

March 29, 2002

(Translation of Japanese release dated March 29, 2002)

## Travel Trends for the Spring Honeymoon Season 2002

### Honeymoon Booking Numbers Recover to 100.5% of Previous Year's Level

- Honeymooners Pay More, on Average, for Domestic and Overseas Honeymoons that Appeal to Them. The Most popular destinations were: 1st., Hawaii; 2nd., Australia; and 3rd., Europe.

Each year, JTB Corp. carries out surveys of honeymoon travel trends for the spring (March through May) and autumn (October through December) seasons. The results of the spring survey for 2002 are now available.

This survey is the 33rd since the first was carried out 1970. It covers couples booking honeymoons with JTB Corp.'s main offices in Tokyo, Nagoya and Osaka (2,692 couples in all). A summary of the main results of the survey follows.

**Table 1: Spring Honeymoon Destinations, Average Durations and Costs**

	Overseas		Domestic		Overall	
	2002	% of 2001	2002	% of 2001	2002	% of 2001
Number of bookings (couples)	2,515	95.8%	177	327.8%	2,692	100.5%
Percentage (and %age pt. change)	93.4%	-4.6pt	6.6%	+4.6pt	100.0	--
Average duration (days)	7.0	-0.1	4.2	+0.2	6.9	-0.1
Average expenditure per couple	¥488,000 (\$3,669)	110.4%	¥204,000 (\$1,534)	125.2%	¥469,000 (\$3,526)	107.6%

**Note:** Amounts in US dollars are calculated, for information purposes only, at a nominal rate of ¥133/US\$

March 29, 2002

(Translation of Japanese release dated March 29, 2002)

## The Numbers of Bookings

Bookings for the autumn honeymoon season dropped to only 52% of the previous year under the influence of the multiple terrorist attacks on the United States. This spring, however, bookings have recovered to 95% of their levels for the same season last year.

Moreover, as a result of the positive effect on numbers of the reevaluation of domestic honeymoons that followed the multiple terrorist attacks, the total number of bookings has recovered to a more typical level, at 100.5% of the previous year.

## Overseas Honeymoons

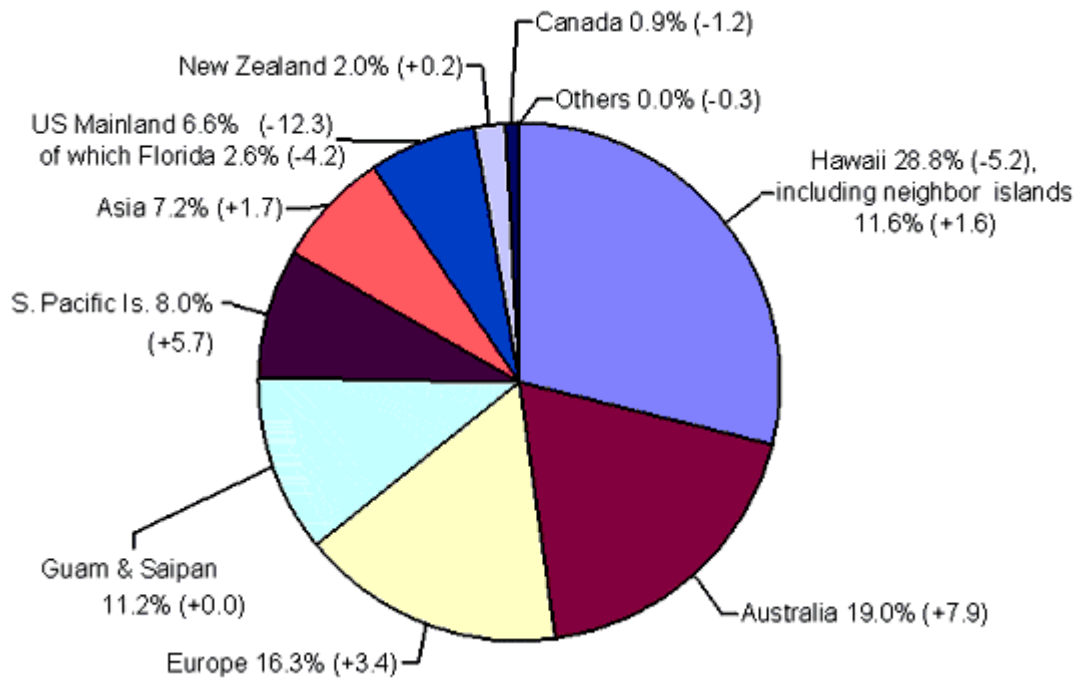
### • Popular Destinations

Although Hawaii registered a decline of 5.2 percentage points, it managed to maintain its leading position as the most popular destination. Some 30% of all honeymooners select Hawaii. It is followed in second place by Australia, with Europe in third.

