

Japanese Travel Trends



Japanese Travel Trends

- Background of Japanese traveling
- Japanese travelers in general
- Interests of Japanese travelers
- Biggest target groups
- Japanese information retrieval habits
- Popular destinations

Background of Japanese traveling

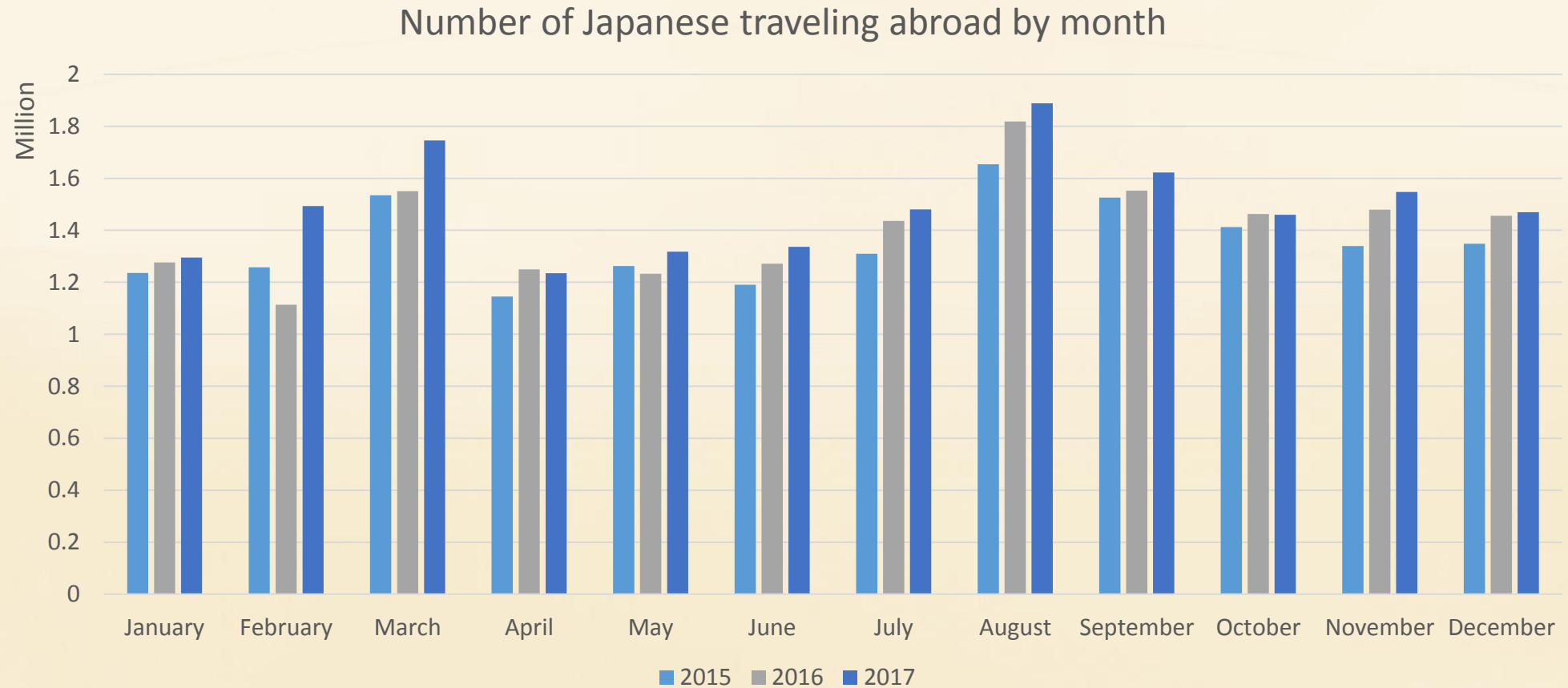
- Until 1964 traveling abroad was restricted
- Olympics in Japan in 1964
- At the end of 1980's the Japanese government tried to encourage traveling abroad
- Traveling abroad is sometimes cheaper than traveling inside Japan
- Personal goals and free time hobbies are more personalized and individualistic than before

