

Inbound Tourism Statistics

4.July.2011

Japan Tourism Agency



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



Consumption Trend Survey for Foreigners Visiting Japan

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.

Outbound

- **Number of Japanese tourists who travel abroad**
 - ... Announced by JNTO on a monthly basis.

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.

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.

Overview of the Consumption Trend Survey for Foreigners Visiting Japan

- The amount of travel consumption (transportation and accommodation costs, etc.) spent by foreigners visiting Japan (mainly the 15 countries and regions designated as the VJC priority market) and status of change are surveyed by nationality, quarter and region

Content of survey

<Outline>

- ◆ Number of survey conducted : 4 times a year
- ◆ Place : 11 Airports and ports
- ◆ Target : Foreigners who depart from Japan
- ◆ Number of samples: Total 26,000 (6,500 each quarter)
- ◆ Method : CAPI (using ipad)
- ◆ Items to be surveyed

Attribute
Nationality, gender, age, etc.

Status of travel activities
Place of entry into the country, number of times of visit to Japan, number of companion(s), places visited, etc.

Status of consumption
[Item x amount of spending], means of settlement, etc.

Others
satisfaction, rate in each activities, intention of return to Japan, recognition of logo, etc.



(Image of survey)

Utilization methods

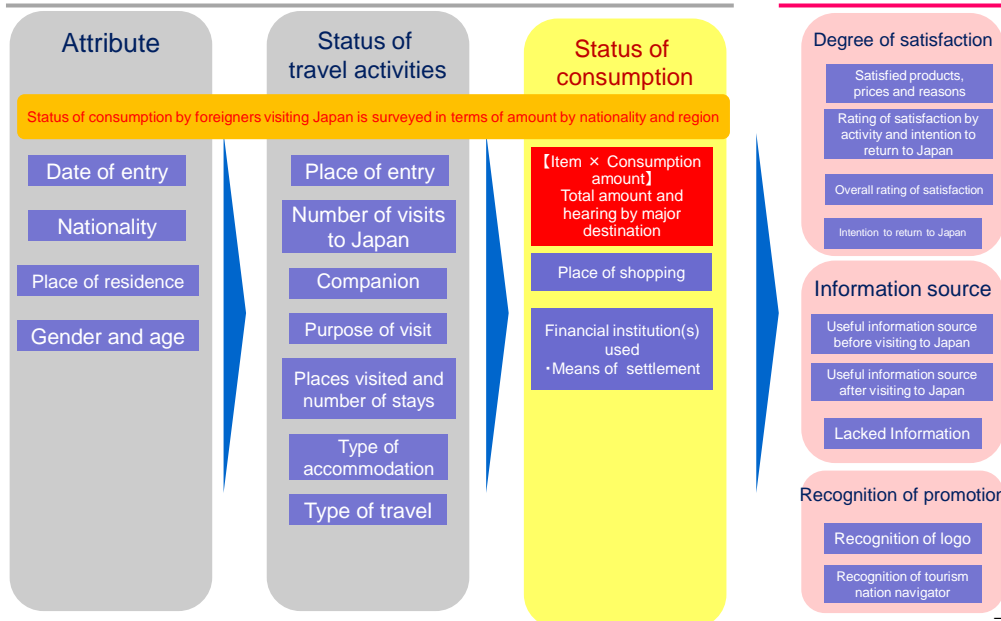
- **Planning of inbound policies based on needs of foreigners visiting Japan**
 - Implementation of promotion activities based on PDCA cycle taking into account the trend of travel of foreigners visiting Japan
 - Development of a system of accepting foreigners according to their consumption patterns and needs (understanding of major routes by nationality, etc.)
 - Economic effect (effects in terms of employment and tax revenues) by foreigners visiting Japan and analysis of cost-benefit performance
- **Revitalization of businesses for foreigners visiting Japan**
 - Utilization for effective tourism marketing (establishment of new travel routes, etc.)
 - Utilization for formulating locating strategies for commercial facilities

Items to be surveyed



General statistics (approved by the Ministry of Internal Affairs and Communications)

Attitude survey, etc.



