

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 (EUR 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



Planning Sources

- 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

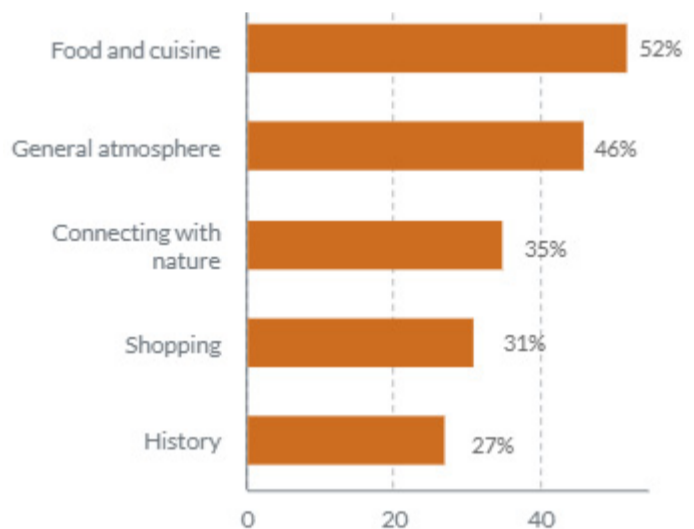


Travel Outlook

- 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



Attributes for Destination Selection



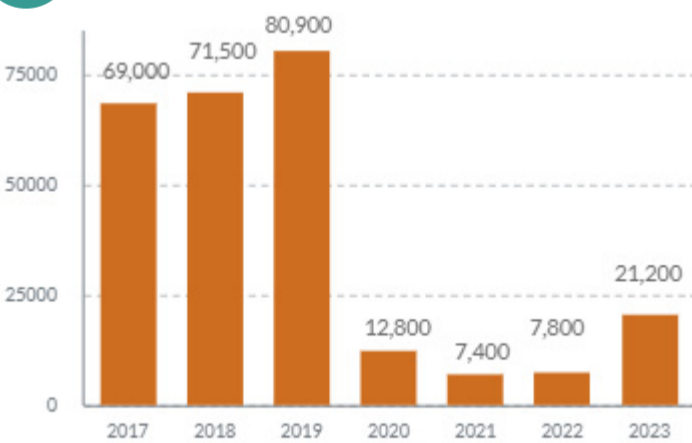
Sources: Brand USA, reporting 2021 Market Profiles; Destination Analysts, The State of the International Traveler Report Findings (2024).

Compiled by the Arizona Office of Tourism Research Division | Revised 8/2024

JAPANESE VISITATION TO ARIZONA



Visitation Volume to Arizona



Port of Entry

- 51%** Los Angeles, CA
- 17%** San Francisco, CA
- 11%** New York, NY
- 7%** Honolulu, HI



Transportation

- 65%** Air Travel between U.S. Cities
- 45%** Rented Auto
- 27%** Auto, Private or Company
- 26%** Ride-sharing Service



Length of Stay

- 11** Average Nights per Destination
- 18** Average Nights in U.S.



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.



Visitor Characteristics

- 47 years** Average Age
- \$148,918** Average Household Income
- 1.8 persons** Average Party Size



Main Purpose of Trip*

- 88%** Leisure
 - 52%** Vacation Holiday
 - 30%** Education
 - 8%** Visit Friends/Relatives
- 44%** Business
 - 35.4%** Business/professional
 - 8.3%** Convention/Conference/Trade Show

* includes overlaps of trips covering multiple purposes



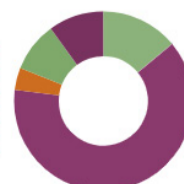
Visa Credit Card Travel Spending

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

By Quarter



By Region



Sources: U.S. Dept. of Commerce - NTTO, reporting 2019 aggregate data; Tourism Economics, reporting 2021 data; VisaVUE Travel, reporting 2023 data.