

Domestic Tourism Statistics

4.July.2011

Japan Tourism Agency



Japan Tourism Agency Ministry of Land, Infrastructure, Transport and Tourism

Major official statistics on tourism

※Red : Conducted by the Japan Tourism Agency

Inbound

○Number of inbound tourists

... Announced by JNTO (Japan National Tourism Organization) on a monthly basis.

○JNTO Survey on Travel Destinations by Foreigners Visiting Japan

... Survey on travel rate by prefecture and purpose of travel.

○Consumption Trend Survey for Foreigners Visiting Japan

... The amount of travel consumption by foreign tourists (transportation and accommodation costs, etc.) is surveyed by nationality and region every quarter and its results are announced.

Domestic

○National Tourism Survey (general statistics)

... Survey on the amount of domestic travel consumption and number of overnight and day trips by Japanese nationals. Economic ripple effects and TSA are analyzed based on this survey and its results are announced.

○Accommodation Survey (general statistics)

... The number of total and real guests by region, capacity and occupancy rate are surveyed every quarter and its results are announced.

○Statistics on Inbound Tourists by Prefecture

... The Japan Tourism Agency has set the common standards for statistical methods to count the number of tourists. The survey has been conducted in prefectures since FY2010. It is possible to compare results by region.

Outbound

○Number of Japanese tourists who travel abroad

... Announced by JNTO on a monthly basis.

Tourism-related industries

○Status of handling by major travel agents

... The total handling amount and status of handling of group tours are announced.

○Survey on Status of Ryokan (Japanese-style inn) Operation

... Based on results of the Survey on Status of Ryokan Operation conducted by the Japan Ryokan and Hotel Association, a trend of occupancy rate by region is announced.

○Regional Tourism Economic Survey (planned)

... Survey methods to understand a basic structure of the tourism industry (number of offices, volume of sales, status of employment, etc.) are verified by conducting test surveys.

1. National Tourism Survey

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Outline of National Tourism Survey

Purpose of survey

The purpose is to collect data on the amount of travel/tourism consumption in Japan and use it to estimate and analyze economic effects of travel/tourism and as basic materials to plan and design national tourism policies.

Outline of survey

To collect data on the status of domestic and overseas trip by the Japanese nationals and the amount of travel consumption, surveys are conducted on 25,000 people annually. The travel/tourism consumption amount is estimated and TSA is created based on collected data.

- ◆ Cycle of survey: 4 times per year
- ◆ Target respondents: Japanese nationals randomly selected from the basic resident register
- ◆ Method of survey: Mail research
- ◆ N=50,000 people (25,000 x twice)
- ◆ Items surveyed

Attribute

Gender, age, etc.

Travel behaviors

Number of trips (overnight trip, day trip, overseas trip)

Status of consumption

[Item x Amount of expenditure] etc.

Method of utilization

- The status of travel patterns of Japanese nationals can be recognized by obtaining data on a travel/tourism consumption amount by product, an annual average number of trips made and an average number of stays by purpose of travel, etc.
- Data is used to create TSA (Tourism Satellite Accounts) suggested by UNWTO, making it possible to compare the amount of production and added values of the travel/tourism industry at an international level.

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Rate of purchase (2009) (overnight trip (domestic)) (sample)

■ Purchase rate of items before domestic overnight trips

Purchase period	Product	Form of travel	Overnight trip (domestic)		
			Total	Individual trip	Package/group tours
Before trip	1 Camera, video camera, eyeglasses, watch		3.1%	2.9%	3.8%
	2 Film		3.5%	3.2%	5.0%
	3 Textile goods (clothing, hat, handkerchief, etc.)		15.0%	13.4%	20.8%
	4 Shoes, bag		8.5%	6.8%	14.6%
	5 Medicines, cosmetics, toothbrush/shampoo		12.3%	11.9%	13.5%
	6 Confectioneries		42.0%	42.7%	39.3%
	7 Beverage, liquor, miscellaneous food		41.9%	43.4%	36.2%
	8 Book/magazine, guidebook, CD, stationery		14.6%	14.6%	14.6%
	9 Sports equipment		1.9%	1.8%	2.1%
	10 Electric appliance, battery, memory card, etc.		2.9%	3.0%	2.6%