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Amount of travel consumption by foreigners visiting Japan



The amount of travel consumption by foreigners visiting Japan in 2010 is estimated to be 11.49 billion yen

➢ The amount spent during the stay in Japan (April to December 2010) is 113,005 yen per person. The amount of domestic revenue included in package tour costs (April to December 2010) is 20,761 yen per person

➢ The amount of travel consumption is estimated to be 882.3 billion yen by multiplying the amount above by the number of foreigners who visited Japan (6.596 million) from April to December 2010

Estimation of amount of travel consumption by foreigners who visited Japan in 2010 (calendar year)

	Yen/person	Yen/person	Yen/person	Person	100 million yen
	a. Amount of travel consumption during the stay in Japan	b. Domestic revenue amount included in package tour costs	c. Amount of travel consumption including the domestic revenue amount in package tour costs	d. Number of foreigners visited Japan (JNTO)*2	e. Total amount of travel consumption by foreigners (including the breakdown of package tour costs) (=c x d)
January to March 2010*1	111,949	20,365	132,314	2,015,012	2,666
April to June 2010	104,003	23,344	127,347	2,186,624	2,785
July to September 2010	119,605	20,603	140,208	2,399,063	3,364
October to December	114,921	18,140	133,061	2,010,476	2,675
April to December 2010	113,005	20,761	133,766	6,596,163	8,823
2010 (calendar year)	112,758	20,668	133,426	8,611,175	11,490

*1 For the travel consumption by nationality from January to March 2010, the travel consumption by nationality from April to December 2010 was used

*2 The number of foreigners visiting Japan by JNTO is provisional

※ The values in the calendar year columns includes accommodation and meals fees spent in Japan included in the package tour costs. However, it does not include international passenger fares paid to Japanese airlines and ship companies

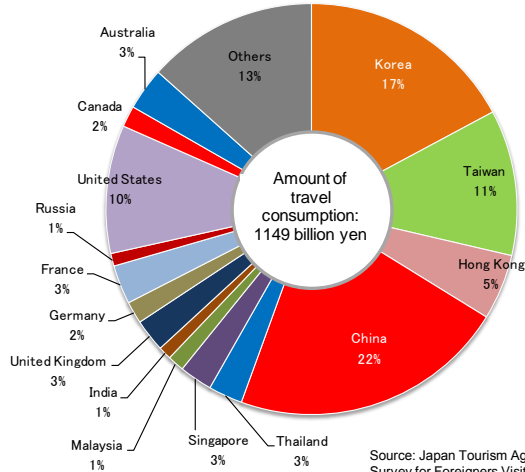
Source: Japan Tourism Agency 2010 Annual Report "Consumption Trend Survey for Foreigners Visiting Japan"

Breakdown of amount of travel consumption by nationality



➤ Amount of travel consumption in terms of calendar year and its breakdown by nationality are as follows; 1) China 249.8 billion yen (21.7%), 2) Korea 197.3 billion yen (17.2%), 3) Taiwan 131.8 billion yen (11.5%), 4) United States 115.9 billion yen (10.1%), 5) Hong Kong 59.3 billion yen (5.2%)

Breakdown of amount of travel consumption by nationality
(including the breakdown of package tours costs (excluding international passenger fees))



Source: Japan Tourism Agency 2010 Annual Report "Consumption Trend Survey for Foreigners Visiting Japan"

Travel consumption by foreigners who visited Japan (amount of consumption by item)



Amount of travel consumption by item in 2010 (calendar year) and its breakdown (by nationality, including the domestic revenue of package tour costs)

Nationality	Yen/Person						
	Total amount of travel consumption	Accommodation cost	Dining cost	Transportation cost	Entertainment/service costs	Shopping cost	Others
All Nationality	133,426	41,659	26,598	14,120	6,803	41,273	2,973
Korea	80,875	27,565	18,163	9,456	3,739	20,458	1,494
Taiwan	103,888	26,700	18,584	7,529	6,424	39,129	5,521
Hong Kong	116,582	31,575	25,080	10,541	4,580	43,956	850
China	176,784	36,543	25,393	10,338	12,601	86,752	5,157
Thailand	143,424	40,542	33,455	14,816	3,824	47,186	3,600
Singapore	164,937	53,772	30,782	14,944	11,733	52,839	867
Malaysia	131,075	49,501	24,029	14,296	4,497	37,966	785
India	177,315	90,021	37,288	21,011	2,976	22,856	3,164
United Kingdom	160,603	78,551	32,373	18,073	5,475	25,038	1,094
Germany	160,505	64,596	34,728	23,203	5,468	30,992	1,517
France	232,668	68,560	52,254	32,448	12,711	65,324	1,371
Russia	223,052	58,311	49,359	33,226	11,839	68,413	1,904
United States	159,414	61,851	36,353	23,161	6,580	30,036	1,432
Canada	124,316	50,213	26,811	18,451	3,554	24,992	296
Australia	169,445	64,360	35,898	22,132	5,495	33,124	8,437
Others	195,512	72,093	44,663	28,687	8,554	38,570	2,946

