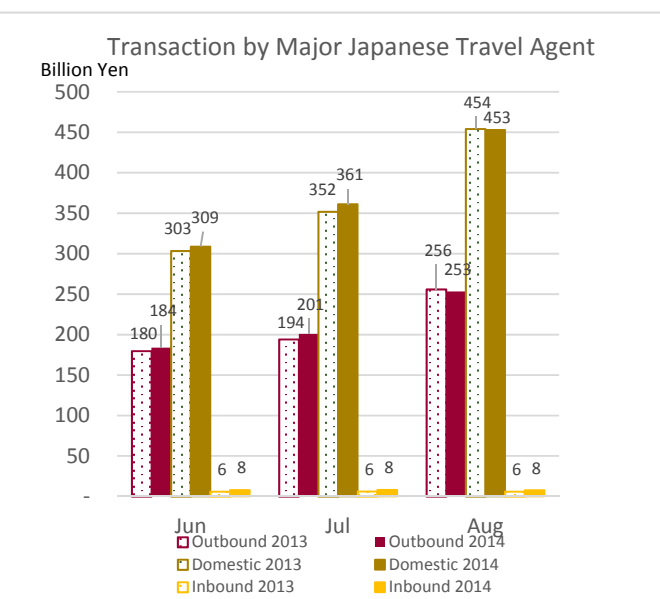
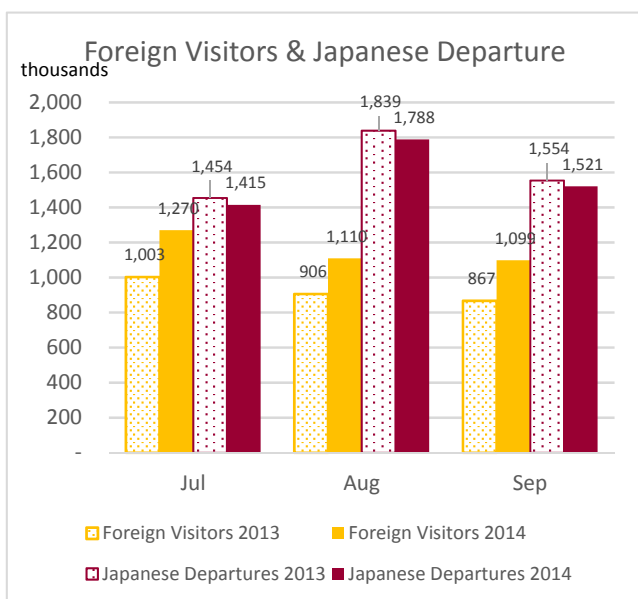


## Japan Travel Market & JATA Activity Update

### Quarterly Report, July-September 2014 Issue

#### 1. DATA



Foreign visitors remained at a pace exceeding the same period of the last year (25.3%). The number of the Japanese departure decreased by 2.5% compared to the previous year.

Domestic travel kept strong. Decrease was shown in Domestic and Outbound market of August, because the last minutes cancellation occurred due to bad weather caused by typhoon. Inbound travel recorded two-digit growth continuously.

#### 2. MARKET TRENDS & TOPICS

##### Outbound

###### Market

In spite of the 2.2% decrease in the Japanese Overseas travelers, sales amount of major travel agencies from June to August increased by 1.3% totally compared to the same period of the previous year. The number of packaged tours travelers decreased 12.5% 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 unit price, which was up 10.3% over the same period of 2013. Travel to long haul destinations such as Hawaii, USA and Europe were strong.

## JATA Activity

The JATA Tourism Award commendation ceremony was held in the opening of “JATA Tourism EXPO Japan 2014” on September 26. The Tourism Authority of Thailand won Grand Prize for the outstanding results of their promotional activities in the Japanese market.

## Inbound

### Market

27.5% increase of foreign arrivals from June to August contributed to 30.9% increase in the sales amount of major travel agencies. Arrivals from the Asian countries significantly increased including China, and arrivals from South Korea was not recovered yet.

### JATA Activity



As for the Quality Assurance System for Tour Operators, 2 tour operators were newly qualified and added to the official list of qualified tour operators list. JATA highly recommend using these 40 qualified tour operators for the land arrangements in Japan. The next application period is January 1-31, 2015.

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

## Domestic

### Market

A total sales amount of major travel agencies from July to August increased 1.2%. Unit price of package tours rose 5.1%, sales and transaction volume decreased 4.3% over the same period of 2013. In August, the last minutes cancellation occurred due to Typhoon. Booming of domestic travel seemed to be followed. As travel destinations, Osaka/Kansai had gained great popularity by new attraction of Universal Studios Japan. And Tokyo is continuously strong,

### JATA Activity



A campaign video by a famous entertainer group called WORLD ORDER “THIS IS LIFE” JATA Vol.3” has been posted on the campaign website. Its video was produced in cooperation with the Ishikawa Pref. 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.

