Outbound Tourism Statistics

March.2012

Japan Tourism Agency

Major official statistics on tourism

Japan Tourism Agency

- National Tourism Survey (General Statistics)
  - No particular change in outbound statistics from last WS.

- Accommodation Survey (General Statistics)
  - Planning to cover camping parks, etc. as "Other" Category.

- Statistics on Inbound Tourists by Prefecture
  - Began listing of Fukuoka City (City designated by government ordinance).

- Regional Tourism Economic Survey
  - Full Scale Survey Starting 2012 following 2011 Pilot Survey v. 2.

- Consumption Trend Survey for Foreigners Visiting Japan
  - No particular changes.

- Status of Handling by Major Travel Agents
  - Monthly surveys on gross sales, theme-travel plans, etc. gathered by JTA.

Others

- Number of Inbound Tourists
  - Monthly release by the Japan National Tourism Organization (JNTO).

- Number of Japanese Tourists Who Travel Abroad
  - Announced monthly by JNTO.

- Survey on Status of Ryokan (Japanese-style inn) Operation
  - Japan Ryokan and Hotel Association survey of operational conditions, capacity utilization rates, prices, etc.

- Surveys by various Prefectural governments
  - Surveys conducted by Prefectural governments.

※Red: Outbound Tourism Statistics
**Relationship between “Overseas Japanese Travelers” and “Statistical Survey on Immigration Control”**

The “Number of Overseas Travelers”, statistics published monthly by JNTO, is compiled on the basis of the “Statistical Survey on Immigration Control” compiled by the Immigration Bureau of Japan, Ministry of Justice.

These statics are the count of Japanese who were processed out of air- and sea-ports of Japan.

With respect to the outbound data, no procedural changes were made since the last workshop.

### Statistics on Immigration Control

<table>
<thead>
<tr>
<th>Years</th>
<th>Total Entrants</th>
<th>Total Exiters</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>17,403,565</td>
<td></td>
</tr>
<tr>
<td>2006</td>
<td>17,534,565</td>
<td></td>
</tr>
<tr>
<td>2007</td>
<td>17,294,935</td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>15,987,250</td>
<td></td>
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<tr>
<td>2009</td>
<td>15,445,684</td>
<td></td>
</tr>
</tbody>
</table>

**Overseas Travel Expenditures of Japanese as Seen through National Tourism Survey (2009)**

- **Domestic Portion of Japanese Overseas Travel**
  - 1.5 trillion (5.4%)

- **Overseas Portion of Japanese Overseas Travel**
  - 3.2 trillion (11.8%)

- **Japanese Expenditure of Overnight Domestic Travels**
  - 7.4 trillion (62.9%)

- **Japanese Expenditure of Domestic Day-Trips**
  - 5.5 trillion (19.9%)

Japanese travelers’ overseas expenditure can be grasped from National Tourism Survey.

In 2009, the domestic portion of Japanese overseas travelers amounted to 1.5 trillion and the overseas portion expended overseas totaled 3.2 trillion.

Note: Refer to the “Domestic Tourism Statistics” section for National Tourism Survey.
Citation: National Tourism Survey by JTA
Thank you for your attention.