	0.4	0.1	0.5	2.9	0.4	0.1	-	0.4	1.7	0.8	-	0.8
Wisconsin	0.2	-	0.3	0.7	1.2	0.1	-	0.1	0.3	0.4	-	0.4
Madison	-	-	-	0.2	-	-	-	-	0.1	0.1	-	0.1
Milwaukee	0.1	-	0.1	0.3	0.3	-	-	0.1	0.1	0.3	-	0.1
WEST NORTH CENTRAL	0.8	0.2	1.2	2.0	1.7	0.5	0.1	0.9	3.4	1.4	0.1	1.6
Iowa	0.2	-	0.3	0.1	0.1	0.2	-	0.2	0.9	0.1	-	0.4
Kansas	0.1	-	0.2	0.1	0.1	-	-	-	0.5	-	-	0.2
Minnesota	0.3	-	0.4	0.7	0.5	0.1	0.1	0.3	0.9	0.9	-	0.5
Minneapolis-St. Paul	0.2	-	0.3	0.7	0.5	0.1	-	0.3	0.7	0.9	-	0.5

Continued...

	All Japanese	-Freq. of Visit-- First	Repeat	-Purpose(s) of Trip- Business	Conven-tion	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-Package- Yes	No
TABLE 24 - Q3c./Q17. What U.S. Destinations did you visit (includes main destination)?** (%)												
Missouri	0.2	-	0.2	1.0	0.2	0.1	-	0.2	0.6	0.2	-	0.3
St. Louis	0.1	-	0.1	0.6	0.2	-	-	0.1	0.4	0.2	-	0.2
Nebraska	0.1	-	0.1	0.2	0.4	0.1	0.1	0.1	0.3	0.1	0.1	0.1
North Dakota	-	-	-	-	0.1	-	-	-	-	-	-	-
South Dakota	-	-	0.1	-	0.5	-	-	0.1	0.2	0.1	-	0.1
SOUTH ATLANTIC	5.7	3.1	7.1	16.4	24.4	3.7	3.2	5.8	19.3	7.8	1.6	10.0
Delaware	-	-	-	0.1	0.1	-	-	-	-	-	-	-
DC Metro Area***	2.0	1.0	2.6	4.1	10.4	1.4	1.1	2.1	6.0	1.6	0.6	3.5
Dist. of Columbia	1.9	1.0	2.5	3.8	10.0	1.4	1.1	2.0	5.7	1.5	0.6	3.4
Florida	2.1	1.2	2.6	3.8	7.2	1.8	1.8	2.2	8.5	4.1	0.9	3.4
Florida Keys-Key West	-	-	0.1	-	0.2	-	-	0.1	0.2	0.2	-	0.1
Ft. Lauderdale***	0.1	-	0.1	0.3	0.6	-	-	0.1	0.3	0.1	-	0.1
Ft. Myers	-	-	-	0.1	0.2	-	-	-	0.1	0.1	-	0.1
Jacksonville	-	-	-	0.1	0.1	-	-	-	-	0.1	-	-
Lakeland	-	-	-	-	-	-	-	-	-	-	-	-
Melbourne	-	-	-	-	0.1	-	-	-	0.1	0.1	-	0.1
Miami***	0.4	0.2	0.6	1.6	2.4	0.3	0.3	0.4	1.8	0.6	0.1	0.8
Naples	-	-	-	-	0.1	-	-	-	-	-	-	-
Orlando	1.3	0.8	1.6	1.2	3.6	1.3	1.4	1.5	5.8	2.7	0.7	2.1
Palm Coast	-	-	-	-	-	-	-	-	-	-	-	-
Sarasota-Bradenton	-	-	-	-	-	-	-	-	0.1	-	-	-
Tampa-St. Petersburg	-	-	-	0.1	0.1	-	-	-	0.1	0.1	-	0.1
West Palm Beach***	-	-	-	0.1	0.1	-	-	-	0.1	0.1	-	0.1

Continued...

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Convention	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 24 - Q3c./Q17. What U.S. Destinations did you visit (includes main destination)?** (%)												
Georgia	1.1	0.4	1.3	4.4	6.8	0.3	0.3	1.1	4.2	1.9	0.2	1.9
Atlanta	1.0	0.3	1.2	4.2	6.8	0.3	0.3	1.0	4.1	1.8	0.1	1.8
Savannah	-	-	-	0.2	0.1	-	-	-	0.1	0.1	-	0.1
Maryland	0.4	-	0.5	0.9	1.8	0.2	0.1	0.3	0.5	0.4	-	0.7
Baltimore	0.2	-	0.2	0.6	0.7	0.1	0.1	0.1	0.3	0.3	-	0.3
Bethesda***	0.1	-	0.2	0.2	0.8	0.1	-	0.1	0.1	-	-	0.2
North Carolina	0.7	0.6	0.9	4.6	2.3	0.2	0.1	0.8	2.6	1.3	-	1.5
Charlotte	0.2	0.4	0.2	1.5	0.2	-	-	0.3	0.6	0.5	-	0.4
Raleigh	0.2	-	0.3	1.5	1.8	-	-	0.3	1.1	0.4	-	0.4
South Carolina	0.1	-	0.2	0.6	0.3	0.1	-	0.1	0.3	0.3	-	0.3
Charleston	-	-	-	0.1	0.1	-	-	-	0.1	-	-	0.1
Virginia	0.4	0.3	0.5	1.3	1.1	0.2	0.2	0.4	1.0	0.5	-	0.7
Norfolk-Virginia Beach	0.1	-	0.1	0.1	0.2	0.1	0.1	0.1	0.1	0.2	-	0.2
Richmond	0.1	-	0.1	0.4	0.3	-	-	0.1	0.3	0.2	-	0.1
West Virginia	-	-	-	-	-	-	-	-	-	-	-	-
EAST SOUTH CENTRAL	0.6	0.7	0.7	3.8	2.1	0.1	0.1	0.6	2.1	1.1	-	1.2
Alabama	0.1	-	0.1	0.4	-	-	-	0.1	0.2	0.2	-	0.1
Kentucky	0.3	0.5	0.3	1.9	1.2	-	-	0.2	0.9	0.3	-	0.6
Mississippi	-	-	-	0.3	0.3	-	-	-	0.2	0.1	-	0.1
Tennessee	0.3	0.2	0.4	1.6	0.6	0.1	0.1	0.3	1.1	0.7	-	0.6
Memphis	-	-	-	-	0.1	-	-	-	0.1	-	-	-
Nashville	0.2	0.1	0.2	1.1	0.3	-	-	0.2	0.6	0.3	-	0.3

