

## Travel Trends for the Autumn Honeymoon Season 2002

- **Most popular overseas honeymoon destinations this autumn**

(1st) Hawaii, (2nd) Europe and (3rd) Australia.

- Hawaii retains top position for the fifth straight year! Hawaii means Honeymoons...
- Europe in second place for the first time, for those who want something specially their own.
- Expenditure per couple rises for the first time in 12 years, to 526,000 yen (US\$4,383).

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

These surveys are now entering their 34th year since the first was carried out in 1969. This one covers couples booking honeymoons with JTB's main offices in Tokyo, Nagoya and Osaka (4,354 couples). A summary of the main results of the survey follows.

### Autumn Honeymoon Trends by Destination, Duration and Cost

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

	Overseas	Domestic
Proportion (%)	97.6 (+8.6)	2.4 (-8.6)
Average no. of days	7.0 (-0.5)	4.1 (-0.5)
Average cost/couple	¥526,000 (+¥60,000) \$4,383 (+\$500)	¥186,000 (-¥30,000) \$1,550 (-\$250)

Notes: Amounts in US dollars are calculated, for information purposes only, at a nominal rate of ¥120/US\$.

The average costs exclude spending at the destinations.

## Autumn Trends in Overseas Honeymoons

### Popular Destinations (see accompanying graph)

Hawaii's popularity is perennial; it has retained top place for five straight years from 1998. Europe, meanwhile, has moved into second place for the first time in the history of these surveys.

Autumn 2002, 1st Hawaii (28.1%), 2nd Europe (18.2%), 3rd Australia (16.8%)

Autumn 2001, 1st Hawaii (25.5%), 2nd Australia (23.6%), 3rd Europe (14.7%)

### Special Characteristics of the Most Popular Destinations

- **The Honeymoon "grand champion" is Hawaii.**

*Its good climate, rich resources in hotels, restaurants and shopping, etc., and freedom from language problems are the three elements behind its unwavering popularity. Again, of every four couples visiting Hawaii, one performs the wedding ceremony there. Hawaii's great popularity as the place to hold the ceremony seems to be another factor behind its leadership position.*

*Variety is added to the stay by spending time in islands other than Oahu, a popular option that accounts for some 40% of the total.*

- **Those who want a honeymoon that reflects their personal tastes choose Europe.**

*Italy continues to remain very popular, with some 50% of honeymooners traveling within this country, a proportion that rises to about 70% if we include all those who combine a visit to Italy with visits to one or two other cities. Italy has much to offer, whether you are walking around, shopping, or eating. Many Japanese feel attracted by Italian tastes in food, clothing and dwellings, and by the Italians' evident enjoyment of life. Other recent trends include:*

1. *Growing numbers of honeymooners are using package tours that provide efficient visits to the various main attractions within Italy, and then staying two days in Rome or Milan, or tacking on two-day extensions to visit Paris or London when the main tour is over.*
2. *As of the end of October, bookings for LOOK JTB packages (with departures from all over Japan) in December are running at 160% of the same period last year, and 120% of the level in 2000. Rather than leave for their honeymoon immediately after the wedding ceremony, more and more couples are waiting until December to make their trips. (This is the season for bargains, and city streets are beautifully decorated in the Christmas season.)*
3. *More couples are specifying small, intimate hotels or high category hotels.*

*A generation of honeymooners that has become accustomed to overseas travel is increasingly going for things that appeal to them personally, staying in the hotel of their choice in a city they know and love at a season when it will look its best.*

- **Consistently popular with honeymooners is Australia.**

*Here, some 80% is accounted for by stays on the Eastern seaboard, particularly the Gold Coast. In the autumn season last year, Australia achieved a major increase in its market share as those who had intended going to the US Mainland diverted to Australia. The fact that travel to the US is beginning to recover has slightly reduced its share, but overall the trends are healthy.*

- **Destinations to watch: *the Maldives and Tahiti.***

Among the 20 places most popular with honeymooners (in terms of cumulative total stays), Tahiti was in 17th place last autumn, but this time it has moved up to 10th place. The Maldives were not even listed last year, but have now moved up to 17th place.

The perfect accommodation for the fullest possible enjoyment of a marine resort is a cottage over the water. Among the many marine resorts, Tahiti and the Maldives are attracting attention as those offering stays in such cottages. These support the desire to "get away from all the mad rush and just relax near the sea." (See the accompanying table.)

