

# Overview of Japan's Sustainable Tourism Development

Japan Association of Travel Agents

April 24 2013

# Index



1. About Japan Association of Travel Agents
2. Basic Information of the Japanese Overseas Travel Market
3. Proposal to Sustainable Tourism Growth in Southeast Asia Region
4. Speedy Recovery Actions after the Disaster
5. JATA “Tabihaku” Travel Showcase 2013

# About Japan Association of Travel Agents



- Japan Association of Travel Agents (JATA) is committed to the growth of the outbound, inbound and domestic travel market through the collection and provision of information on travel operations and international exchange, identifying issues, streamlining business operations, working to improve infrastructure, and eliminate barriers that discourage Japanese travel.
- Members (as of January 2013):
  - Active members: 1,130 licensed travel agencies
  - Associate Members: 497 companies
  - Domestic Allied Members: 91 companies
  - Overseas Allied Members: 590 companies

- **Field of Activities**

- Outbound Travel
- Inbound Travel
- Domestic Travel
- Social Contributions

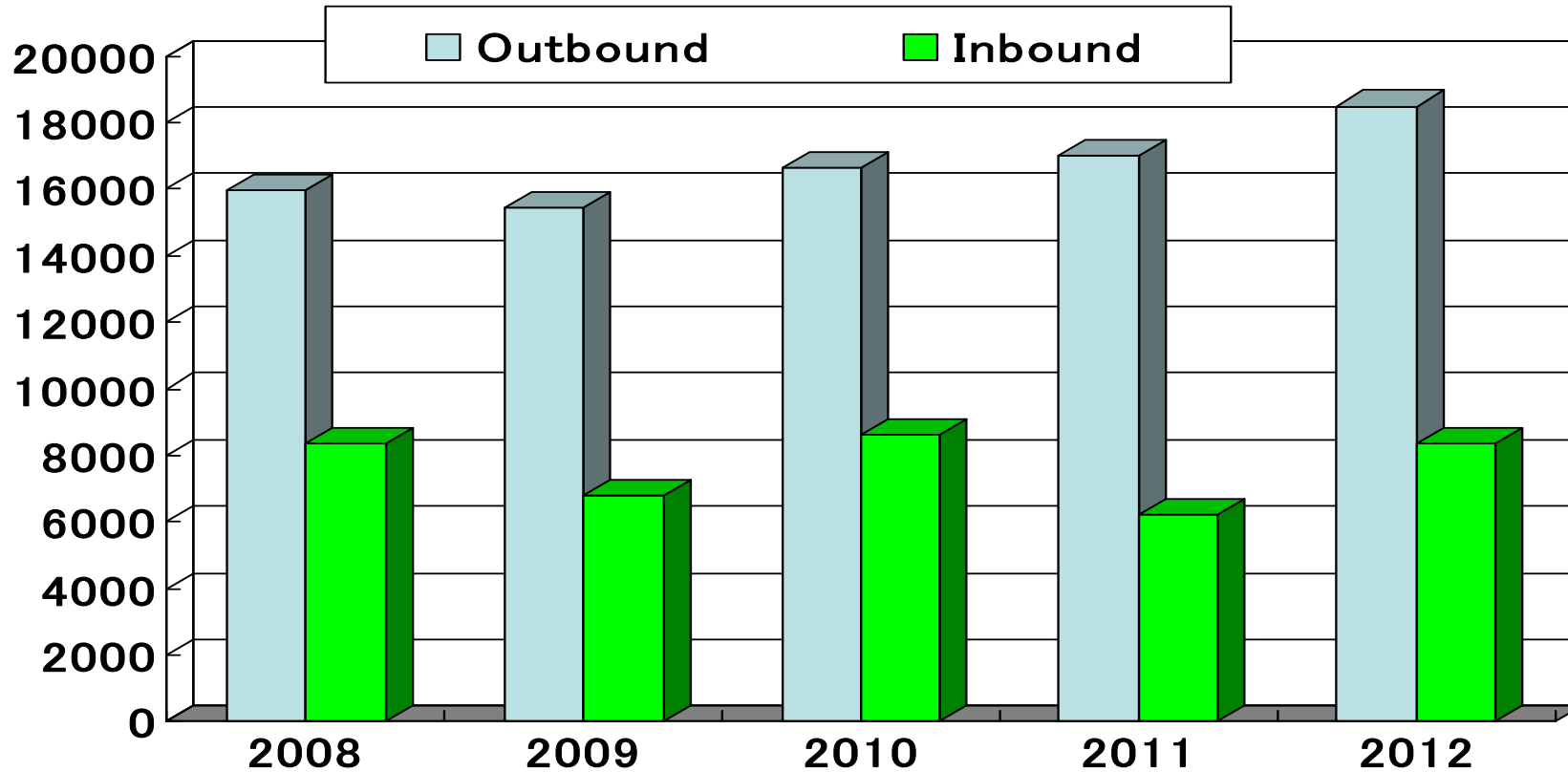
- **Objectives**

- To generate new demand for travel
- To respond to changes in the travel business environment
- To promote business compliance and risk management
- To boost development of human resources
- Activities to reinforce public relations
- Projects to support members' interests and purposes