\*JATA launched “Enjoy Japan to the Fullest!” campaign starting on April 1 2014, aiming to Expand Domestic Overnight Trips especially targeting young people through SNS.

<http://asobitsukuse.jp/>

## 3. HOT NEWS

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### **JATA Tourism EXPO Japan was successfully concluded with 157,589 visitors**

The JATA Tourism EXPO Japan 2014, which is one of the largest and most comprehensive tourism events in the world, was successfully carried out from September 25 to 28, 2014 at Tokyo Big Sight. This mega event was jointly organized by Japan Travel and Tourism Association (JTTA) and Japan Association of Travel Agents (JATA). The first JATA Tourism EXPO Japan was conducted under the theme of "The Power of Travel" with the attendance of 1,129 tourism organizations/companies from 151 countries/regions and 47 prefectures in Japan exhibiting 1,817 booths. The record visitors number 157,589 surpassed our expectations.

Japan Tourism Agency designated the 4th week of September as "Japan Travel Week". In addition to the JATA Tourism EXPO Japan, Visit Japan Travel Mart and Visit Japan MICE Mart were conducted by Japan Tourism Agency and Japan National Tourism Organization during the Japan Travel Week. An opening event of the JATA Tourism EXPO Japan, "JAPAN NIGHT", showcased with Japanese traditional hospitality and friendship at Tokyo National Museum with 1,100 VIPs including overseas tourism ministers, foreign ambassadors based in Japan, Japanese government officials and tourism industry executives.

To our great honor and pleasure, the opening ceremony was carried out featuring a congratulatory message by Imperial Highness Prince Akishino. Also, Dr. Taleb Rifai, UNWTO Secretary-General made a keynote speech at the International Tourism Forum of the JATA Tourism EXPO Japan.

The JATA Tourism EXPO Japan 2015 is scheduled for September 24 to 27, 2015 at Tokyo Big Sight.

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

[http://www.jata-net.or.jp/english/news/2014/pdf/141020\\_top.pdf](http://www.jata-net.or.jp/english/news/2014/pdf/141020_top.pdf)

### **Travel Safety Day**

Starting this year, JATA established and designated July 1 as "Travel Safety Day".

88 member companies across Japan conducted disaster simulation drills on the day. At the simulation drills, the companies verified the effectiveness of their emergency contact network and confirmed the safety of their valued customers (tour participants).

[http://www.jata-net.or.jp/english/news/2014/pdf/140810\\_top.pdf](http://www.jata-net.or.jp/english/news/2014/pdf/140810_top.pdf) See page 17

### **MEGA FAM Tour to South Korea**

JATA has decided to launch a 1,000-agent scale (basically employees of JATA member companies) of the "Korea experience MEGA FAM Tour" on this December for the purpose of promoting the momentum of Korea sale towards the next year of Japan-South Korea normalization of diplomatic relations 50 anniversary.

August 29, the Korea-Japan Tourism Exchange expansion Symposium sponsored by the Korea Tourism Organization was held in Seoul. Two governments, Japan Business Federation (Keidanren), Japan Federation of Executive Organization (Zenkeiren) and private tourism organizations (JATA / All Nippon Travel Agents Association / Japan Travel and Tourism Association / Korea Association of Travel Agents) participated in this symposium. And the next Japan-Korea Tourism Exchange expansion Symposium will be held in Tokyo on December 3, sponsored by Japan National Tourism Organization (JNTO) and Japan Tourism Agency (JTA).

## JATA and Milan EXPO 2015 signed MOU

Memorandum of Understanding (MoU) was signed between JATA and Milano Expo 2015 S.p.A on September 26. Mr. Piero Galli of Milano Expo 2015 expressed his high expectations regarding the Japanese visitors to the Milan EXPO 2015. JATA seizes this great opportunity to increase the number of Japanese visitors to Italy.

## The Global Code of Ethics for Tourism was signed by 12 bodies in Japan

On September 25, 12 travel related associations/travel companies in Japan signed the Global Code of Ethics for Tourism with Dr. Taleb Rifai, the Secretary-General of UNWTO. Mr. Shigeto Kubo, the commissioner of the Japan Tourism Agency attended this signing ceremony. It is to commit the sound development of tourism industry in Japan.

\*12 organizations/companies : JTB, KNT-CT Holdings, Nippon Travel Agency, World Air-Sea Service, Okinawa Tourist Service, H.I.S., Japan Airlines, All Nippon Airways, Japan Travel and Tourism Organization, Japan Hotel Association, and Japan City Hotel Association.

