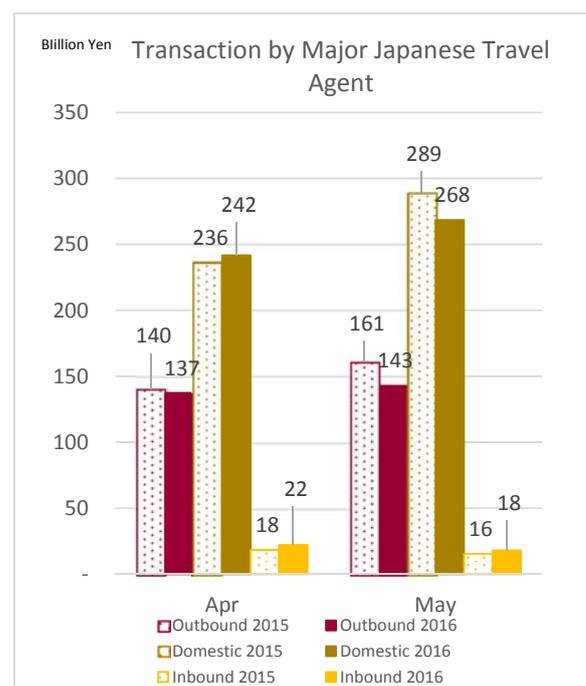
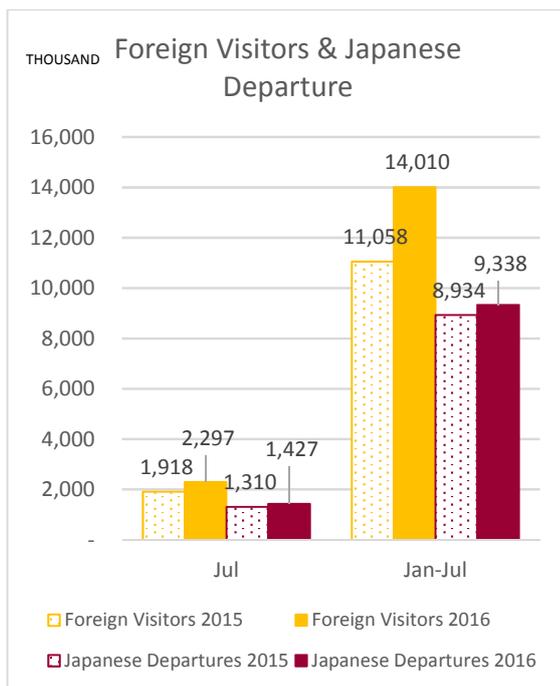


## Japan Travel Market & JATA Activity Update

### Bimonthly Report, July-August 2016 Issue

#### 1. DATA



#### Foreign Visitors & Japanese Departure

The number of foreign visitors to Japan was 2.29 million in July, 19.7% over July 2015, the highest ever record for July and for a single month. The previous record for the month was set in July 2015 when 1,918,000 foreign tourists visited Japan; the largest number of visitors in a single month was set in April 2016 with 2,082,000 foreign arrivals.)

The number of foreign visitors grew by 26.7% in January – July reaching 14.01 million and exceeded the same period of 2015 by 2,952,000.

In July, 1,427,000 Japanese traveled overseas, an 8.9% increase over the previous year. On year-on-year basis, 4.5% more Japanese traveled abroad compared to January – July 2015 with 403,000 travelers over the same period of 2015.

#### Transaction by Major Japanese Travel Agent

Compared to last year, overseas travel shrank by 2.1% in April and 10.9% in May. Inbound travel grew by 20.5% in April and 15.6% in May while domestic travel increased by 2.4% in April but dropped 7.0% in May.

## 2. MARKET TRENDS & TOPICS

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### Outbound

#### Market

Bookings at major travel agencies in April were 2.5% below the same period of 2015 and May saw a 10.9% decrease year-on-year basis. The Golden Week holidays was not contributory to taking long leaves and the sense of worry about the international affairs resulted in a smaller number of bookings compared to the same period of 2015.

### Inbound

#### Market

Major travel agencies reported a 20.5% increase in April and 15.6% more visitors in May. The visa waivers for Vietnam, the Philippines, Indonesia and other East-Asian countries contributed to the steady growth of visitors from the region.

### Domestic

#### Market

In April, domestic travel was 2.4% over the same month of the previous year and dropped by 7.0% in May. Although Hokkaido and Tohoku enjoyed steady demand, the difficulty of taking long holidays during the Golden Week and the decrease in demand caused by the Kumamoto earthquake were major factors in the smaller number of bookings compared to the same period of 2015.

