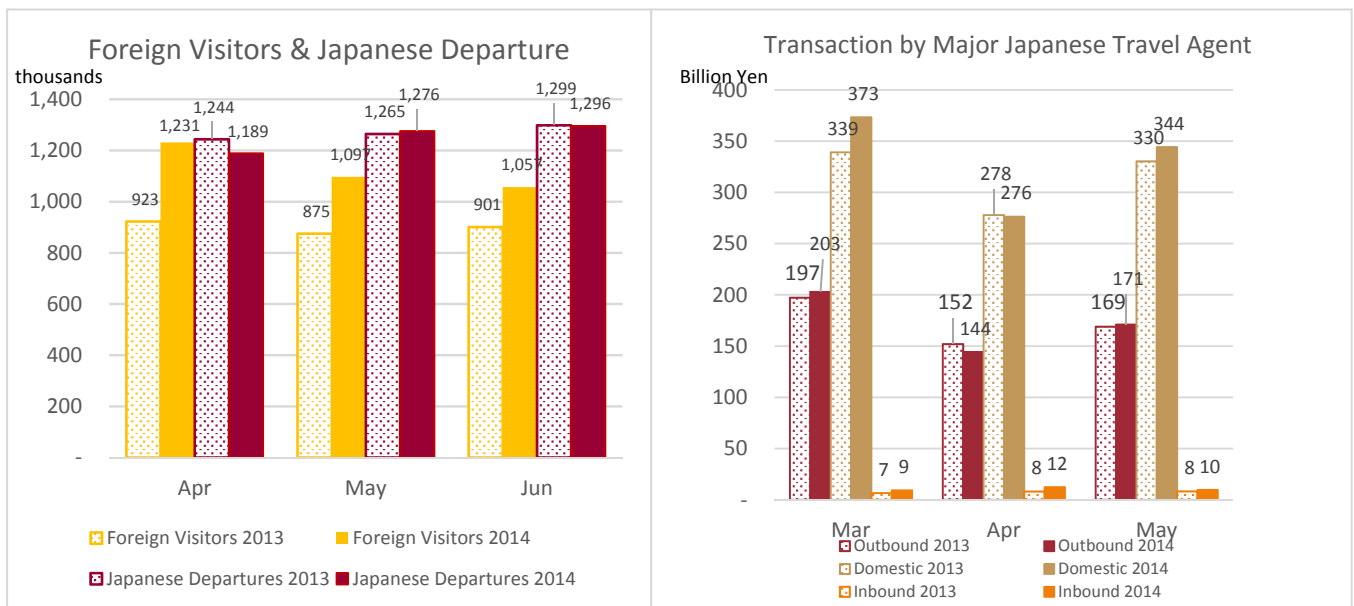


## Japan Travel Market & JATA Activity Update

### Quarterly Report, April-June 2014 Issue

#### 1. DATA



Foreign visitors remained at a pace exceeding the last year (a record high). The number of the Japanese Departure (overseas travel) and foreign visitors was reversed in April for the first time since 1970.

Domestic travel was strong. After an increase of 14 consecutive months, a decrease was observed once in April, but increased again in May. Inbound recorded two-digit growth continuously. In the field of outbound, unit price was increased.

#### 2. MARKET TRENDS & TOPICS

##### Outbound

###### Market

Total sales amount of major travel agencies from March to May did not change compared to the previous year. The number of packaged tours travelers decreased 14.2% from the previous year due to a continued slowdown of travel to China and South Korea, but this decline was offset by the rise of unite price, which was up 13.9% over the same period of 2013. Travel to long haul destinations such as Hawaii, USA and Europe were strong.

## JATA Activity

A project of “A three million Japanese travelers to South Korea” was launched in April. This is a joint recovery promotional activity among Korea Tourism Organization (KTO), Korea Association of Travel Agents (KATA) and JATA aiming three million Japanese visits to South Korea in a year.

## Inbound

### Market

A 27.2% increase of foreign arrivals from March to May contributed to a 35% increase in the sales amount of major travel agencies. Arrivals from the Asian countries significantly increased, though the arrivals from South Korea declined slightly.

### JATA Activity



As for the Quality Assurance System for Tour Operators, 5 tour operators were newly qualified and added to the official list of qualified tour operators list. JATA highly recommend using these 38 qualified tour operators for the land arrangements in Japan.

<http://en.tour-quality.jp/>

## Domestic

### Market

Total sales amount of major travel agencies from March to May increased 4.9%. Unit price of package tours rose 2.6%, sales and transaction volume increased 6% over the same period of 2013 respectively. Booming of domestic travel has been continued. As travel destinations, Tokyo is still strong, and Osaka/Kansai is gaining popularity by new attraction of Universal Studios Japan.

### JATA Activity



JATA launched “Enjoy Japan to the Fullest!” campaign starting on April 1, aiming to Expand Domestic Overnight Trips especially targeting young people through SNS. A campaign video named “Get into the Character of WORLD ORDER” with a famous entertainer group called World Order has been posted on the campaign website. Its video was produced in cooperation with the Ishikawa Prefecture where the Hokuriku Shinkansen railway extension will be completed next March. And, a new version of video is scheduled to be uploaded

quarterly. This campaign video together with a video contest will help domestic travelers rediscover new tourism resources and attractions in Japan.

<http://asobitsukuse.jp/>

## 3. HOT NEWS

### New Chairman



Mr. Hiromi TAGAWA (Chairman of JTB Corp.) was elected as the 10th Chairman of JATA at annual general meeting on June 18. Under new leadership by Mr. Tagawa, JATA will further develop three fields of travel (outbound travel, domestic travel and inbound travel) and will continue its efforts to establish Japan as a leading tourism nation from the position of the private sector.



