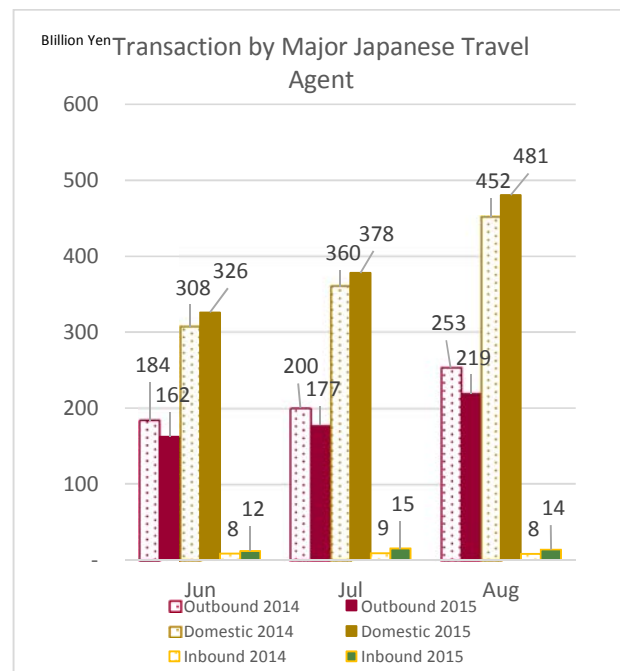
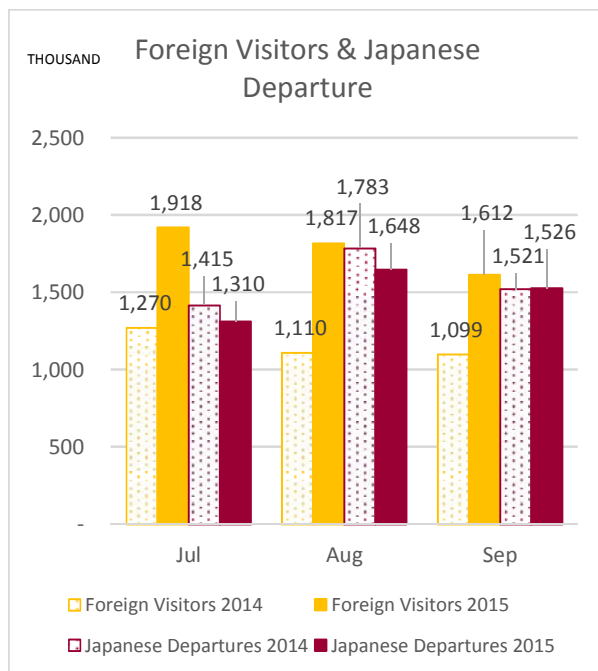


October 28, 2015

## Japan Travel Market & JATA Activity Update

### Quarterly Report, July-September 2015 Issue

#### 1. DATA



#### Foreign Visitors & Japanese Departure

The number of foreign visitors to Japan in July grew by 51.0% on year-on-year basis reaching 1,918,000, scoring the highest ever monthly record. In August, the foreign arrivals increased by 63.8% to 1,817,000 and in September, they reached 1,612,000, a 46.7% increase from the same month of the previous year. The total number for January-September reached 14.48 million, surpassing the record-high 13.41 million in 2014. The number of Japanese overseas travelers dropped by 7.4% in July and 7.6% in August. It recovered slightly showing a 0.3% growth in September thanks to the 5-successive holidays of the Silver week.

#### Transaction by Major Japanese Travel Agent

In comparison to the same period last year, overseas travel continued to decline. It fell by 11.9% in June, 11.4% in July, and 13.6% in August. The inbound travel has remained on the fast track, growing by 38.6% in June, 70.5% in July, and 68.4% in August. Domestic travel has continued to increase during each of the term's three months.

## 2. MARKET TRENDS & TOPICS

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### Outbound

#### Market

In comparison to the same period last year, overseas travel bookings at major travel agencies continued to decline. The bookings decreased by 11.9%, in June, 11.4% in July, and 13.6% in August, influenced by the drop in the travel to Europe. Despite August being the summer holiday season, the lack of public holidays during the month resulted in many people choosing to take longer holidays during the Silver Week in September. This, in addition to the devalued yen, led to the decrease in overseas tour bookings in August.

