



Japan Fact Sheet

Japan Overview

Japan is Hawai'i's largest international market and dynamic plans are being launched to grow interest in our islands. Hawai'i continues to thrive in an increasingly competitive travel environment. Instead of dropping prices and standards, HTJ is elevating its strategy. The organization is coming up with unique marketing campaigns to draw in new corporations to promote Hawai'i. They also nurture established travel partners in Hawai'i and Japan to ensure Hawai'i remains a preferred vacation destination for Japanese travelers.

March 2017 Quick Facts¹

Visitor Expenditures: \$375.9 million
 Primary Purpose of Stay: Pleasure (203,893) vs. MCI (20,538)
 Average Length of Stay: 5.86 days
 First Time Visitors: 37.0%
 Repeat Visitors: 63.0%

JAPAN MMA (by Air)	2015	2016P	% Change 2016P vs 2015	2017 Forecast	% Change 2016P vs 2017 Forecast	YTD Mar. 2017P	YTD Mar. 2016P	% change YTD
Visitor Expenditures* (\$ Millions)	2,052.7	2,098.9	2.3%	2,252.5	7.3%	563.1	472.8	19.1%
Visitor Days	8,685,616	8,715,691	0.3%	8,997,869	3.2%	2,266,143	2,038,577	11.2%
Arrivals	1,482,304	1,488,396	0.4%	1,536,176	3.2%	383,702	357,534	7.3%
Per Person Per Day Spending* (\$)	236.3	240.8	1.9%	246.6	2.4%	248.5	231.9	7.1%
Per Person Per Trip Spending* (\$)	1,384.8	1,410.2	1.8%	1,466.3	4.0%	1,467.5	1,322.3	11.0%
Length of Stay (days)	5.86	5.86	-0.1%	5.86	0.0%	5.91	5.70	3.6%

*Excludes supplemental business spending

Contact Information

Hawai'i Tourism Authority: Chika Miyauchi, Tourism Brand Manager
 Tel: (808) 973-2262
Chika@gohta.net

Hawai'i Tourism Japan: Eric Takahata, Managing Director
 Tel: (808) 942-4114
etakahata@htjapan.jp

¹ 2016 and 2017 data are preliminary.

Market Summary

- In 2016, arrivals from Japan was flat at 1,488,396 visitors. Higher daily spending (+1.9% to \$240.8 per person) also contributed to a 2.3 percent rise in visitor expenditures to \$2.1 billion.
- Through March 2017, arrivals rose (+7.3%) to 383,702 visitors. There were also increases in daily spending (+7.1% to \$248.5 per person) which contributed to an 19.1 percent growth in visitor expenditures to \$563.1 million.
- For 2016, 97% of Japanese visitors went to O'ahu, 10% visited the island of Hawai'i, 4% visited Maui county and 2% visited Kaua'i. Through March 2017, 96% of Japanese visitors went to O'ahu, 11% visited the island of Hawai'i, 4% visited Maui county and 2% visited Kaua'i.
- In 2016, 30 percent Japanese visitors were FIT who made their own travel arrangements. This was up from 28 percent FIT visitors in 2015. Through March 2017, the percent of Japanese FIT visitors is also at 31 percent.
- In 2016, as well as through March 2017, 38.3% of Japanese visitors were first timers to Hawai'i.
- For 2016, air capacity from Japan dropped 5.8 percent from 2015 to 1,835,718 seats primarily due to the aircraft changes. Through March 2017, air seats from Japan rose 8 percent to 485,482 seats with the mixture of additional charters, new and changes in routes. There are currently 19 regularly scheduled flights out of Japan to Honolulu daily, totaling 5,259 daily seats.