Last year, the top three destinations were Hawaii, the US Mainland and Europe, but the influence of the multiple terrorist attacks on the United States has lifted Oceania into second place, a development that was first revealed by our survey of honeymoon trends in autumn, 2001.

The decline in the share held by the US Mainland and Hawaii was distributed between Australia (up 7.9 percentage points), the South Pacific Islands (up 5.7 percentage points) and Europe (up 3.4 percentage points), among others (see Graph 1).

Graph 1: Popular Overseas Honeymoon Destinations



March 29, 2002

(Translation of Japanese release dated March 29, 2002)

**• Gold Coast and Cairns Were Popular in Australia, the Second Most Popular Destination**

Within Australia, which was in the number two position, the Gold Coast (which moved up from ninth to second position in the top twenty most popular overseas honeymoon city destinations last year) and Cairns (which similarly moved up from fourteenth to sixth position) both ranked in the top ten in terms of the cumulative number of visits. (See Table 3.)

**• Italy Maintains Strong Popularity**

Rome, Florence, Venice and Milan all placed high, evidence of Italy's continuing popularity. (See Table 3.)

**• In Tahiti and the Maldives, etc., Attention Focused on Stays in Cottages on the Water**

This is the first survey in which Tahiti placed seventh. Itineraries of 13 or 14 days in which the wedding ceremony was performed in Hawaii but the couple went on to spend time in Tahiti proved particularly popular. The Maldives, while they have not yet made it into the top 20, deserve attention as a popular destination. The fact that both destinations offer stays in cottages over the water makes them popular with honeymooners.

**Table 2: The Three Most Popular Destinations by Point of Departure**

Departing from	First	Second	Third
<b>Tokyo</b>	Hawaii (36.1%)	Guam & Saipan (19.6%)	Australia (10.6%)
<b>Nagoya</b>	Hawaii (33.5%)	Australia (17.2%)	Europe (16.9%)
<b>Osaka</b>	Australia (24.0%)	Hawaii (23.1%)	Europe (19.8%)
<b>Nationwide</b>	Hawaii (28.8%)	Australia (19.0%)	Europe (16.3%)

**Table 3: The Top Twenty Overseas Honeymoon Destinations (cumulative total of visits)**

2002	2001	City	2002	2001	City
<b>1</b>	1	Honolulu	<b>11</b>	6	Paris
<b>2</b>	9	Gold Coast	<b>12</b>	13	Milan
<b>3</b>	4	Sydney	<b>13</b>	17	Hawaii Island
<b>4</b>	5	Rome	<b>14</b>	2	Las Vegas
<b>5</b>	3	Guam	<b>15</b>	-	Hamilton Island
<b>6</b>	14	Cairns	<b>16</b>	16	Bali Island
<b>7</b>	-	Tahiti	<b>17</b>	-	New Caledonia
<b>8</b>	10	Florence	<b>18</b>	-	Ayres Rock
<b>9</b>	11	Venice	<b>19</b>	-	Melbourne
<b>10</b>	7	Maui Island	<b>20</b>	-	Christchurch