# Japan Inbound & Outbound 2008 ~ 2012



(Unit: Thousands)



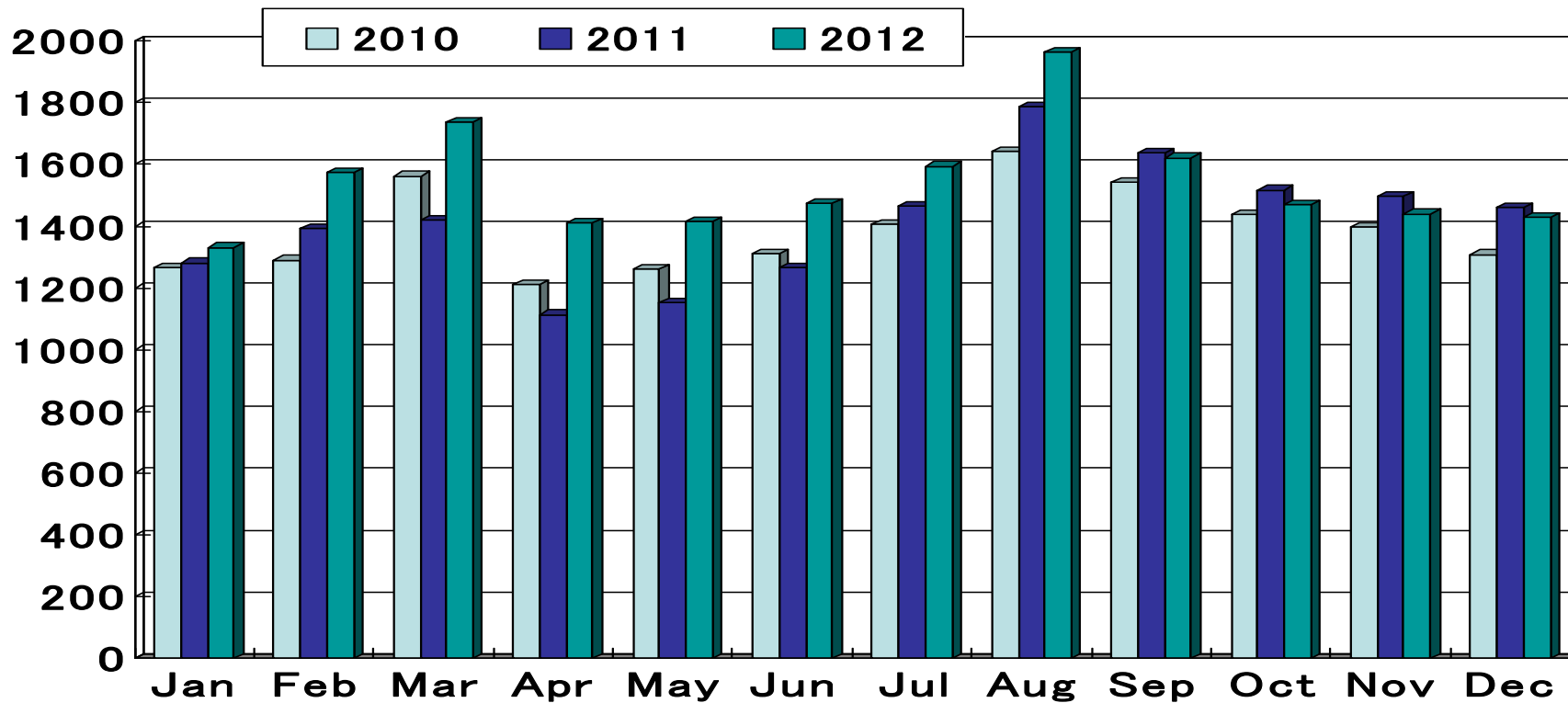
	2008	2009	2010	2011	2012
Outbound	15,987,250	15,445,684	16,637,224	16,993,000	18,490,000
Inbound	8,350,835	6,789,658	8,611,175	6,218,752	8,368,100

Data Source: JNTO and JATA

# Number of Japanese Overseas Travelers per Month 2010 ~ 2012



(Unit: Thousands)



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
2012	1,331	1,573	1,737	1,411	1,414	1,475	1,595	1,965	1,622	1,470	1,440	1,430	18,490
2012/2011	+ 3.8%	+ 13.0	+ 22.3	+ 26.6	+ 22.7	+ 16.4	+ 13.5	+ 10.0	△ 0.9	△ 3.1	△ 3.9	△ 2.2	+ 8.8%
2012/2010	+ 5.3%	+ 21.9	+ 11.1	+ 16.3	+ 12.0	+ 12.4	+ 8.8	+ 19.7	+ 5.3	+ 2.3	+ 3.0	+ 9.3	+ 11.1%

Data Source: Japan National Tourism Organization (JNTO)

