

# Outbound Tourism Statistics

5.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.

### Outbound

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

### Domestic

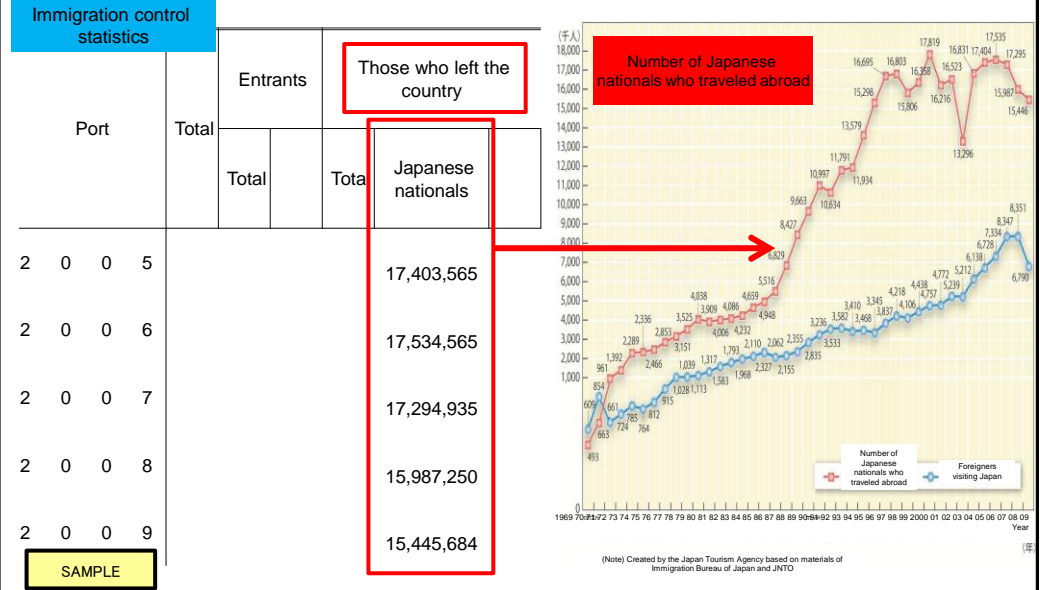
- **National Tourism Survey (general statistics)**
  - ... Survey on the amount of domestic travel consumption and number of overnight and day trips by Japanese nationals. Economic ripple effects and TSA are analyzed based on this survey and its results are announced.
- **Accommodation Survey (general 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.

Relationship between the "Number of Japanese nationals who travel abroad" and the "Immigration control statistics" 観光庁

■ The number of Japanese nationals who travel abroad announced by JNTO on a monthly basis uses the number of Japanese nationals who leave the country in the "Immigration control statistics" created by Immigration Bureau of Japan.



Number of Japanese nationals who travel abroad based on the immigration control statistics (by month, major airport and port) (sample) 観光庁

■ Number of Japanese nationals who travel abroad by month from major port. (sample)

Port	Total	January	February	March	April
<b>T o t a l</b>	<b>15,445,684</b>	<b>1,172,539</b>	<b>1,359,580</b>	<b>1,419,042</b>	<b>1,201,614</b>
<b>A i r p o r t</b>	<b>15,240,225</b>	<b>1,158,670</b>	<b>1,342,318</b>	<b>1,393,162</b>	<b>1,179,790</b>
Shin Chitose	102,541	9,987	8,441	11,305	8,800
S e n d a i	72,289	5,479	6,705	6,931	5,541
N a r i t a	8,280,595	627,628	715,807	743,180	639,254
H a n e d a	780,022	56,299	66,366	69,866	59,224
N i i g a t a	71,521	5,726	6,257	6,976	5,047
<b>C h u b u</b>	<b>1,575,891</b>	<b>123,979</b>	<b>146,110</b>	<b>153,012</b>	<b>129,594</b>
N a g o y a	94	5	6	4	18
K o m a t s u	28,220	2,277	2,936	3,118	2,421
K a n s a i	3,184,158	248,635	289,593	292,878	245,368
H i r o s h i m a	115,553	8,368	10,937	10,479	9,496

Source: Immigration Bureau of Japan "Immigration Control Statistics"

SAMPLE

Number of Japanese nationals who travel abroad based on the immigration control statistics (by residence) (sample)



■ Number of Japanese nationals who travel abroad by place of residence, age and gender . (sample)

