

December 20, 2018

Prospective Travel Trends in 2019

Number of overseas visitors to Japan projected to reach all-time high of 35.5 million

Market for Japanese travelers to increase for both domestic and overseas travel

- Number of domestic travelers to rise 1.5% year-on-year, reaching 290.9 million
- Number of overseas travelers to rise 1.1% year-on-year, reaching 19.1 million
- Number of overseas visitors to Japan to rise 12.3% year-on-year to 35.5 million

JTB Corp. has published the results of a survey of projected trends in 2019 for travel by Japanese travelers involving at least one overnight stay (including business travel and visits to the family home) and for overseas visitors to Japan. The results are based on predictions of various economic trends, surveys of consumer activity, and transportation and tourism-related data, as well as the results of a questionnaire survey implemented by JTB. This survey is the 40th since the first in 1981. The projected trends in the travel market in 2019 are as follows.

	2019		2018		2017
	Projected figures	% change y-o-y	Actual figures	% change y-o-y	Actual figures
Total no. of travelers (cumulative)	310.0 million	+1.5%	305.5 million	-2.7%	313.9 million
Domestic	290.9 million	+1.5%	286.6 million	-3.0%	295.5 million
Overseas	19.1 million	+1.1%	18.9 million	+5.6%	17.89 million
Average expenditure					
Domestic	36,600 JPY	+2.0%	35,880 JPY	+1.5%	35,350 JPY
Overseas	241,600 JPY	±0.0%	241,500 JPY	-2.0%	246,500 JPY
Total expenditure on travel	15,260 billion JPY	+2.8%	14,844 billion JPY	-0.1%	14,860 billion JPY
Domestic	10,650 billion JPY	+3.6%	10,280 billion JPY	-1.6%	10,450 billion JPY
Overseas	4,610 billion JPY	+1.0%	4,564 billion JPY	+3.5%	4,410 billion JPY
Average no. of trips	2.49 times	+0.03 times	2.46 times	+0.05 times	2.51 times
Overseas visitors to Japan	35.5 million	+12.3%	31.6 million	+10.1%	28.69 million

Notes:

- * In the table above, domestic travel expenditure includes all door-to-door travel and accommodation-related costs, and purchases and meals at the destination. Expenditure excludes before-and-after trip expenditure such as for clothing and luggage, etc.
- * Overseas travel expenditure includes all travel and accommodation-related costs (including fuel surcharges), plus the costs of purchases and meals at the destination. Expenditure excludes but excludes before-and-after trip expenditure such as for clothing and luggage, etc.
- * Estimates of overseas visitors to Japan are for their numbers only and do not cover expenditure.
- * Actual figures for overseas visits by Japanese travelers in 2014 are the revised estimated figures from last year for total departures and arrivals issued by the Ministry of Justice.
- * Year-on-year comparisons are rounded down to the nearest decimal.

The Market Environment in 2019

1. Demand for leisure activities remains robust against backdrop of steady economic recovery, with impact of consumption tax increase expected to be negligible during 2019

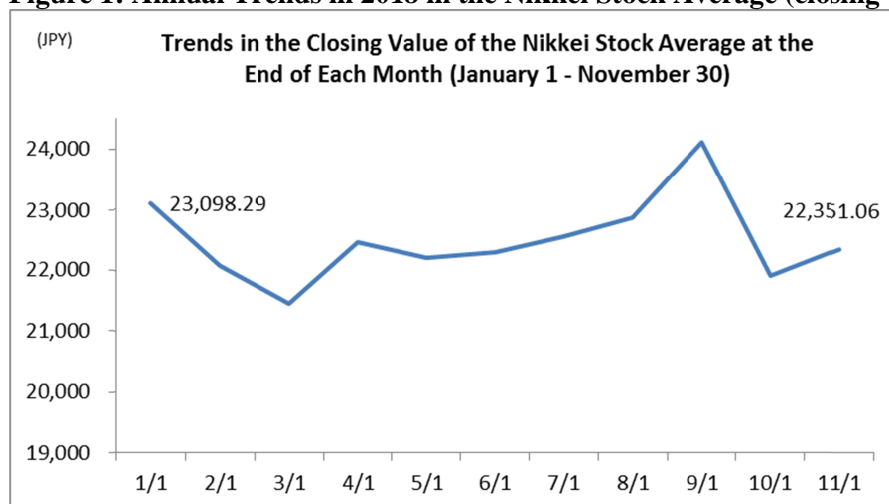
The fundamentals of the Japanese economy have an strong impact on travel-related consumption and during 2018 the Japanese economy continued on a gentle recovery track. According to the composite index (CI, 2010 = 100) of business conditions released by the Cabinet Office in October, the economy was judged to be “improving,” with the coincident indicator that shows the current status of the economy up 0.3 points on the previous month. For the April to September financial period, many major listed companies recorded their highest-ever results and share prices remain at a relatively high level (Fig. 1). Employment income has been steadily rising since 2013, reflecting the strong results at companies, and it can be expected that 2019 will also follow this trend (Fig. 2). In terms of foreign currency exchange rates, there have been no major fluctuations this year, with the yen steady at between 110 to 115 to the dollar. In 2018 both the number of Japanese traveling overseas and the number of overseas visitors to Japan surpassed the figures for the previous year and it can be said, therefore, that exchange rates, backed by stable economic circumstances, did not have any negative impact on inbound or outbound travel (Fig. 3).