# Overall Prospects for Japanese Overseas Travel in 2013



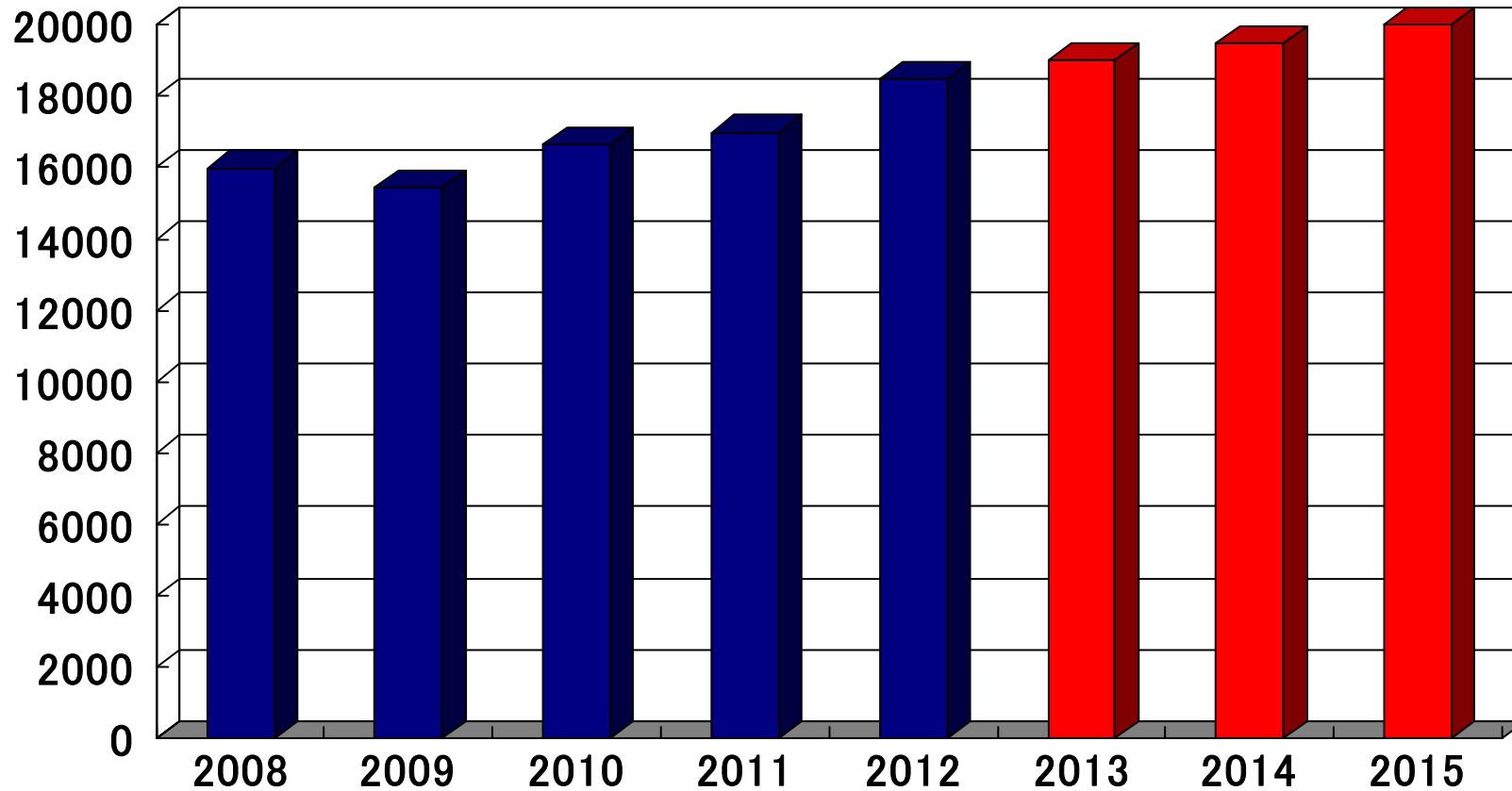
The number of Japanese overseas travelers in 2013 is expected to increase approximately by 3% over the previous year.

- Opportunities to support substantial increase
  - Strong economic recovery of Japan
  - Aggressive marketing actions by leading international airlines
  - Increase in International flight slots at major international airports in Tokyo, Nagoya, Osaka, Fukuoka and local airports
  - Expanded booking channels (e-commerce, media advertisement, etc.)
- Target Market
  - Leisure Market: Female (20's and 30's), Senior and Family
  - Business travelers
- Target Sightseeing Destinations
  - Hawaii, Southeast Asia, Europe and US Mainland
  - SIT and South America
- Threats - Unfavorable Events for Future Growth
  - Strong Japanese yen
  - Unexpected environment issues
  - Uncertainty of safety issues

# Annual Number of Japanese Overseas Travelers per Year 2008 ~ 2015 (Actual & Forecast)



(Unit: Thousands)



	2008	2009	2010	2011	2012	2013	2014	2015
Travelers	15,987	15,445	16,637	16,994	18,490	19,000	19,500	20,000
Growth	-7.6%	-3.4%	+7.7%	+2.1%	+8.8%	+2.7%	+2.6%	+2.5%