**Average Length of Stay (see the accompanying table)**

The average length of an overseas honeymoon is *7.0 days (half a day less than last year)*. The continuing reduction in the length of honeymoons had seemed to be leveling off after 1999, but now the decline has resumed. The reasons for the current decline seem to be as follows:

1. The recovery from last year's reluctance to visit Guam/Saipan and Hawaii means that larger shares are now held by shorter honeymoons, 10.1% being four days or less (up 7.5 percentage points on last year), 15.3% of six days or less (up 0.8 percentage points). See the table.
2. It is now by no means uncommon for honeymooners to have traveled abroad before their marriage, and with foreign travel now a part of their lifestyle they feel less inclined to take a long holiday for their honeymoon.
3. The economic effects of Japan's depression are making it difficult to take long holidays.

**Average Expenditures per Couple (excluding spending at the destination--See graph & table)**

*In the first such increase seen in the last 12 years, average expenditures per couple are ¥526,000 (US\$4,383), 113% of the previous year's level.*

Although the current survey is influenced by lower incomes caused by the depression and generally shorter honeymoons, the average expenditure per couple appears to have increased for the following reasons:

1. With overseas travel becoming more common, the awareness of a honeymoon as a journey to remember is encouraging couples to choose hotels that have a personal appeal. *We are seeing couples who feel prepared to spend more in order to indulge their personal preferences and create their own individual journey.*
2. Particularly for popular Europe, the proportion of couples spending between ¥600,000 and ¥800,000 has reached 23.2% (a large 7.7 percentage points increase on the previous year). See the accompanying graph & tables.

**Departure Dates**

The departure dates, in order of descending popularity, are as follows:

1st, Monday October 7; 2nd, Sunday October 13; and 3rd, November 4.

The first and second are both the day after a day on the Chinese calendar that is unfavorable for early starts, and the third is the day after a day favorable for early starts. This breaks the long-established tradition of holding the ceremony on the most auspicious possible day and departing for the honeymoon the next day. The second and third days take advantage of national holidays, and preference appears to have been given to choosing dates that made it easier to take a longer break.

There is a strengthening trend for honeymoons to be taken when it is easiest to secure the necessary holiday time, when attractive events are scheduled at the destination and the tour is offered under favorable conditions at an attractive price, and thus determining the departure date.

### Average Age

The average age of the grooms in the couples surveyed was 30.1, and of the brides was 28.3. (Note: the Japanese census for 2001 gives the average ages of marriage for the entire population as 30.6 and 28.4, respectively.)

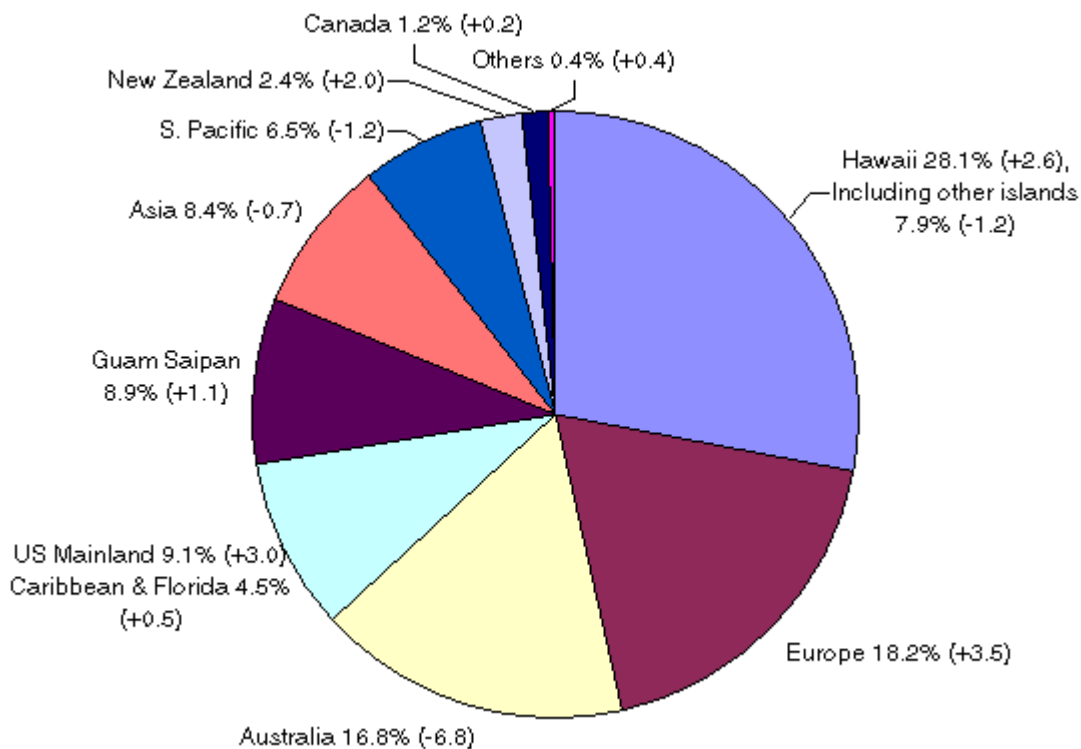
### Overseas Weddings (see the accompanying table)