However, many companies are concerned about financial figures for the full year ending March 31, 2019, due to concerns about trade frictions between the United States and China. Furthermore, according to the Bank of Japan’s Tankan (Short-term Economic Survey of Enterprises in Japan) for December, in terms of the outlook for the next three months, the diffusion index (DI), which expresses corporate business sentiment, has deteriorated to stand at +15 among large manufacturing companies, and +20 at non-manufacturing companies. This demonstrates the fact that some concerns about the future outlook remain outstanding.

2019 is set to be a year with various significant events in people’s everyday lives. Firstly, in May a new Emperor will ascend to the throne, and another event is the increase in the consumption tax in October.

Next year’s Golden Week holiday period will be a ten-day consecutive period from April 27 (Sat), due to events relating to the Emperor’s accession to the throne. The Imperial events are likely to bring about a celebratory mood across the country, and also arouse desire for leisure and shopping. There are concerns that the consumption tax increase in October, from 8% to 10%, will have an impact on household finances. However, the overall impact is expected to be muted by various measures that are being considered to relieve the burden of the increased tax rate, including the introduction of a reduced tax rate for groceries and food products (excluding restaurants and alcoholic beverages) that will keep these products at a tax rate of 8%, as well as the introduction of premium product coupons. When the consumption tax rate was raised to 8% in April 2014 the impact on domestic travel involving stays in accommodation started to be felt approximately two months after the tax hike, after which travel figures for overnight accommodation consistently fell below the previous year’s results until the winter of that year. Given that the tax increase in 2019 is scheduled for October, there is likely to be little major impact before the end of the year.

Figure 1: Annual Trends in 2018 in the Nikkei Stock Average (closing values)



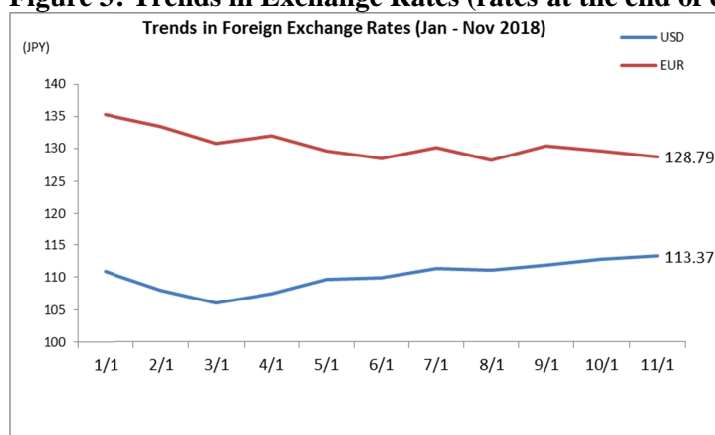
Source: Compiled by JTB Tourism Research & Consulting, Co. based on closing values of the Nikkei Stock Average.

Figure 2: Trends in Average Wages



Source: Statistical Survey of Actual Status for Salary in the Private Sector, National Tax Agency.

Figure 3: Trends in Exchange Rates (rates at the end of each month in 2018)



Source: Compiled by JTB Tourism Research & Consulting, Co. from Foreign Exchange Quotations of Mizuho Bank, Ltd.

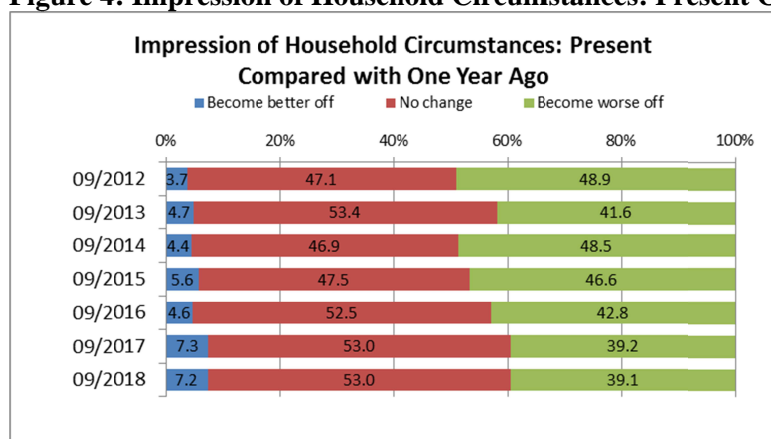
2. Household circumstances are steadily improving thanks to the long-running economic recovery with consumers positive about expenditure on travel

The Cabinet Office has officially recognized that the current economic recovery, starting in December 2012,

has, as of September 2017, lasted longer than the “Izanagi Boom” of the late 1960s and early 1970s. Looking at the “Opinion Survey on the General Public's Views and Behavior” implemented by the Bank of Japan, in the section on “Impression of Household Circumstances: Present Compared with One Year Ago,” an increasing number of respondents have indicated that they have “become better off” since 2012, with a decreasing number of people indicating that they have “become worse off” (Fig. 4). It can be said, therefore, that the long-running economic recovery is gradually improving consumers’ household circumstances and helping them to become better off.