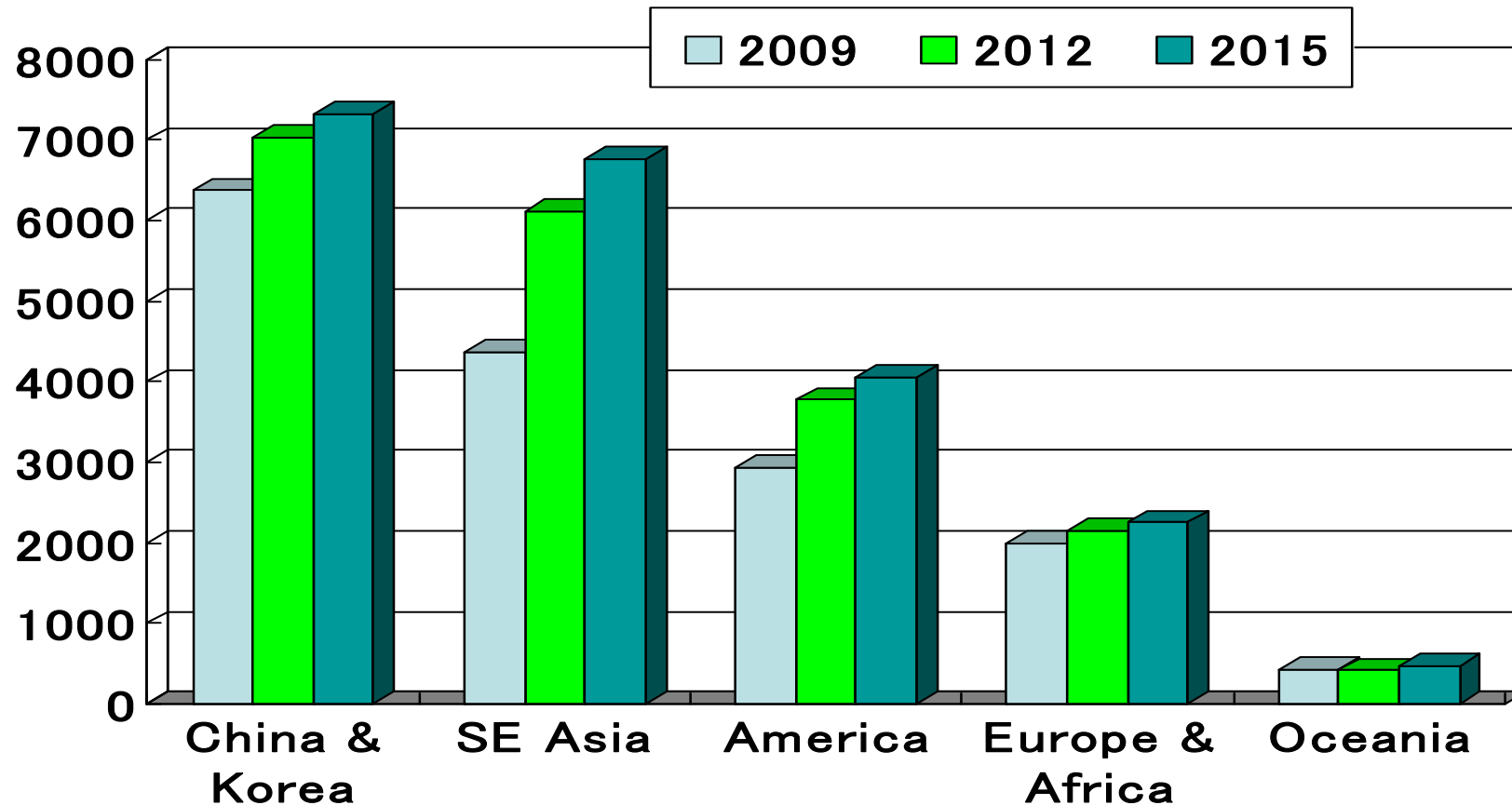
Data Source: JNTO and JATA



# Japanese Outbound Travel by Region in 2009, 2012 and 2015 ~ growth in 6 years



(Unit: Thousands)



2015 / 2009	China & Korea	SE Asia	America	E & A	Oceania
Travelers #	+ 950,000	<b>+ 2,400,000</b>	+ 1,120,000	+ 280,000	+ 50,000
Growth %	+ 15%	<b>+ 55%</b>	+ 38%	+ 14%	+ 12%