Continued...

*Denotes Small Sample.

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Conven-tion	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 24 - Q3c./Q17. What U.S. Destinations did you visit (includes main destination)?** (%)												
WEST SOUTH CENTRAL	1.6	0.4	2.1	7.3	6.6	0.8	0.5	1.6	6.2	3.2	0.1	3.3
Arkansas	-	-	0.1	0.1	0.2	-	-	-	0.2	-	-	0.1
Louisiana	0.4	-	0.4	1.6	2.4	0.3	0.3	0.5	2.1	0.4	-	0.8
New Orleans	0.4	-	0.4	1.4	2.4	0.2	0.3	0.5	2.0	0.3	-	0.8
Oklahoma	0.1	-	0.1	0.5	-	-	-	0.1	0.3	0.2	-	0.1
Texas	1.2	0.3	1.6	5.3	4.1	0.5	0.2	1.0	3.8	2.7	0.1	2.3
Austin	0.1	0.1	0.1	0.6	0.3	-	-	0.1	0.4	0.4	-	0.2
Dallas-Plano-Irving***	0.4	0.2	0.6	2.1	1.7	0.2	-	0.4	1.3	0.6	-	0.9
Houston	0.5	0.1	0.6	2.0	1.4	0.2	0.1	0.4	1.6	1.0	-	0.9
San Antonio	0.1	-	0.2	0.3	0.5	0.1	-	0.1	0.2	0.4	-	0.2
MOUNTAIN	4.4	2.5	5.4	7.2	9.8	3.6	3.2	4.4	16.0	5.9	2.2	6.6
Arizona	1.3	0.8	1.6	2.2	0.5	1.1	0.9	1.4	4.1	2.3	0.6	1.9
Flagstaff-G.Cyn-Sedona	0.7	0.7	0.8	0.1	0.3	0.8	0.8	0.8	2.0	1.6	0.6	0.8
Phoenix	0.3	-	0.4	1.6	-	0.1	0.1	0.3	1.0	0.7	-	0.5
Tucson	0.1	-	0.1	0.4	0.3	-	-	0.1	0.4	0.1	-	0.2
Colorado	0.4	0.1	0.5	1.5	2.0	0.1	-	0.4	1.6	0.8	-	0.8
Denver	0.3	-	0.4	1.2	1.9	0.1	-	0.3	1.4	0.6	-	0.6
Idaho	0.4	-	0.6	0.2	0.2	0.5	0.5	-	1.9	0.1	-	0.8
Montana	-	0.1	0.1	-	-	0.1	0.1	0.1	0.3	0.2	-	0.1
Nevada	2.9	2.1	3.4	3.0	6.6	2.6	2.4	3.3	10.1	3.6	1.9	3.8
Las Vegas	2.8	2.0	3.3	2.6	6.5	2.5	2.3	3.2	9.9	3.4	1.9	3.7
New Mexico	0.1	-	0.1	0.2	0.2	-	-	-	0.2	0.1	-	0.1
Utah	0.4	0.1	0.5	0.6	0.5	0.4	0.4	0.5	1.3	1.2	0.2	0.6
Salt Lake City	0.2	-	0.3	0.6	0.5	0.1	0.1	0.2	0.7	0.7	-	0.3
Wyoming	0.1	-	0.1	0.1	-	0.1	0.1	0.1	0.3	0.3	-	0.1

Continued...