Market Conditions

- Japan is a mature market with avid travelers who value quality over quantity and continues to hold high demand for Hawaii with approximately 9% of all outbound travel from Japan choosing Hawaii. Sixty percent of the travelers are also repeat visitors to Hawaii.
- Japan's economy remains on a moderate path to recovery with unemployment at 2.8% and the exchange rate stabilizing approximately 113 JPY to USD.
- Japan continues to place emphasis on its growing inbound travel with preliminary visitor arrivals at 24 million in 2016, a 21.8% increase compared to 2015 while Japan outbound travel shows moderate gain of 5.6% at 17.1 million. However, Ministry of Foreign Affairs revealed there is a growing interest in overseas travel with 15.2% increase in the amount of Japanese passports issued in 2016.
- Competitive destination efforts remain strong. Some of the examples include recovery of Japanese visitors to South Korea (Japan visitors growing by 24.8% to 2.29 million people in 2016), Singapore's effort in growing MICE business and memorandum of understanding between Japan and Australia Tourism. Other destinations are also beginning to introduce campaigns that are similar to Hawai'i via social media platform and the use of virtual reality videos.
- Hawaii remains the number one outbound travel destination for Japanese weddings which has grown 20% over the last 5 years at 66.6% with average spending of over 2 million yen (\$20,000 USD) due to many consumers' strong desire to hold their wedding ceremony aboard.
- The overall trend in airline seat category for the Japan market is shifting to higher-end economy which reduces the number of seats for each aircraft, however, allows higher yield to airlines. Fuel surcharges to increase on flights between Japan and Hawai'i for tickets purchased between April 1 and May 31.
- There is growth potential anticipated for travel out of Osaka region in 2017: AirAsia X to launch a four-times weekly service from Kuala Lumpur to Honolulu via Osaka Japan in June. Additional charter flights between Kansai and Honolulu for the summer season to be offered by All Nippon Airways, Delta Air Lines and Japan Airlines, resulting a decrease in price for this route.

- Collaboration with industry partners for HTJ's campaign, Gohoubi Hawai'i, continues. Some examples include N-Tour to promoting Gohoubi Hawai'i in 22 shops in Tokyo; KNT Fukuoka creating an in-shop Hawai'i display and broadcast promotional commercials throughout April; Hawai'i fair by Delta Air Lines at its lounge featuring Gohoubi Hawai'i; fifteen second ad video on wide range of platforms and in-market seminar on the campaign in secondary cities such as Okayama.
- For the Millennial initiative VEBOS, Hawai'i themed cardboard VR goggles and O'ahu version VR video have been developed. VR promotional video shoot for Island of Hawai'i is scheduled in May.
- Neighbor island promotion effort continues. Working with Hawaiian Airlines to push Haneda-Kona direct flight as well as increasing awareness in second tier cities; development of island specific guidebooks in Japanese; influencer press tours in April and collaboration with Konica Minolta Planetarium in featuring Hawai'i Island stars and sceneries.

Visitor Statistics

JAPAN MMA (by Air)	2015	2016P	% Change 2016P vs 2015	2017 Forecast	% Change 2016P vs 2017 Forecast	YTD Mar. 2017P	YTD Mar. 2016P	% change YTD
Visitor Expenditures* (\$ Millions)	2,052.7	2,098.9	2.3%	2,252.5	7.3%	563.1	472.8	19.1%
Visitor Days	8,685,616	8,715,691	0.3%	8,997,869	3.2%	2,266,143	2,038,577	11.2%
Arrivals	1,482,304	1,488,396	0.4%	1,536,176	3.2%	383,702	357,534	7.3%
Per Person Per Day Spending* (\$)	236.3	240.8	1.9%	246.6	2.4%	248.5	231.9	7.1%
Per Person Per Trip Spending* (\$)	1,384.8	1,410.2	1.8%	1,466.3	4.0%	1,467.5	1,322.3	11.0%
Length of Stay (days)	5.86	5.86	-0.1%	5.86	0.0%	5.91	5.70	3.6%