There is no change in the order of the three most popular destinations for overseas marriage ceremonies. First comes Hawaii, with 49.7%, then Guam/Saipan with 22.9%, and third Oceania with 15.3%.

Of the couples surveyed, some 15% are holding the ceremony overseas.

### Graphic and Tabular Information

**Chart 1 Popular Overseas Honeymoon Destinations**  
(Figures in brackets are percentage point changes from last year)



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

Departing from	First	Second	Third
Tokyo	Hawaii 38.4% (30.4%)	Australia 14.4% (20.4%)	Guam, Saipan 12.8% (9.2%)
Nagoya	Hawaii 27.1% (24.1%)	Europe 18.4% (18.7%)	Australia 16.3% (26.6%)
Osaka	Europe 23.5% (16.3%)	Hawaii 22.4% (22.1%)	Australia 18.3% (25.1%)
Nationwide	Hawaii 28.1% (25.5%)	Europe 18.2% (14.7%)	Australia 16.8% (23.6%)

The figures in parentheses are those for the same period last year.

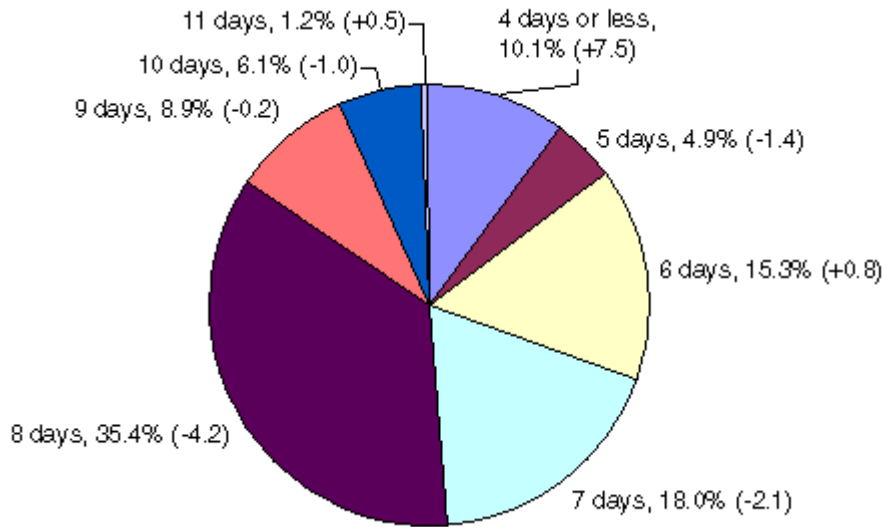
**Table 3 The Top Twenty Overseas Honeymoon Destinations (cumulative total of stays)**

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

**Table 4 The Number of Overseas Weddings (by destination)**

	Hawaii	Guam, Saipan	Oceania inc. S. Pacific	America, Canada	Europe	Asia & Others	Total
Tokyo	209	88	62	18	16	11	404
Nagoya	37	13	14	1	3	1	69
Osaka	73	46	22	8	13	7	169
Nationwide	319	147	98	27	32	19	642
Percentage of last year	101.6	114.8	83.8	79.4	118.5	211.1	102.1
Proportion of total (%)	49.7	22.9	15.3	4.2	5.0	3.0	100.0