Source: Japan Tourism Agency "National Tourism Survey"

SAMPLE

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Unit price of purchase (including the portion of those who did not buy) (2009)
(Overnight trip (domestic)) (sample)

■ Unit price of purchase by product of travel in domestic overnight trip (including the samples of those who did not buy)

Purchase Period	Product	Form of travel	Overnight trip (domestic)		
			Total	Individual trip	Package/group tour
Before trip	1 Camera, video camera, eyeglasses, watch		740	701	885
	2 Film		73	44	179
	3 Textile products (clothing, hat, handkerchief, etc.)		1,765	1,600	2,367
	4 Shoes, bag, etc.		968	739	1,804
	5 Medicines, cosmetics, toothbrush/shampoo		266	245	345
	6 Confectioneries		989	1,028	847
	7 Beverage, liquor, miscellaneous food		1,131	1,194	904
	8 Book, magazine, guidebook, CD, stationery		227	227	229
	9 Sports equipment		201	204	187
	10 Electric appliance, battery, memory card, etc.		148	156	122

Source: Japan Tourism Agency "National Tourism Survey"

SAMPLE

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Unit price by attribute (2009) (overnight trip (domestic)) (sample)

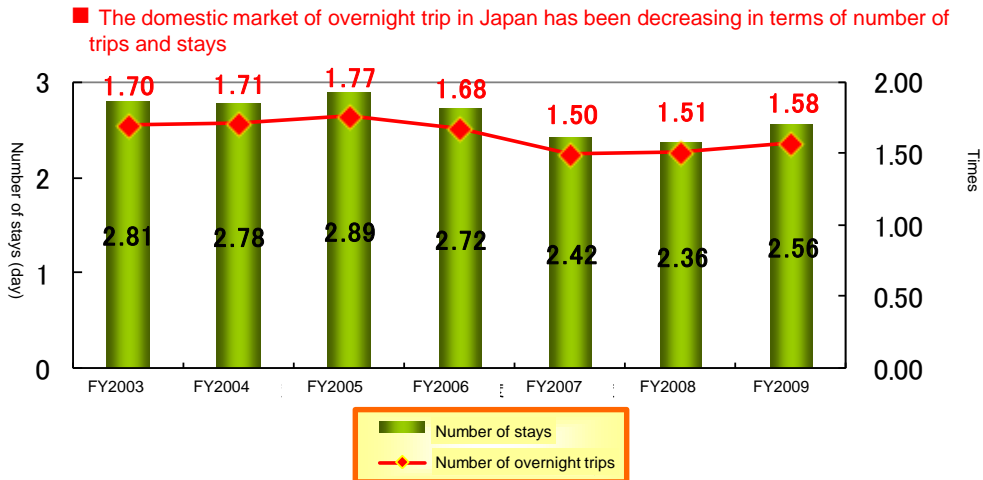
Attribute/content of travel	Percentage by attribute/content of travel	Total expenditure for trip	Expenditure before and after trip			
			Expenditure before trip	Expenditure after trip		
Overall overnight trip	— Overall overnight trip	100.0%	52,071	9,076	8,531	545
Generation	1 20's	11.9%	45,533	7,566	7,066	500
	2 30's	21.1%	48,703	7,975	7,475	499
	3 40's	19.5%	51,217	9,143	8,811	332
	4 50's	17.4%	54,706	9,039	8,570	469
	5 60's	20.1%	57,247	10,296	9,541	755
	6 70's	10.0%	53,573	10,659	9,841	818
Gender	1 Male	52.7%	51,005	6,882	6,406	476
	2 Female	47.3%	53,259	11,520	10,899	622

Source: Japan Tourism Agency "National Tourism Survey"