### JATA Activity



The Japan Association of Travel Agents initiated the “Enjoy Japan to the Full!” campaign on April 1, 2014, promoting the increase of domestic overnights. The first commercial, run from the beginning of the campaign, featured popular artists WORLD ORDER and was produced in Hokuriku, which at the time had attracted attention with the extension of the Hokuriku Shinkansen tracks. In April 2015, JATA released a promotional video shot in Kyushu, which had garnered popularity as a destination for inbound travelers. The second video for the year was released in July the same year, and again, introduced the

Tohoku region.

In fiscal year 2016, the campaign is scheduled to introduce Fukushima with a promotional video of WORLD ORDER titled “Miwa’s Tour Diary” released in April.



<http://asobitsukuse.jp/>

### 3. HOT NEWS

#### **Recovery of Demand for Europe and Stimulation of Youth Travel Chairman Tagawa: Commitment to the revitalization of overseas travel**



At a press conference held at Zen-Nittsu Kasumigaseki Building on July 1<sup>st</sup>, Mr. Hiromi Tagawa, Chairman of JATA, shared his views as a chairman on the current state of the travel industry and the issues it is tackling at present.

Mr. Tagawa talked about “the recovery of the Japanese overseas travel” considered the largest challenge by the travel industry at present. “Overseas travel has been flagging for the past several years. Europe, which is the industry’s best seller, has fallen into the doldrums and we need to work for its recovery,” emphasized Chairman Tagawa.

Mr. Tagawa also mentioned that invigoration of youth travel is of utmost importance for the recovery of outbound travel in general. The strategies to counter the loss of interest in travel by young people have been the topic of the meeting “Travel Vision for Japan of Tomorrow” chaired by Prime Minister Abe. Mr. Tagawa said that the youth travel is a national challenge and should be addressed as such, so that Japan does not fall behind other nations in building international human network in the future.

Chairman Tagawa added that while re-establishing the fundamental “planning ability,” “intermediating service ability,” and the “tour-conducting ability,” JATA will commit to stimulating the market and creating demand.

#### **UNWTO Conference on Tourism: A Catalyst for Development, Peace and Reconciliation Presentation by Mr. Hiroshi Sawabe, Executive Director, Office of International Tourism, JATA**



United Nations World Tourism Organization (UNWTO) held the conference in the East-coast town of Passikudah from July 11<sup>th</sup> through 13<sup>th</sup>. Mr. Sawabe, Executive Director, Center of International Tourism, JATA, attended the conference along with Dr. Taleb Rifai, Secretary General of UNWTO, and 150 representatives of 70 countries.

The three-day conference, which featured constructive presentations on the development of tourism as a means for recovery after natural disasters and conflicts, was held in Passikudah, once used as a battlefield during the civil war.

On the second day of the conference, Mr. Sawabe delivered a presentation on the international exchange and local-area-

revitalization projects of JATA and its members under the motto "leading tourism-exchange nation" and the connection between these projects and DMO activities. Mr. Sawabe emphasized the importance of deepened mutual understanding and the support of Japanese travel agencies for the development of overseas destinations, calling attention to the overall contribution of JATA to regional development.

## Mobilizing the "Power of Travel": Reaching for the next stage "We Act for Kumamoto and France"

### Tourism EXPO Japan 2016

**Organizers:** Japan Travel and Tourism Association, Japan Association of Travel agents

**Date:** September 22<sup>nd</sup> (Thu) – 25<sup>th</sup> (Sun)

**Venue:** Tokyo Big Sight, Belle Salle Nihonbashi, Tokyo



The Japan Travel and Tourism Association (JTTA) and JATA will hold the third Tourism EXPO Japan from Sep 22<sup>nd</sup> to Sep 25<sup>th</sup> at Tokyo Big Sight, Tokyo, Ariake.

With 2020 in sight, Tourism EXPO Japan 2016 is the first large-scale international event in Japan after the closing of the Rio De Janeiro Olympics on August 21<sup>st</sup> where the Olympic Flame was passed to the City of Tokyo.

Under the theme "Be Part of the World. Travel." the Tourism EXPO Japan is entering its 3<sup>rd</sup> year, the year of the "jump," and aiming at a better than ever performance.

This year, Japan Sports Agency, the Agency for Cultural Affairs, JNTO, JTTA and JATA will run the public-private initiative "Japan Travel Month." The project begins on September 21<sup>st</sup>, and Tourism EXPO Japan 2016 will be both its kick-off and core event.

Tourism EXPO Japan in its "jump" year will catalyze and show the significance of the "power of travel" and therefore reach for the next stage of the industry advancement.