### Inbound

#### Market

In comparison to the same period last year, inbound travel bookings at major travel agencies continued to increase, growing by 38.6% in June, 70.5% in July, and 68.4% in August. Devalued yen, increase in flights, as well as the expansion of the tax-free system have been the factors for the increase. Thanks to visa deregulations, the tourist flows from East and South-East Asia have continued to grow.

### Domestic

#### Market

The data provided by the major travel agencies shows that domestic travel has grown 6.0%, 4.9% and 6.4% in June, July and August respectively. The Kansai area and Tohoku area with the Hokuriku shinkansen continue to attract growing numbers of visitors.

#### JATA Activity



The promotional video features the Japanese music dance group WORLD ORDER. While the 2014 commercial was produced in Hokuriku, which attracted attention with the extension of the Hokuriku Shinkansen tracks, this year's commercial is staged in Kyushu in April and in Tohoku in July. The performance of WORLD ORDER appeals to young Japanese who are not interested in travel by promoting the beauty of Japan and conveying the fun of "Enjoying Japan to the full" The campaign will continuously increase the appeal to its target audiences.



<http://asobitsukuse.jp/>

## 3. HOT NEWS

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### JATA Tourism EXPO Japan 2015

#### “Great challenge” on Display to the World Most Exhibitors and Visitors Ever Gather in Tokyo



JATA and the Japan Travel and Tourism Association (JTTA) held the JATA Tourism Expo Japan 2015 during four days from September 24 to 27 at Tokyo Big Sight in Ariake, Tokyo, and at JP Tower in Marunouchi, Tokyo. In continuation from last year, approximately 500 groups and companies from 47 prefectures in Japan as well as around 600 groups and companies from over 140 countries and regions participated in what was the second year of the world's largest travel event. The event attracted 173,602 visitors during the four days. During the expo,

in addition to holding JAPAN NIGHT 2015 as an urban Mice event in the Marunouchi district in front of Tokyo Station, the Japan Tourism Awards ceremony was held to recognize groups and individuals who contributed to the development and expansion of the tourism industry, and an International Tourism Forum was held on the theme of “Tourism and Culture.” So, great enhancements in the second annual JATA Tourism Expo Japan were evident to attendees from Japan and overseas.



JATA Chairman Hiromi Tagawa spoke at the opening ceremony, saying “JATA Tourism Expo Japan’s second year is the ‘step year’ in the hop, step, jump process, and I want to aim at making a jump forward next year.” He explained that the expo took on four challenging themes, (1) strengthening of regional flavor, (2) new evolution of outbound travel, (3) spread of the industry through new cooperation, and (4) globalization.

At Japan Night this year, Aomori Prefecture was the premium destination partner, and it staged a reenactment of the Nebuta Festival, thereby transmitting Aomori regional traditions and culture via Tokyo. The performance “imparted regional flavor” along with the ingeniously-presented information offered by the 47 prefectures exhibiting at the expo.

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

## Aiming at One Million Japanese Visitors Phase 2 of Malaysia Tourism Promotion Board's project



As the destination development strategy “Malaysia One Million Project” came to an end, JATA and Malaysia Tourism Promotion Board signed a Memorandum of Understanding on “Phase 2 (MOJI)” on September 25<sup>th</sup>. The second phase of the project will sustain the promotional activities of the above project. The MOU was signed by Mr. Tatsuro Nakamura, President of JATA, and Mr. Datuk Musa Hj.Yusof, Senior Director of International Promotion Division (Asia/Africa) of Malaysia Tourism Promotion Board.

The first MOU between JATA and Malaysia Tourism Promotion Board was signed in April 2012 and lasted for three years until March 2015. During the three years of the project, the parties carried out a number of joint activities. Despite coming short of reaching the one-million visitors target and the stagnant outbound travel from Japan, the number of Japanese visitors to Malaysia increased 150% reaching 550,000.

After the completion of the project, the parties agreed to continue their joint activities through “Phase 2” from October this year in order to achieve the one-million visitors goal.

The activities during the new phase are expected to: 1. Increase the yearly number of Japanese visitors to Malaysia; 2. Contribute to the dynamism of Asian travel through expanded use of the promising tourism resources of Malaysia (potential for educational visits, halal business, long stay, etc.); 3. Train human resources to ensure the transition to the great Asian exchange, secure Malaysia's competitive edge, etc.