Place of residence	T o t a l		0 ~ 4 years of age		5 ~ 9 years of age	
	M e n	W o m e n	M e n	W o m e n	M e n	W o m e n
<b>T o t a l</b>	<b>8,216,645</b>	<b>7,229,039</b>	<b>125,360</b>	<b>121,948</b>	<b>146,223</b>	<b>143,989</b>
Hokkaido	124,715	144,087	1,583	1,530	1,986	1,959
Aomori	19,328	18,788	247	232	287	288
Iwate	21,670	18,564	292	264	311	337
Miyagi	69,545	61,549	826	830	974	1,053
Akita	18,772	15,971	186	182	200	228
Yamagata	27,380	19,525	360	358	397	352
Fukushima	51,899	40,590	650	608	855	828
Ibaraki	157,221	120,290	1,863	1,781	2,245	2,309
Tochigi	91,719	70,532	1,168	1,097	1,585	1,561
Gunma	85,492	71,810	1,198	1,116	1,492	1,392

Source: Immigration Bureau of Japan "Immigration Control Statistics"

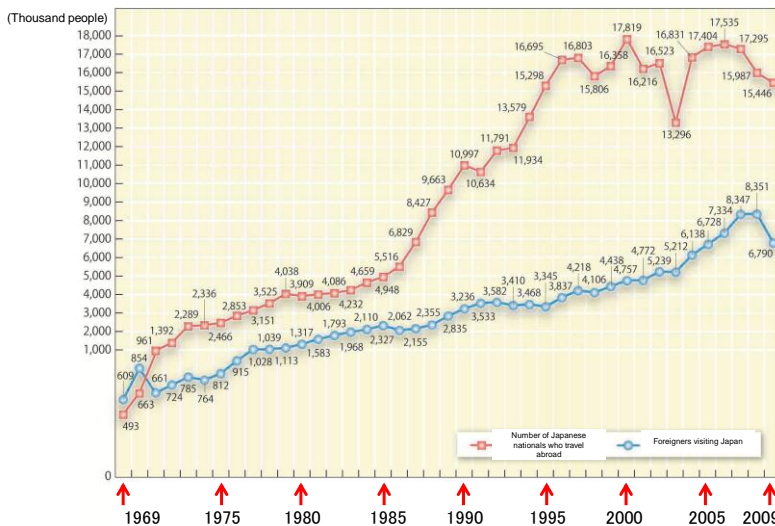
SAMPLE

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Number of Japanese nationals who travel abroad based on the immigration control statistics



- Number of Japanese nationals who traveled overseas in 2009 was 15.45 million people.
- Although the number was back on course for recovery since August in terms of world depression, it decreased about 540,000 compared to the previous year (-3.4% year-on-year basis).



Number of Japanese nationals who travel abroad (Unit: thousand people)  
(Red graph above)

Source: Created by the Japan Tourism Agency based on materials of Immigration Bureau of Japan and JNTO

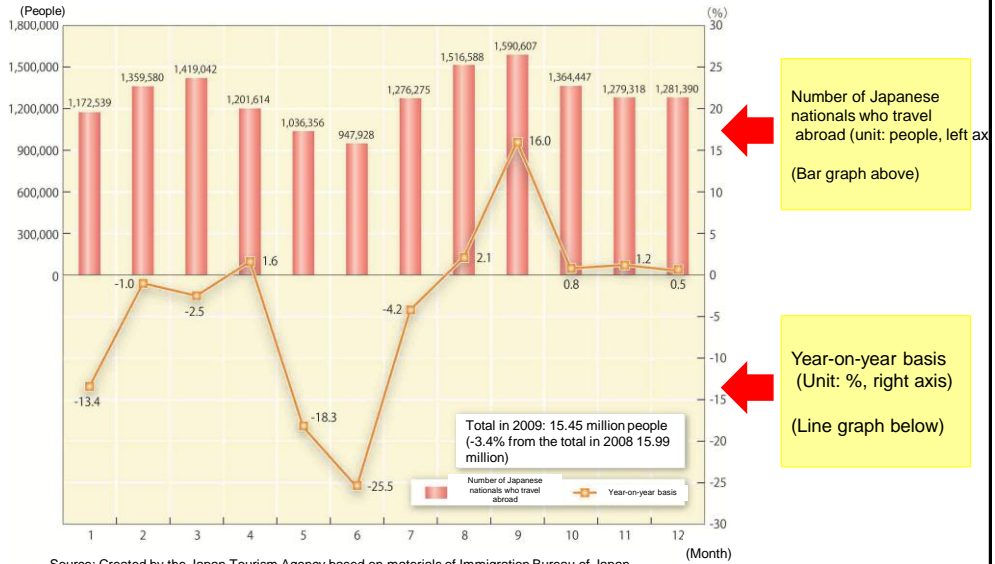
(Year)

