

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:** 2.7%
- **Exchange Rates (EUR per USD):** 151.4
- **Gross Domestic Product (GDP):** \$5.7 trillion
- **Exports:** \$922.4 billion
- **Unemployment Rate:** 2.6%

Sources: The World Factbook reporting 2024 exports, GDP, population, inflation, exchange rate estimates and unemployment.

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

- 56%** Shopping
- 49%** Culinary experiences
- 47%** State/national parks



Planning Sources

- 63%** Internet search
- 49%** Reviews in websites/apps
- 39%** Printed travel guidebooks



Advance Decision Time

- 16%** Less than a month
- 34%** 1 to 3 months
- 30%** 3 to 6 months
- 15%** 6 to 12 months
- 6%** More than 1 year

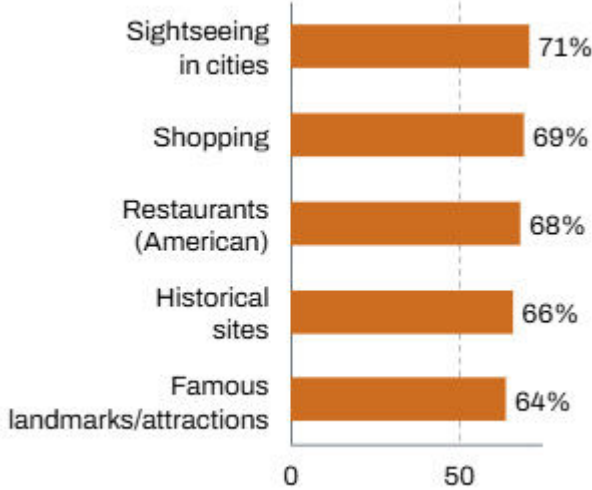


Travel Outlook

- 47%** Making international travel a high financial priority
- 38%** Expect to spend more on international travel
- \$4,109** Budget available for international travel
- 10** Average days available for international travel



Attributes for Destination Selection

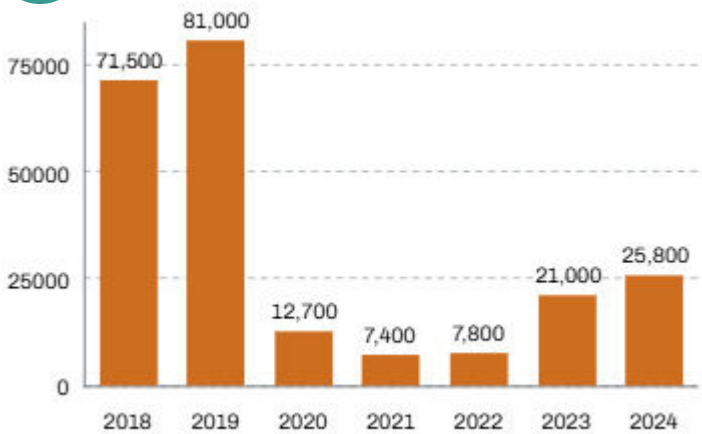


Sources: Brand USA, reporting 2024 Market Profiles; Future Partners, The State of the International Traveler Report Findings (2025).

JAPANESE VISITATION TO ARIZONA



Visitation Volume to Arizona



Port of Entry

- 49%** Los Angeles, CA
- 17%** San Francisco, CA
- 7%** New York, NY
- 5%** Atlanta, GA



Transportation

- 67%** Air Travel between U.S. Cities
- 47%** Rented Auto
- 30%** Ride-sharing Service
- 26%** Auto, Private or Company



Length of Stay

- 8** Average Nights per Destination
- 15** Average Nights in U.S.



Accommodations*

- 84%** Hotel/Motel
- 0.1%** Private Home
- 0.1%** Other

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



Visitor Characteristics

- 48 years** Average Age
- \$130,109** Average Household Income
- 1.8 persons** Average Party Size



Main Purpose of Trip*

- 65%** Leisure
- 35%** Business



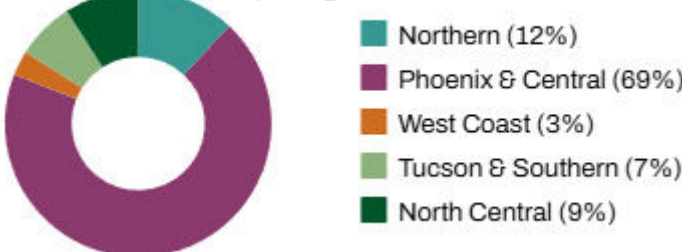
Visa Credit Card Travel Spending

Japanese Visa Card Spending ranked #7 in 2024 with 1.7% of total International Travel Spending in Arizona.

By Quarter



By Region



Sources: U.S. Dept. of Commerce - NTTO, reporting 2022-2024 aggregate data; Tourism Economics, reporting 2024 data; VisaVUE Travel, reporting 2024 data.