

Travel Trends for the Spring Honeymoon Season 2001
Hawaii Tops the List, US Mainland is 2nd., with Europe in 3rd Place.
Over 20% of Honeymooners Hold the Ceremony Abroad!
Rapid Growth in Overseas Ceremonies Takes Guam/Saipan to 4th Place!

JTB Corp. has announced the results of a survey of travel trends for the spring 2001 honeymoon season (March through May). This is now the 32nd spring survey since the first was carried out 1970, and it covers 2,679 couples booking honeymoons with JTB's main offices in Tokyo, Nagoya and Osaka. A summary of the main results of the survey follows.

Survey Methodology for Spring Honeymoon Trends

Locations: Twelve main JTB offices in the following areas:
Tokyo; Ikebukuro, Ginza, Shinjuku, Shimbashi, Chiba, Yurakucho.
Nagoya; Sakae, Fushimi, Nagoya Ekimae Bldg.
Osaka; Umeda, Kobe Sannomiya, Tennoji

Sample size: 2,679 couples.

Period of survey: February 17 through 28, 2001.

Survey procedure: Surveyed and acquired statistics for those booking at the above JTB offices with departures in the period March through May, by destination, length and cost.

Table 1: Spring Honeymoon Trends, 2001.

	Overseas	Domestic	Overall
Proportion (%)	98.0 (97.6)	2.0 (2.4)	100
Average no. of days	7.1 (7.5)	4.0 (4.5)	7.0 (7.4)
Average cost/couple	¥442,000 (482,000) \$3,683 (4,017)	¥163,000 (232,000) \$1,358 (1,933)	¥436,000 (476,000) \$3,633 (3,967)

Note: Figures in parentheses are those for the same period the previous year. Amounts in US dollars are calculated, for information purposes only, at a nominal rate of ¥120/US\$

Popular Destinations

The three most popular destinations are Hawaii in first place followed by the US Mainland and Europe. Under the influence of rapidly increasing overseas weddings, Guam/Saipan moves up from their previous fifth place into fourth.

Overseas Weddings

The number of overseas weddings has growth by 35% over the previous year, and now amounts to over 20% of all honeymoons. By destination, Hawaii accounts for 57%, followed by Guam/Saipan. An average of six people accompany the couple.

Average Number of Days

At 7.0 days, the length of the average honeymoon is 0.4 day less than last year. Increases in the number of honeymoons spent at closer destinations in Guam/Saipan and Asia appear to be encouraging shorter honeymoons.

Average Expenditures Per Couple

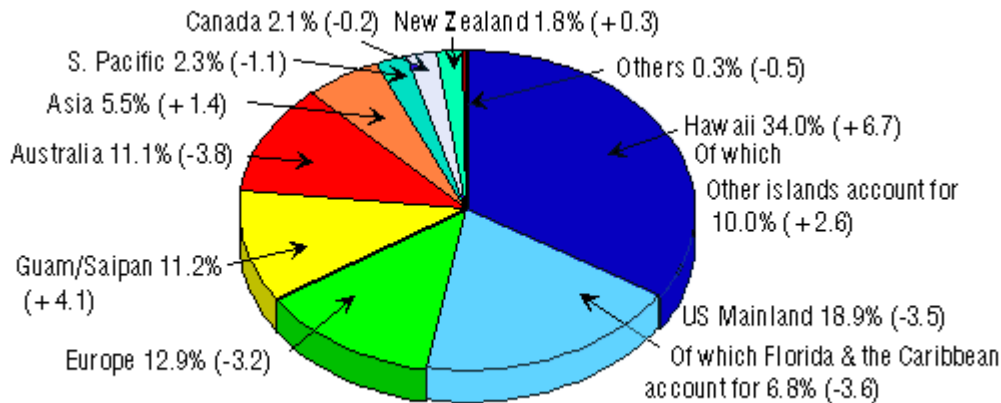
At ¥436,000 (\$3,633) this was 91.6% of last year's figure. However, the total amount spent per couple on their honeymoon, including those celebrating their wedding overseas, does appear to be rising.

Overseas Honeymoons

Destinations

- The most popular destination is Hawaii (up 6.7 percentage points on the previous year), the third successive year in which it has held top place. It also holds a 57% share of overseas weddings.
 - The US Mainland, in second place (down 3.5 percentage points) shows the continuing popularity of Las Vegas. The cumulative total of days spent in Las Vegas is second only to those spent in Honolulu (see the table of most popular city destinations on the next page), and about half of the honeymooners visiting the US Mainland visit Las Vegas.
 - In third place (down 3.2 percentage points) is Europe, where Italy is highly popular. Over half of European honeymoons are round-tour types that include Italy, and in some 30% of them, Italy is the only destination.
 - Destinations achieving the highest rates of growth over the past year include, beside Hawaii, Guam/Saipan (up 4.1 percentage points) and Asia (up 1.4 percentage points) Guam/Saipan, which came second in the number of wedding ceremonies (168.3% of the previous year's figure) is rapidly becoming a more popular honeymoon destination. Particularly in the case of couples from Tokyo, Guam/Saipan is in second place, and its popularity deserves special note. There are cases where the couple perform the wedding ceremony in Guam/Saipan with their parents and families and then go on to Bali Island or Cairnes for their honeymoon.
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Chart 1: Overseas Honeymoon Destinations.