Japanese traveling abroad



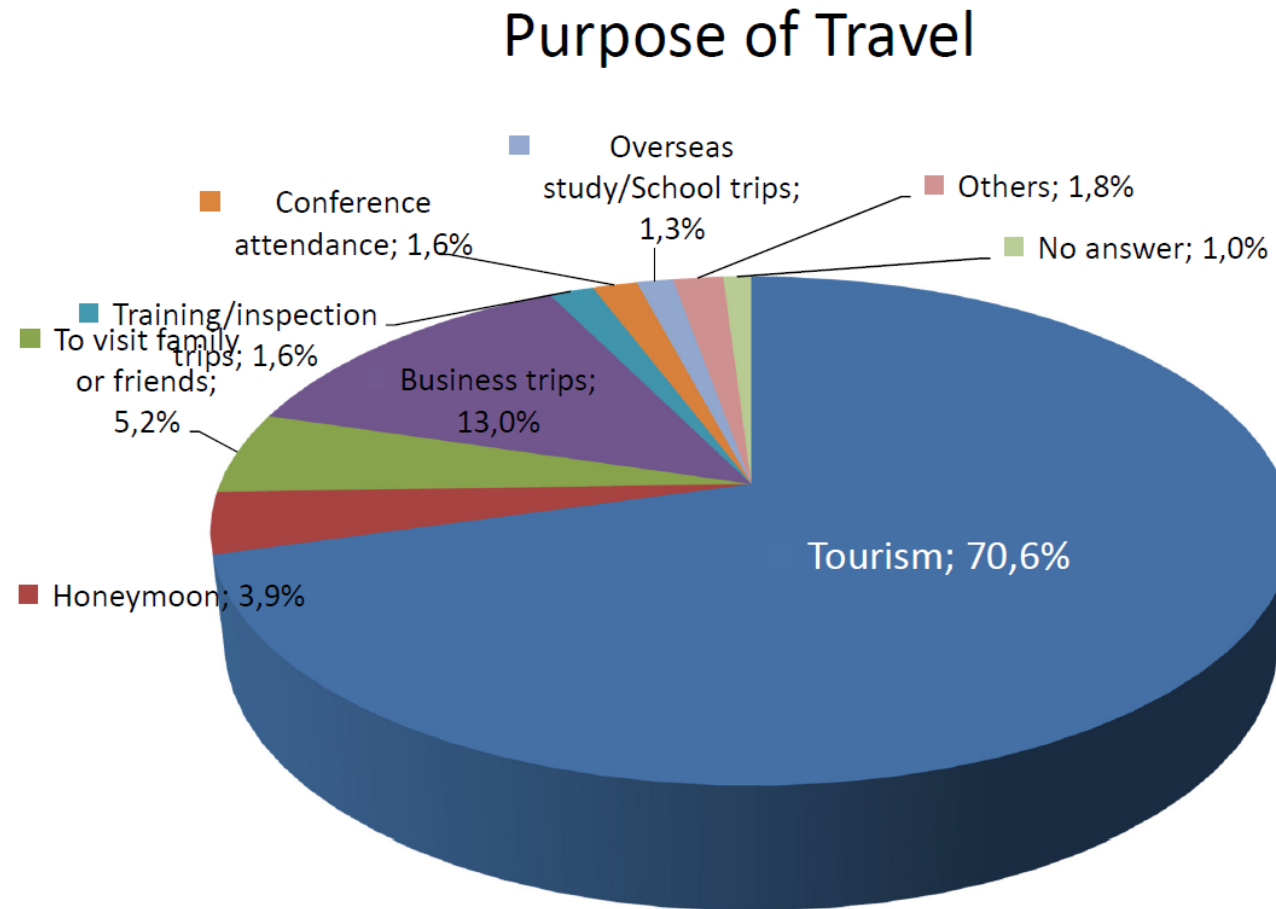
Source: [JTB Tourism Research Consulting Co.](#)

Japanese traveling abroad



Source: [JTB Tourism Research Consulting Co.](#)

Purpose of travel



Source: JTB Tourism Research & Consulting Co. "Factual Survey of the Overseas Travel Situations"

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Source: Japanese tourism trend and potential for Baltics & South Coast of Finland, Shigeyoshi Noto