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Convention	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 24 - Q3c./Q17. What U.S. Destinations did you visit (includes main destination)?** (%)												
PACIFIC	15.2	8.4	18.3	41.4	44.3	10.9	9.0	14.8	28.4	25.4	5.7	24.4
Alaska	0.2	0.3	0.1	-	0.7	0.2	0.1	0.2	0.9	0.4	-	0.4
California	13.9	8.0	16.7	38.0	37.7	9.8	8.0	13.5	23.1	21.9	5.7	21.9
Anaheim-Santa Ana***	1.4	1.2	1.6	2.6	1.7	1.3	1.2	1.4	1.9	2.7	0.6	2.2
Bakersfield	-	-	0.1	0.3	-	-	-	-	-	0.1	-	0.1
Fresno	0.1	-	0.2	0.6	-	0.1	0.1	0.1	0.1	0.4	-	0.2
Los Angeles-Long Beach***	6.2	3.6	7.4	18.3	12.0	4.6	3.6	6.1	10.4	10.1	2.2	10.2
Monterey-Salinas	0.1	0.1	0.2	0.4	0.2	0.1	0.1	0.1	0.2	0.4	-	0.2
Napa	0.2	0.1	0.2	0.1	0.5	0.2	0.2	0.2	0.1	0.2	-	0.3
Oakland***	0.2	-	0.3	0.7	0.2	0.2	0.1	0.2	0.2	0.4	-	0.5
Riverside-San Bernardino	0.3	0.2	0.3	0.6	1.0	0.2	0.2	0.3	0.2	0.5	0.1	0.5
Sacramento	0.2	0.1	0.3	0.4	0.6	0.2	0.1	0.3	0.9	0.3	0.2	0.2
San Diego	2.4	2.4	2.5	5.0	9.2	1.7	1.5	2.4	5.1	3.8	1.4	3.4
San Francisco***	3.9	2.2	4.9	9.1	14.2	2.9	2.5	3.8	7.7	4.6	1.8	5.9
San Jose	1.3	0.5	1.6	6.3	3.4	0.6	0.3	1.2	2.1	2.9	0.1	2.5
San Luis Obispo	-	-	-	-	-	-	-	-	0.1	-	-	-
Santa Barbara	0.2	0.2	0.3	0.3	0.5	0.2	0.2	0.2	0.2	0.7	-	0.5
Santa Cruz	-	-	-	0.1	0.1	-	-	-	-	0.1	-	-
Oregon	0.4	-	0.5	2.2	0.5	0.1	-	0.4	1.5	0.7	-	0.8
Portland	0.3	-	0.4	2.2	0.4	-	-	0.4	1.4	0.7	-	0.7
Washington	1.3	0.1	1.6	3.5	7.0	1.1	1.1	1.3	4.7	3.6	0.1	2.2
Seattle***	1.2	-	1.4	3.1	7.0	1.0	1.0	1.1	4.1	3.0	0.1	1.9
TOTAL U.S. MAINLAND	34.3	21.1	40.6	90.6	93.2	24.5	21.0	32.3	70.3	41.6	12.7	55.9

Continued...

*Denotes Small Sample.

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Conven-tion	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 24 - Q3c./Q17. What U.S. Destinations did you visit (includes main destination)?** (%)												
PACIFIC ISLANDS	67.6	82.1	60.9	10.0	7.3	77.6	81.2	69.6	30.8	59.8	89.8	45.2
Guam	26.2	43.2	20.4	3.7	0.5	30.0	32.1	22.9	3.6	8.3	42.7	9.6
Hawaiian Islands	41.4	38.9	40.5	6.4	6.7	47.5	49.1	46.7	27.2	51.5	47.1	35.6
Hawaii	2.2	1.2	2.4	0.3	0.6	2.7	2.8	2.4	7.5	6.1	1.9	2.5
Kauai	0.4	0.2	0.4	-	-	0.5	0.5	0.5	1.2	1.2	0.3	0.5
Maui	1.0	0.4	1.1	0.3	-	1.2	1.3	1.2	3.6	2.9	0.8	1.2
Oahu	36.1	34.4	35.7	5.3	6.1	41.6	43.1	41.0	20.1	43.6	41.5	30.6
U.S. Trust Territories	-	-	-	-	-	-	-	-	-	-	-	-
ATLANTIC ISLANDS	-	-	0.1	0.1	0.3	-	-	0.1	0.2	0.1	-	0.1
Puerto Rico	-	-	0.1	-	0.3	-	-	-	0.2	-	-	0.1
San Juan	-	-	-	-	0.2	-	-	-	0.1	-	-	-
U.S. Virgin Islands	-	-	-	-	-	-	-	-	-	-	-	-
Destinations Served by Regional Marketing Organizations****												
Capital Region USA, Inc.	2.4	1.2	3.2	5.7	11.8	1.7	1.2	2.4	6.8	2.2	0.6	4.4
Discover New England	2.1	0.6	2.9	5.4	7.6	1.4	1.1	2.3	7.9	1.3	0.7	3.6
Go West Summit	18.2	10.0	22.1	48.4	51.8	12.9	10.9	17.5	39.4	28.8	6.7	29.4
Grand Central USA	0.4	-	0.5	1.7	0.5	0.1	-	0.3	1.5	0.4	-	0.7
Great Lakes of North America	6.7	4.0	8.0	24.1	17.9	4.4	3.7	6.2	17.1	11.7	2.2	11.5
Mississippi River Country	5.0	3.6	5.7	16.9	16.2	3.4	2.9	5.1	12.4	7.5	1.9	8.3
Rocky Mountain International	0.5	0.1	0.8	0.3	0.8	0.6	0.6	0.2	2.5	0.5	-	1.0
Southeast Tourism Society	4.7	3.1	5.5	16.2	18.1	2.8	2.7	5.0	18.0	7.9	1.1	8.4
Travel South USA	2.8	1.9	3.2	13.1	11.4	1.1	0.9	2.9	10.2	4.5	0.2	5.3

** Multiple Response. City names correspond to U.S. Bureau of Census, Metropolitan Statistical Area (MSA) or Metropolitan Division (MD). Full MSA and MD definitions may be found at: http://www.census.gov/populations/metro/files/lists/2009/List1.txt.

*** Cities defined by the Metropolitan Division (MD). All other cities defined as the Metropolitan Statistical Area (MSA).

**** See Appendix F.

*Denotes Small Sample.