SAMPLE

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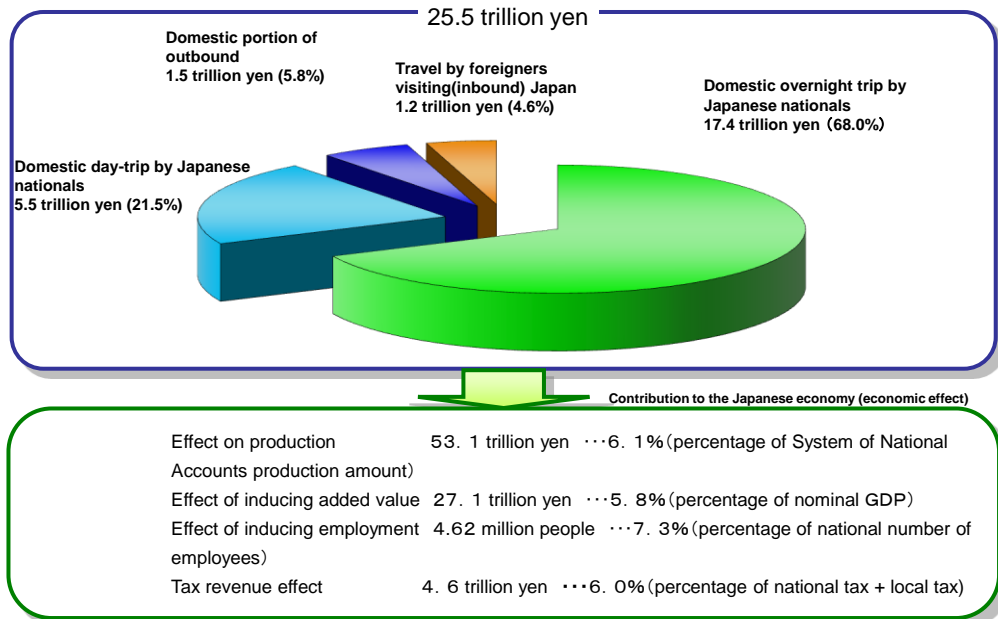
[Example of output: 1] Number of domestic overnight trips and number of stays per person



Source: Japan Tourism Agency "National Tourism Survey"

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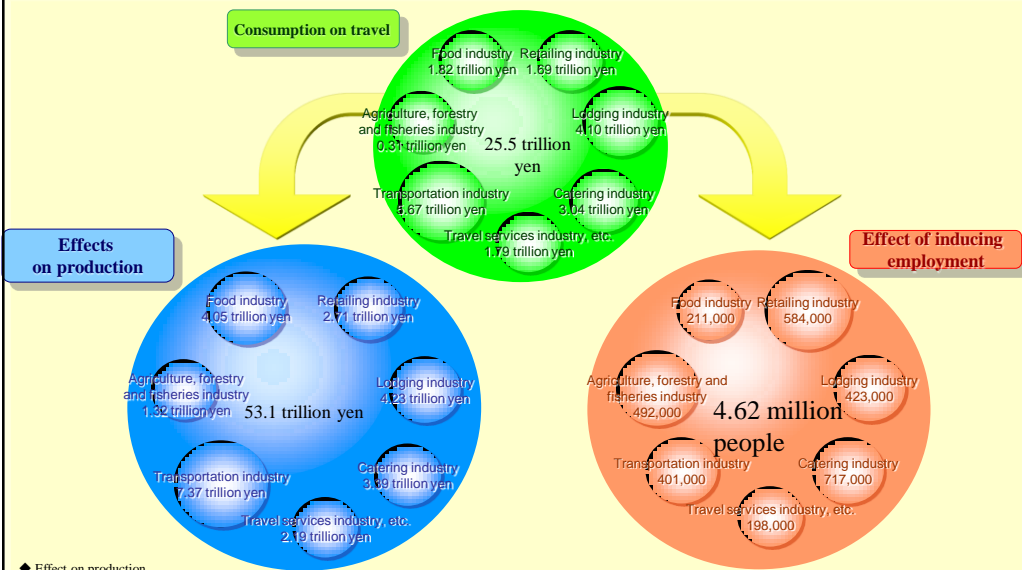
【Example of output 2】 Amount of the domestic tourism market (2009)