In the JTB questionnaire implemented on this occasion, when asked about plans for expenditure on travel in the coming year, 16.9% of respondents indicated that they “would like to spend more,” and 56.7% indicated that they “would like to spend the same,” both of which represent a 1.9-point increase on the previous year, whereas those indicating that they “would like to spend less” were down 4.0 points year-on-year, to 25.4% (Table 1).

Figure 4: Impression of Household Circumstances: Present Compared with One Year Ago



Source: Compiled by JTB Tourism Research & Consulting, Co. from excerpts from the “Opinion Survey on the General Public's Views and Behavior” by the Bank of Japan.

Table 1: Views on Overall Expenditure on Travel in the Coming Year

(Survey implemented in the year prior to each year indicated)

	2019	Change y-o-y	2018	Change y-o-y	2017	Change y-o-y	2016	Change y-o-y
Would like to spend more	15.9%	+1.9	13.9%	-3.0	16.9%	+ 4.0	12.9%	+1.0
Would like to spend the same	58.6%	+1.9	56.7%	+0.3	56.3%	-1.8	58.1%	+0.3
Would like to spend less	25.4%	-4.0	29.4%	+2.6	26.8%	-2.2	29.0%	-1.3

Source: “Questionnaire on Lifestyle” implemented by JTB in November 2018.

Topics in 2019

1. Various “Only in 2019” national holidays to be celebrated, including the 10-day Golden Week holiday period

The key feature of the calendar for 2019 is that there are national holidays that will be limited only to 2019,

relating to events for the ascension to the throne of the new Emperor. The Golden Week (GW) holiday period will last for ten consecutive days from (Sat) April 27 to (Mon) May 6, and the ceremony of enthronement, scheduled for (Tue) October 22, will also be a national holiday.

In addition, the “Mountain Day” national holiday in August 2019 falls on a Sunday, meaning that the following Monday will be a national holiday, but it is likely that many people will choose to take their summer holidays at a time that incorporates the *O-bon* holiday period. There will be two three-day weekends in September, with “Respect for the Aged Day” falling on September 16 and “Autumnal Equinox Day” falling on September 23, meaning that some people may also opt to take a late summer holiday in September. In addition, the year-end/New Year holiday period from the end of 2019 to 2020 also falls well in terms of calendar dates, meaning that people could take up to a maximum of nine consecutive days of holiday. Excluding the GW holiday period there will be eight three-day weekends in 2019, the same as in 2018.

It is anticipated that many companies will continue to promote work-style reforms in 2019, which should make it easier for people to use paid leave to take holidays at times other than national holidays too.

Spring Golden Week (April-May)

S	M	T	W	T	F	S
4/21	22	23	24	25	26	27
28	29	30	5/1	2	3	4
5	6					

Mid-August *O-bon* Holiday Period

S	M	T	W	T	F	S
						8/3
4	5	6	7	8	9	10
11	12	13	14	15	16	17

Mid-September Holiday Dates

S	M	T	W	T	F	S
9/8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23					

Late-December Holiday Dates

S	M	T	W	T	F	S
						12/21
22	23	24	25	26	27	28
29	30	31	1/1	2	3	4
5	6	7	8	9	10	11

2. Large-scale sports event: Rugby World Cup™ 2019 Japan

From September 20 to November 2 the Rugby World Cup™ 2019 Japan will take place for the first time ever in Asia. It is likely that the tournament will turn the spotlight on watching sports, given that top-level players from around the world will gather here in Japan. It is also anticipated that the tournament will have a positive economic effect on regional Japan, given that many rugby fans are high-income earners from Europe and North America, in addition to the fact that the tournament runs for an extended period, and matches will be held in 12 stadiums nationwide (Sapporo, Kamaishi, Kumagaya, Chofu, Yokohama, Fukuroi, Toyoda, Higashi-Osaka, Kobe, Fukuoka, Kumamoto, and Oita). Currently the officially certified training camps are spread across a total of 59 local governments.