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Convention	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 25 - Q22. Did anyone engage in any of the following leisure activities?** (%) (Number of Respondents)	(5,172)	(939)	(3,533)	(856)	(566)	(3,718)	(3,272)	(3,932)	(1,347)	(923)	(2,041)	(3,008)
American Indian Communities	1.0	0.7	1.3	0.1	4.6	0.9	0.9	0.9	4.0	3.1	0.4	1.8
Amusement/Theme Parks	9.3	5.8	10.4	4.3	4.8	9.5	9.1	8.9	15.6	15.8	7.6	11.4
Art Galleries/Museums	10.0	7.6	11.5	17.2	25.6	9.5	8.6	10.5	20.9	12.6	5.3	15.8
Camping/Hiking	3.0	2.5	3.3	0.5	1.8	3.2	3.0	2.7	7.4	3.0	2.3	3.7
Casino/Gamble	2.8	2.1	3.3	6.2	7.2	2.2	2.1	3.0	9.5	4.4	1.9	3.9
Concert/Play/Musical	6.9	6.8	7.1	7.8	10.2	6.6	6.3	7.2	12.7	6.7	5.5	8.6
Cultural/Ethnic Heritage Sights	8.8	9.9	9.1	5.3	9.7	9.3	9.0	9.4	16.2	10.8	7.9	10.1
Environmental/Eco. Excursions	1.2	1.6	1.1	0.2	0.4	1.4	1.4	1.4	3.0	1.7	1.1	1.2
Experience Fine Dining	38.3	35.6	41.0	36.5	47.9	38.8	39.1	40.9	45.7	42.1	39.4	37.1
Golfing/Tennis	5.9	2.4	7.2	9.8	5.3	5.7	5.6	5.6	6.8	9.9	5.0	7.0
Guided Tour(s)	23.8	32.3	21.8	6.3	11.4	26.0	26.6	26.1	28.8	15.4	30.0	16.2
Historical Locations	12.9	12.6	14.3	12.2	18.6	13.1	12.5	13.2	25.5	16.7	11.1	15.3
Hunting/Fishing	1.0	1.3	0.9	0.3	2.0	0.8	0.8	0.8	1.5	1.3	0.7	1.3
National Parks/Monuments	11.8	9.8	13.0	10.2	16.5	12.1	11.6	12.0	27.6	19.7	9.0	15.3
Nightclubbing/Dancing	5.9	7.2	5.5	9.0	7.6	5.4	5.4	5.5	7.5	5.3	6.1	5.7
Shopping	86.7	89.3	86.4	73.0	75.4	88.6	89.2	88.2	86.4	85.7	90.9	82.0
Sightseeing	84.7	91.2	82.9	57.4	69.2	87.9	88.5	84.9	82.9	83.2	88.3	80.5
Small Towns/Countryside	12.1	7.6	14.5	11.2	12.5	12.6	11.6	12.4	26.1	26.0	8.5	16.6
Snow Sports	0.3	0.1	0.5	0.5	1.6	0.3	0.2	0.2	1.0	0.4	0.2	0.4
Sporting Event	7.3	7.7	7.3	8.7	7.2	7.1	7.0	7.5	12.0	6.4	5.6	9.7
Water Sports	26.4	39.5	22.9	4.4	2.2	28.6	29.8	27.3	14.6	21.9	32.9	18.7
Other	1.3	0.8	1.3	1.9	0.2	1.2	1.2	1.2	1.4	1.8	1.1	1.5

** Multiple Response.

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Conven-tion	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 26 - Q18d./Q19. How much total money has been spent outside your own country? ($)												
Mean Total Trip Expenditure** (Number of Respondents)	(4,213)	(633)	(3,102)	(935)	(590)	(2,853)	(2,506)	(3,466)	(1,235)	(755)	(1,809)	(2,393)
Per Travel Party / Trip	$7,017	$6,478	$7,043	$8,058	$6,893	$6,101	$6,042	$7,229	$7,194	$7,495	$6,629	$6,625
Per Visitor / Trip	$3,439	$2,934	$3,556	$5,360	$4,490	$2,800	$2,689	$3,446	$4,006	$3,517	$2,812	$3,662
Q18d. Mean Package Price (Number of Respondents)	(1,737)	(431)	(1,033)	(46)	(64)	(1,541)	(1,497)	(1,476)	(315)	(151)	(1,737)	(0)
Per Travel Party / Trip	$4,558	$4,239	$4,687	$4,866	$7,346	$4,506	$4,486	$4,726	$6,816	$5,007	$4,558	-
Per Visitor / Trip	$1,934	$1,818	$1,987	$2,369	$3,771	$1,902	$1,890	$2,005	$3,085	$1,987	$1,934	-
Q19b. Mean International Airfare (Number of Respondents)	(1,730)	(107)	(1,478)	(590)	(383)	(962)	(726)	(1,411)	(654)	(431)	(0)	(1,730)
Per Travel Party / Trip	$4,128	$4,095	$4,131	$5,488	$4,614	$3,436	$3,431	$4,313	$4,496	$4,026	-	$4,139
Per Visitor / Trip	$2,288	$2,062	$2,344	$3,744	$3,101	$1,739	$1,647	$2,306	$2,678	$1,991	-	$2,288
Q19c. Mean Expenditure in U.S. Airport (Number of Respondents)	(2,355)	(293)	(1,875)	(696)	(422)	(1,403)	(1,192)	(1,971)	(819)	(488)	(678)	(1,666)
Per Travel Party / Trip	$59	$43	$63	$57	$71	$59	$58	$64	$67	$85	$46	$67
Per Visitor / Trip	$29	$20	$32	$38	$46	$27	$26	$31	$37	$40	$19	$37
Q19d. Mean Expenditure in U.S.*** (Number of Respondents)	(2,355)	(293)	(1,875)	(696)	(422)	(1,403)	(1,192)	(1,971)	(819)	(488)	(678)	(1,666)
Per Travel Party / Trip	$2,348	$1,925	$2,401	$2,430	$2,133	$2,312	$2,341	$2,391	$2,385	$3,251	$2,071	$2,486
Per Visitor / Trip	$1,151	$872	$1,212	$1,616	$1,390	$1,061	$1,042	$1,140	$1,328	$1,526	$879	$1,374
Per Visitor / Day	$154	$157	$147	$177	$195	$166	$185	$170	$99	$150	$202	$130

** Total trip expenditure includes Q19d. Expenditures in U.S., plus a weighted proportion of Q18d. Package Price and Q19b. International Airfare.