Source: Japan Tourism Agency "National Tourism Survey"

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【Example of output 3】 Economic effect of tourism on Japanese industries (2009)



Source: Japan Tourism Agency "National Tourism Survey"

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2. Accommodation Survey

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Outline of survey

Statistical surveys have been conducted on accommodations to reveal the status of overnight trips in Japan (since 2007).

Outline of survey

【Target respondents】

Hotels, inns, simple lodging houses, recreation facilities nationwide

【Cycle of survey】

Every quarter (January to March, April to June, July to September, October to December)

【Method of survey】

Questionnaire sheets are sent and collected by mail

【Items surveyed】

Basic items

Type of facility,
number of rooms,
etc.

+

Guest information

Number of guests (Japanese and foreigners),
residence of guests (nationality for
foreigners) etc.

【Method of sampling】 Stratified sampling by number of employees and prefecture

Number of employees	Number of samples	Sampling
10 or more	Approximately 10,000 facilities	All facilities (inventory survey)
5-9	Approximately 10,000 facilities	1/3
0-4	Approximately 30,000 facilities	1/9

Method of utilization

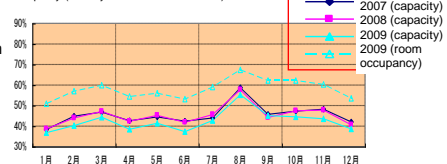
○ Planning and designing of accurate tourism policies by each region and verifying their results

- Adjustment of resource allocation based on the status of "stay" in each region
- Acknowledging effects of natural disasters, harmful rumors, etc. on regional tourism industry, analyzing economic ripple effect on a regional basis

○ Revitalization of private business

- Location of facilities based on demand prediction, adjustment of investment plan, etc.

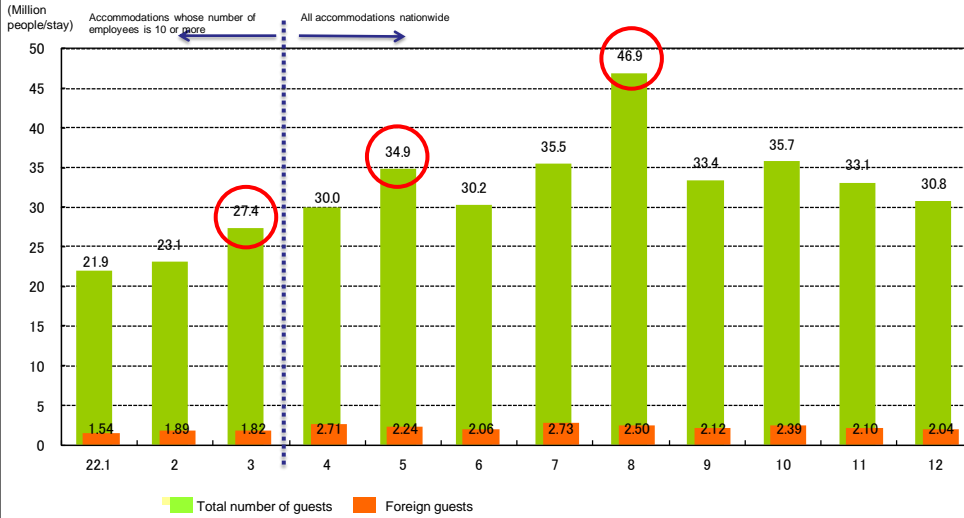
Change in the occupancy of room and the occupancy to capacity (January 2007 - December 2009)



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【Example of output: 1】 Change of the number of guests by month

- The number of guests in Japan peaks 3 times in March when many people move to other places, in May on which the golden week vacation falls, and in August when many people take a summer vacation.

