

Japan Market Profile

This summary provides the most up-to-date data available on Japan as it relates to their people and economy, travel related motivations and planning behavior and Japanese visitor profile specific to Arizona.

GENERAL COUNTRY PROFILE

POPULATION:

123.7 million

INFLATION RATE:

3.2%

EXCHANGE RATES (JPY PER USD):

140.1

GROSS DOMESTIC PRODUCT (GDP):

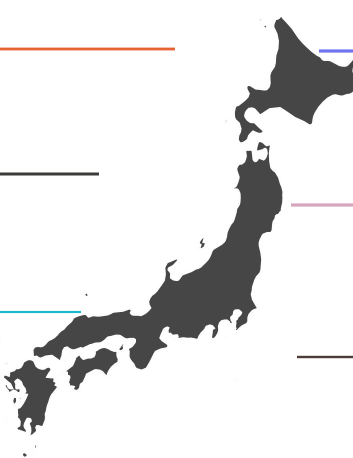
\$5.1 trillion

EXPORTS:

\$919.2 billion

UNEMPLOYMENT RATE:

2.8%



Sources: The World Factbook reporting 2019 GDP; 2021 exports, and unemployment estimates; and 2023 population estimate. International Monetary Fund 2023 inflation estimates. XE.com INC. 2023 exchange rates.

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

76% Dining/Gastronomy

60% Cultural/Historic Attractions

52% Shopping

37% Urban attractions



Travel Outlook

40% Say international leisure travel is a high or extremely high spending priority

45% Expect to spend more on international travel

37% Expect to travel more internationally

\$3,147 Budget available for international travel

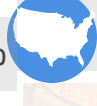


Source used in Destination selection for Intercontinental trip

70% Websites via computer

40% Information in printed travel guidebooks

39% Websites/applications via mobile phone



One Word that Describes the United States



Sources: Brand USA, reporting 2021 Market Profiles; Destination Analysts, The State of the International Traveler Report Findings (2023).



Advance Decision Time

27% Less than a month

24% 1 to 2 months

31% 3 to 5 months

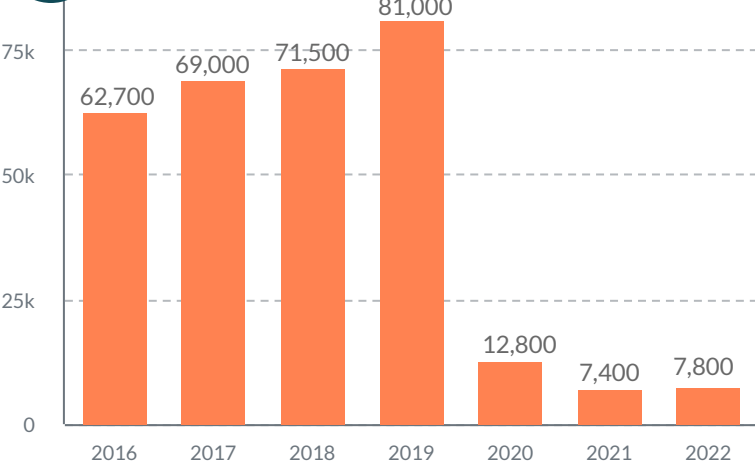
14% 6 to 12 months

3% More than 1 year

JAPANESE VISITATION TO ARIZONA



Visitation Volume to Arizona



Visitor Characteristics

41 years Average Age

\$108,429 Average Household Income

1.4 persons Average Party Size



Length of Stay

11.3 Average Nights per Destination

23.4 Average Nights in U.S.



Port of Entry

62% Los Angeles, CA

14% San Francisco, CA

11% Honolulu, HI

2% New York, NY

2% Seattle, WA



Main Purpose of Trip*

54% Leisure

30% Vacation Holiday

18% Visit Friends/Relatives

3% Education

46% Business

20% Internal company meeting

15% Visit customer

*Includes overlap of trips covering multiple purposes.



Transportation

72% Air Travel between U.S. Cities

52% Rented Auto

34% Auto, Private or Company

18% Taxicab/Limousine

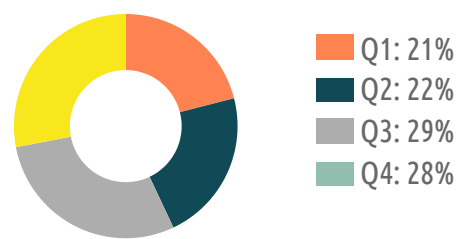
21% Ride-sharing Service



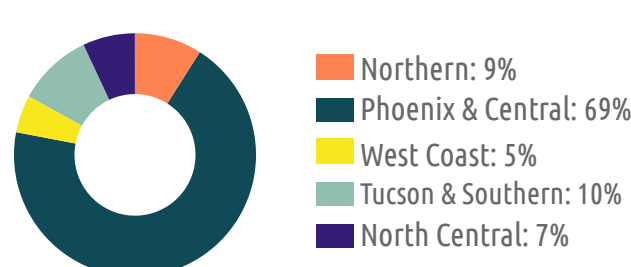
Visa Credit Card Travel Spending

Japanese Visa Card Spending ranked #10 in 2022 with 1% of total International Travel Spending in Arizona.

By Quarter



By Arizona Region



Accommodations*

86% Hotel/Motel

12% Private Home

4% Other

* since this is collected through a survey, there is no indication if this is paid or non-paid.

Sources: U.S. Dept. of Commerce - NTTO, reporting 2020-2022 aggregate data; Tourism Economics, reporting 2022 data; VisaVUE Travel, reporting 2021 data.