## JATA supports Michinoku Shiokaze Trail



On October 24-25, JATA conducted the first signpost installation and maintenance work activities on the Michinoku Shiokaze Trail, part of Green reconstruction project by Ministry of the Environment.

Contribution to revitalizing local tourism, agriculture, forestry and fisheries are expected.

JATA continues to support member companies to create local tours and further development of the Trail program through March 2021.

\*See details of Green Reconstruction Initiatives by Ministry of the Environment

<http://www.env.go.jp/en/wpaper/2013/pdf/04.pdf>

## 4. AROUND THE WORLD

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The following is a list of courtesy call to JATA from July to September 2014.

Mr. Duncan Bureau, Vice President of Global Sales, Air CANADA visited JATA Headquarters on July 4th, Friday

[http://www.jata-net.or.jp/about/jata/visit/2014/140704\\_canada.html#canada](http://www.jata-net.or.jp/about/jata/visit/2014/140704_canada.html#canada)

H.E. Mr. Andre Spiteri, Ambassador of the Republic of Malta to Japan, visited Mr. Nakamura, President of JATA, on July 11th, Friday

[http://www.jata-net.or.jp/about/jata/visit/2014/140711\\_malta.html#malta](http://www.jata-net.or.jp/about/jata/visit/2014/140711_malta.html#malta)

Mr. Choo Suk Byun, President of Korea Tourism Organization (KTO) visited Mr. Tagawa, chairman of JATA and other representatives on July 14th, Monday

[http://www.jata-net.or.jp/about/jata/visit/2014/140714\\_korea.html#korea](http://www.jata-net.or.jp/about/jata/visit/2014/140714_korea.html#korea)

Mr. GUNGAA JARGALSAIKIHAN, CEO of Mongolian airlines visited the Main Office of JATA on July 23rd, Wednesday.

[http://www.jata-net.or.jp/about/jata/visit/2014/140723\\_mongolia.html#mongolia](http://www.jata-net.or.jp/about/jata/visit/2014/140723_mongolia.html#mongolia)

Mr. Kerim DURDYMYRADOV, Chairman of the State Committee for Tourism of Turkmenistan visited Mr. Tagawa, Chairman of JATA on July 24th, Thursday

[http://www.jata-net.or.jp/about/jata/visit/2014/140724\\_turkmenistan.html#turkmenistan](http://www.jata-net.or.jp/about/jata/visit/2014/140724_turkmenistan.html#turkmenistan)

Ambassadors of East Africa (Kenya, Rwanda and Uganda) visited the main office of JATA on July 25th, Friday

[http://www.jata-net.or.jp/about/jata/visit/2014/140725\\_africa.html#africa](http://www.jata-net.or.jp/about/jata/visit/2014/140725_africa.html#africa)

H.E. Mr. Masud Bin Momen, Ambassador of the People's Republic of Bangladesh to Japan visited Mr. Nakamura, President of JATA on July 30th, Wednesday

[http://www.jata-net.or.jp/about/jata/visit/2014/140730\\_bangladesh.html#bangladesh](http://www.jata-net.or.jp/about/jata/visit/2014/140730_bangladesh.html#bangladesh)

Ms. Leanne Coddington, CEO of Tourism and Events Queensland visited the main office of JATA on July 31st, Thursday

[http://www.jata-net.or.jp/about/jata/visit/2014/140731\\_australia.html#australia](http://www.jata-net.or.jp/about/jata/visit/2014/140731_australia.html#australia)

Mr. Noor Azlan, Director of Tourism Malaysia visited Mr. Tagawa, Chairman of JATA on August 7th, Thursday

[http://www.jata-net.or.jp/about/jata/visit/2014/140807\\_malaysia.html#malaysia](http://www.jata-net.or.jp/about/jata/visit/2014/140807_malaysia.html#malaysia)

H.E. Ms. Tadelech Dalacho Dando (MP), State Minister of Culture and Tourism of the Federal Democratic Republic of Ethiopia visited Mr. Nakamura, President of JATA on August 25th, Monday

[http://www.jata-net.or.jp/about/jata/visit/2014/140825\\_ethiopia.html#ethiopia](http://www.jata-net.or.jp/about/jata/visit/2014/140825_ethiopia.html#ethiopia)

Mr. Samy Mahmoud, Tourism Counsellor at the Embassy of Egypt, Egyptology & Tourist Promotion Office, visited JATA on September 4th, Thursday

[http://www.jata-net.or.jp/about/jata/visit/2014/140904\\_egypt.html#egypt](http://www.jata-net.or.jp/about/jata/visit/2014/140904_egypt.html#egypt)

Mr. Jon Nathan Pangelinan Denight, Deputy General Manager of Guam Visitors Bureau, and Mr. Milton Morinaga, Board Member of Guam Visitors Bureau and Chairman of Japan Marketing, visited the Main Office of JATA on September 12th, Friday