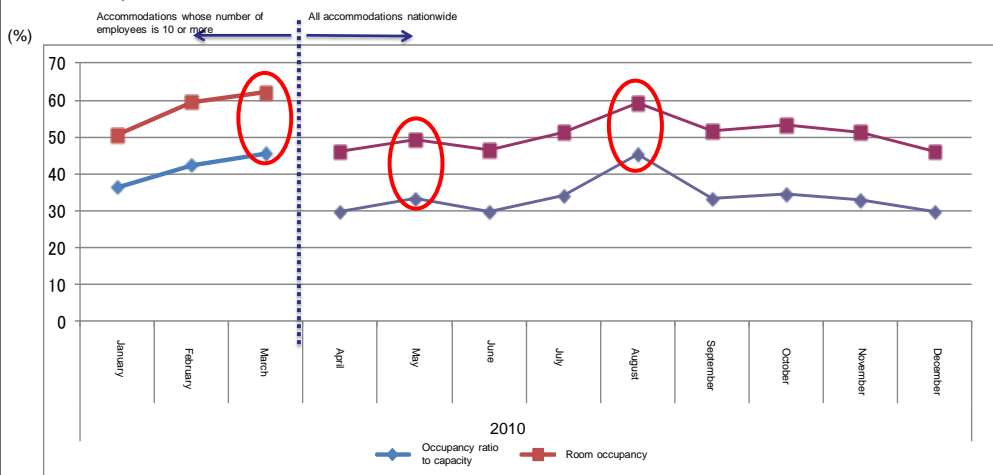


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【Example of output: 2】 Change of the monthly occupancy of accommodations

- A similar tendency is seen in time-series change of monthly occupancy of room and occupancy rate to capacity.

Transition of room occupancy and occupancy ratio to capacity (January to December 2010)

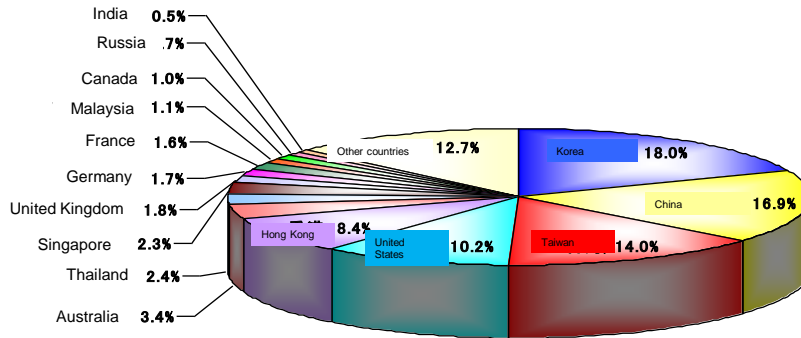


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【Example of output: 3】 Share by nationality in the total number of foreign guests

- Korea occupies the first position, China the second position and Taiwan the third position of the total number of foreign guests. These three countries (and a region) account for more than 50% of the total.