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Number of Japanese nationals who travel abroad based on the immigration control statistics (monthly basis in 2009)



- In 2009, the number of Japanese nationals who traveled abroad increased in the vacation season in September more than usual years (on a year-on-year basis).
- On the other hand, it decreased significantly in May and June because of the influence of the new influenza virus.



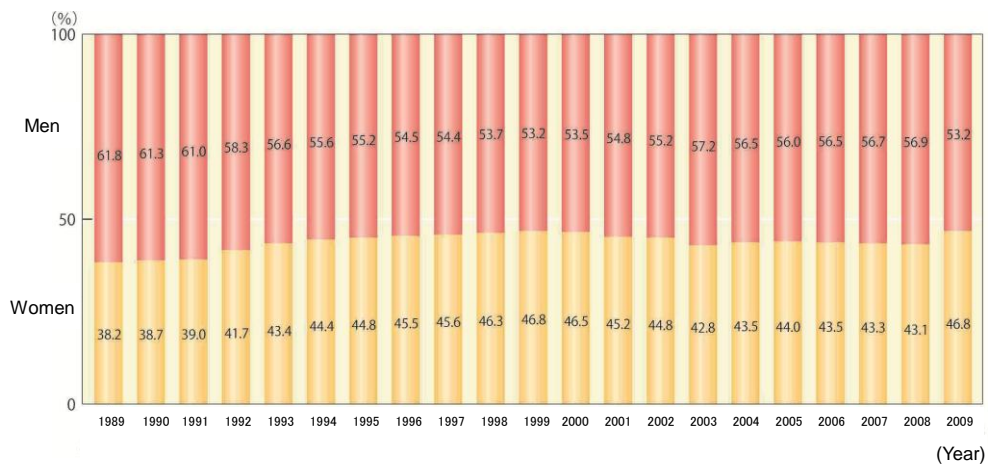
Number of Japanese nationals who travel abroad (unit: people, left axis)  
(Bar graph above)

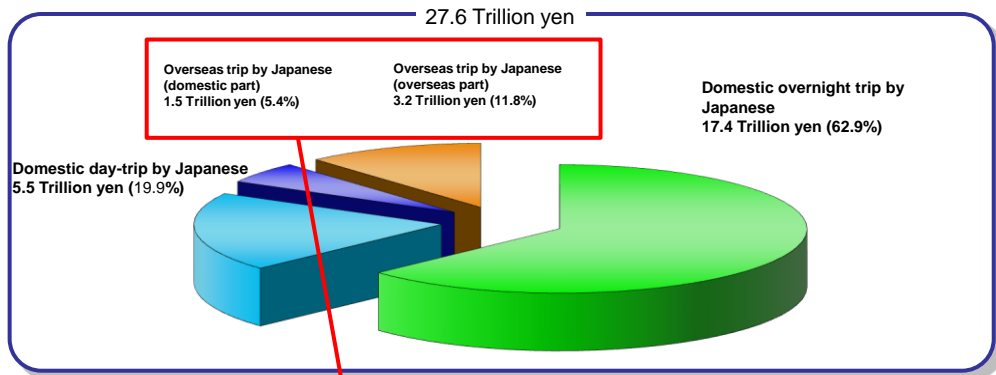
Year-on-year basis (Unit: %, right axis)  
(Line graph below)

Number of Japanese nationals who travel abroad based on the immigration control statistics (Ratio by gender)



- Looking at the breakdown of overseas travelers by gender, men account for 53.2% (8.22 million), while women 46.8% (7.32 million). The ratio of women increased.





The amount of consumption by Japanese nationals can be viewed also from results of National Tourism Survey conducted by the Japan Tourism Agency. In 2009, the amount of overseas travel consumption spent in Japan by the Japanese was 1.5 trillion yen and that spent abroad was 3.2 trillion yen.

Source: Japan Tourism Agency "National Tourism Survey"