Interests of Japanese travelers

- Interest for beach holidays has decreased
- Interest for touring and city breaks has increased
- Modern humanists
- Experience-based tourism
- 'Must see' sites (world heritage sites & cultural attractions)
- Health and ecotourism
- Shopping
- Megatrends: origin and naturalness

Experience-based tourism

- Need for self-development and natural living
- Memorable, highly personalized experiences
- Intangible value perceived by customer
- Travel event that has been subject to major attention and has particularly strong emotional impact

Health and ecotourism

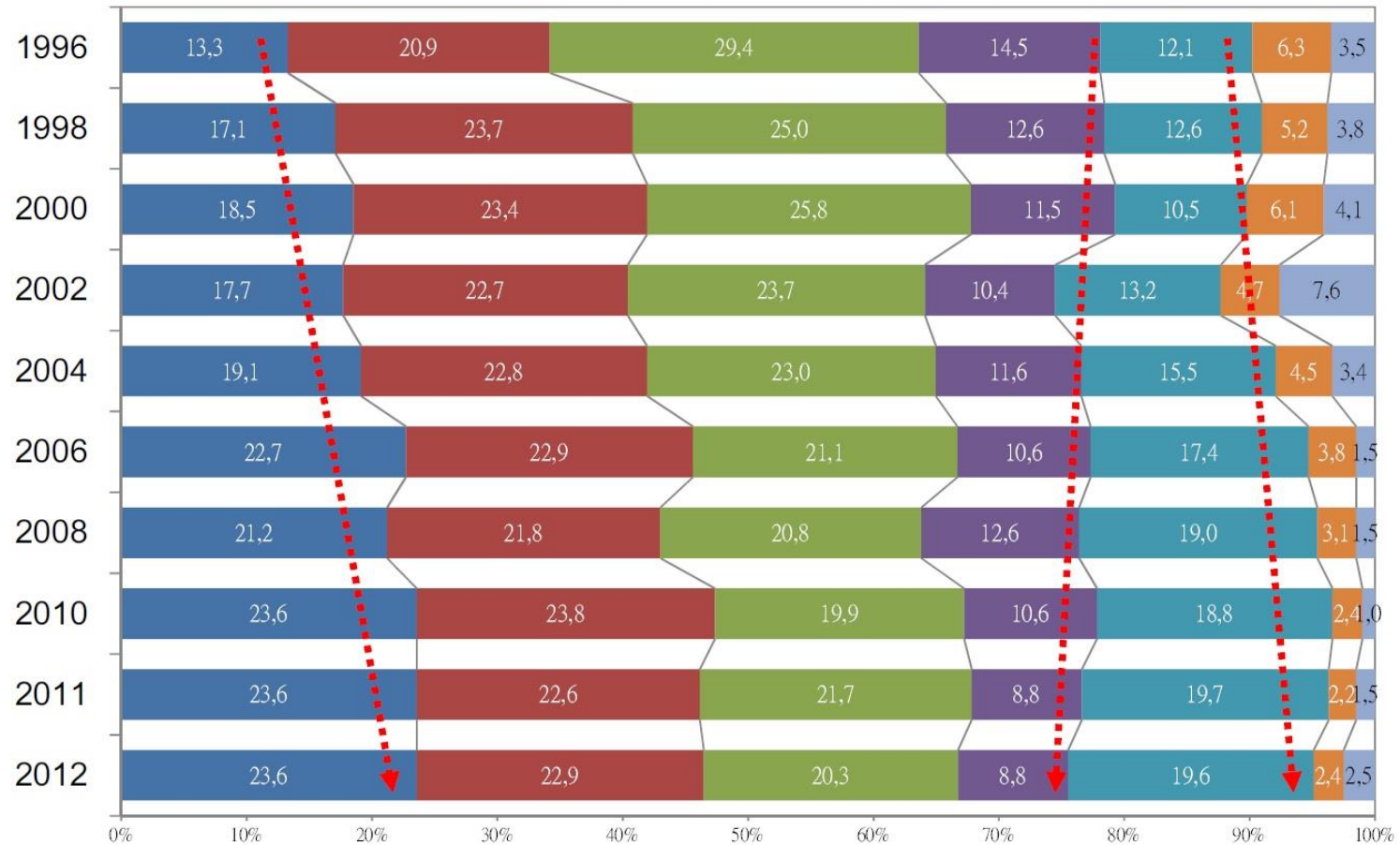
- Adaptation to nature
- Escape from digitalisation
- 'Medicine' for physical and mental health
- Balance between work and leisure
- Local products



Japanese travelers – target groups

“Who do you travel with?”