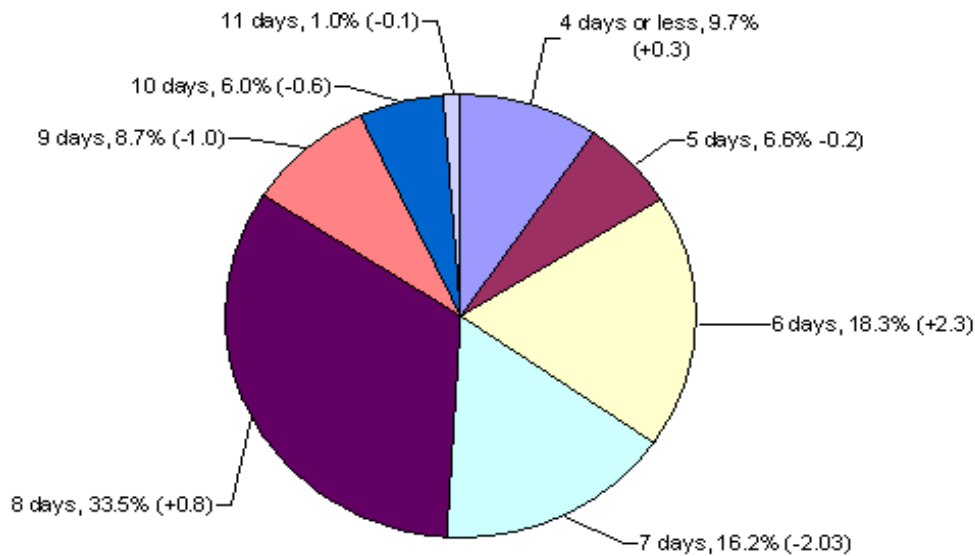
March 29, 2002

(Translation of Japanese release dated March 29, 2002)

## Average Length of Honeymoons

The average length of honeymoon is 7.0 days, down 0.1 of a day from last year: the trend towards shorter honeymoons continues. The most popular lengths of honeymoon (in descending order) are first, eight days; second, six days; and third, seven days. One factor depressing the average length of honeymoons is the particularly large number booking for Guam & Saipan from Tokyo, adding 1.9 percentage points to the proportion spending no more than four days. Another factor depressing the average length is the large increase in the numbers going to Australia, for which there are many five- and six-day itineraries.

**Graph 2: Average Length of Overseas Honeymoons (Days)**



**Table 4: Top Three Lengths of Honeymoons (in days) by Departure Point**

	Average	First	Second	Third
<b>Tokyo</b>	6.4	8 (30.6%)	4 or less (19.2%)	6 (17.2%)
<b>Nagoya</b>	7.2	8 (33.3%)	6 (23.6%)	7 (14.1%)
<b>Osaka</b>	7.3	8 (35.1%)	7 (17.7%)	6 (16.9%)
<b>Nationwide</b>	7.0	8 (33.5%)	6 (18.3%)	7 (16.2%)

**Note:** Percentages in parentheses are the proportions selecting this length.

March 29, 2002

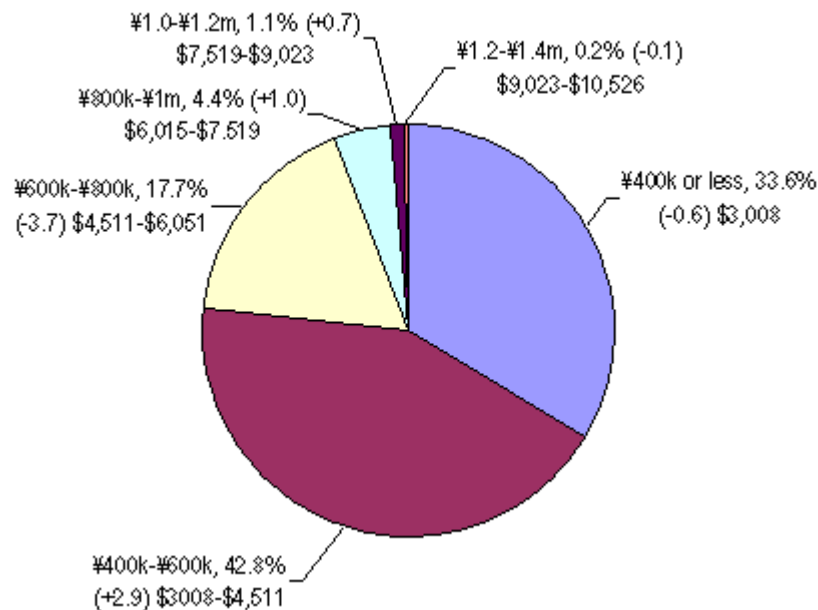
(Translation of Japanese release dated March 29, 2002)

### Average Expenditure per Couple (tour price, not including local expenses)

The average expenditure per couple is ¥488,000 (US\$3,669), 110.4% of the previous year's figure and up ¥46,000 (\$346), reversing the downward trend in this figure for the first time in 11 years since the decline began in 1992.