## MOFA's Travel Advisory Redefined JATA guidelines have been revised, too

On August 5<sup>th</sup>, the Ministry of Foreign Affairs announced that the denotation “Travel Advisory” will be changed to “Overseas Safety Information” from September 1<sup>st</sup>. Although the four categories which are used to present the risks will be still used, the expressions describing the four levels of risk have been altered and made easier to understand.

<http://www.anzen.mofa.go.jp/masters/explanation.html>

After consulting with ANTA (All Nippon Travel Agents Association), JATA submitted a suggestion to MOFA to take in consideration safety precautions taken by travel agencies. The explanation makes it clear that the “Overseas Safety Information” is issued to help individual travelers assess the risks of individual travel and that the safety measures undertaken by travel agencies for their group tours may differ from the advice given to individual travelers. Travel agencies can carry out tours at their own risk and it is necessary to consider the safety measures

set by each travel agency when choosing the one for your next vacation. The text also mentions that JATA, under the leadership of the Japan Tourism Agency, is promoting travel safety management and has developed guidelines for safe overseas travel.

Based on all recent developments, JATA has revised its “Guidelines for safe overseas tours” (Interpretation of the Overseas Safety Information). It has compiled a list of detailed methods of tour operation and safety measures and sent them to all member companies through the JATA flash mail. JATA’s interpretation of the “Overseas Safety Information” is described in detail at the association’s home page.

<http://www.jata-net.or.jp/membership/safety/>

## 4. AROUND THE WORLD

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The following is a list of courtesy calls to JATA from July to September 2015.

Mr. Dong-ho Hong, Minister, Embassy of the Republic of Korea, visited the Head Quarters of JATA on July 1st, Wednesday

[http://www.jata-net.or.jp/about/jata/visit/2015/150701\\_korea.html#korea](http://www.jata-net.or.jp/about/jata/visit/2015/150701_korea.html#korea)

Mr. Vinsensius Jemadu, Director, Asia Pacific Promotion Ministry of Tourism, Republic of Indonesia, visited the Head Quarters of JATA on July 8th, Wednesday

[http://www.jata-net.or.jp/about/jata/visit/2015/150708\\_indonesia.html#indonesia](http://www.jata-net.or.jp/about/jata/visit/2015/150708_indonesia.html#indonesia)

H.E. Mr. Ritter N. Diaz, Ambassador of the Republic of Panama, visited Mr. Tatsuro Nakamura, President of JATA, on July 8th, Wednesday

[http://www.jata-net.or.jp/about/jata/visit/2015/150708\\_panama.html#panama](http://www.jata-net.or.jp/about/jata/visit/2015/150708_panama.html#panama)

Mr. Cho Kyu Yung, Asiana Airlines Vice President & Director of Customer Service, visited the Head Quarters of JATA on July 22nd, Wednesday

[http://www.jata-net.or.jp/about/jata/visit/2015/150722\\_korea.html#korea](http://www.jata-net.or.jp/about/jata/visit/2015/150722_korea.html#korea)

Mr. Frederic Mazonq, Director in Japan, Atout France - France Tourism Development Agency, Asia-Pacific-Middle East Regional Coordinator, visited the Head Quarters of JATA on July 31st, Friday

[http://www.jata-net.or.jp/about/jata/visit/2015/150731\\_france.html#france](http://www.jata-net.or.jp/about/jata/visit/2015/150731_france.html#france)

Mr. Li Jingping, Director of the Dalian Travel & Tourism Bureau, China, visited Mr. Nakamura, President of JATA, on August 4th, Tuesday

[http://www.jata-net.or.jp/about/jata/visit/2015/150804\\_china.html#china](http://www.jata-net.or.jp/about/jata/visit/2015/150804_china.html#china)

Ms. Nittaya Aumbhitaya, Director of the Tokyo Office of the Tourism Authority of Thailand, visited Mr. Tasturo Nakamura, President of JATA, on August 4th, Tuesday

[http://www.jata-net.or.jp/about/jata/visit/2015/150804\\_thailand.html#thailand](http://www.jata-net.or.jp/about/jata/visit/2015/150804_thailand.html#thailand)