*** Expenditure in U.S. includes Q19c. Expenditure in U.S. Airport.

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Conven-tion	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 27 - Q19e. Itemized trip expenditures from Q19d. ($)												
Q19e1. Mean Accommodations/Lodging in the U.S. (Number of Respondents)	(2,355)	(293)	(1,875)	(696)	(422)	(1,403)	(1,192)	(1,971)	(819)	(488)	(678)	(1,666)
Per Travel Party / Trip	$608	$250	$676	$1,170	$995	$394	$371	$634	$774	$1,032	$99	$917
Per Visitor / Trip	$298	$113	$341	$778	$648	$181	$165	$302	$431	$484	$42	$507
Q19e2. Mean Additional Air Transportation in the U.S. (Number of Respondents)	(2,355)	(293)	(1,875)	(696)	(422)	(1,403)	(1,192)	(1,971)	(819)	(488)	(678)	(1,666)
Per Travel Party / Trip	$54	$22	$64	$67	$54	$55	$53	$54	$125	$143	$16	$77
Per Visitor / Trip	$27	$10	$32	$45	$35	$25	$24	$26	$70	$67	$7	$43
Q19e3. Mean Entertainment and Recreation in the U.S. (Number of Respondents)	(2,355)	(293)	(1,875)	(696)	(422)	(1,403)	(1,192)	(1,971)	(819)	(488)	(678)	(1,666)
Per Travel Party / Trip	$255	$274	$245	$116	$107	$299	$313	$252	$260	$307	$320	$210
Per Visitor / Trip	$125	$124	$124	$77	$69	$137	$139	$120	$145	$144	$136	$116
Q19e4. Mean Food and Beverages in the U.S. (Number of Respondents)	(2,355)	(293)	(1,875)	(696)	(422)	(1,403)	(1,192)	(1,971)	(819)	(488)	(678)	(1,666)
Per Travel Party / Trip	$476	$419	$474	$432	$382	$478	$489	$475	$446	$581	$465	$475
Per Visitor / Trip	$233	$190	$239	$288	$249	$219	$217	$226	$248	$273	$197	$262

Continued...

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Convention	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 27 - Q19e. Itemized trip expenditures from Q19d. ($)												
Q19e5. Mean Ground Transportation in the U.S. (Number of Respondents)	(2,355)	(293)	(1,875)	(696)	(422)	(1,403)	(1,192)	(1,971)	(819)	(488)	(678)	(1,666)
Per Travel Party / Trip	$126	$52	$137	$222	$160	$96	$92	$129	$167	$322	$54	$169
Per Visitor / Trip	$62	$24	$69	$148	$105	$44	$41	$62	$93	$151	$23	$94
Q19e6. Mean Shopping, Gifts, and other Purchases in the U.S. (Number of Respondents)	(2,355)	(293)	(1,875)	(696)	(422)	(1,403)	(1,192)	(1,971)	(819)	(488)	(678)	(1,666)
Per Travel Party / Trip	$734	$822	$705	$351	$350	$889	$921	$755	$508	$730	$1,029	$538
Per Visitor / Trip	$360	$372	$356	$233	$228	$408	$410	$360	$283	$343	$436	$297
Q19e7. Mean Medical Services in the U.S. (Number of Respondents)	(2,355)	(293)	(1,875)	(696)	(422)	(1,403)	(1,192)	(1,971)	(819)	(488)	(678)	(1,666)
Per Travel Party / Trip	$8	$6	$8	$1	$0	$9	$10	$5	$6	$17	$17	$2
Per Visitor / Trip	$4	$3	$4	$1	$0	$4	$5	$2	$3	$8	$7	$1
Q19e8. Mean Other Spending in the U.S. (Number of Respondents)	(2,355)	(293)	(1,875)	(696)	(422)	(1,403)	(1,192)	(1,971)	(819)	(488)	(678)	(1,666)
Per Travel Party / Trip	$29	$36	$29	$14	$14	$33	$33	$22	$32	$35	$25	$30
Per Visitor / Trip	$14	$16	$14	$9	$9	$15	$15	$10	$18	$16	$11	$17

*Denotes Small Sample.

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Conven-tion	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 28 - Q20. Expenses Payment Methods.** (%) (Number of Respondents)	(5,358)	(833)	(3,907)	(1,318)	(785)	(3,431)	(2,953)	(4,239)	(1,576)	(1,040)	(1,753)	(3,550)
Cash Adv./Wdrawal Using Credit Card	12.8	10.6	13.1	20.4	19.1	11.2	11.0	12.2	14.7	12.6	10.2	15.4
Purchases Using Credit Card	39.6	27.8	43.9	53.8	52.7	37.9	37.7	41.3	47.3	53.7	32.5	46.9
Cash Adv./Wdrawal Using Debit Card	0.5	0.5	0.6	1.1	0.8	0.5	0.4	0.5	0.8	0.7	0.1	1.0
Purchases Using Debit Card	0.5	0.2	0.6	0.2	0.5	0.4	0.4	0.4	0.9	1.1	0.2	0.8
Cash from Home/Travelers Checks	46.6	60.9	41.8	24.5	26.9	49.9	50.4	45.6	36.3	31.9	57.0	35.9

** Average reported in each category.

TABLE 29 - Q20. Travelers Use of Payment Methods.*** (%) (Number of Respondents)	(5,358)	(833)	(3,907)	(1,318)	(785)	(3,431)	(2,953)	(4,239)	(1,576)	(1,040)	(1,753)	(3,550)
Cash Adv./Wdrawal Using Credit Card	21.0	17.9	21.6	30.5	28.9	19.2	18.8	20.2	23.9	19.8	17.5	24.6
Purchases Using Credit Card	64.5	51.6	68.6	69.5	70.9	64.5	64.7	66.6	71.1	79.7	59.7	69.5
Cash Adv./Wdrawal Using Debit Card	1.6	0.6	2.0	3.2	2.0	1.3	1.1	1.4	3.1	2.7	0.2	2.9
Purchases Using Debit Card	1.4	0.9	1.5	1.0	2.0	1.4	1.2	1.1	2.7	2.8	0.5	2.2
Cash from Home/Travelers Checks	88.9	92.8	88.0	77.5	83.6	90.7	91.3	89.8	85.3	86.8	93.1	84.5