3. Expansion of international routes

Multiple new international air routes are planned for 2019. In February All Nippon Airways (ANA) will open a new route linking Narita with Vienna, in March Japan Airlines (JAL) will open a new route between

Narita and Seattle, in addition to which Lufthansa and British Airways are planning to expand their routes linking Kansai Airport with Europe, all of which will lead to further increases in outbound travelers from Japan and in overseas visitors making inbound journeys to Japan. Furthermore, in May ANA will launch the two-deck Airbus A380, the world's largest aircraft (520 seats) on its Narita-Hawaii route, which is expected to further boost the number of travelers to Hawaii, which is already popular with honeymooners and families.

Low-cost carrier (LCC) routes are also increasing in response to the increasing number of inbound overseas travelers from Asia to Japan, and LCC are becoming an established presence in market, given that they offer reasonably priced transportation means and also enable directly links from regional airports to overseas destinations. It is anticipated that new routes will continue to be introduced in 2019.

4. Japan starts collection of International Tourist Tax (departure tax)

From January 7, 2019, Japan will start to collect a departure tax, known as International Tourist Tax. This tax will be JPY1,000 and in principle will be added to the ticket price by airlines or shipping companies. The introduction of this new tax is not anticipated to have any major impact on travel.

5. Increasing selection of booking services and travel experiences made possible utilizing new technologies, reflecting the ever-changing digital times

In the last one or two years a growing number of new products and services have appeared that harness new technologies, including artificial intelligence (AI) and virtual reality (VR). The use of AI in travel booking and purchase-related services is becoming increasingly standard for travel-related consultations and for use in call centers.

VR and augmented reality (AR) technologies are also being used to create simulation experiences, such as providing users with an image of former townscapes, etc. The expansion of digital art also means that there will be more efforts to promote the appeal of various destinations by fusing natural beauty and townscapes with digital technologies.

6. Increasing ideas and proposals for ways to spend holidays

Destination-based “experiences” are popular, including everything from quick and simple experiences to specialist learning, and destination-based experience plans are increasing, particularly at destination marketing organizations (DMO). Various plans are being provided, ranging from full-on experiences led by experts, to simple experiences that can be purchased on matching sites. Initiatives are gaining momentum that seek to create fans of various regions, by enabling people to experience local culture in regions that are not necessarily known as tourist spots.

Prospects for 2019

1. Domestic Travel

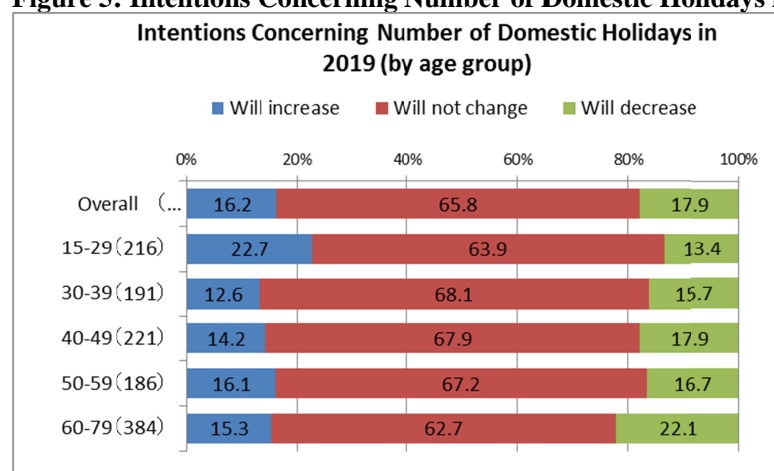
*Domestic travel by residents of Japan, excluding overseas visitors to Japan.

Number of domestic travelers expected to increase 1.5% year-on-year to 290.9 million, with average expenditure increasing 2.0% to 36,600 yen and total expenditure on domestic travel rising 3.6% to 10,650 billion yen

Given that the economy is buoyant and the number of national holidays is set to increase, it is projected that more people will embark on domestic travel in 2019. It is projected that average expenditure will increase from the previous year, due to various factors, including the consumption tax rate increase and the general desire to spend on travel.

In this year's questionnaire implemented by JTB, in response to a question on "Intentions concerning number of domestic holidays in 2019," more young people (15-29) than any other age category responded that the number of trips "will increase" (22.7%), whereas it was the 60-79 age category who responded most often that the number of trips "will decrease" (22.1%)(Fig. 5). It would appear that the positive economic conditions and the increased number of national holidays and holiday periods are encouraging younger generations to embark on travel.

Figure 5: Intentions Concerning Number of Domestic Holidays in 2019 (by age group)



Source: "Questionnaire on Lifestyle" implemented by JTB in November 2018.

New theaters and theme parks set to open, with new attractions also due to open at popular theme parks

In February the cultural theater facility COOL JAPAN PARK OSAKA will open in Osaka Castle Park, comprising "WW Hall," "TT Hall," and "SS Hall." In March "Moomin Valley Park®" will open within "metsä®" (Iino City, Saitama Prefecture), a facility where visitors can experience the world of the Moomins. Furthermore, in spring 2019 Universal Studios Japan™ will launch "World Street Festival," a new form of participation-based entertainment that enables visitors to enjoy their visit without having to worry about attraction waiting times. Also, Tokyo Disney Sea® is planning to open a new attraction in summer 2019, "Soaring: Fantastic Flight."