H. E. Ms. Anne Barrington, Ambassador of Ireland, visited Mr. Tatsuro Nakamura, President of JATA, on August 25th, Tuesday

[http://www.jata-net.or.jp/about/jata/visit/2015/150825\\_ireland.html#ireland](http://www.jata-net.or.jp/about/jata/visit/2015/150825_ireland.html#ireland)

H. E. Mr. Jacob D. Nkate, Ambassador of Botswana, visited the Head Quarters of JATA on August 26th, Wednesday

[http://www.jata-net.or.jp/about/jata/visit/2015/150826\\_botswana.html#botswana](http://www.jata-net.or.jp/about/jata/visit/2015/150826_botswana.html#botswana)

Mr. Chong Kim, Deputy Minister, Ministry of Culture, Education and Tourism, South Korea, and Mr. Jung Chang Soo, President of Korea Tourism Organization, visited Mr. Tagawa, Chairman of JATA, on September 1st, Tuesday

[http://www.jata-net.or.jp/about/jata/visit/2015/150901\\_korea.html#korea](http://www.jata-net.or.jp/about/jata/visit/2015/150901_korea.html#korea)

Mr. George. D. Szigeti, President & CEO, Hawai'i Tourism Authority, visited Mr. Tagawa, Chairman of JATA, on September 2nd, Wednesday

[http://www.jata-net.or.jp/about/jata/visit/2015/150902\\_hawaii.html#hawaii](http://www.jata-net.or.jp/about/jata/visit/2015/150902_hawaii.html#hawaii)

Mr. OH Heung-Soo, Chief Manager of International Marketing Team, Gangwon Province, South Korea, visited the Head Quarters of JATA on September 2nd, Wednesday

[http://www.jata-net.or.jp/about/jata/visit/2015/150902\\_korea.html#korea](http://www.jata-net.or.jp/about/jata/visit/2015/150902_korea.html#korea)

H.E. Mr. Zomahoun D. D. Rufin, Ambassador Extraordinary and Plenipotentiary of the Republic of Benin, visited Mr. Tatsuro Nakamura, President of JATA, on September 8th, Tuesday

[http://www.jata-net.or.jp/about/jata/visit/2015/150908\\_benin.html#benin](http://www.jata-net.or.jp/about/jata/visit/2015/150908_benin.html#benin)

H.E. Erick Saavedra, Ambassador Extraordinary and Plenipotentiary of the Multinational Republic of Bolivia, visited Mr. Hiromi Tagawa, Chairman of JATA, on September 18th, Friday

[http://www.jata-net.or.jp/about/jata/visit/2015/150918\\_bolivia.html#bolivia](http://www.jata-net.or.jp/about/jata/visit/2015/150918_bolivia.html#bolivia)

H. E. Mr. Egidijus Meilunas, Ambassador Extraordinary and Plenipotentiary of the Republic of Lithuania, met with Mr. Hiromi Tagawa, Chairman of JATA, on September 18th, Friday

[http://www.jata-net.or.jp/about/jata/visit/2015/150918\\_lithuania.html#lithuania](http://www.jata-net.or.jp/about/jata/visit/2015/150918_lithuania.html#lithuania)

Zen-Nittu Kasumigaseki Bldg., 3-3 Kasumigaseki 3-chome, Chiyoda-ku, Tokyo 100-0013, Japan  
PHONE:[+81] 3 3592 1244 FAX[+81] 3 3592 1268 URL <http://www.jata-net.or.jp>

Mr. Anthony Lau, Executive Director, Hong Kong Tourism Board, and Gianna Hsu, Chairman of Hong Kong Japanese Tour Operators Association, visited Mr. Jungo Kikuma, Vice-Chairman of JATA, on September 25th, Friday

[http://www.jata-net.or.jp/about/jata/visit/2015/150925\\_hongkong.html#hongkong](http://www.jata-net.or.jp/about/jata/visit/2015/150925_hongkong.html#hongkong)

Ms. Irena Georgieva, Deputy Minister, Bulgarian Ministry of Tourism, met with Mr. Jungo Kikuma, Vice Chairman of JATA, on September 25th, Friday

[http://www.jata-net.or.jp/about/jata/visit/2015/150925\\_bulgaria.html#bulgaria](http://www.jata-net.or.jp/about/jata/visit/2015/150925_bulgaria.html#bulgaria)