*Excludes supplemental business spending

Distribution by Island

JAPAN MMA (by Air)	2015	2016P	% Change 2016P vs 2015	YTD Mar. 2017P	YTD Mar. 2016P	% change YTD
O'ahu	0.4%	1,436,749	1,442,749	368,747	345,770	6.6%
Maui County	-9.7%	61,003	55,096	14,993	14,646	2.4%
...Maui	-8.1%	58,941	54,177	14,784	14,386	2.8%
...Moloka'i	-28.6%	1,967	1,405	675	510	32.2%
...Lāna'i	-16.1%	1,301	1,092	418	264	58.2%
Kaua'i	-11.0%	25,702	22,868	6,231	5,126	21.5%
Island of Hawai'i	1.5%	140,634	142,754	42,973	34,468	24.7%

Airlift

	2017					2016					2017 vs. 2016 (%)				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
JAPAN	485,476	473,812	504,138	456,128	1,919,554	449,735	452,661	470,817	462,505	1,835,718	7.9%	4.7%	7.1%	-1.4%	4.6%
Fukuoka	14,690	15,820	19,888	14,916	65,314	14,916	14,690	16,950	15,127	61,683	-1.5%	7.7%	17.3%	-1.4%	5.9%
Nagoya	36,651	37,070	42,898	36,628	153,247	45,204	44,315	41,777	36,778	168,074	-18.9%	-16.3%	2.7%	-0.4%	-8.8%
Osaka	77,395	71,865	76,352	68,080	293,692	77,822	79,873	74,860	73,442	305,997	-0.5%	-10.0%	2.0%	-7.3%	-4.0%
Sapporo	10,101	10,101	10,101	10,360	40,663	10,101	10,101	10,360	10,101	40,663	0.0%	0.0%	-2.5%	2.6%	0.0%
Tokyo HND	96,332	95,082	93,357	92,644	377,415	76,531	78,195	72,548	75,159	302,433	25.9%	21.6%	28.7%	23.3%	24.8%
Tokyo NRT	250,307	243,874	261,542	233,500	989,223	225,161	225,487	254,322	251,898	956,868	11.2%	8.2%	2.8%	-7.3%	3.4%

Source: Diio Mii airline schedules

Group vs. FIT; Leisure vs. Business

JAPAN MMA (by Air)	2015	2016P	% Change 2016P vs 2015	YTD Mar. 2017P	YTD Mar. 2016P	% change YTD
Group vs FIT						
Group tour	349,244	320,024	-8.4%	80,022	82,872	-3.4%
True Independent	410,272	442,362	7.8%	117,139	91,354	28.2%
Leisure vs business						
Pleasure (Net)	1,196,852	1,206,032	0.8%	323,044	296,954	8.8%
MCI (Net)	111,568	132,005	18.3%	26,129	29,122	-10.3%
Convention/Conf.	23,741	18,710	-21.2%	4,130	2,923	41.3%
Corp. Meetings	3,098	2,944	-5.0%	1,999	538	271.6%
Incentive	86,469	111,712	29.2%	20,452	25,707	-20.4%

First Timers vs. Repeat Visitors

JAPAN MMA (by Air)	2015	2016P	% Change 2016P vs 2015	YTD Mar. 2017P	YTD Mar. 2016P	% change YTD
1st timers (%)	39.3	38.3	-2.7%	38.3	41.9	-3.6
Repeaters (%)	60.7	61.7	1.7%	61.7	58.1	3.6

Tax Revenue

JAPAN MMA (by Air)	2015	2016P	% Change 2016P vs 2015	YTD Mar. 2017P	YTD Mar. 2016P	% change YTD
State tax revenue generated* (\$ Millions)	218.61	245.00	12.1%	65.73	55.19	19.1%

*State government tax revenue generated (direct, indirect, and induced)

Industry

Major Tour Operators

The table below shows the current top tour operators in Japan in relation to market share. This is based on total numbers of arrivals to Hawai'i.

- JTB
- JALPAK
- H.I.S.
- Kintetsu
- Nippon Travel Agency
- Hankyu Travel International Co., Ltd.
- Toptour Corporation
- ANA Sales Co., Ltd.
- R&C Tours