

December 17, 2014

## JATA Year-End & New-Year Ranking

### The most popular destination is Hawaii

Warm destinations attract the most visitors

Hawaii is number one, followed closely by Taiwan and Guam

The Japan Association of Travel Agents (Address: Tokyo, Chiyoda-ku, Chairman: Hiromi Tagawa) conducted a study among its member companies and determined the most popular destinations for the year-end and New-Year period.

#### Top 10 most popular destinations

| No | Country/Region | Comments   |
|----|----------------|--|
| 1  | Hawaii         | As usual, it is popular as visitors feel safe and at ease; favored by customers of all ages, regardless of sex |
| 2  | Taiwan         | The count-down in the vicinity of the 101 Building and the fireworks are popular                               |
| 3  | Guam           | As it is warm and is close to Japan it is favored by the family segment  |
| 4  | Singapore      | The talk about the Marina Bay Sands continues. Favored by a wide range of female customers.                    |
| 5  | Thailand       | The count-down event in Bangkok is popular   |
| 6  | Italy          | Popular with female travelers for the nine-day-long holiday period   |
| 7  | Vietnam        | Spending New Year in Ho Chi Ming is popular with female customers  |
| 8  | Hong Kong      | New Year's fireworks in Hong Kong are popular  |
| 9  | Australia      | Stay in Australia is popular as it is summer in the Southern hemisphere  |
| 10 | France         | The Champs Elysees illuminations and the count down at the Eiffel Tower are popular among female customers     |

#### Trends

Long-haul destinations popular at the end of the year; short-haul ones are popular in the beginning of the New Year

This year, the main long-stay destinations are Europe and Hawaii, while short-stay tours to Guam and Asia are popular in the beginning of 2015. Relaxed leisure tours are popular, too.

Increase in the business class travelers to Hawaii.

The usually strong performer Hawaii is enjoying an increase in visitors willing to fly business class.

European Christmas tours are popular

European Christmas tours are popular as the main customer segment they are favored by is female travelers in their 40's and 50's.

High interest in Aurora tours

Rather than North America, tours to North Europe are leading the trend and are favored also by honeymooners who cannot otherwise take long holidays.

Angkor Watt is going strong

While it is out of the top ten list, Angkor Watt and cultural heritage tours starting on the first day of the New Year are popular with female travelers and couples.

Cruise travel is in demand

Thanks to the long holidays cruise tours departing from and arriving in Japan are popular with families.

※This ranking is the result of a survey conducted among sales, planning and counter staff members of JATA member companies. 601 respondents from 345 companies responded to the questionnaire.

For further information  
Japan Association of Travel Agents  
Public Relations Office  
Tel.03-3592-1244  
Nagayoshi (Mr.), Seishi (Mr.), Sato (Ms.)