Data Source: JNTO and JATA

# Future Travel & Tourism in Asia



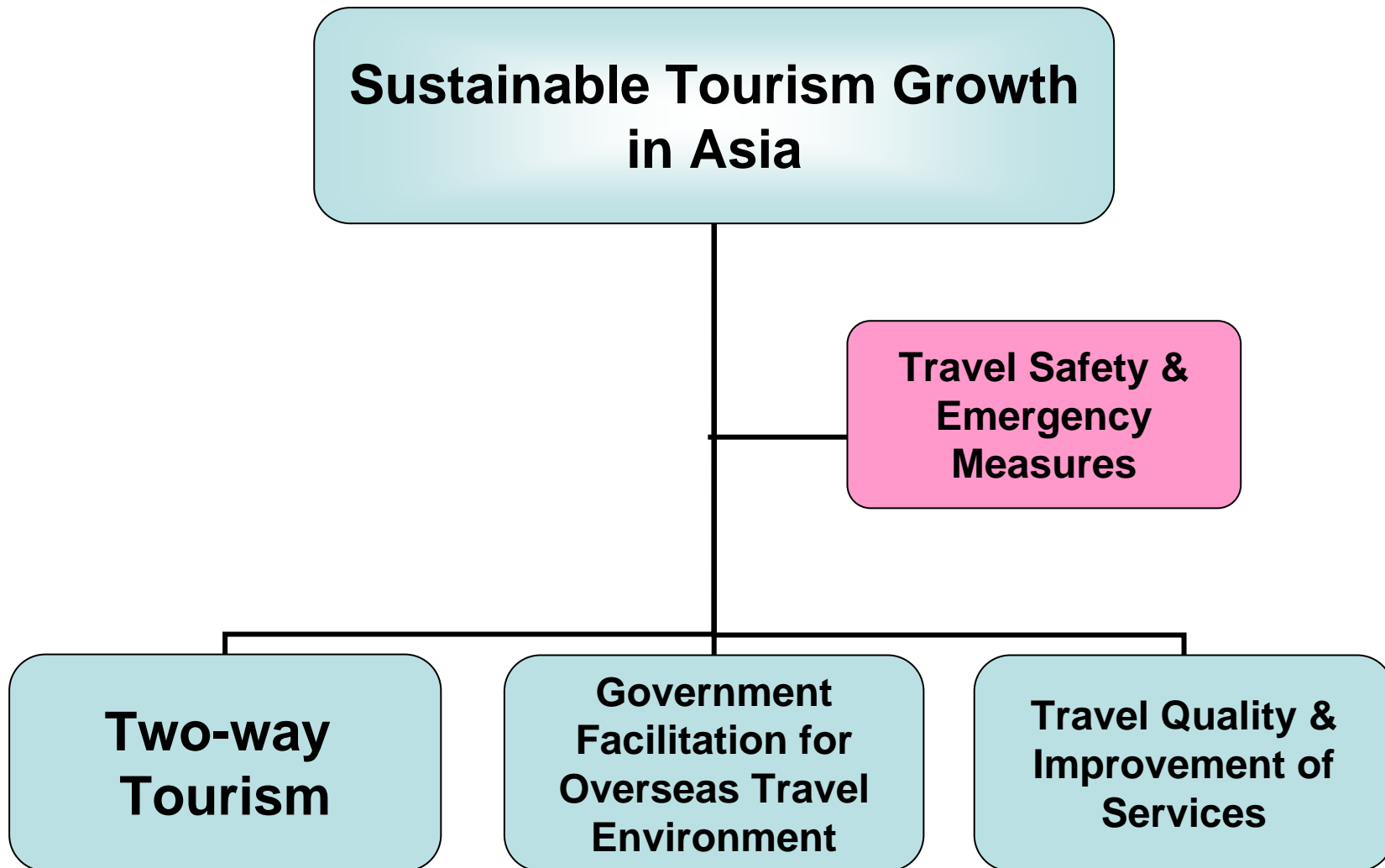
According to JATA forecast, tourism in Asia during the next 20 years will grow by 4-5% every year based on expanded aviation infrastructure.

The challenges to the travel industry for sustainable tourism growth are:

- Two-way tourism development
- Establishing the legal basis facilitating international travel (e.g. Visa issues)
- Improving travel facilities and infrastructure in tourist areas in order to improve tour quality
- Establishing international measures for securing safety for international travelers based on previous experience