*** Multiple responses capture the frequency of payment methods used.

TABLE 30 - Q20. Share of Total Trip Expenditures by Payment Methods.**** (%) (Number of Respondents)	(3,810)	(561)	(2,878)	(901)	(563)	(2,546)	(2,226)	(3,174)	(1,163)	(717)	(1,536)	(2,264)
Cash Adv./Wdrawal Using Credit Card	12.1	10.3	11.9	16.0	16.0	10.5	10.3	11.8	12.7	11.9	10.1	14.6
Purchases Using Credit Card	46.8	31.9	51.1	64.7	60.4	43.5	42.5	47.1	53.3	59.9	37.2	58.7
Cash Adv./Wdrawal Using Debit Card	0.6	0.3	0.8	0.9	0.7	0.5	0.5	0.5	0.8	0.7	0.2	1.2
Purchases Using Debit Card	0.5	0.1	0.6	0.4	0.6	0.5	0.5	0.3	0.9	0.8	0.1	1.0
Cash from Home/Travelers Checks	39.9	57.4	35.5	18.0	22.2	45.1	46.2	40.2	32.4	26.7	52.4	24.4

**** Average reported in each category weighted by total trip expenditures.

*Denotes Small Sample.

	All Japanese	-Freq. of Visit- First	Repeat	Purpose(s) of Trip- Business	Convention	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation- Airlines in U.S.	Rental Car	-Package- Yes	No
TABLE 31 - Q25. What were your three main reasons for flying on this airline?** (%)												
(Number of Respondents)	(5,832)	(900)	(4,262)	(1,397)	(836)	(3,726)	(3,180)	(4,502)	(1,694)	(1,087)	(1,865)	(3,855)
Not Involved in Choice	9.5	14.6	7.6	3.4	3.3	10.6	10.9	9.7	3.8	5.5	14.8	4.4
Involved in Choice***	90.5	85.4	92.4	96.6	96.7	89.4	89.1	90.3	96.2	94.5	85.2	95.6
Airfare	50.1	47.8	50.3	30.4	32.6	53.9	54.5	49.6	42.9	52.1	52.9	47.5
Convenient Schedule	32.2	32.8	32.2	35.3	36.4	32.0	32.3	32.3	32.1	31.7	31.3	33.2
Employer Policy	3.2	3.2	3.1	8.5	6.6	2.1	2.1	3.3	5.3	3.8	1.8	4.5
In-flight Service Reputation	18.4	15.2	19.6	25.6	24.9	17.2	17.0	18.9	23.2	21.3	17.4	19.4
Loyalty to Carrier	4.3	3.7	4.6	7.1	8.5	3.9	3.6	4.2	6.0	4.3	2.8	5.7
Mileage Bonus/Freq. Flyer Program	22.9	8.9	28.2	56.1	53.4	18.2	17.3	24.0	39.6	35.8	9.6	36.0
Non-stop Flights	40.6	39.5	41.5	31.8	30.2	42.5	42.6	40.8	30.3	38.2	41.8	39.4
On-time Reputation	11.0	11.9	10.6	16.3	16.3	9.5	9.5	11.2	13.6	9.9	10.3	11.6
Previous Good Experience	19.3	10.5	22.5	30.5	28.6	17.5	17.1	18.8	28.2	25.7	12.6	25.5
Safety Reputation	21.5	26.6	20.1	18.8	18.9	22.0	22.0	21.3	23.3	19.1	20.3	22.3
Other	4.8	5.4	4.5	3.7	5.7	5.1	4.9	4.8	5.2	5.3	4.6	5.1

** Percentages based on total number of respondents.
*** Multiple Response. Based on top three choices in aggregate.

TABLE 32 - Q25. What was the most important reason for flying on this airline? (%)												
(Number of Respondents)	(4,743)	(720)	(3,499)	(1,186)	(708)	(2,987)	(2,550)	(3,695)	(1,401)	(916)	(1,389)	(3,262)
Airfare	38.5	41.1	36.0	16.9	17.4	42.7	44.0	38.4	28.2	40.1	45.2	33.2
Convenient Schedule	10.2	11.9	10.1	11.3	11.0	9.7	9.5	9.5	9.3	8.1	11.0	9.4
Employer Policy	1.1	1.2	1.2	4.3	2.6	0.6	0.6	1.2	2.2	1.2	0.5	1.6
In-flight Service Reputation	4.4	4.4	4.6	6.6	5.7	3.9	3.9	4.6	4.0	4.0	4.9	4.0
Loyalty to Carrier	1.5	1.4	1.5	2.4	3.9	1.3	1.3	1.5	2.6	1.5	0.9	2.0
Mileage Bonus/Freq. Flyer Program	11.6	3.2	14.4	26.4	27.8	8.8	8.4	12.4	19.1	17.1	4.6	17.4
Non-stop Flights	13.9	16.0	13.6	12.1	10.3	14.2	14.0	13.4	12.3	10.1	14.0	13.7
On-time Reputation	2.2	2.3	2.2	2.3	2.8	2.1	2.0	2.1	3.0	1.0	2.4	2.1
Previous Good Experience	6.1	2.3	7.3	10.4	9.5	5.5	5.3	6.0	8.9	9.3	3.8	7.8
Safety Reputation	7.3	11.5	6.1	5.3	5.0	7.6	7.6	7.6	7.2	4.8	8.6	6.0
Other	3.3	4.6	3.0	1.9	4.0	3.6	3.6	3.4	3.0	2.8	4.0	2.7

*Denotes Small Sample.