Figures in parentheses are percentage point changes.

Table 2: Top Three Destinations by Departure Area

Area/Ranking	1st	2nd	3rd
Tokyo	Hawaii (45.7%)	Guam/Saipan (17.9%)	US Mainland (11.6%)
Nagoya	Hawaii (31.2%)	US Mainland (21.4%)	Europe (18.7%)
Osaka	Hawaii (28.3%)	US Mainland (22.1%)	Europe (14.1%)
Nationwide	Hawaii (34.0%)	US Mainland (18.9%)	Europe (12.9%)

Table 3: Top 20 City Destinations (by cumulative total of visits)

This Year	Last Year	City	This Year	Last Year	City
1st	(1)	Honolulu	11th	(9)	Venice
2nd	(2)	Las Vegas	12th	(7)	Disney World
3rd	(11)	Guam	13th	(14)	Milan
4th	(3)	Sydney	14th	(12)	Cairns
5th	(5)	Rome	15th	(16)	Cancun
6th	(8)	Paris	16th	(21)	Bali Island
7th	(13)	Maui Island	17th	(35)	Hawaii Island
8th	(6)	Los Angeles	18th	(15)	Anaheim
9th	(4)	Gold Coast	19th	(38)	Saipan
10th	(10)	Florence	20th	(18)	Niagara

Special Features of this Year's Spring Honeymoon Season

- Cities not featuring in the top twenty last year include Bali Island (moving up to 16th position this year), Hawaii Island (in 17th) and Saipan (19th).
- The rapid increase in overseas weddings has brought Guam from last year's 11th position up to number three.

Table 4: Number of Wedding Ceremonies Held Overseas (by departure area)

Area/Destination	Hawaii	US Mainland	Guam/Saipan	Europe	Oceania	Asia	Totals
Tokyo	206	23	65	17	35	5	351
Nagoya	48	8	13	3	12	3	87
Osaka	63	10	28	4	13	4	122
Nationwide	317	41	106	24	60	12	560
As % of Last Year	121.0%	157.7%	168.3%	200.0%	150.0%	120.0%	135.6%

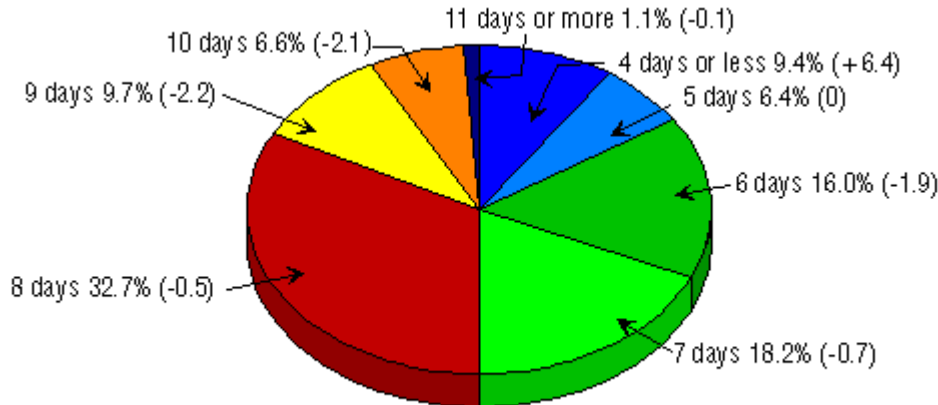
Length of Stay

The average length of stay is 7.1 days, 0.4 day shorter than last year, a trend that is repeated year after year. The most popular length of honeymoon is eight days, followed by seven days in second place, with six days in third place. One noteworthy feature this year is the **large, 9.4% share occupied by honeymoons lasting no longer than four days** (6.4 percentage points up on last year).

Particularly for the Tokyo area, honeymoons of four days or less account for 17.3% of the total, and the average length is 6.4 days (0.8 day less than last year), noticeably shorter than other areas.

This increase in the number of honeymoons lasting no more than four days is attributed to the increasing number of honeymoons spent in Guam/Saipan or Asia.