■ Husband or wife
 ■ Family/relatives
 ■ Friends/acquaintances
 ■ Fellow employees
 ■ Solo
 ■ Others
 ■ No answer



Source : Japan Tourism Marketing Co. “Factual Survey of the Overseas Travel Situation”

Source: Target groups, Shigeyoshi Noto

Seniors

- Aging Japanese population
- Retired, over-65s
- Appreciate safety ,routines, guides and prefer group travels
- Language problem
- More experienced and energetic than before

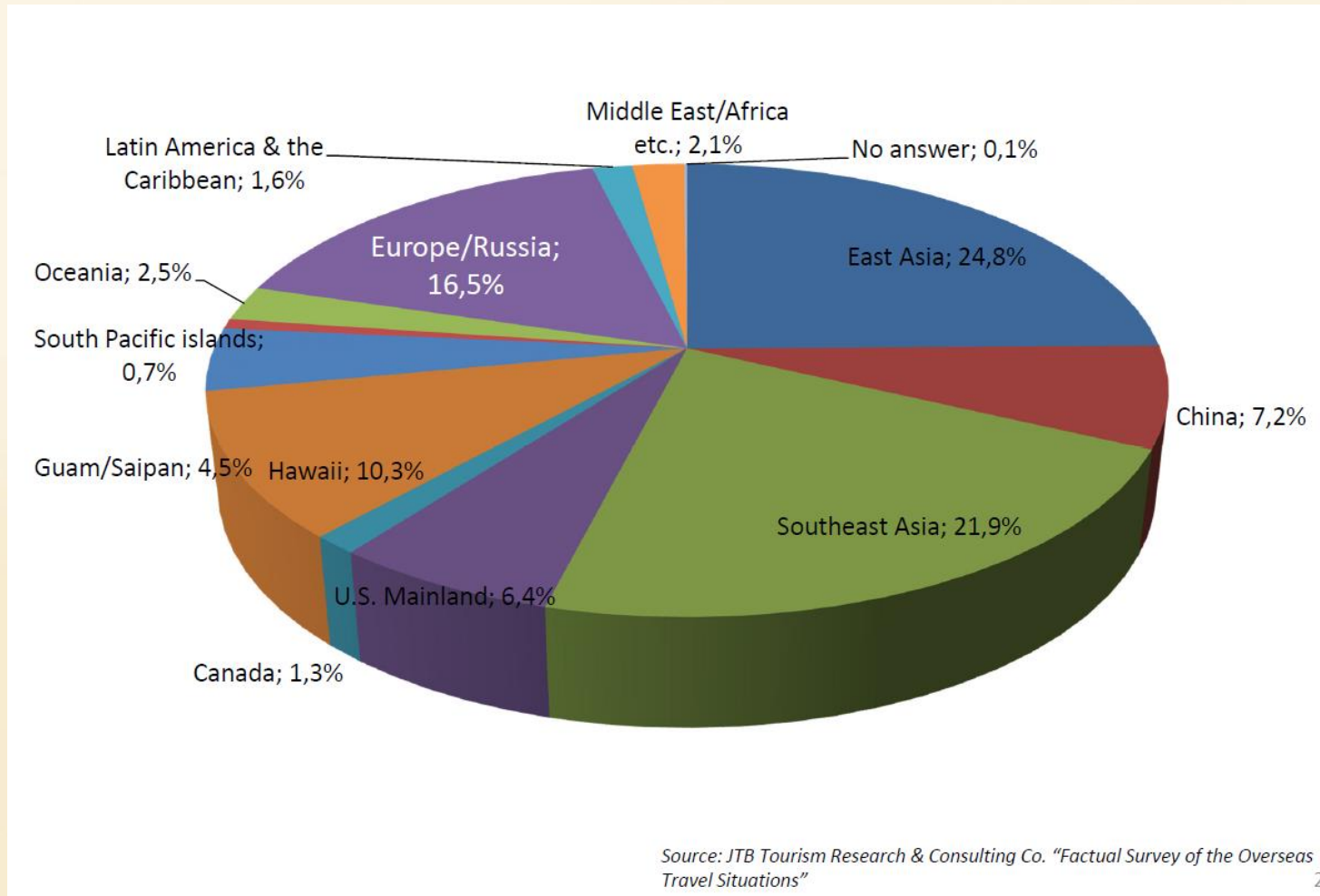
Young Women

- In their 20s and 30s
- Live with parents in metropolitan areas
- Mid to high income
- Travel alone, with partner or female friends
- Trendsetters
- Blending in the local culture

Information retrieval preferences

- Traditional guidebooks still popular
 - Tend to focus on capital cities and sights to see