The reasons appear to be firstly; an increase in those who select higher grade hotels in the desire to have a honeymoon that more truly reflects their personal tastes. Secondly, the increasing share of the market held by destinations to which travel is more expensive (Europe, Tahiti, the Maldives, Australia, etc). And thirdly, the influence of lower exchange rates for the yen in increasing the costs of tour packages.

**Chart 3: Average Expenditures per Couple on Overseas Honeymoons**



**Table 5: Top Three Average Expenditures per Couple by Departure Point**

	Average	First	Second	Third
<b>Tokyo</b>	¥438k	Under ¥400k (45.9%) (\$3,008)	¥400~¥600k (38.7%) (\$3,008~\$4,511)	¥600~¥800k (8.9%) (\$4,511~\$6,015)
<b>Nagoya</b>	¥566k	¥400~¥600k (37.3%) (\$3,008~\$4,511)	¥600~¥800k (26.7%) (\$4,511~\$6,015)	Under ¥400k (23.5%) (\$3,008)
<b>Osaka</b>	¥496k	¥400~¥600k (45.8%) (\$3,008~\$4,511)	Under ¥400k (30.1%) (\$3,008)	¥600~¥800k (19.9%) (\$4,511~\$6,015)
<b>Nationwide</b>	¥488k \$3,669	¥400~¥600k (42.8%) (\$3,008~\$4,511)	Under ¥400k (33.6%) (\$3,008)	¥600~¥800k (17.7%) (\$4,511~\$6,015)

**Table 6: Average Expenditure per Couple by Destination**

	Hawaii	Guam & Saipan	North America	Europe	Oceania	Asia	China
<b>Nationwide</b>	¥296k (\$2,226)	¥176k (\$1,323)	¥444k (\$3,338)	¥638k (\$4,797)	¥450k (\$3,383)	¥318k (\$2,391)	¥246k (\$1,850)

March 29, 2002  
 (Translation of Japanese release dated March 29, 2002)

### Departure Dates

The most popular dates, in descending order of popularity, are Monday, March 4, Monday, April 8, and Monday, March 18.

### Average Age

The average age of the groom is 30.3 years and that of the bride is 28.4. (See Table 7.)

**Table 7: Average Ages of Brides and Grooms by Departure Point**

	Tokyo	Nagoya	Osaka	Nationwide
<b>Groom</b>	30.7	30.0	30.3	30.3
<b>Bride</b>	28.8	27.8	28.5	28.4

### Overseas Weddings

The number of wedding ceremonies performed overseas was 472 out of the total 2,515 couples honeymooning overseas, or 18.8%. Last year, 560 couples (21.3% of the total 2,625 couples) did so. The number of ceremonies is therefore down by about 20% for the year.

The reasons for these declines in the gross numbers and in the projected share of overseas weddings among honeymooners (down by 2.5 percentage points) appear to be first; bookings need to be made much earlier than for the honeymoon itself (currently, with demand still recovering, JTB is accepting bookings for the ceremony for departures six months ahead). And second; with wedding guests in many cases accompanying the couple, (particularly to Hawaii, Guam & Saipan), the bride and groom may not be free to do as they would prefer. However, since the end of February, we are seeing a rapid recovery in the number of bookings being made for overseas wedding ceremonies to be held this autumn (2002).

The most popular destinations for overseas wedding this spring are first; Hawaii (with a share of 49.8%), second; Guam & Saipan (21.4%) and third; Oceania (17.8%). Hawaii continues to be by far the most popular, with almost half of the total. The fact that Asia has fallen to half of last year's figure can probably be put down to the fact that the "Bali Wedding" now appears to be suffering a downward blip in popularity.

**Table 8: The Number of Overseas Weddings (by destination)**

	Hawaii	Guam & Saipan	North America	Europe	Oceania	Asia	Total
<b>Tokyo</b>	134	64	14	18	42	3	275
<b>Nagoya</b>	48	12	0	2	19	1	82
<b>Osaka</b>	53	25	8	4	23	2	115
<b>Nationwide</b>	235	101	22	24	84	6	472
<b>Percentage of total</b>	49.8%	21.4%	4.7%	5.1%	17.8%	1.3%	100.0%
<b>Percentage of last year</b>	74.1%	95.3%	53.7%	91.7%	100.0%	50.0%	84.3%

March 29, 2002

(Translation of Japanese release dated March 29, 2002)

## 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: 2,692 couples.

Period of survey: From February 21 through 28, 2002.

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.

### For more information please contact:

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

---