# Future Travel & Tourism

## Sustainable Tourism Growth in Asia

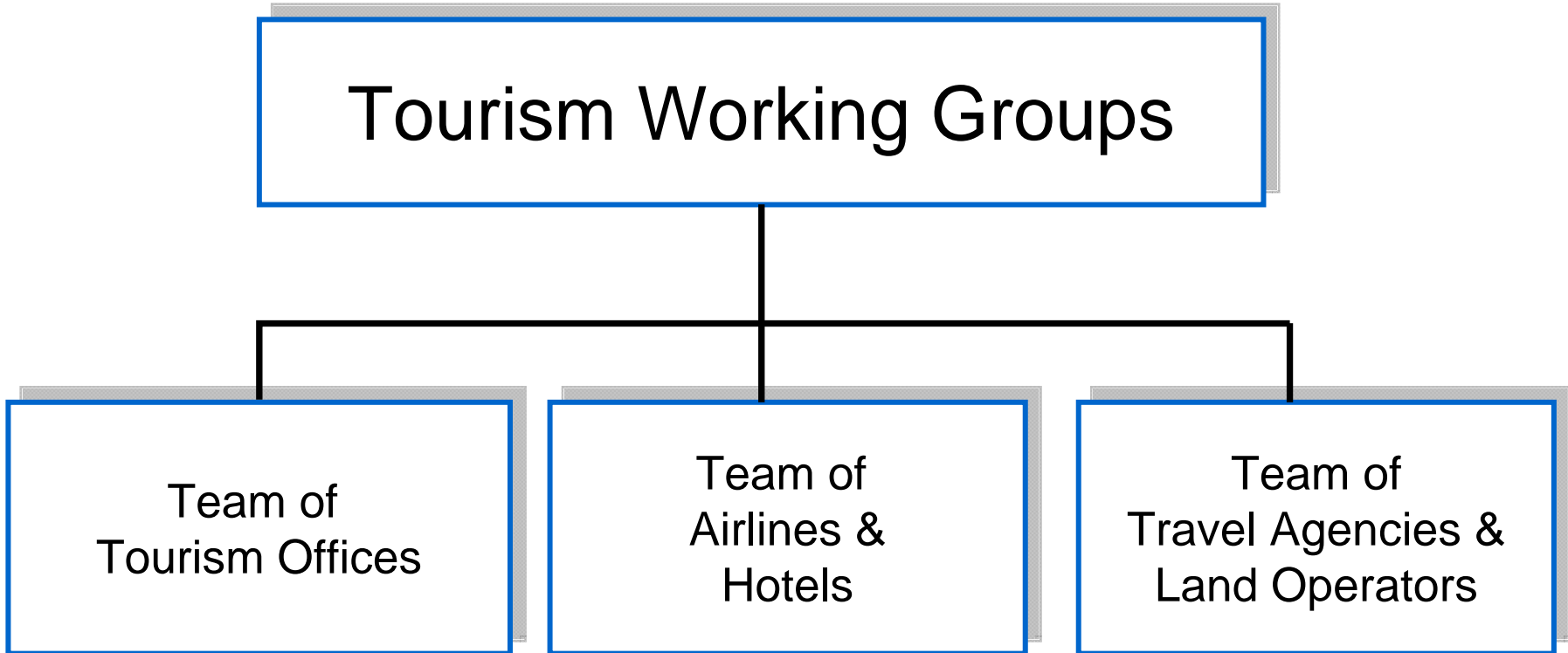


# Leadership Role of JATA

## Establishment of Tourism Working Groups



In order to develop two-way tourism in the Japanese international travel market, JATA will continuously take a leadership role. One of the most practical plans is to form and activate tourism working groups.



# Unprecedented Scale of Disaster



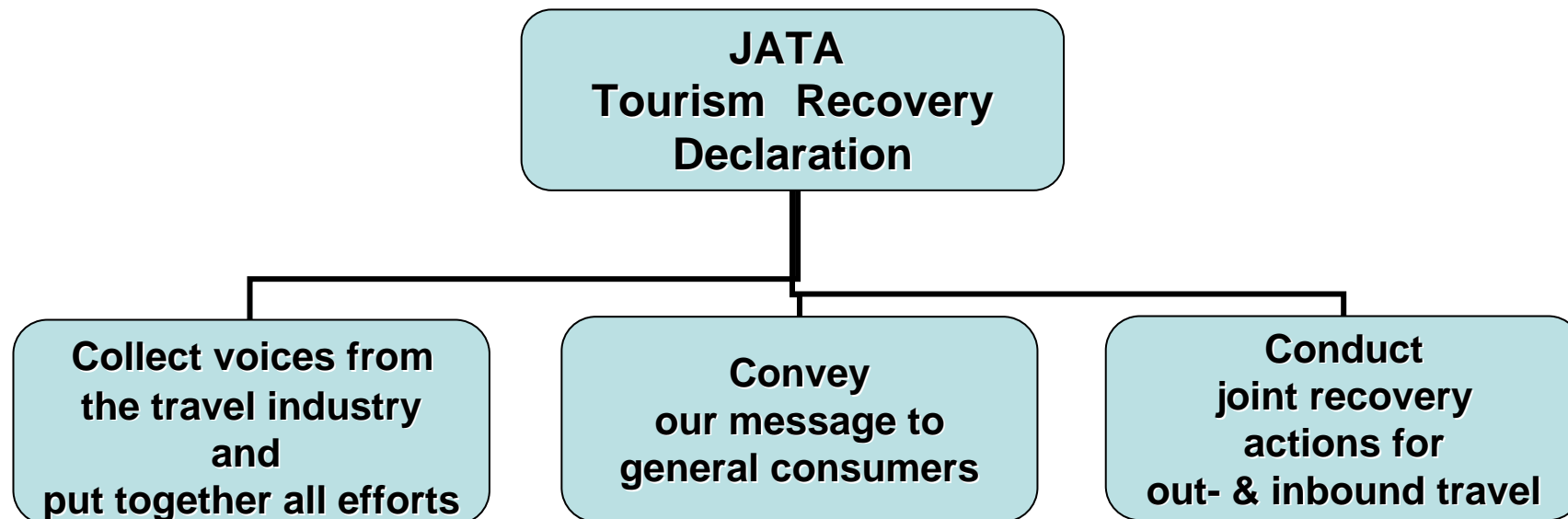
- On March 11, 2011, a M 9.0 earthquake hit the northeastern coast of Japan and triggered unprecedented over 10-meter high tsunami waves.
- The total number of the death and missing remains over 20,000, and the number of disaster refugees is over 310,000
- Economy of the northeastern Japan suffered severely due to the unprecedented disaster
- A nuclear power plant in Fukushima prefecture (240 kilometers away from Tokyo) was severely damaged, leading to electric power cuts.
- The increased risk of nuclear disaster caused many issues to the travel industry in Japan.