	All Japanese	-Freq. of Visit- First	Repeat	Purpose(s) of Trip- Business	Convention	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation- Airlines in U.S.	Rental Car	-Package- Yes	No
TABLE 33 - Q26a. Where are you sitting in the aircraft today? (%)												
(Number of Respondents)	(6,265)	(1,023)	(4,451)	(1,429)	(858)	(4,026)	(3,452)	(4,742)	(1,758)	(1,124)	(2,091)	(4,014)
First Class	1.0	0.2	1.4	3.5	4.5	0.6	0.4	0.9	2.2	0.9	0.2	1.7
Executive/Business Class	16.4	5.8	20.3	39.4	31.8	12.9	12.4	16.9	23.3	21.7	9.5	23.5
Premium Economy	5.9	2.5	7.0	14.5	13.7	4.5	4.1	6.2	11.6	7.6	3.2	8.8
Economy/Tourist/Coach	76.7	91.4	71.3	42.6	50.1	82.0	83.1	75.9	62.9	69.8	87.2	65.9
TABLE 34 - Q26b. What type of airline ticket do you have?** (%)												
(Number of Respondents)	(6,162)	(1,002)	(4,411)	(1,422)	(850)	(3,957)	(3,393)	(4,681)	(1,737)	(1,111)	(2,055)	(3,965)
Paid Ticket	69.8	73.8	68.8	61.9	63.6	71.3	71.5	70.5	67.2	70.5	72.6	67.0
Paid Upgrade	3.7	1.3	4.7	12.0	12.7	2.3	2.0	3.8	7.6	5.3	1.0	6.6
Frequent Flyer Award Ticket	1.4	0.4	1.8	2.0	1.9	1.5	1.4	1.4	2.7	3.4	-	2.9
Frequent Flyer Upgrade	0.8	0.6	1.0	3.0	3.7	0.5	0.4	0.8	1.4	0.9	0.2	1.3
Discount/Group Fare	7.3	2.4	9.1	10.3	8.0	7.0	7.2	7.2	8.7	9.4	7.0	7.8
Non-revenue	0.7	0.4	0.8	0.8	1.2	0.8	0.7	0.8	1.0	0.9	0.1	1.4
Don't Know	18.8	21.7	17.1	15.0	13.2	19.0	19.3	18.3	15.5	14.4	20.8	16.5

** Multiple Response.

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Conven-tion	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 35 - Q31bc. What is your age and what is your gender? (%) (Number of Respondents)	(6,238)	(1,020)	(4,420)	(1,460)	(859)	(3,966)	(3,398)	(4,721)	(1,749)	(1,124)	(2,059)	(4,004)
Male Adults	54.5	43.8	59.2	89.5	85.4	46.0	45.8	56.5	67.3	69.0	43.5	63.8
18 - 24 Years	3.2	8.2	1.8	0.4	0.9	3.4	3.5	2.2	3.0	1.4	3.9	2.8
25 - 29 Years	5.6	12.2	4.0	2.1	2.5	6.2	6.6	5.4	3.2	5.1	7.4	4.2
30 - 34 Years	6.6	7.2	6.3	9.1	9.4	6.3	6.3	6.3	7.6	6.4	5.4	7.7
35 - 39 Years	6.4	4.8	6.8	13.0	10.6	4.8	4.9	7.4	7.4	10.1	4.8	7.8
40 - 44 Years	8.0	3.5	10.0	18.0	16.9	5.9	5.7	8.8	12.7	15.1	4.9	10.7
45 - 49 Years	6.2	1.4	8.0	16.0	12.5	4.1	4.0	6.7	8.2	9.2	3.6	8.4
50 - 54 Years	6.0	2.0	7.7	16.1	14.9	3.9	3.8	6.5	9.5	9.1	3.1	8.1
55 - 64 Years	8.7	3.3	10.2	12.5	14.7	7.7	7.6	9.4	11.5	9.9	6.9	10.3
65 or More Years	3.7	1.2	4.4	2.2	3.1	3.8	3.3	3.7	4.2	2.7	3.6	3.7
Mean Male Age (Years)	(43.8)	(34.4)	(45.8)	(45.5)	(46.0)	(43.1)	(42.5)	(44.4)	(45.5)	(44.3)	(42.1)	(44.6)
Median Male Age (Years)	(43.0)	(30.0)	(45.0)	(45.0)	(46.0)	(42.0)	(41.0)	(44.0)	(44.0)	(43.0)	(40.0)	(44.0)
Female Adults	45.5	56.2	40.8	10.5	14.6	54.0	54.2	43.5	32.7	31.0	56.5	36.2
18 - 24 Years	9.6	22.9	5.5	1.4	1.6	11.4	12.1	8.0	5.0	2.5	14.7	5.6
25 - 29 Years	8.6	14.7	6.5	1.2	1.6	10.6	11.6	8.5	5.0	5.9	13.4	5.0
30 - 34 Years	5.9	5.9	5.7	1.1	1.7	7.2	7.4	6.4	5.4	5.9	7.2	4.9
35 - 39 Years	4.6	2.3	4.9	1.5	1.5	5.4	5.6	4.0	3.3	4.6	4.5	4.2
40 - 44 Years	4.6	2.4	5.1	1.9	2.4	5.5	5.7	4.8	4.5	4.3	4.3	4.8
45 - 49 Years	3.8	1.8	4.3	1.5	3.6	4.3	3.9	4.1	2.8	3.3	3.9	3.7
50 - 54 Years	3.0	1.7	3.3	0.6	0.7	3.6	3.5	3.0	2.2	2.5	3.3	2.8
55 - 64 Years	3.7	3.3	3.7	1.2	1.1	4.2	3.4	3.4	2.6	1.7	4.0	3.3
65 or More Years	1.7	1.2	1.9	0.2	0.4	2.0	1.2	1.3	2.1	0.2	1.3	1.9
Mean Female Age (Years)	(36.3)	(30.3)	(38.8)	(39.6)	(40.4)	(36.1)	(34.8)	(36.6)	(38.5)	(37.2)	(34.0)	(39.0)
Median Female Age (Years)	(33.0)	(26.0)	(37.0)	(40.0)	(41.0)	(33.0)	(31.0)	(33.0)	(36.0)	(36.0)	(30.0)	(37.0)