New hotel openings continue towards 2020, with new diversity in accommodation options boosting domestic travel

In recent years a rich variety of accommodation facilities have emerged, with diverse facilities and in various price ranges, including luxury accommodations inside traditional houses and historic buildings, or special concept hotels. More new openings are expected in 2019, including Hoshino Resort BEB5 Karuizawa, a new hotel by Hoshino Resorts targeting the younger generation; “The Okura Tokyo,” following the rebuilding of the main building of the Hotel Okura; and Muji Hotel Ginza, the first Muji Hotel to open in Japan.

The ever-increasing diversity of accommodation facilities increases choices for travelers and it is likely that this will further boost the desire for domestic travel.

2. Overseas Travel

Number of overseas travelers expected to increase 1.1% year-on-year to a new all-time high of 19.1 million, with average expenditure staying the same at 241,600 yen and total expenditure projected to rise 1.0% to 4,610 billion yen.

The number of Japanese travelers departing Japan for overseas destinations between January and November 2018 increased 5.5% year-on-year to 17.32 million, and there was a year-on-year increase in almost every month of the abovementioned period. Fuel surcharges increased in August, but remained flat in December. Given that the fuel surcharge increase in August had barely any impact on overseas travel, it is likely that the impact of the charge will remain limited for the time being. However, as a result of the aging society, given that senior citizens are gradually shifting their preferences to domestic travel and in terms of the balance with the robust inbound market, it cannot necessarily be said that the market is expanding, but for 2019 the number of overseas travelers is projected to increase 1.1%.

Early reservations for overseas travel following the government decision on the 10-day GW period

The fact that the GW holiday period will last for 10 consecutive days as a one-off holiday period in 2019 alone has already sparked a trend for earlier than normal reservations for overseas travel among travel agencies that already have products available for sale. Companies have received between twice and five times the number of reservations they had received by the same period last year, particularly for long-haul destinations such as Europe. It would seem that people are making early bookings because there is relatively little need to organize time off or request paid leave from employers.

Overseas cruises remain popular

In 2017 the number of Japanese nationals taking a cruise surged 27.0% year-on-year to 315,000, the highest figure ever recorded (announcement in June by the Maritime Bureau, Ministry of Land, Infrastructure, Transport and Tourism). The number of foreign-registered vessels is also increasing and cruising from overseas destinations has also become an established option for Japanese travelers. There is also increasing variation in products, including everything from round-the-world cruises, to fly-cruises, and competitively priced cruises, meaning that cruise holidays are no longer limited to the wealthy or the elderly, but are also

being considered by young couples and families as a holiday option. It is anticipated that the cruise market will continue to remain popular in 2019.

3. Overseas Visitors to Japan

Overseas visitor numbers to Japan are projected to increase 12.3% year-on-year to reach 35.5 million

Although overseas visitors to Japan in September 2018 decreased 5.3% on the same month of the previous year, due to the impact of typhoons and earthquakes, this was the first year-on-year decrease for five years and eight months. Subsequently, however, visitors numbers have recovered, with 2.64 million people visiting in October (+1.8% y-o-y) and 2.45 million visiting in November (+3.1%). The cumulative total for overseas visitors to Japan from January to November 2018 stands at 28.56 million (+9.1%) (announcement of the Japan National Tourism Organization (JNTO) on December 19). Looking at country of origin, visitors from China are the most numerous, followed by visitors from Korea and Taiwan. There are increasing numbers of repeat visitors, and also more people using LCC routes to fly directly to regional destinations in Japan. Although it is anticipated that the growth rate for the already mature markets of China, Korea, Taiwan and Hong Kong may slacken somewhat, there are expectations for further growth in visitor numbers from Europe and North American and Southeast Asian countries. It is projected, therefore, that visitor numbers to Japan in 2019 will increase 12.3% year-on-year, to 35.5 million.

Reference) Calendar for Spring Festival and National Day Golden Week holidays in China in 2019 (Compiled based on announcement by Chinese government authorities)

Spring Festival (Feb 5) Week

S	M	T	W	T	F	S
2/3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23

National Day (Oct 1) Golden Week

S	M	T	W	T	F	S
9/29	30	10/1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19