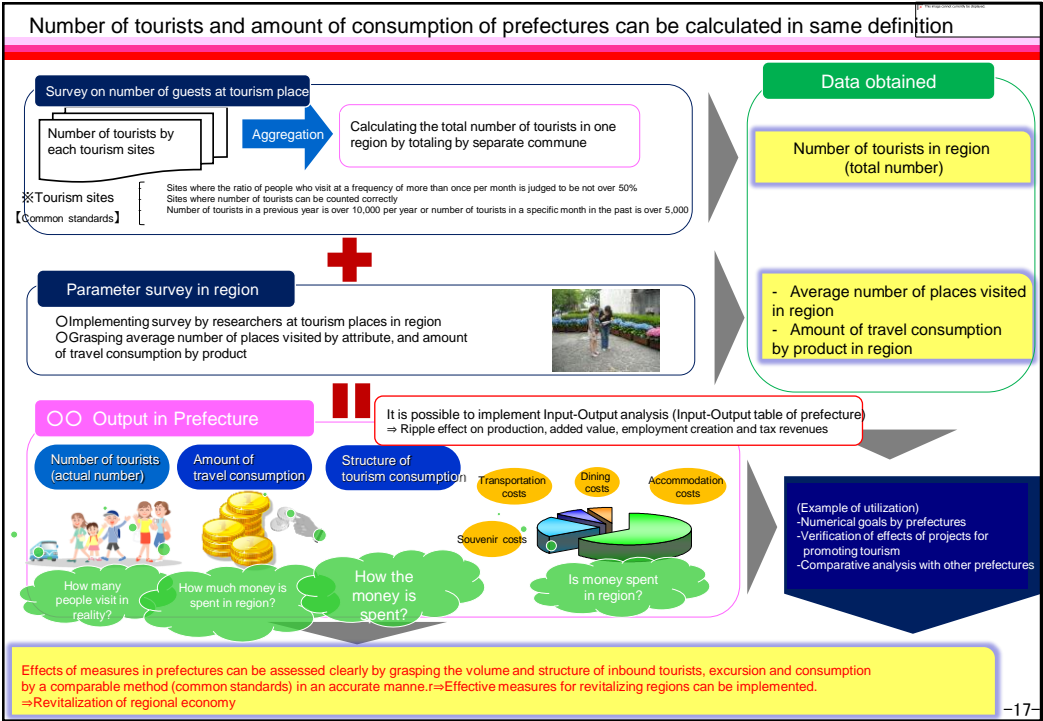
Number of foreign guests by nationality (2009)



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3. Statistics on Inbound Tourists by Prefecture (Statistics on Inbound domestic and foreign Tourists by Prefecture)

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【Example of output: 1】 Number of tourists visiting Okinawa

- Great majority of day-trip tourists is from within the prefecture.
- The demand for business travelers is relatively high for foreign visitors. It accounts for almost 50%.

Number of visitors

Number of visitors (thousand people/time)

Purpose		
	Overnight trip	Day trip
From Okinawa	216	1,363
From other prefectures	1,158	44

Foreign visitors		
	Overnight trip	Day trip
Sightseeing	36	3
Business	17	—

Reference values: Business purpose		
	Overnight trip	Day trip
From Okinawa	89	19
From other prefectures	218	0

*Day trip is for business and sightseeing purpose.

Note) FY2010

【Example of output: 2】 Unit price of amount of tourism consumption in Okinawa

- In the case of Japanese nationals, unit price of overnight travelers for sightseeing purpose is high.
- On the other hand, unit price of business travelers is high in the case of foreign visitors.

Unit price of amount of travel consumption

Unit price of amount of travel consumption (yen/people time)

Sightseeing purpose		
	Overnight trip	Day trip
From Okinawa	34,521	5,694
From other prefectures	99,900	1,777

Foreign visitors		
	Overnight trip	Day trip
Sightseeing	86,691	8,109
Business	137,845	8,109

Reference value: Business purpose*		
	Overnight trip	Day trip
From Okinawa	34,219	4,831
From other prefectures	46,290	86,760

*Day trip is for business and sightseeing purpose.

Note) FY2010

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【Example of output: 3】 Amount of travel consumption in Okinawa

- The amount of travel consumption by tourists visiting from other prefectures account for the first position on a total amount basis.
- Although an unit price of foreign visitors is high, the absolute number of them is small.

Amount of travel consumption

Amount of travel consumption (million yen)

Sightseeing purpose		
	Overnight trip	Day trip
From Okinawa	7,460	7,763
From other prefectures	115,705	78

Foreign visitors		
	Overnight trip	Day trip
Sightseeing	3,115	23
Business	2,343	-

Reference value: Business purpose*		
	Overnight trip	Day trip
From Okinawa	3,042	91
From other prefectures	10,081	7

*Day trip is for business and sightseeing purpose.