- Travel agencies
 - [Rakuten Travel](#)
- Internet and social media
 - [Line](#)

Popular destinations



Source: Japanese tourism trend and potential for Baltics & South Coast of Finland, Shigeyoshi Noto

Popular destinations

- Safe locations are leading
 - Australia, Taiwan, New Zealand
- Belgium, France and Germany decreased in popularity due to terrorist attacks

Desired destinations

Ranking	2015	2016
1	Hawaii	Hawaii
2	Italy	Australia
3	France	Italy
4	Australia	France
5	Guam	Guam/UK
6	UK	Guam/UK
7	Switzerland	Germany
8	Germany	Switzerland
9	Spain	Singapore
10	Canada	Spain
	18, Scandinavia & Finland	Out of ranking : Scandinavia & Finland

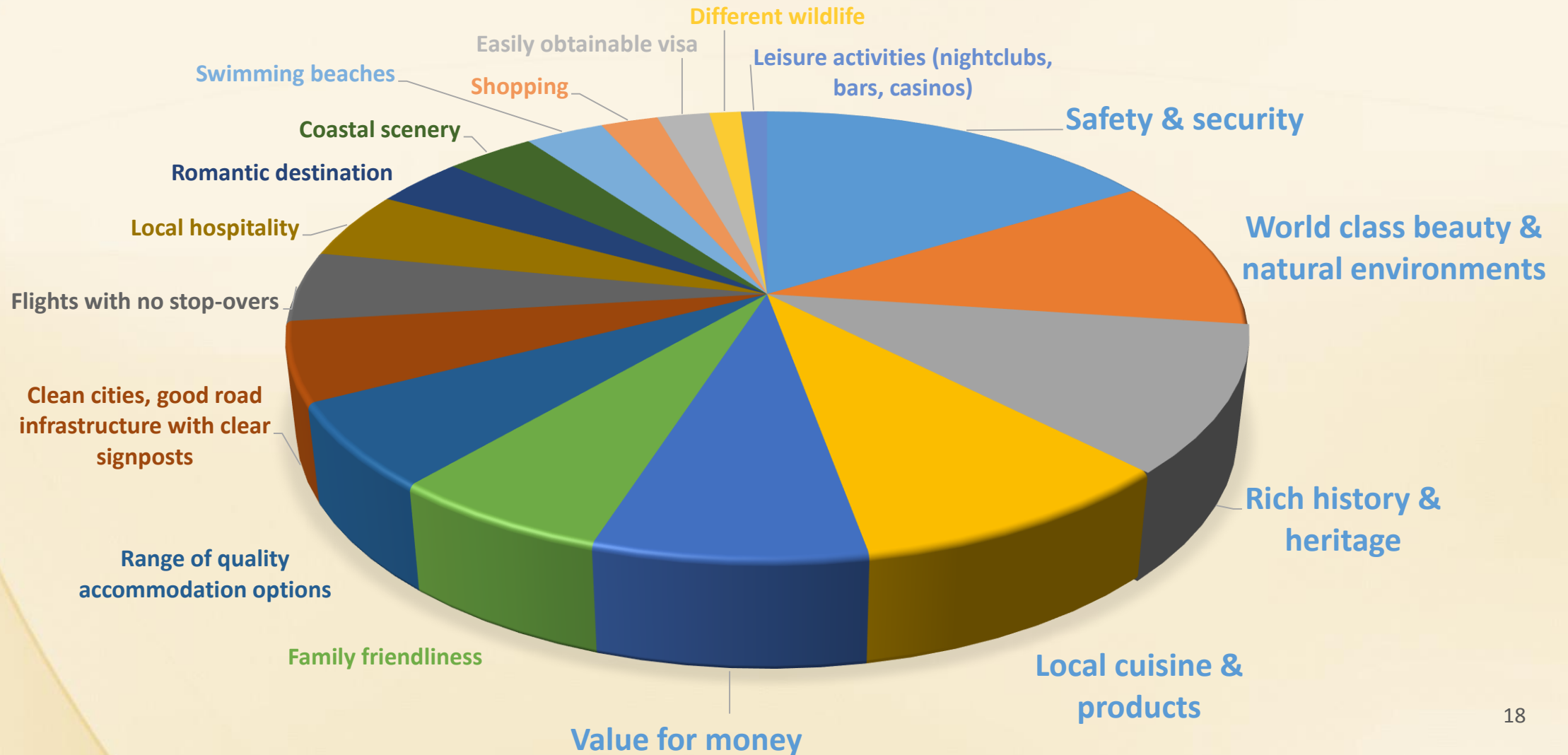
Source: Japanese tourism trend and potential for Baltics & South Coast of Finland, Shigeyoshi Noto

