



AUTHORITY

Japan Fact Sheet

Japan Overview

The Hawai'i Tourism Authority selected a.Link LLC. for Brand Marketing Management Services in Japan. Japan has long been Hawai'i's largest source of international visitors. While the coronavirus pandemic significantly reduced the number of Japanese visitor arrivals, Hawai'i Tourism Japan (HTJ) will leverage the regions' longstanding ties and the Safe Travels Program to advance tourism recovery efforts in 2021. HTJ will develop a new model of sustainable tourism in Hawai'i by embarking on a targeted marketing strategy to rebuild tourism in a responsible manner. Rooted in education and experiences, HTJ's sustainable tourism framework aims to inspire the values of *aloha* and *mālama* with travelers and industry partners while developing new programs to connect visitors with the community.

Year-to-Date May 2021 Quick Facts^{1/}

Visitor Expenditures: \$20.4 million
 Primary Purpose of Stay: Pleasure (3,638) vs. MCI (177)
 Average Length of Stay: 17.06 days
 First Time Visitors: 17.2%
 Repeat Visitors: 82.8%

	2019	2020P	% Change 2020 vs 2019	2021 Annual Forecast ^{2/}	YTD May 2021P	YTD May 2020P	% change YTD
JAPAN MMA (by Air)	2019	2020P					
Visitor Expenditures (\$ Millions)	2,248.3	415.7*	NA	454.4	20.4	415.7†	NA
Visitor Days	9,306,767	1,785,502	-80.8%	1,998,302	95,369	1,730,457	-94.5%
Arrivals	1,576,205	297,243	-81.1%	347,802	5,589	294,255	-98.1%
Average Daily Census	25,498	4,878	-80.9%	5,475	632	11,385	-94.5%
Per Person Per Day Spending (\$)	241.6	240.3*	NA	227.4	213.5	240.4†	NA
Per Person Per Trip Spending (\$)	1,426.4	1,412.9*	NA	1,306.4	3,642.4	1,413.0†	NA
Length of Stay (days)	5.90	6.01	1.7%	5.75	17.06	5.88	190.1%

^{2/}2020 visitor spending data for Japan were from January – March 2020. Visitor surveys were not conducted from April-October 2020 due to COVID-19 restrictions. Data for November and December 2020 were not available due to limited samples.

^{1/}Year-to-date 2020 visitor spending statistics presented were from January-March 2020 only.

^{2/}Dept. of Business, Economic Development & Tourism (DBEDT) 2021 annual forecast (Quarter 1, 2021).

Contact Information

Hawai'i Tourism Authority: Jadie Goo, Director of Marketing
 Tel: (808) 973-2252
jadie@gohta.net

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

^{1/} 2021 and 2020 visitor data are preliminary. 2019 visitor data are the final numbers and reflect updated airfare statistics from DIIO Mi Airline database, data from the National Travel and Tourism Office, and final passenger counts from Airline Traffic Summary reports.

Market Summary

In May 2021, the State's Safe Travels program was still underway, with most passengers arriving from out-of-state able to bypass the 10-day self-quarantine with a valid negative COVID-19 prior to departure. The counties of Hawai'i, Kaua'i, Maui and Kalawao (Moloka'i) also had a partial quarantine in place in May. The CDC enforced restrictions on cruise ships through a "Conditional Sail Order."

In May 2021, the Japan government required proof of a negative PCR test for all entry into Japan. In addition, all travelers, including returning Japanese nationals were required to quarantine for 14 days.