[http://www.jata-net.or.jp/about/jata/visit/2014/140912\\_guam.html#guam](http://www.jata-net.or.jp/about/jata/visit/2014/140912_guam.html#guam)

Mr. John O'Sullivan, Managing Director of Tourism Australia visited Mr. Nakamura, President of JATA, on September 24th, Wednesday

[http://www.jata-net.or.jp/about/jata/visit/2014/140924\\_australia.html#australia](http://www.jata-net.or.jp/about/jata/visit/2014/140924_australia.html#australia)

The Minister of Tourism and Sports of Thailand, Mrs. Kobkarn Wattanavrangkul, visited Mr. Hiromi Tagawa, Chairman of JATA, on September 25th, Thursday

[http://www.jata-net.or.jp/about/jata/visit/2014/140925\\_thai.html#thai](http://www.jata-net.or.jp/about/jata/visit/2014/140925_thai.html#thai)

Ms. Janet Christopher, Vice President, Tourism of Visit Seattle, visited Mr. Hiromi Tagawa, President of JATA, on September 25th, Thursday

[http://www.jata-net.or.jp/about/jata/visit/2014/140925\\_seattle.html#seattle](http://www.jata-net.or.jp/about/jata/visit/2014/140925_seattle.html#seattle)



Mr. Jay Gray, Vice President of Brand USA, visited Mr. Hiromi Tagawa on September 25th, Thursday  
[http://www.jata-net.or.jp/about/jata/visit/2014/140925\\_busa.html#busa](http://www.jata-net.or.jp/about/jata/visit/2014/140925_busa.html#busa)

Mr. Malcolm Smith, Vice President, Business Development, US Travel Association, visited Mr. Hiromi Tagawa, Chairman of JATA on September 26th, Friday  
[http://www.jata-net.or.jp/about/jata/visit/2014/140926\\_ust.html#ust](http://www.jata-net.or.jp/about/jata/visit/2014/140926_ust.html#ust)

Mr. Li Shihong, Director, Chinese National Tourism Administration, visited Mr. Hiromi Tagawa on September 26th, Friday  
[http://www.jata-net.or.jp/about/jata/visit/2014/140926\\_china.html#china](http://www.jata-net.or.jp/about/jata/visit/2014/140926_china.html#china)

Mr. U Htay Aung, Minister of Hotels and Tourism of Myanmar, visited Mr. Tagawa, Chairman of JATA on September 26th, Friday  
[http://www.jata-net.or.jp/about/jata/visit/2014/140926\\_myanmar.html#myanmar](http://www.jata-net.or.jp/about/jata/visit/2014/140926_myanmar.html#myanmar)

Mr. Peter Wong, Executive Chairman, China Chamber of Tourism and Chairman, Culture Resources Development Co Ltd. Visited Mr. Hiromi Tagawa on September 27th, Saturday  
[http://www.jata-net.or.jp/about/jata/visit/2014/140927\\_aptec.html#aptec](http://www.jata-net.or.jp/about/jata/visit/2014/140927_aptec.html#aptec)

Mr. Anthony Lau, Executive Director, Hong Kong Tourism Board, Visited Mr. Hiromi Tagawa, Chairman of JATA on September 27th, Saturday  
[http://www.jata-net.or.jp/about/jata/visit/2014/140927\\_hongkong.html#hongkong](http://www.jata-net.or.jp/about/jata/visit/2014/140927_hongkong.html#hongkong)

H.E. Marcos Rodriguez, Ambassador of Cuba in Japan visited Mr. Hiromi Tagawa, Chairman of JATA on September 27th, Saturday.  
[http://www.jata-net.or.jp/about/jata/visit/2014/140927\\_cuba.html#cuba](http://www.jata-net.or.jp/about/jata/visit/2014/140927_cuba.html#cuba)

Dr. Ibrahim M. MOHAMED, MD, MPH, MBA, Principal Secretary, Commerce and Tourism Ministry of the East African Affairs, Commerce and Tourism, visited Mr. Tatsuro Nakamura, President of JATA on September 27th, Saturday  
[http://www.jata-net.or.jp/about/jata/visit/2014/140927\\_kenya.html#kenya](http://www.jata-net.or.jp/about/jata/visit/2014/140927_kenya.html#kenya)

Mr. Piero Galli, Director of Milan EXPO 2015, visited Mr. Hiromi Tagawa, Chairman of JATA on September 27th, Saturday  
[http://www.jata-net.or.jp/about/jata/visit/2014/140927\\_milano.html#milano](http://www.jata-net.or.jp/about/jata/visit/2014/140927_milano.html#milano)