*Feb 2 and 3 are working days * September 29 and October 12 are working days

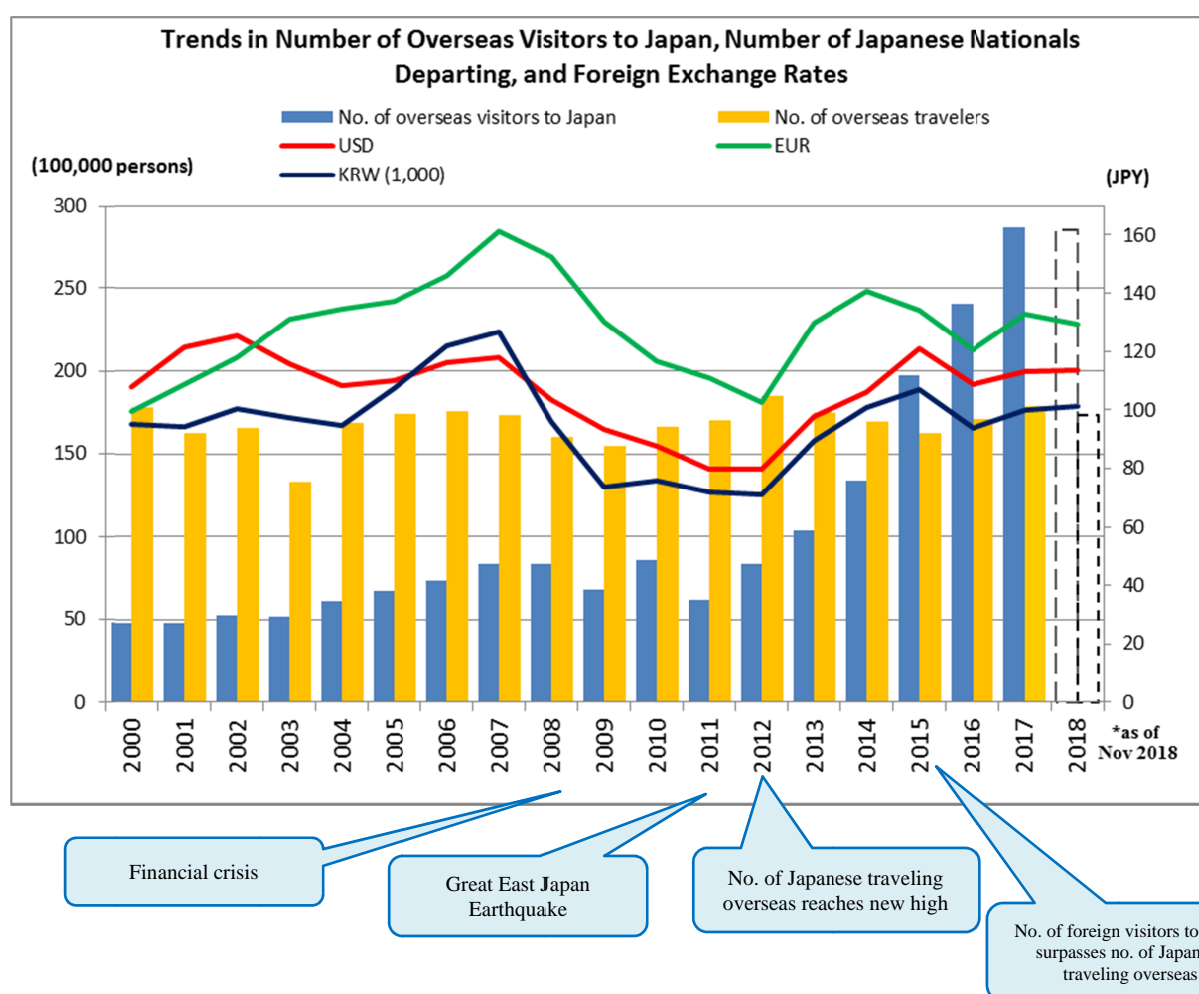
Diverse range of accommodation options and use of private accommodation

In recent years there has been an increase in accommodations that use old traditional houses or historic buildings, and visitors are also interested in experiences that reflect a regions culture and lifestyles. It is out of a desire to experience something unique to Japan or unique to a region in Japan that overseas visitors are increasingly using such accommodation facilities. Following the enactment of the Private Residence Lodging Business Act (“New Minpaku Act”) in June 2018, approximately 70 percent of all private accommodation users are overseas travelers, and it has become established as one kind of accommodation option.

Rugby World Cup™ 2019 Japan matches to be held across the country

Many of the world's rugby fans are from high-income nations in Europe and North America and it is anticipated that passionate fans from around the world will come to Japan for the tournament. Given the extended length of the tournament and the fact that matches will be held in 12 stadiums around Japan (Sapporo, Kamaishi, Kumagaya, Chofu, Yokohama, Fukuroi, Toyoda, Higashi-Osaka, Kobe, Fukuoka, Kumamoto, and Oita) it is anticipated that the number of overseas travelers to the host cities will increase and there will also be economic ripple effects to local economies through related tourism in the various regions.