# Recovery actions after the unprecedented disaster

## Strategy for Speedy Recovery - Basic Plan



On March 11, unprecedented earthquake and tsunami hit the northern Japan.  
On April 15, JATA issued “Tourism Recovery Declaration” under the encouraging motto “Cheer up Japan! Smile through Travel.”  
Based on the Recovery Declaration, JATA conducted joint promotion actions targeting general consumers extensively in May, June and July aiming at a speedy recovery.  
Also, we attended overseas tourism workshops and meeting to share the up-to-date recovery information after the event.

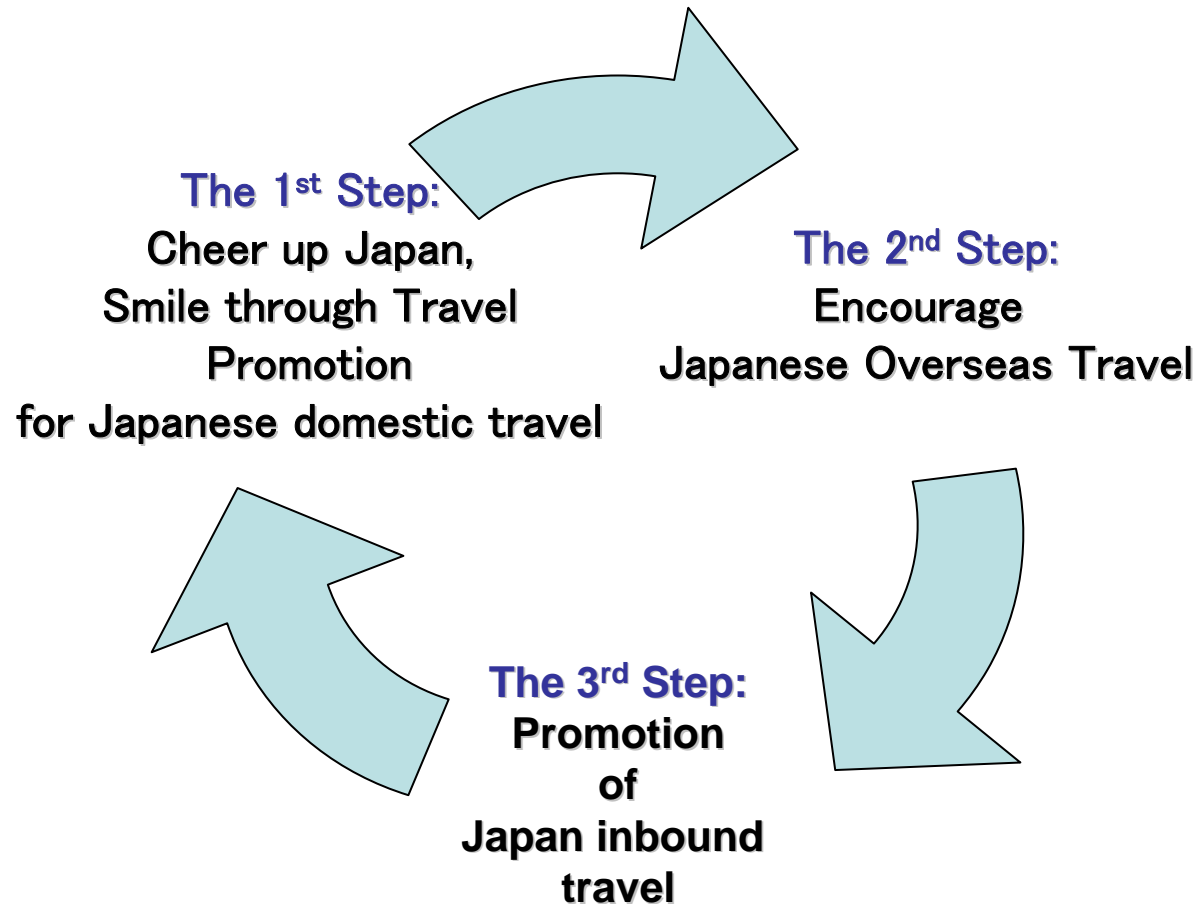


# Strategy for Speedy Recovery

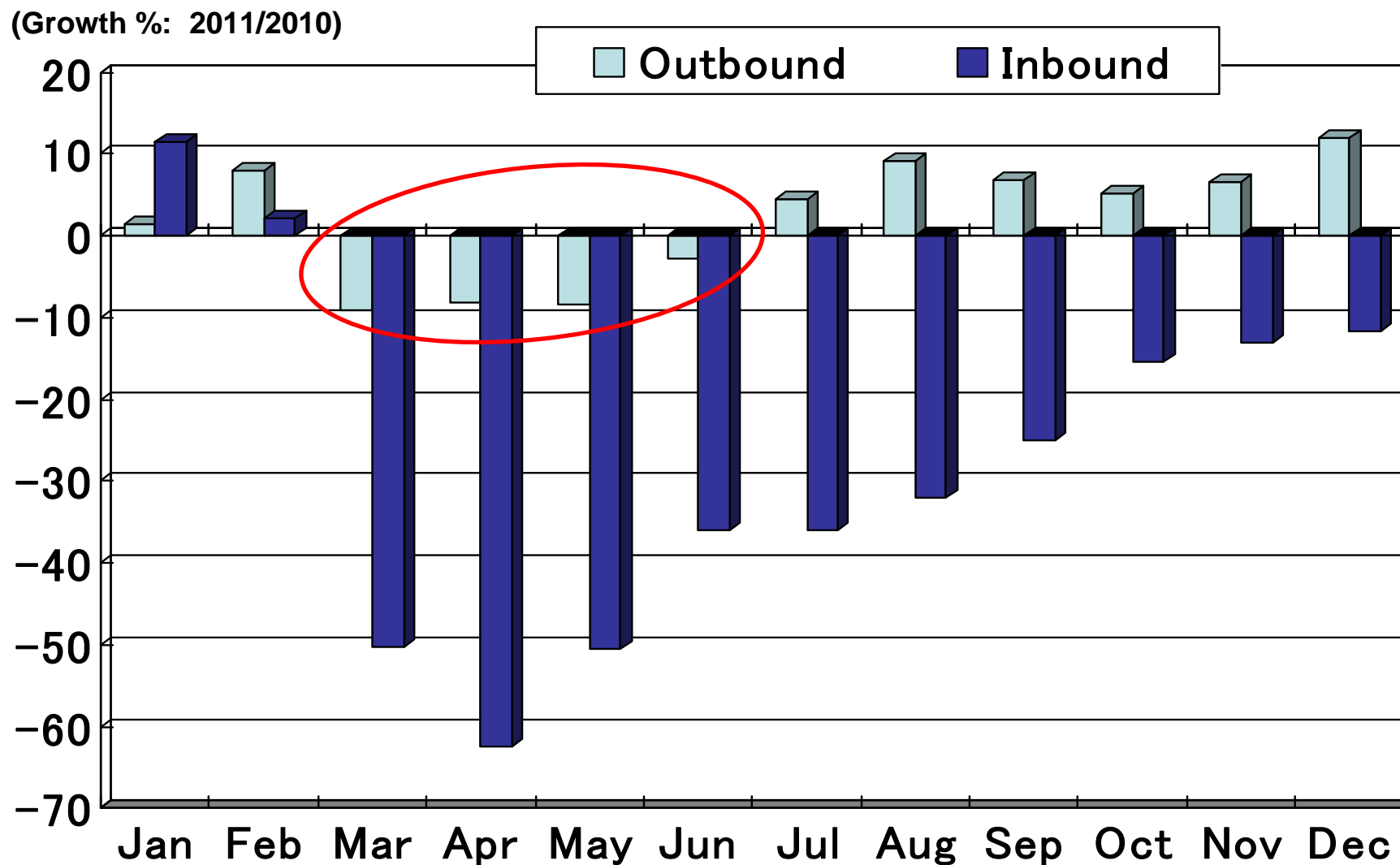
Joint recovery actions for domestic, out & inbound travel



Encourage general consumers by saying, “Do business as usual. Do Travel as usual.” Promote Domestic Travel first.  
Then, encourage Outbound Travel and Inbound Travel



# Comparison Chart between 2010 and 2011 Japanese Overseas Travelers and Visitor Arrivals



Data Source: Japan National Tourism Organization (JNTO)