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As a large-scale travel trade event, Tourism EXPO Japan will serve as an impetus to the recovery of demand and invigoration of the market, countering the decline in travel exchange caused by dramatic changes in the business environment. We have come up with a new concept: "Support for countries and local regions through travel events. We act for Kumamoto and France."

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

## Japan Night at Nihonbashi: Traditional Culture Night

### Tourism EXPO Japan 2016 Japan Night

**Date:** September 22<sup>nd</sup>, Thursday

**Time:** 13:00 – 21:00 (outdoor performances will be canceled in case of bad weather)

**Venue:** Nihonbashi, Tokyo



Following the event of last year, JAPAN NIGHT 2016 will become a "unique experience" by engaging all five senses of those present. Nihonbashi, well-known as the starting point of the five major roads in Japan during the Edo period, will host the event.

In addition to traditional performing arts, Japan Night will feature characters from Tohoku and Kyushu showing the liveliness and glamour of the Japanese style of entertainment. This year, the event will be augmented by the Tohoku's lanterns of Akita Kanto Matsuri and Kyushu's Sadookesa unique folk songs and dance which have spread through the country. The Nihonbashi district will present the traditional

fire-fighters' techniques of the Edo period while the representative of the Kanto area Imanoya Shrine (Tochigi Prefecture) will introduce the carved yatai (carved floats) of its Kanuma Fall Festival. The yatai, which are awaiting recognition as a UNESCO intangible cultural heritage will parade through the city, for the first time ever.

## 4. AROUND THE WORLD

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The following is a list of courtesy calls to JATA from July to August 2016.

Mr. Valeriy Spichenko, Commercial Director, Aurora Airlines, Russia, visited Mr. Tadashi Shimura, President of JATA on July 6th, Wednesday

[http://www.jata-net.or.jp/about/jata/visit/2016/160706\\_russia.html#russia](http://www.jata-net.or.jp/about/jata/visit/2016/160706_russia.html#russia)

H.E. Mrs. Ndiyoi M. Mutiti, Ambassador Extraordinary and Plenipotentiary of the Republic of Zambia, visited JATA on July 13th, Wednesday

[http://www.jata-net.or.jp/about/jata/visit/2016/160713\\_zambia.html#zambia](http://www.jata-net.or.jp/about/jata/visit/2016/160713_zambia.html#zambia)

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H. E. Dr. Elwood I Donaldson, Non-resident Ambassador of the Commonwealth of the Bahamas to Japan, visited Mr. Tadashi Shimura, President of JATA, on July 19th, Tuesday

[http://www.jata-net.or.jp/about/jata/visit/2016/160719\\_bahama.html#bahama](http://www.jata-net.or.jp/about/jata/visit/2016/160719_bahama.html#bahama)

H.E. Mr. Ahmed Khaleel, Ambassador of the Republic of Maldives in Japan, visited the Headquarters of JATA on July 22nd, Friday

[http://www.jata-net.or.jp/about/jata/visit/2016/160722\\_maldives.html#maldives](http://www.jata-net.or.jp/about/jata/visit/2016/160722_maldives.html#maldives)

Mr. Ali Karakus, Culture and Information Counsellor, Turkish Embassy Tokyo, visited Mr. Hiromi Tagawa, Chairman of JATA, on August 3rd, Wednesday

[http://www.jata-net.or.jp/about/jata/visit/2016/160803\\_turkey.html#turkey](http://www.jata-net.or.jp/about/jata/visit/2016/160803_turkey.html#turkey)

Mr. Joseph Tito Zanes and Mr. Ruben Dario Carpio Delgado, Members of the Village Council of Machu Picchu, Peru, visited JATA on August 9th, Tuesday

[http://www.jata-net.or.jp/about/jata/visit/2016/160809\\_machupicchu.html#machupicchu](http://www.jata-net.or.jp/about/jata/visit/2016/160809_machupicchu.html#machupicchu)

Ms. Pattaraanong Na Chiangmai, Director of the Tokyo Office of the Tourism Authority of Thailand, visited Mr. Tadashi Shimura, President of JATA, on August 16th, Tuesday

[http://www.jata-net.or.jp/about/jata/visit/2016/160816\\_thai.html#thai](http://www.jata-net.or.jp/about/jata/visit/2016/160816_thai.html#thai)

H.E. Ms. Ruth Kahanoff, Ambassador of Israel and H.E. Mr. Loukas Karatsolis, Ambassador of Greece, visited Mr. Jungo Kikuma, Vice-Chairman of JATA, on August 19th, Friday

[http://www.jata-net.or.jp/about/jata/visit/2016/160819\\_isrgrs.html#isrgrs](http://www.jata-net.or.jp/about/jata/visit/2016/160819_isrgrs.html#isrgrs)