※ The values of calendar year includes accommodation and meals fees spent in Japan included in the package tour costs. However, it does not include international passenger fares paid to Japanese airlines and ship companies

Source: Japan Tourism Agency 2010 Annual Report "Consumption Trend Survey for Foreigners Visiting Japan"

Travel consumption by foreigners who visited Japan (proportion of consumption by item)



Amount of travel consumption rate by item in 2010 (calendar year) and its breakdown (by nationality, including the domestic revenue of package tour costs)

Amount of consumption by item

(%)

Nationality	Accommodation cost	Dining cost	Transportation cost	Entertainment/service costs	Shopping cost	Others
All Nationality	31.2	19.9	10.6	5.1	30.9	2.2
Korea	34.1	22.5	11.7	4.6	25.3	1.8
Taiwan	25.7	17.9	7.2	6.2	37.7	5.3
Hong Kong	27.1	21.5	9.0	3.9	37.7	0.7
China	20.7	14.4	5.8	7.1	49.1	2.9
Thailand	28.3	23.3	10.3	2.7	32.9	2.5
Singapore	32.6	18.7	9.1	7.1	32.0	0.5
Malaysia	37.8	18.3	10.9	3.4	29.0	0.6
India	50.8	21.0	11.8	1.7	12.9	1.8
United Kingdom	48.9	20.2	11.3	3.4	15.6	0.7
Germany	40.2	21.6	14.5	3.4	19.3	0.9
France	29.5	22.5	13.9	5.5	28.1	0.6
Russia	26.1	22.1	14.9	5.3	30.7	0.9
United States	38.8	22.8	14.5	4.1	18.8	0.9
Canada	40.4	21.6	14.8	2.9	20.1	0.2
Australia	38.0	21.2	13.1	3.2	19.5	5.0
Others	36.9	22.8	14.7	4.4	19.7	1.5

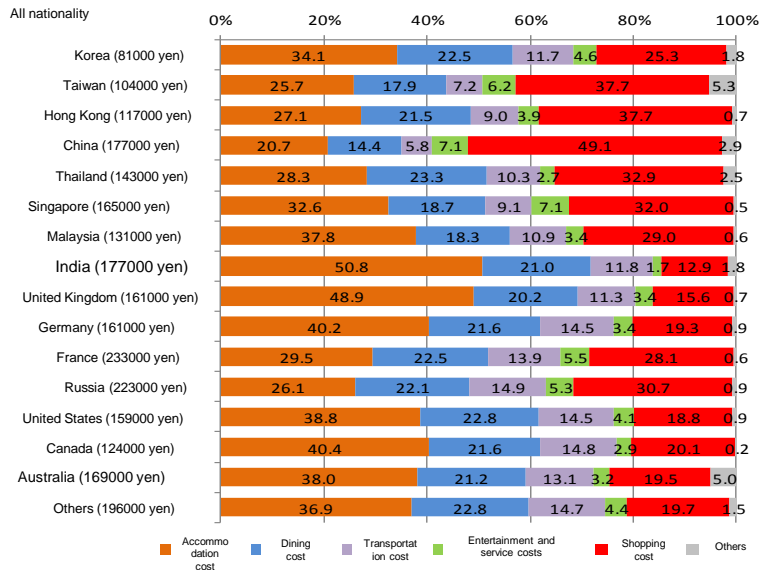
※ The values of calendar year includes accommodation and meals fees spent in Japan included in the package tour costs. However, it does not include international passenger fares paid to Japanese airlines and ship companies

Source: Japan Tourism Agency 2010 Annual Report "Consumption Trend Survey for Foreigners Visiting Japan"

Travel consumption rate by foreigners visiting Japan (breakdown by item and nationality)



【Breakdown by item】 by nationality



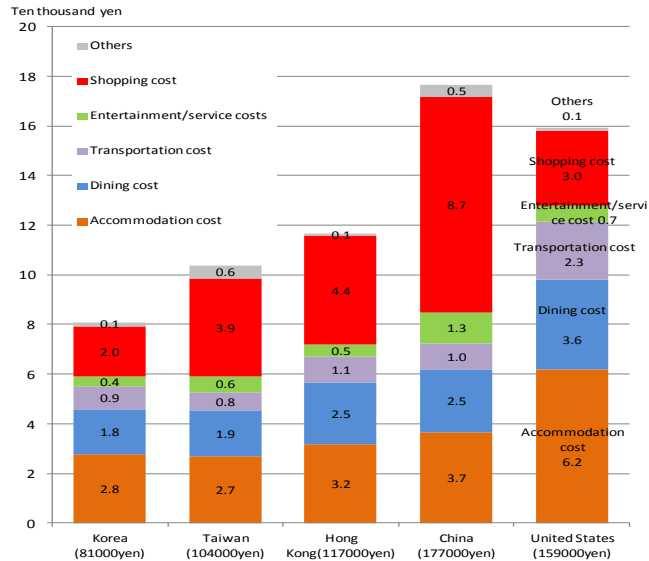
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Source: Japan Tourism Agency 2010 Annual Report "Consumption Trend Survey for Foreigners Visiting Japan"