Mr. Jim Jones, Section Head Tourism & Communities, Community Development Service, Conwy County Borough Council, Great Britain, visited Mr. Hiromi Tagawa, Chairman of JATA, on September 26th, Saturday

[http://www.jata-net.or.jp/about/jata/visit/2015/150926\\_uk.html#uk](http://www.jata-net.or.jp/about/jata/visit/2015/150926_uk.html#uk)

Ms. LoAnn Halden, Communications Director of the International Gay and Lesbian Travel Association, visited Mr. Tatsuro Nakamura, President of JATA, on September 26th, Saturday

[http://www.jata-net.or.jp/about/jata/visit/2015/150926\\_lgbt.html#lgbt](http://www.jata-net.or.jp/about/jata/visit/2015/150926_lgbt.html#lgbt)

Mr. Giorgi Chogovadze, Head of the Georgian National Tourism Administration, met Mr. Jungo Kikuma, Vice-Chairman of JATA, on September 26th, Saturday

[http://www.jata-net.or.jp/about/jata/visit/2015/150926\\_georgia.html#georgia](http://www.jata-net.or.jp/about/jata/visit/2015/150926_georgia.html#georgia)

H.E. Mr. U Htay Aung, Union Minister of Ministry of Hotels and Tourism, met with the Executive Officers of JATA on September 26th, Saturday

[http://www.jata-net.or.jp/about/jata/visit/2015/150926\\_myanmar.html#myanmar](http://www.jata-net.or.jp/about/jata/visit/2015/150926_myanmar.html#myanmar)

Mr. Kim Byung, President and CEO of Seoul Tourism Organization, met with Mr. Jungo Kikuma, Vice President of JATA, on September 26th, Saturday

[http://www.jata-net.or.jp/about/jata/visit/2015/150926\\_korea.html#korea](http://www.jata-net.or.jp/about/jata/visit/2015/150926_korea.html#korea)

Mr. David Whitaker, CMO of Brand USA, visited Mr. Hiromi Tagawa, Chairman of JATA, on September 26th, Saturday

[http://www.jata-net.or.jp/about/jata/visit/2015/150926\\_usa.html#usa](http://www.jata-net.or.jp/about/jata/visit/2015/150926_usa.html#usa)

Mr. Zhang Xi Long, Director, China National Tourism Administration, Tokyo Office, visited Mr. Hiromi Tagawa, Chairman of JATA, on September 26th, Saturday

[http://www.jata-net.or.jp/about/jata/visit/2015/150926\\_china.html#china](http://www.jata-net.or.jp/about/jata/visit/2015/150926_china.html#china)

Mr. Ismail A. Hamid Amer, Egyptian Tourism Counselor, met with Mr. Tatsuro Nakamura, President of JATA, on September 27th, Sunday

[http://www.jata-net.or.jp/about/jata/visit/2015/150927\\_egypt.html#egypt](http://www.jata-net.or.jp/about/jata/visit/2015/150927_egypt.html#egypt)

Mr. Aftab Uddin Sarker, Member of the Parliamentary Standing Committee on the Ministry of Civil Aviation & Tourism of Bangladesh, paid a courtesy call to Mr. Hiromi Tagawa, Chairman of JATA, on September 27th, Sunday

[http://www.jata-net.or.jp/about/jata/visit/2015/150927\\_bangladesh.html#bangladesh](http://www.jata-net.or.jp/about/jata/visit/2015/150927_bangladesh.html#bangladesh)

Ms. Karen Halbert, Government and Industry Executive General Manager, Corporate Affairs, Tourism Australia, met with Mr. Hiromi Tagawa, Chairman of JATA, on September 27th, Sunday

[http://www.jata-net.or.jp/about/jata/visit/2015/150927\\_australia.html#australia](http://www.jata-net.or.jp/about/jata/visit/2015/150927_australia.html#australia)

Mr. David W. J. Hsieh, Director General of Taiwan Tourism Bureau, visited Mr. Hiromi Tagawa, Chairman of JATA, on September 28th, Monday

[http://www.jata-net.or.jp/about/jata/visit/2015/150928\\_taiwan.html#taiwan](http://www.jata-net.or.jp/about/jata/visit/2015/150928_taiwan.html#taiwan)