The Power of Travel



### JATA Tourism EXPO Japan

The world's leading tourism event, "JATA Tourism EXPO Japan" will be held in Tokyo (Tokyo Big Sight) from September 25th to 28th, 2014. The integration of "Tabi Fair" Japan with "JATA TABIHAKU Travel Showcase" will enhance each event's strengths providing further business

opportunities to travel professionals in the world. With the addition of Visit JAPAN Travel Mart (an inbound tourism business meeting organized by Japan Tourism Agency), "JATA Tourism EXPO Japan" will become a fully comprehensive tourism event promoting outbound, domestic and inbound travel at one venue.

The International Tourism Forum, one of the main programs of "JATA Tourism EXPO Japan 2014", will be held with a theme of Tourism and Community Development on September 26. Dr. Taleb Rifai, Secretary-General of the UNWTO will make a keynote speech under its theme followed by Keynote Symposium (a panel discussion) in collaboration with UNWTO.

In the afternoon sessions of September 26, four panel discussions are scheduled to be conducted. Those are Asia Travel Market Analysis 2014 session, Overseas Travel session, Domestic Travel session and Inbound Travel to Japan session. Asia Travel Market Analysis 2014 session is scheduled to be organized in cooperation with PATA. Mr. Martin Craigs, CEO of Pacific Asia Travel Association (PATA), will join this panel discussion.

During the four days, the tourism industry professionals in the world will gather in Tokyo in September 2014. Please join us to meet your business opportunities.

<http://t-expo.jp/en/index.html>

## **JATA and PATA sign MoU to work together**

PATA and JATA have agreed to work together to benefit both sets of members. A Memorandum of Understanding (MoU), signed in April, will focus efforts on implementing joint activities related to tourism.

The MoU shows the membership commitment by both associations to enhance the role of the tourism sector and to develop the tourism industry in rapidly growing Asia and the Pacific. The agreement also commits the PATA's participation in the annual "JATA Tourism EXPO Japan" and JATA's participation in PATA's program of work.

[http://www.jata-net.or.jp/english/news/2014/pdf/140510\\_top.pdf](http://www.jata-net.or.jp/english/news/2014/pdf/140510_top.pdf)

## **4. AROUND THE WORLD**

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The following is a list of courtesy call to JATA from April to June 2014.

H. E. Mr. C.P. Ricardo ALLICOCK, Ambassador of the Republic of Jamaica in Japan,  
April 4th, Friday

[http://www.jata-net.or.jp/about/jata/visit/2014/140404\\_jamaica.html](http://www.jata-net.or.jp/about/jata/visit/2014/140404_jamaica.html)

Ms. Nanae Singeo, Managing Director of Palau Visitors Authority,  
April 8th, Tuesday

[http://www.jata-net.or.jp/about/jata/visit/2014/140408\\_parau.html](http://www.jata-net.or.jp/about/jata/visit/2014/140408_parau.html)

Mr. UODOD PAVEL, First Deputy of General Director of Yakutia Airline,  
April 9th, Wednesday

[http://www.jata-net.or.jp/about/jata/visit/2014/140409\\_russia.html](http://www.jata-net.or.jp/about/jata/visit/2014/140409_russia.html)

Ms. Lisa Marie Pachkoski of Miss Guam, Ms. Nadine Leon Guerrero, Japan Market Officer of Guam  
Visitors Bureau and other delegates,

April 11th, Friday

[http://www.jata-net.or.jp/about/jata/visit/2014/140411\\_guam.html](http://www.jata-net.or.jp/about/jata/visit/2014/140411_guam.html)

H. E. Mr. Ahmed Khaleel, Ambassador Extraordinary and Plenipotentiary of the Maldives in Japan,  
May 7th, Wednesday

[http://www.jata-net.or.jp/about/jata/visit/2014/140507\\_maldives.html](http://www.jata-net.or.jp/about/jata/visit/2014/140507_maldives.html)

Mr. Itthipol KUNPLOME, Mayor of Pattaya City and Mr. Nopparat MAYTHAVEEKULCHAI, President of Thailand Convention and Exhibition Bureau (TCEB)

May 14th, Wednesday

[http://www.jata-net.or.jp/about/jata/visit/2014/140514\\_thai.html](http://www.jata-net.or.jp/about/jata/visit/2014/140514_thai.html)

Mr. Purev ALTANGEREL, State Secretary of Ministry of Culture, Sports and Tourism of Mongolia and Mr. Namsraijav ERDENEBAT, Vice President of Mongolian Tourism Association,

May 22nd, Thursday

[http://www.jata-net.or.jp/about/jata/visit/2014/140522\\_mongolia.html](http://www.jata-net.or.jp/about/jata/visit/2014/140522_mongolia.html)

H. E. Mr. Farhad Khlif, Ambassador of the Republic of Tunisia in Japan,

May 30th, Friday

[http://www.jata-net.or.jp/about/jata/visit/2014/140530\\_tunisia.html](http://www.jata-net.or.jp/about/jata/visit/2014/140530_tunisia.html)

Mr. Nguyen Van Tuan, Chairman of the Vietnam National Administration of Tourism (VNAT), and other delegates

June 5th, Thursday

[http://www.jata-net.or.jp/about/jata/visit/2014/140605\\_vietnam.html](http://www.jata-net.or.jp/about/jata/visit/2014/140605_vietnam.html)

Mr. Le Van Thanh, Vice Chairman of the People's Committee of Quang Nam Province

June 27th, Friday

[http://www.jata-net.or.jp/about/jata/visit/2014/140627\\_vietnam.html](http://www.jata-net.or.jp/about/jata/visit/2014/140627_vietnam.html)