Most important factors in choosing destination

The Australia Tourism Commission Japan Market Profile²⁹ surveyed the important factors for the Japanese in choosing any tourism destination.

- safe and secure destination 77%,
- world class beauty and natural environments 52%,
- rich history and heritage 50%,
- good food, wine, local cuisine and produce 45%,
- a destination that offers value for money 37%,
- a family friendly destination 30%,
- a range of quality accommodation options 29%,
- clean cities, good road infrastructure with clear signposts 27%,
- flights with no stop-overs 24%
- friendly and open citizens, local hospitality 23%,
- romantic destination 17%,
- spectacular coastal scenery 17%,
- great swimming beaches 15%,
- native or cultural heritage or activities 11%,
- great shopping / world class brand names 11%,
- ease of obtaining visa 10%,
- luxury accommodation and facilities 7%,
- different and interesting local wildlife 6%,
- good leisure activities such as nightclubs, bars and casinos 5%.

Most important factors in choosing destination



Sources

This material was put together based mainly on the following CAITO project's material:

- Shigeyoshi Noto (2018). *Japanese tourism trend and potential for Baltics & South Coast of Finland*.
- Shigeyoshi Noto (2018). *Target Groups*.
- Suvanto, Hannele & Sudakova, Lea & Kattai, Kaili &, Grinberga-Zalite, Gunta & Bulderberga, Zane (2017). *Japanese tourists in Finland, Estonia and Latvia – a literature review*.
- Matilainen, Anne (2017). *Market analysis, preliminary results*.
- JATA Tourism Expo Japan 2016: *Japanese Overseas Outbound Travel Market symposium*.
- Photo source: www.celotajs.lv

Following outside sources were used as well:

- Burns, Peter M (1996). *Japan's Ten Million Program: the Paradox of Statistical Success*. Available: <https://onlinelibrary.wiley.com/doi/epdf/10.1002/pth.6070020206>
- Tourism Development International (2014). *Marketing Strategies For Tourism Destinations, a Competitive Analysis. Target Market – Japan*. Available: http://www.etc-corporate.org/reports/marketing-strategies-for-tourism-destinations-japan?page=download-report&report_id=60
- Øystein Jensen & Nina Prebensen (2015). *Innovation and Value Creation in Experience-based Tourism*, Scandinavian Journal of Hospitality and Tourism. Available: <https://doi.org/10.1080/15022250.2015.1066093>
- [JTB Tourism Research Consulting Co.](http://www.jtb-tourism.com)

Thank you!

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