Total amount of travel consumption by foreigners visiting Japan (by item) (5 major countries)



【Amount of travel consumption by item】 by major nationality



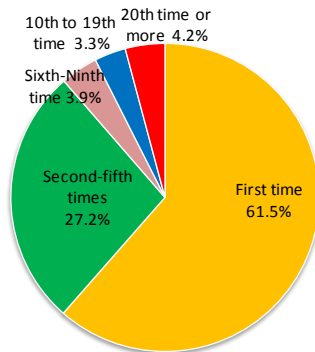
Foreigners Visiting Japan

Example of output: Trend of travel consumption of Chinese people (number of visits to Japan and number of days)

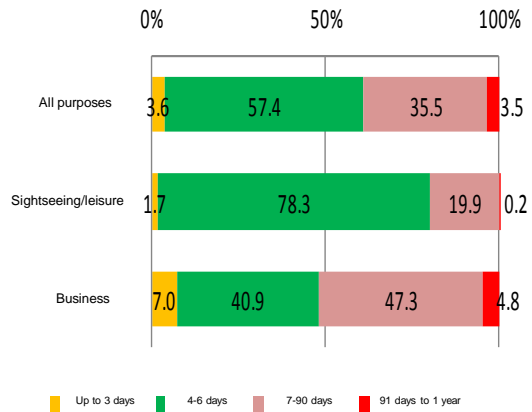


- The rate of first visit is as high as 61.5% in the case of Chinese people
- The number of stays is usually 4-6 days for tourists

【Number of visits】



【Number of days】



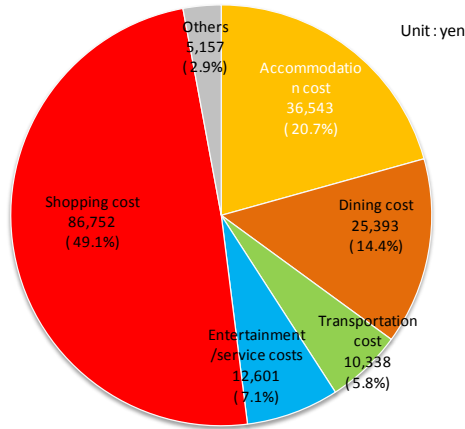
Source: Japan Tourism Agency 2010 Annual Report "Consumption Trend Survey for Foreigners Visiting Japan"

Example of output: Trend of travel consumption of Chinese visitors (travel expenditure)



➤ Chinese tourists spend about 50% of the travel expenditure for shopping

【 Travel expenditure 】



Total: 176,784円

Source: Japan Tourism Agency 2010 Annual Report "Consumption Trend Survey for Foreigners Visiting Japan"

Example of output: Trend of travel consumption of Chinese people (ranking of shopping)



➤ The most popular souvenirs the Chinese people purchase are cosmetics, medicines and toiletry products and about 65% of them purchase those products

◆Purchased products◆ (multiple answers)				◆Satisfied products purchased◆ (single answer)		
Ranking of purchase rate	Items	Response rate (%)	Unit price by purchaser (yen)	Ranking	Sub-division of product	Response rate (%)
1st	Cosmetics, medicines, toiletry products	64.5	36,127	1st	Cosmetics	20.6
2nd	Confectioneries	58.2	11,611	2nd	Fashion goods	14.8
3rd	Otherfoods, Beverage, Liquor, Cigarette	40.1	16,831	3rd	Camera	13.8
4th	Clothing (other than kimono), Bag, Shoes	29.6	50,832	◆Place of shopping◆ (multiple answers)		
5th	Camera, Videocamera, Watch	29.2	67,229	Ranking	Sub-division of product	Response rate (%)
6th	Electric appliances (personal computers, acoustic equipment)	21.1	55,652	1st	Duty free shop at Airport	78.4
7th	Kimono/Traditional craft products	11.6	14,901	2nd	Department store	65.2
8th	Comic/DVD/animation related products	6.4	11,225	3rd	Supermarket/Shopping center	65.2

Source: Japan Tourism Agency 2010 Annual Report "Consumption Trend Survey for Foreigners Visiting Japan"