# JATA “Tabihaku” Travel Showcase 2013



The JATA “Tabihaku” Travel Showcase (formerly the JATA Tourism Forum and Travel Showcase) started in 1977 as one of Asia’s largest tourism events with a goal to stimulate demand in the tourism industry.

- Date: September 12 ~ 15, 2013
- Place: Tokyo, Japan
- Expected Number of Participating Countries:  
Over 150 countries with 750 companies/organizations
- Visitors: 130,000 people
- Events: Tourism Forum  
International Business Meeting  
Awards Commendation  
Travel Showcase (exhibition for both B2B and B2C)

## Four Major Events:

- **JATA Tourism Forum**
  - Inbound symposium
  - Outbound symposium
  - Market Update Seminars (such as “Maritime Silk Road”, “Risk Management”, “Eco Tourism”, “New Destination Development”, etc.)
- **JATA International Business Meeting (for two days)**
  - Inbound meeting (with 100 selected buyers and 290 sellers)
  - Outbound meeting (with 230 selected buyers and 380 sellers)
  - Media meeting (with 150 media)
- **JATA Tourism Award Commendation**
  - Tour grand prix commendation
  - Travel agency award and special award
- **JATA Travel Showcase (exhibition)**
  - Over 1,000-booth
  - Over 130,000 visitors