

Travel Trends for Golden Week 2001 (April 26~May 6)

**Favorable Calendar Encourages Strong Travel Demand.
Domestic Travelers to Reach Record 22.364 Million (106.8% of previous year).
More Demand for 3-Day/2-Night & 4-Day/3-Night Trips.
Popularity of Asia Keeps Overseas Travel Numbers at Last Year's Level.**

April					May					
26	27	28	29	30	1	2	3	4	5	6
Thu	Fri	Sat	NH	H	Tue	Wed	NH	H	NH	Sun

Notes: The shaded sequences include holidays (H), a Saturday, and National Holidays (NH).

JTB Corp. has just published travel trends for the 11-day Golden Week period extending from Thursday April 26 through Sunday May 6. These are based on a questionnaire survey of 2,200 respondents intending to spend at least one night away from home during this period, actual bookings with JTB, airline reservations, and travel industry trends. The results are as follows.

	Golden Week 2001 Apr. 26~May 6	Change on Prev. Year	Golden Week 2000 Apr. 27~May 7
Total no. of travelers	22,933,000	106.6%	21,504,000
Domestic	22,364,000	106.8%	20,940,000
Overseas	569,000	100.8%	564,000
Average expenditure per person	¥46,660 (\$373)	102.5%	¥45,533 (\$364)
Domestic	¥41,767/\$334	103.3%	¥40,433/\$323
Overseas	¥239,072/\$1,913	104.6%	¥228,558/\$1,828
Total expenditure	¥1,070bn/\$8.56bn	109.7%	¥975.6bn/\$7.80bn
Average no. of days	3.16	+0.07	3.09

Note: Overseas expenditures are the average for bookings with JTB, excluding locally purchased excursions and souvenirs, etc. Dollar amounts are calculated, for information purposes only, at ¥125/US\$.

Characteristic Features of Golden Week Travel in 2001

- **One Three-Day Sequence (Apr. 28~30), One of Four Days (May 3~6), and a Full Nine Days if May 1 and 2 Are Taken as Holidays**

The total number of travelers during the period April 26 through May 6 is set to reach 22.93 million (106.6% of the previous year), a new record.

Overseas travelers are expected to total 569,000, virtually unchanged at 100.8% of last year's figure. Even so, this will be the third straight year to set a new record high. The favorable sequence of holiday dates also appears to be boosting domestic travelers significantly to 22.36 million (106.8% of last year).

Previous surveys have indicated increases over the previous year whenever there has been a favorable sequences of dates.

Despite concerns over a stagnating economy, the proportion of those replying that they "Intend to travel" is 2.8 percentage points larger than last year. There was also a 0.5 percentage point reduction in the number of those citing "Uncertainty over economic prospects" as a reason not to travel.

Reference: Percentages of those citing "Uncertainty over economic prospects" among their reasons for not traveling.

	1996	1997	1998	1999	2000	2001
Percentages	5.3	5.6	9.1	12.8	12.2	11.7
Increase/Decrease	+1.0	+0.3	+3.5	+3.7	-0.6	-0.5

- **Favorable Holiday Sequence Encourages More 3-Day/2-Night Trips**

The number of days respondents intend to spend on a single trip shows 34.4% choosing 3-day/2-night trips (up 2.9 percentage points), with 2-day/1-night trips accounting for 33.1% (down 4.2 percentage points). The average length of trip seems set to reach 3.16 days (up 0.07 of a day).

Reasons for the shift to 3-day/2-night trips appear to be as follows:

- (1) The favorable sequence of dates makes it easier to take longer trips.
- (2) Travelers' attitudes are being affected by the "Happy Monday" policy enacted since last year and its effect in creating long weekends.

Reference: Percentages of those citing "2-day/1-night" for length of trip

	1996	1997	1998	1999	2000	2001
2-day/1-night (%)	30.3	38.0	36.3	35.4	37.3	33.1
Increase/Decrease	+2.2	+7.7	-1.7	-0.9	+1.9	-4.2

Reference: Percentages of those citing "3-day/2-night" for length of trip

	1996	1997	1998	1999	2000	2001
3-day/2-night (%)	33.3	32.9	32.5	32.3	31.5	34.4
Increase/Decrease	-0.6	-0.4	-0.4	-0.2	-0.8	+2.9

- **Longer Trips Lead to Higher Domestic Travel Spending**

The average expenditure on travel per person, at ¥46,660 (\$373, 102.5% of last year's figure), marks the third such consecutive annual increase. The average for domestic travel will be ¥41,767 (\$334, 103.3% of last year), and that for overseas travel will be ¥239,072 (\$1,913, 104.6%).

Our questionnaire for travelers reveals that 28.3% would "Like to reduce travel expenditures," (up 2.8 percentage points), showing a strong desire to reduce the amount spent per day. However, longer domestic trips and the influence of cheaper exchange rates for the yen appear to have combined to boost overall expenditures.

