

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:

123.2 million

INFLATION RATE:

3.3%

EXCHANGE RATES (JPY PER USD):

140.5

GROSS DOMESTIC PRODUCT (GDP):

\$4.2 trillion

EXPORTS:

\$920.7 billion

UNEMPLOYMENT RATE:

2.58%



Sources: The World Factbook reporting 2023 exchange rates, exports, GDP and unemployment estimates; and 2024 population and exchange rate estimates. International Monetary Fund 2023 inflation estimates.

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

64% Dining/Gastronomy

57% Shopping

46% Cultural/Historic Attractions



Travel Outlook

67% Making international travel a high financial priority.

40% Expect to spend more on international travel

8 Average days available for international travel

\$4,153 Budget available for international travel



Planning Sources: Researching Destination Info

47% Websites via computer

38% Information in printed travel guidebooks

33% Websites/applications via mobile phone



Advance Decision Time

22% Less than a month

32% 1 to 3 months

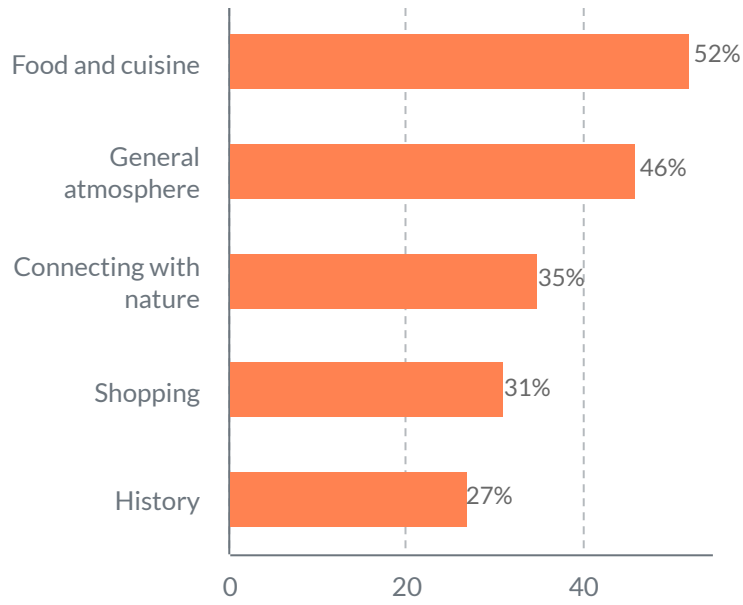
27% 3 to 6 months

14% 6 to 12 months

5% More than 1 year



Attributes for Destination Selection

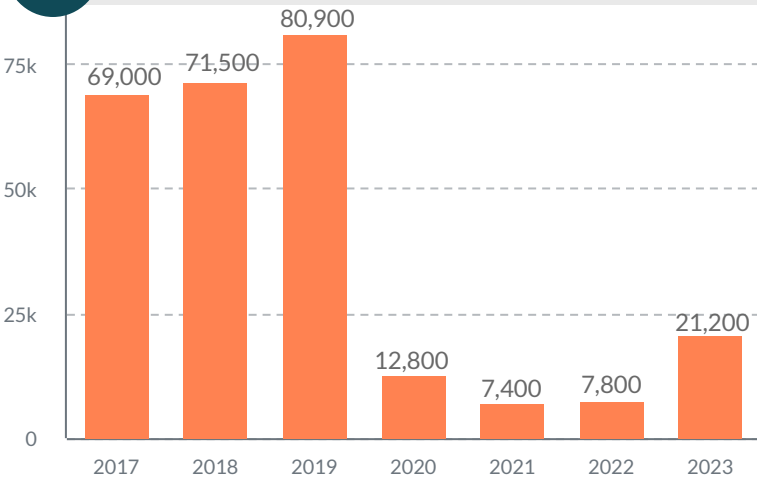


Sources: Brand USA, reporting 2023 Market Profiles; Destination Analysts, The State of the International Traveler Report Findings (2024).

JAPANESE VISITATION TO ARIZONA



Visitation Volume to Arizona



Visitor Characteristics

47 years Average Age

\$148,918 Average Household Income

1.8 persons Average Party Size



Length of Stay

11 Average Nights per Destination

18 Average Nights in U.S.



Port of Entry

51% Los Angeles, CA

17% San Francisco, CA

11% New York, NY

7% Honolulu, HI

6% Dallas/FT. Wroth, TX



Main Purpose of Trip*

88% Leisure

52% Vacation Holiday

30% Visit Friends/Relatives

8% Education/Health/Other

44% Business

35.4% Business General

8.3% Convention/Conference/Trade Show

*Includes overlap of trips covering multiple purposes.



Transportation

65% Air Travel between U.S. Cities

45% Rented Auto

27% Auto, Private or Company

26% Ride-sharing Service

26% Taxicab/Liiousine



Accommodations*

78% Hotel/Motel

14% Private Home

12% Other

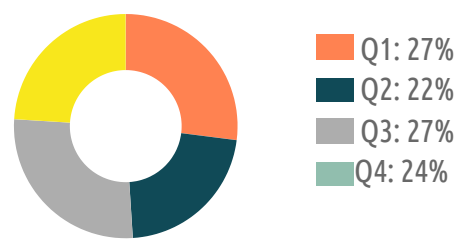
* since this is collected through a survey, there is no indication if this is paid or non-paid.



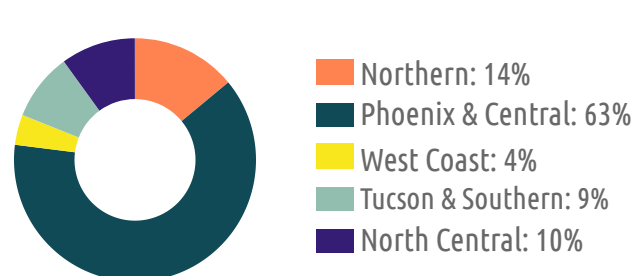
Visa Credit Card Travel Spending

Japanese Visa Card Spending ranked #9 in 2023 with 1.3% of total International Travel Spending in Arizona.

By Quarter



By Arizona Region



Sources: U.S. Dept. of Commerce - NTTO, reporting 2023 aggregate data; Tourism Economics, reporting 2023 data; VisaVUE Travel, reporting 2023 data.