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Conven-tion	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 36 - Q31a. What is your occupation? (%) (Number of Respondents)	(6,324)	(1,041)	(4,486)	(1,474)	(870)	(4,026)	(3,445)	(4,771)	(1,769)	(1,138)	(2,087)	(4,060)
Mgmt., Business, Science, & Arts	21.7	10.9	25.5	42.1	56.9	18.0	17.1	21.9	33.7	27.0	14.4	29.3
Service Occupations	18.5	20.7	17.4	7.9	9.2	20.4	21.1	19.3	12.4	16.9	21.9	14.9
Sales and Office	19.4	19.6	19.4	17.5	13.6	20.3	21.3	20.6	17.1	19.8	22.5	16.5
Nat. Res., Const., & Maintenance	1.9	1.6	1.9	2.4	2.3	1.9	2.0	2.0	2.1	2.7	2.0	1.8
Prod., Trans., & Material Moving	9.0	9.2	9.5	25.1	11.8	6.5	6.5	9.6	10.8	11.9	6.4	11.9
Military/Government	1.3	1.3	1.4	0.3	1.0	1.3	1.3	1.4	1.0	1.9	1.3	1.3
Homemaker	11.6	8.5	12.2	0.9	0.4	13.5	12.4	10.9	9.3	11.6	11.5	11.2
Student	9.8	22.6	5.7	1.8	3.2	10.5	10.9	7.6	6.5	3.1	12.7	6.7
Retired	4.5	3.4	4.6	0.8	0.3	5.1	4.9	4.6	4.7	3.4	4.5	4.5
Other	2.4	2.0	2.4	1.1	1.3	2.6	2.6	2.2	2.4	1.7	2.7	2.1

	All Japanese	-Freq. of Visit-- First	Repeat	--------Purpose(s) of Trip--------- Business	Conven-tion	Vacation & VFR	Vacation	Hotel/ Motel	-Transportation-- Airlines in U.S.	Rental Car	-----Package----- Yes	No
TABLE 37 - Q32. What is your total combined annual household income? (%) (Number of Respondents)	(4,310)	(623)	(3,235)	(1,170)	(674)	(2,620)	(2,232)	(3,437)	(1,310)	(868)	(1,325)	(2,901)
Under $20,000	4.6	6.2	4.1	5.4	4.2	4.3	4.2	4.6	5.1	4.7	4.1	4.9
$20,000 - $39,999	9.3	16.9	7.5	3.4	6.7	10.8	11.0	8.9	7.4	6.7	13.0	5.9
$40,000 - $59,999	10.6	14.9	9.1	3.8	3.4	11.9	12.0	10.0	5.4	7.1	13.3	8.0
$60,000 - $79,999	16.9	21.5	16.1	10.4	9.7	18.7	19.0	16.3	14.7	12.0	19.1	15.0
$80,000 - $99,999	10.6	14.2	9.8	10.6	8.3	10.2	10.5	10.8	10.4	8.9	11.9	9.5
$100,000 - $119,999	13.0	9.2	13.5	11.3	14.6	12.9	13.1	13.6	14.7	18.1	12.7	13.5
$120,000 - $139,999	12.7	9.6	13.7	16.5	13.9	12.1	12.2	13.0	12.9	14.5	12.2	13.1
$140,000 - $159,999	4.8	2.6	5.5	7.1	8.1	4.5	4.3	4.6	4.8	4.9	3.6	5.9
$160,000 - $179,999	2.7	1.0	3.2	5.2	4.9	2.1	1.8	2.9	5.0	2.4	1.7	3.7
$180,000 - $199,999	3.8	0.7	4.8	5.7	6.8	3.2	3.1	4.2	6.2	5.2	3.0	4.5
$200,000 - $219,999	1.8	0.1	2.3	4.0	2.5	1.4	1.2	1.7	2.1	3.0	0.9	2.6
$220,000 - $239,999	1.2	0.3	1.6	1.8	2.6	0.9	0.9	1.3	1.3	0.8	1.0	1.4
$240,000 - $259,999	3.1	0.6	3.3	6.4	5.7	2.7	2.4	3.2	3.5	5.0	1.4	4.6
$260,000 - $279,999	0.1	-	0.2	0.4	0.5	0.1	0.1	0.1	0.1	0.1	0.1	0.2
$280,000 - $299,999	0.1	-	0.1	0.2	0.2	0.1	0.1	0.1	0.1	0.4	0.1	0.1
$300,000 or More	4.6	2.1	5.4	7.8	8.1	4.1	4.0	4.6	6.4	6.2	1.9	7.1
Mean Annual Income	$115,987	$84,297	$124,719	$149,757	$148,486	$109,861	$108,318	$117,385	$130,751	$132,263	$96,814	$133,820
Median Annual Income	$95,475	$65,060	$101,840	$125,200	$125,100	$89,110	$88,200	$96,600	$107,099	$107,945	$83,304	$103,040