The result will be to take overall expenditures on travel to ¥1.07 trillion (\$8.56 billion, 109.7% of last year's figure), the third successive annual increase.

- **Demand Grows for Trips Starting Before or After Golden Week**

The questionnaire reveals a noticeable growth in those who give, as reasons for not taking a trip during this period, "Couldn't take time off in Golden Week" (up 3.1 percentage points to 11.6%) and "Will travel beforehand or afterwards" (up 0.7 percentage points to 5.2%).

The most popular departure dates for domestic travel are first, May 3 (a national holiday), then April 28 (Saturday), with April 29 (also a national holiday) in third place. Dates before April 25 are the next most popular. Bookings for JTB overseas package tours suggest that departures on April 25 and 26 will be about 20% higher than on the corresponding dates last year.

Consumers show a strong tendency to avoid the Golden Week "peak."

Reference: Percentages of those citing "Couldn't take time off in Golden Week" as a reason for not traveling.

	1996	1997	1998	1999	2000	2001
Percentages	8.7	7.4	8.8	9.6	8.5	11.6
Increase/Decrease	-0.1	-1.3	+1.4	+0.8	-1.1	+3.1

Reference: Percentages of those citing "Will travel beforehand or afterwards" as a reason for not traveling.

	1996	1997	1998	1999	2000	2001
Percentages	5.3	3.9	3.8	4.0	4.5	5.2
Increase/Decrease	+0.1	-1.4	-0.1	+0.2	+0.5	+0.7

Noteworthy Features of Overseas Travel

- **Overseas Travelers to Total 569,000 (100.8% of last year), the Fifth Straight Annual Increase! Departures to Peak on April 28.**

Taking May 1 and 2 off creates a nine-day holiday. JTB bookings as of March 15 suggest that the peak departure days will be first, April 28 (Saturday), then April 29 (a national holiday) and third, May 3 (a national holiday). April 28 is popular for departures to Europe, with a double peak on April 28 and May 3 for departures to Asia. May 3 is particularly popular for departures to Korea, Taiwan, Saipan and Guam. Arrivals cluster on May 5 (Saturday) and 6 (Sunday).

- **Korea Top in Numbers of Visitors and in Growth Rate.**

The three-day sequence in April and the four-day sequence in May make it easy to visit Korea, and this factor, plus the greater availability of regular international flights, promise to take Korea to top place.

Destinations achieving highest growth rates (percentages of previous year).

	2001		2000	
1st	Korea	(114%)	Europe	(133%)
2nd	Taiwan	(112%)	New Zealand	(125%)
3rd	Europe	(107%)	Indonesia (Bali Island)	(118%)

Destinations attracting the most visitors (last year's figures in brackets).

	2001		2000	
1st	Korea	(88,000)	Europe	(81,000)
2nd	Europe	(87,000)	Korea	(77,000)
3rd	US Mainland	(63,000)	US Mainland	(68,000)

Survey Methodology

Survey locations	200 throughout Japan
Survey period	Mar. 7 through 15, 2001.
Respondents	Individuals throughout Japan between the ages of 15 and 79
No. of Respondents	2,200
Method of selection	Random, multiple, stratified.
Response rate	64.3%
Subjects	Those intending to spend at least one night away from home over the period Apr. 26 through May 6, 2001, including both domestic and overseas destinations, but excluding commercial or other business travel.
Method	Individual interviews

For more information please contact:

Mr. Y. Koteda, General Manager,
International Relations, Planning & Marketing Dept., JTB Corp.
JTB Bldg., 2-3-11 Higashi-Shinagawa, Shinagawa-ku, Tokyo 140-8602
Phone: (03) 5796-5609, Fax: (03) 5796-5619

**Estimated Numbers of Travelers by Destination for Golden Week 2001
(April 26~May 6)**

Grand Total	569,000	(100.8%)	564,000
Subtotal for S.E. Asia	265,000	(104%)	255,000
Hong Kong	26,000		24,000
Korea	88,000		77,000
Taiwan	29,000		26,000
Singapore	15,000		16,000
China	49,000		48,000
Thailand	26,000		24,000
Indonesia	14,000		13,000
Subtotal for N. America	175,000	(95%)	185,000
Hawaii	58,000		59,000
Guam/Saipan	43,000		46,000
US Mainland	63,000		68,000
Canada	11,000		12,000
Subtotal for Europe	87,000	(107%)	81,000
Subtotal for Oceania	34,000	(97%)	35,000
Australia	26,000		27,000
New Zealand	5,000		5,000
South Pacific Islands	3,000		3,000
Others (Africa, Middle East, S. America)	9,000	(113%)	8,000

Notes: The figures are cumulative totals and include multiple visits. The figures in brackets express this year's totals as a percentage of the previous year's.