(Reference) Trends in Number of Overseas Visitors to Japan, Number of Japanese Nationals Departing, and Foreign Exchange Rates



Calendar of Events in 2019

Anniversaries: Japan-Austria 150 th Anniversary of the Establishment of Diplomatic Relations		
Japan-Hungary 150 th Anniversary of the Establishment of Diplomatic Relations		
Jan	6 (Sun) 7 (Mon)	Broadcast starts of NHK drama series <i>Ida-ten</i> 30 th anniversary of His Majesty the Emperor's accession to the Throne
Feb	5 (Tue) 23 (Sat) 24 (Sun)	Opening of Hoshino Resort BEB5 Karuizawa, a hotel targeting the younger generation Opening of "Cool Japan Park Osaka" in Osaka Castle Park Ceremony to mark His Majesty's 30 th anniversary of accession to the Throne
Mar	16 (Sat)	Opening of "Moomin Valley Park®" (Iino City, Saitama)
Apr	4 (Thu) 27 (Sat) 30 (Tue)	Opening of Muji Hotel Ginza, the first of its kind in Japan The ten-day Golden Week holiday period begins (until May 6, only in 2019) Ceremony of abdication of His Majesty the Emperor
May	1 (Wed)	Crown Prince ascends to the Imperial Throne and a new era begins
Jun	28 (Fri) End of June	G20 Summit (Until June 29, in Osaka) G20 Meeting of Finance Ministers and Central Bank Governors (Fukuoka)
Jul	27 (Sat)	All Japan Inter High School Athletic Tournament in Southern Kyushu (until August 20)
Aug		
Sep	12 (Thu) 20 (Fri) 28 (Sat)	Opening of "The Okura Tokyo" (Formerly the main building of the Hotel Okura) Rugby World Cup™ Japan 2019 begins (until November 2) Opening of the 74 th National Sports Festival in Ibaraki Prefecture (until October 8)
Oct	1 (Tue) 12 (Sat) 22 (Tue)	Consumption tax increases to 10% Opening of the 19 th Sports Games for the Disabled in Ibaraki Prefecture (until Oct 14) Coronation ceremony and celebratory parade (National holiday only in 2019)
Nov	End	Completion of new National Stadium
Dec	End	Construction of Aquatics Center completed
Others in 2019	Spring Autumn During 2019	Opening of new Minato Mirai Passenger Terminal, Yokohama Opening of various new buildings in the Shibuya redevelopment district on the grounds of the former Tokyu Plaza Shibuya Opening of new LCC terminal at Chubu Centrair International Airport, Nagoya

Provisional Figures for 2018

1. Domestic Travel

Number of domestic travelers estimated to decrease 3.0% year-on-year to 286.6 million, with average expenditure projected to have increased 1.5% to 35,880 JPY

According to the Statistical Survey of Overnight Travel conducted by the Japan Tourism Agency, the cumulative total number of overnight stays by Japanese guests for the January to September period of 2018 stood at 97.1% of the total for the previous year. Although provisional figures for October show a year-on-year increase of +2.8%, it is established that due to the impact of natural disasters between July and September the number of domestic travelers in 2018 will decrease 3.0% year-on-year to 286.6 million and that average expenditure will increase 1.5% to 35,880 JPY.

2. Overseas Travel

Number of overseas travelers estimated to increase 5.6% year-on-year to 18.9 million, with average expenditure projected to decrease 2.0% to 241,500 JPY

The number of Japanese travelers departing Japan for overseas destinations between January and November 2018 remained strong, increasing 5.5% year-on-year to 17.32 million. Exchange rates remained largely at the same level as the previous year. Although fuel surcharges were reinstated in February 2017 and were increased in August 2018, this has not had any discernible impact on traveler numbers since the price increase. However, given the increase in the number of people using LCC to predominantly Asian destinations, it is projected that this will result in a decrease in average expenditure. Accordingly it is estimated that the number of overseas travelers will increase 5.6% year-on-year to 18.9 million, but that average expenditure will decrease 2.0% to 241,500 JPY.

3. Overseas Visitors to Japan

Number of overseas visitors to Japan projected to increase 10.1% year-on-year to 31.6 million

Although overseas visitors to Japan in September 2018 decreased 5.3% on the same month of the previous year, due to the impact of natural disasters, this was the first year-on-year decrease for five years and eight months. Subsequently, visitors numbers recovered, with 2.64 million people visiting in October (+1.8% y-o-y) and 2.45 million visiting in November (+3.1%), with the cumulative total for overseas visitors to Japan from January to November 2018 standing at 28.56 million (+9.1%). On December 18 it was announced that the number of visitors had exceeded 30 million. The number of overseas visitors in 2018 is estimated to rise 10.1% year-on-year to 31.6 million.

Survey Methodology

Survey locations:	200 locations throughout Japan; stratified comparative distribution
Survey period:	November 1 – 13, 2018
Respondents:	Males and females between the ages of 15 and 79
Sample size:	1,200 individuals (six at each of the 200 locations)
Method:	Individual surveys conducted by specialist staff using a questionnaire (100% response) on personal visits.