- Through the first five months of 2021, there were 5,589 visitors from Japan compared to 294,255 visitors (-98.1%) in year-to-date 2020, versus 607,643 visitors (-99.1%) in year-to-date 2019.
- For the first five months of 2021, total visitor spending was \$20.4 million, a drop of 97.6 percent from \$850.4 million in year-to-date 2019. Comparative year-to-date May 2020 spending data was not available.
- Through the first five months of 2021, there were 187 scheduled flights with 47,385 seats from Japan. In comparison, there were 1,716 flights with 466,072 seats in year-to-date 2020, versus 3,297 flights with 825,902 seats in year-to-date May 2019.
- Comparing year-to-date 2021 vs. year-to-date 2020, nearly all flights were postponed except for limited service from Osaka (7,506 seats, -91.9%), Tokyo-Narita (20,719, -91.9%) and Tokyo-Haneda (19,160, -68.8%).
- For all of 2020, arrivals decreased 81.1 percent to 297,243 visitors. Visitor days declined 80.8 percent. The average daily census showed 4,878 visitors per day, an 80.9 percent drop compared to 2019.
- For 2020, 93.3 percent of Japanese visitors went to O'ahu, 12.1 percent visited the island of Hawai'i, 2.8 percent visited Maui, and 1.3 percent visited Kaua'i. The portion of Japanese True Independent visitors was 38.9 percent. First time visitors comprised 32.2 percent.
- In 2020, scheduled air seats decreased 75.8 percent to 483,574 seats.
- In 2019, spending by Japanese visitors rose 4.8 percent to \$2.25 billion. Both visitor arrivals (+5.8% to 1,576,205) and visitor days (+4.7%) increased while daily visitor spending (+0.2% to \$242 per person) was similar to 2018. The average daily census showed 25,498 visitors per day in 2019, an increase of 4.7 percent compared to 2018.
- In 2019, 94.7 percent of Japanese visitors went to O'ahu, 10.8 percent visited the island of Hawai'i, 3.0 percent visited Maui, and 1.6 percent visited Kaua'i. In 2019, 37.7 percent of Japanese visitors were True Independent who made their own travel arrangements; and 31.9 percent of Japanese visitors were first timers to Hawai'i.
- In 2019, air capacity from Japan declined (-2.1%) from 2018 to 1,999,204 scheduled seats.

Market Conditions

- Based on IMF forecast in April 2021, Japan's GDP growth for 2021 is 3.3 percent which increased 0.2 percent compared to the January forecast. With the financial policies and vaccination progress, the economic recovery will be expected.
- The Japan government announced the 3rd state of emergency to 10 prefectures including Tokyo and Osaka until June 20, 2021.
- Based on Nikkei data bank "NEEDS" and Japan Cabinet office's Quarter 1, 2021 GDP report, the 2021 overall GDP growth is forecasted at 5.9 percent and 2.3 percent for 2022.
- To prevent the COVID-19 spread and prepare for the Olympics in July 2021, the government promised to increase the doses over 15,000 per day. As of June 15, the vaccination rate went up to 15.2 percent. A total of 497 campuses at 350 public and private universities nationwide have said they can offer their facilities as vaccination venues, with some of them already being used at the request of local governments. Also, the use of Pfizer is now authorized by Japan government for children age 12 to 15 (population about 4 million).
- Less than 2 months to the Olympics in Tokyo, Japan government continued restricting entry to the country for not only foreigners but also returning residents.
- Japan National Tourism Organization (JNTO) announced Japanese outbound travel for May 2021 as 30,100 passengers, 97.9 percent down compared to 2019.
- With Hawai'i's vaccination progress and ease of travel restrictions, Japan travel trade industry is expecting Hawai'i to be one of the first outbound destinations for tourism recovery once Japan government eases travel restrictions.
- Airline Operation: Flights provided by ANA, Hawaiian and JAL: 34 flights with 8,428 seats in May; 34 flights with 8,368 seats in June.
- July: 37 flights with 9,286 seats. ZIPAIR will resume flights from 7/21.
- August: 43 flights with 11,098 seats. ANA A380 Flying Honu will be back in August with two scheduled flights on August 9 & 13 from Narita to Honolulu.
- Airline Flight Suspension: Delta (until 8/31 for Haneda, until further notice for Osaka); United (until 9/8); Korean (Until 7/31); ZIPAIR (until 7/20)

