

2012 Overseas Package Tours (as of January 23, 2013)

Results for October to December 2012 and Status of Bookings for January to March 2013

(Data from seven package tour travel agencies)

(Passenger Base: %, Comparison to the same period of the previous year)

-Actual Results for October to December 2012- (Comparison to the same period of the previous year)

☆All destination totals were less than the previous year, in spite of a boost during the year-end and New Year holidays, due to the significant impact of short-haul destinations including Asia.

• All destinations: 85.2% (October) 84.3% (November) 85.6% (December)

☆Long-haul and beach (Hawaii and Guam,/Saipan) destinations were selling well. Asia was generally low, excluding Thailand.

-Status of Bookings for January to March 2013- (Comparison to the same period of the previous year)

☆All destination totals reflect a recovery trend. Bookings for March surpassed the previous year, with graduation trip bookings holding promise.

• All destinations: 91.8% (January) 89.9% (February) 105.7% (March)

☆Long-haul and beach (Hawaii and Guam,/Saipan) destinations remain strong, and Asia also shows a recovery trend.

2012 (2013 for booking levels)	Results Comparison (%)			Booking Levels (%) (Compared to figures from the same period last year surveyed in early January) *2		
	October	November	December	January	February	March
USA/Canada	147.7	133.8	167.5	154.2	160.8	156.7
Hawaii	119.1	132.7	119.2	105.9	123.4	123.1
Guam/Saipan	130.5	159.5	136.1	130.8	142.3	458.8
Europe	96.2	109.4	117.4	116.2	101.6	113.5
Oceania	91.8	87.8	86.9	76.9	92.2	97.1
Asia (excl. China)	75.0	69.9	69.7	86.7	73.8	91.7
Korea	55.8	44.1	44.4	55.1	43.9	48.5
Taiwan	84.3	76.2	69.5	95.6	59.8	89.1
Hong Kong/Macau	62.8	40.0	46.8	62.0	54.1	52.1
Thailand	233.6	692.7	453.7	261.0	217.8	284.9
China	25.9	22.1	21.2	28.1	19.7	22.8
Total *1	85.2	84.3	85.6	91.8	89.9	105.7

*1: In 2011, overseas package tourists accounted for approximately 24% of the total number of people who visited abroad (source: Ranking of Inbound and Outbound Travel, Japan Tourism Agency).

*2: Data were tallied by different travel agencies on different days during the ten days from January 1.

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- Aurora tours (to Canada, Alaska and northern Europe) are strong both in actual results for October to December and booking status for January to March. The period from 2012 to 2013 is a banner year thanks to a sunspot maximum that occurs every eleven years.
- The impact of the Lunar New Year is observed primarily in Asia. (In 2012, the Lunar New Year fell in January, resulting in difficulty in hotel bookings and a decline in sales. In 2013, it affects bookings for February.)
- Figures for Thailand increased significantly due to a rebound from the impact of the December 2011 floods.

Notes regarding This Survey:

In order to grasp future overseas travel trends by destination, each quarter the Japan Association of Travel Agents (JATA) conducts this survey of overseas package tours offered at seven package tour travel agencies.

• Surveyed Companies

JTB Corp., Kinki Nippon Tourist Individual Tour Co., Ltd., Nippon Travel Agency Co., Ltd., HANKYU HANSHIN EXPRESS HOLDINGS CORPORATION, H.I.S. Co., Ltd., JALPACK Co., Ltd., ANA Sales Co., Ltd.

Inquiries regarding this survey may be directed to the JATA public relations office.

TEL : 03-3592-1244 FAX : 03-3592-1268