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Figures for 2003 to 2018 and Projections for 2019

Year	Total travelers (cumulative) (Unit: 10,000)			Average domestic expenditure (Per person, JPY)	Average overseas expenditure (Per person, JPY)	Total expenditure (Unit: 100 million yen)			Average no. of trips	Overseas Visitors (Unit: 10,000)
	Domestic (Unit: 10,000)	Overseas (Unit: 10,000)				Domestic (Unit: 100 million yen)	Overseas (Unit: 100 million yen)			
2003	33,781	32,451	1,330	35,590	300,800	155,500	115,500	40,000	2.64	521
	▲0.8%	+0.2%	▲19.5%	+0.1%	+2.4%	▲5.0%	+0.3%	▲17.5%	▲ 0.03	▲0.6%
2004	33,036	31,353	1,683	35,660	292,600	161,000	111,800	49,200	2.64	614
	▲2.2%	▲3.4%	+26.5%	+0.2%	▲2.7%	+3.5%	▲3.2%	+23.0%	±0.00	+17.9%
2005	32,256	30,516	1,740	35,600	294,500	159,900	108,600	51,300	2.62	673
	▲2.4%	▲2.7%	+3.4%	▲0.2%	+0.6%	▲0.7%	▲2.9%	+4.3%	▲ 0.02	+9.6%
2006	31,794	30,041	1,753	34,310	297,200	155,200	103,100	52,100	2.60	733
	▲1.4%	▲1.6%	+0.7%	▲3.6%	+0.9%	▲2.9%	▲5.1%	+1.6%	▲ 0.02	+8.9%
2007	31,710	29,981	1,729	34,170	305,600	155,200	102,400	52,800	2.60	835
	▲0.3%	▲0.2%	▲1.4%	▲0.4%	+2.8%	±0.0%	▲0.7%	+1.3%	±0.00	+13.9%
2008	31,251	29,651	1,600	33,760	286,300	145,900	100,100	45,800	2.51	835
	▲1.4%	▲1.1%	▲7.5%	▲1.2%	▲6.3%	▲6.0%	▲2.2%	▲13.3%	▲ 0.09	+0.0%
2009	30,455	28,910	1,545	31,940	253,400	131,500	92,300	39,200	2.25	679
	▲2.5%	▲2.5%	▲3.4%	▲5.4%	▲11.5%	▲9.9%	▲7.8%	▲14.4%	▲ 0.26	▲18.7%
2010	30,808	29,144	1,664	32,020	251,900	135,200	93,300	41,900	2.29	861
	+1.2%	+0.8%	+7.7%	+0.3%	▲0.6%	+2.8%	+1.1%	+6.9%	+0.04	+26.8%
2011	29,969	28,270	1,699	33,100	256,000	137,100	93,600	43,500	2.35	622
	▲2.7%	▲3.0%	+2.1%	+3.4%	+1.6%	+1.4%	+0.3%	+3.8%	+ 0.06	▲27.8%
2012	30,439	28,590	1,849	32,780	251,900	140,300	93,700	46,600	2.39	836
	+1.6%	+1.1%	+8.8%	▲1.0%	▲1.6%	+2.3%	+0.1%	+7.1%	+0.04	+34.4%
2013	30,833	29,090	1,747	33,940	265,600	145,000	98,700	46,300	2.42	1,036
	+1.3%	+1.7%	▲5.5%	+3.5%	+5.4%	+3.3%	+5.3%	▲0.6%	+0.03	+24.0%
2014	30,140	28,450	1,690	33,740	273,450	142,200	96,000	46,200	2.40	1,341
	▲2.2%	▲2.2%	▲3.3%	▲0.6%	+3.0%	▲1.9%	▲2.7%	▲0.2%	▲ 0.02	+29.4%
2015	30,781	29,160	1,621	35,220	249,800	143,200	102,700	40,500	2.45	1,974
	+2.1%	+2.5%	▲4.0%	+4.4%	▲8.6%	+0.7%	+7.0%	▲12.3%	+0.05	+47.1%
2016	31,392	29,680	1,712	35,100	248,900	146,810	104,200	42,610	2.51	2,410
	+2.0%	+1.8%	+5.6%	▲0.3%	▲0.4%	+2.5%	+1.5%	+5.2%	+0.06	+22.1%
2017	31,339	29,550	1,789	35,350	246,500	148,600	104,500	44,100	2.51	2,869
	▲0.2%	▲0.4%	+4.5%	+0.7%	▲1.0%	+1.2%	+0.3%	+3.5%	±0.00	+19.0%
2018	30,550	28,660	1,890	35,880	241,500	148,444	102,800	45,644	2.46	3,160
	▲2.5%	▲3.0%	+5.6%	+1.5%	▲2.0%	▲0.1%	▲1.6%	+3.5%	▲0.05	+10.1%
2019	31,000	29,090	1,910	36,600	241,600	152,600	106,500	46,100	2.49	3,550
	+1.5%	+1.5%	+1.1%	+2.0%	±0.0%	+2.8%	+3.6%	+1.0%	+0.03	+12.3%