Distribution by Island

JAPAN MMA (by Air)	2019	2020	% Change 2020 vs 2019	YTD May 2021P	YTD May 2020P	% change YTD
O'ahu	1,492,753	277,354	-81.4%	5,385	274,544	-98.0%
Maui County	48,524	8,551	-82.4%	123	8,472	-98.5%
Maui	46,684	8,212	-82.4%	123	8,133	-98.5%
Moloka'i	1,941	421	-78.3%	5	421	-98.9%
Lāna'i	2,300	133	-94.2%	7	133	-94.9%
Kaua'i	25,333	3,723	-85.3%	44	3,699	-98.8%
Island of Hawai'i	170,686	36,014	-78.9%	178	35,894	-99.5%

Airlift

Departure City	2021					2020					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
JAPAN	31,031	25,036	149,386	487,076	692,529	465,328	744	930	16,572	483,574	-93.3	3,265.1	15,963.0	2,839.2	43.2
Fukuoka	0	0	9,452	14,456	23,908	13,622	0	0	0	13,622	NA	NA	NA	NA	75.5
Nagoya	0	0	0	21,988	21,988	32,280	0	0	0	32,280	NA	NA	NA	NA	-31.9
Osaka	5,381	3,614	29,380	82,248	120,623	92,526	0	0	1,390	93,916	-94.2	NA	NA	5,817.1	28.4
Sapporo	0	0	4,726	10,008	14,734	10,008	0	0	0	10,008	NA	NA	NA	NA	47.2
Tokyo HND	12,500	10,302	68,204	164,128	255,134	60,685	744	930	5,362	67,721	-79.4	1,284.7	7,233.8	2,960.9	276.7
Tokyo NRT	13,150	11,120	37,624	194,248	256,142	256,207	0	0	9,820	266,027	-94.9	NA	NA	1,878.1	-3.7

Source: HTA analysis based on scheduled Seats from Diio Mi flight schedules as of May 25, 2021, subject to change.

Group vs. True Independent; Leisure vs. Business

JAPAN MMA (by Air)	2019	2020P ^{3/}	% Change 2020 vs 2019	YTD May. 2021P ^{3/}	YTD May. 2020	% change YTD
Group vs True Independent (Net)						
Group tour	246,490	50,668	-79.4%	82	50,657	-99.8%
True Independent (Net)	594,917	115,650	-80.6%	5,331	113,314	-95.3%
Leisure vs business						
Pleasure (Net)	1,360,644	254,875	-81.3%	3,638	253,194	-98.6%
MCI (Net)	85,595	19,382	-77.4%	177	19,311	-99.1%
Convention/Conf.	12,527	3,980	-68.2%	29	3,948	-99.3%
Corp. Meetings	4,068	930	-77.1%	129	879	-85.4%
Incentive	70,254	14,855	-78.9%	21	14,852	-99.9%

^{3/}Note: Beginning August 2020, certain categories reflect only domestic data (italicized) as international data were not available.

First Timers vs. Repeat Visitors

JAPAN MMA (by Air)	2019	2020P ^{3/}	% Change 2020 vs 2019	YTD May. 2021P ^{3/}	YTD May. 2020	% change YTD
1st timers (%)	31.7	32.2	0.5	17.2	31.9	-14.7
Repeaters (%)	68.3	67.8	-0.5	82.8	68.1	14.7

^{3/}Note: Beginning August 2020, certain categories reflect only domestic data (italicized) as international data were not available.

Tax Revenue

JAPAN MMA (by Air)	2019	2020P	% Change 2020 vs 2019	YTD May 2021P	YTD May 2020	% change YTD
State tax revenue generated (\$ Millions) ^{4/}	262.43	48.53 ^{5/}	NA	2.38	48.53 ^{5/}	NA

^{4/}State government tax revenue generated (direct, indirect, and induced)

^{5/}2020 state tax revenue generated statistics were calculated based on visitor spending data from January – March 2020 only. Visitor spending data for the rest of 2020 were not available.