Note)FY2010

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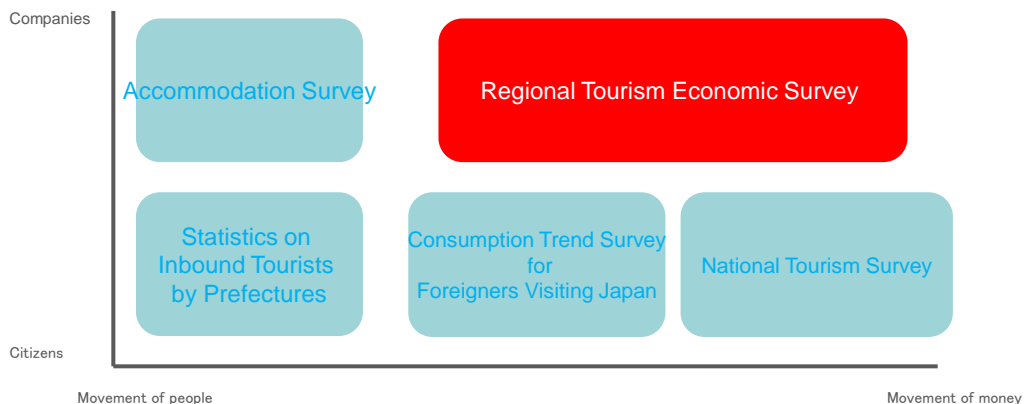
4. Regional Tourism Economic Survey

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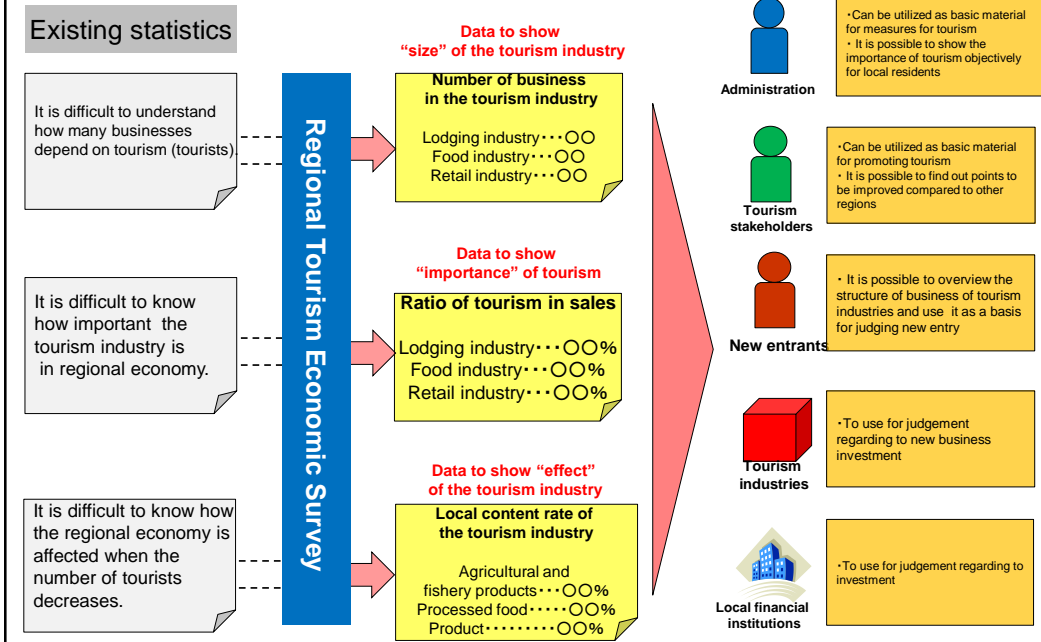
Regional Tourism Economic Survey is to clarify structure of tourism from an industrial point of view

- The conventional tourism statistics did not survey from a viewpoint of companies x money so that it was difficult to understand quantitative economic effects created by the demand for tourism.
- Economic survey on tourism places is conducted to correct such shortcoming.

Position of tourism statistics



Transparency of the tourism industry increases by conducting the Economic survey on tourism places



Effects of the tourism industry on regional economy (example: Furano)