Chart 2: Lengths of Overseas Honeymoons



Figures in parentheses are percentage point changes from the previous year

Table 5: Lengths (in days) of Honeymoons by Departure Area

Area	Average Length	Most Popular	2nd	3rd
Tokyo	6.4	8 (26.0%)	6 (19.4%)	4 or less (17.3%)
Nagoya	7.5	8 (32.9%)	6 (19.9%)	7 (15.9%)
Osaka	7.4	8 (36.4%)	7 (20.0%)	6 (12.6%)
Nationwide	7.1	8 (32.7%)	7 (18.2%)	6 (16.0%)

Expenditures per Couple (tour cost for two, excluding local expenditures)

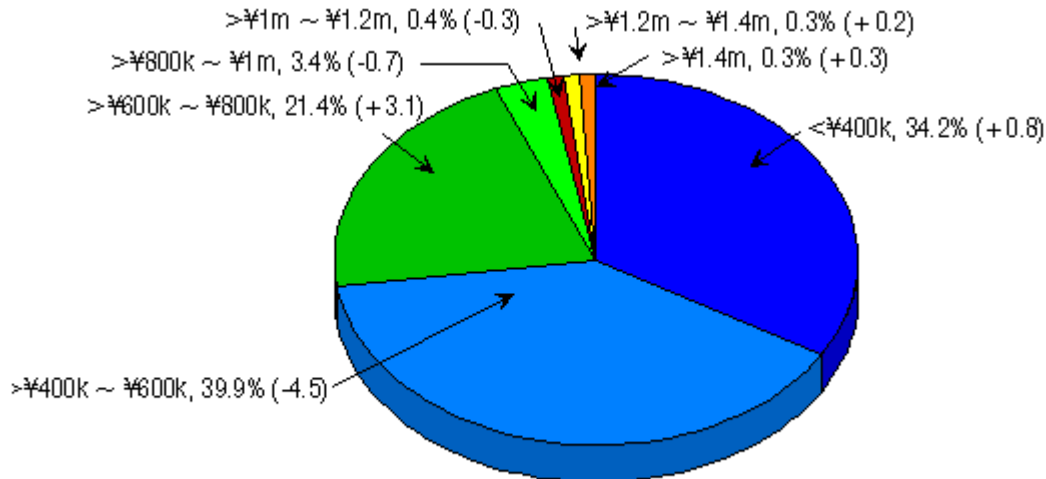
The average expenditure per couple of ¥442,000 (\$3,683) is 91.6% of last year's figure, a drop of ¥40,000 (\$333). Average expenditure has trended lower every year since 1992. The following reasons are suggested:

1. The prices of overseas package tours have been declining.
2. The proportion of lower-cost "free plan" honeymoons has been increasing.
3. The number of honeymoons spent at closer destinations such as Guam/Saipan has been increasing.

Particularly in the Tokyo area, many honeymooners choose Guam/Saipan, and nearly half of all couples in the area spend less than ¥ 400,000 (\$3,333), so that the average of ¥398,000 (\$3,317) is lower than for other departure areas.

However, the cost of overseas weddings is not included in the averages, and the fact that they are increasing, and that an average of six guests accompany the couple, means that the actual expenditures per honeymoon are probably increasing.

Chart 3: Expenditures on Overseas Honeymoons per Couple



Figures in parentheses are percentage point changes from the previous year.

Table 6: Top Three Levels of Expenditure by Departure Area

Area	Avg. Expenditure	Most Popular	2nd	3rd
Tokyo	¥398k (\$3,316)	<¥400k (\$3,333) 48.2%	>¥400k~600k (\$3,333~5,000) 34.8%	>¥600k~800k (\$5,000~6,667) 13.4%
Nagoya	¥461k (\$3,842)	>¥400k~600k (\$3,333~5,000) 34.1%	>¥600k~800k (\$5,000~6,667) 32.8%	<¥400k (\$3,333) 22.8%
Osaka	¥461k (\$3,842)	>¥400k~600k (\$3,333~5,000) 43.8%	<¥400k (\$3,333) 28.9%	>¥600k~800k (\$5,000~6,667) 23.5%
Nationwide	¥442k (\$3,683)	>¥400k~600k (\$3,333~5,000) 39.9%	<¥400k (\$3,333) 34.2%	>¥600k~800k (\$5,000~6,667) 21.4%

Table 7: Average Expenditures Per Couple by Destination

	Hawaii	Guam/Saipan	US Mainland	Asia	Europe	Oceania
Nationwide	¥306,000 (\$2,550)	¥166,000 (\$1,383)	¥386,000 (\$3,217)	¥406,000 (\$3,383)	¥636,000 (\$5,300)	¥412,000 (\$3,433)

Departure Dates

The most popular honeymoon departure dates are Sunday, April 9, then Saturday April 28, and Monday April 16, in that order.

Departures on April 28, in particular, are honeymoons that take advantage of the Golden Week holidays. Honeymoons used to be taken mainly at the convenience of the employee: now, they increasingly have to take into account the convenience of the company.

Average Age

The average age of the groom is 30.3 years and that of the bride is 28.3.

Topics of Special Interest

Overseas wedding information is to be available nationwide on DVD-ROM.

From April 2001, terminals in JTB branch offices will be used to display wedding information on DVD-ROM, extending the service from the initial 100 offices eventually to all offices throughout Japan.

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