**Chart 2 Average Length of Overseas Honeymoons (Days)**



**Table 5 Lengths of Honeymoons by Departure Point**

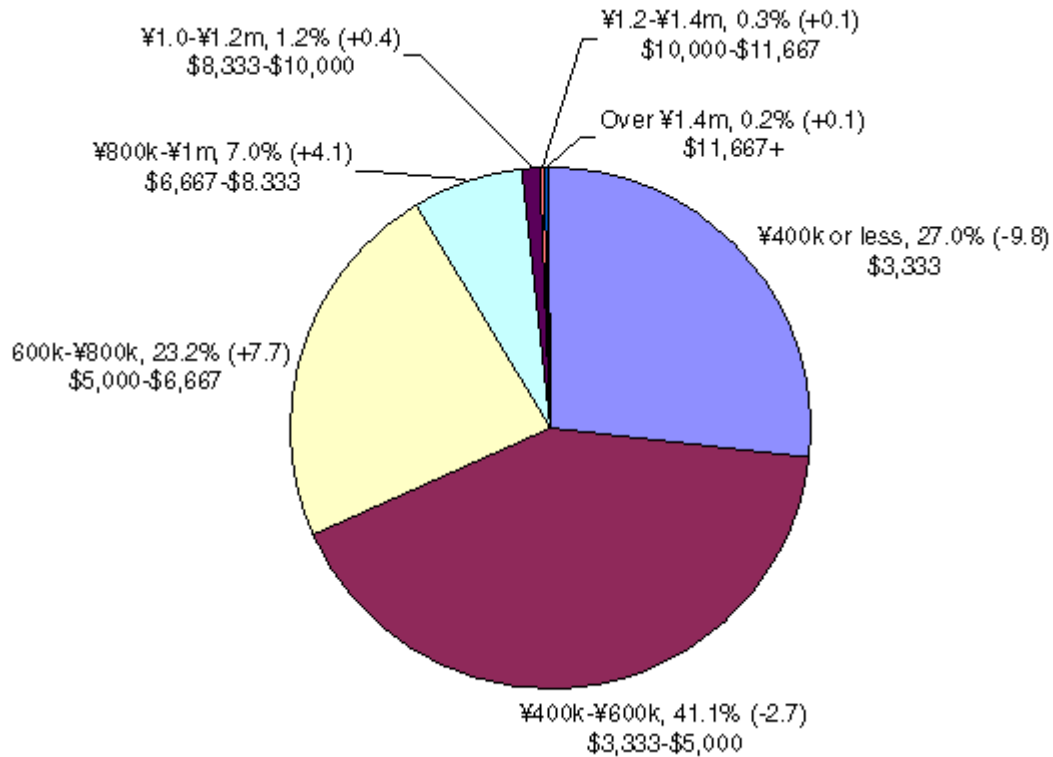
Tokyo	Nagoya	Osaka	Nationwide
6.3 days(7.4)	7.2 days(7.5)	7.4 days(7.5)	7.0 days(7.5)

Figures in parentheses are those for last year

**Table 6 Average Expenditure per Couple by Departure Point**

Year	Tokyo	Nagoya	Osaka	Nationwide
2002	¥482,000 (\$4,017)	¥568,000 (\$4,733)	¥534,000 (\$4,450)	¥526,000 (\$4,383)
2001	¥446,000 (\$3,717)	¥518,000 (\$4,317)	¥464,000 (\$3,867)	¥466,000 (\$3,883)

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



**Table 7 Average Expenditure per Couple by Destination**

Year	Hawaii	Guam, Saipan	N. America	Europe	Oceania, S. Pacific	Asia	China
2002	¥322,000 (\$2,683)	¥172,000 (\$1,433)	¥448,000 (\$3,733)	¥650,000 (\$5,417)	¥508,000 (\$4,233)	¥434,000 (\$3,617)	¥482,000 (\$4,017)
2001	¥410,000 (\$3,417)	¥264,000 (\$2,200)	¥476,000 (\$3,967)	¥582,000 (\$4,850)	¥454,000 (\$3,783)	¥374,000 (\$3,117)	

**Survey Methodology for Autumn 2002 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: 4,354 couples.
- Period of survey: Sep. 17 ~ Oct. 4, 2002.
- Survey procedure: Surveyed and acquired statistics for those booking at the above JTB offices with departures in the period October through December, by destination, length and cost.

**Table 8 Changes in Top-Three Destinations Over the Last 20 Years**

Year	Share (%)		Length (days)			Cost/Couple (¥1,000s)			Popular Rankings		
	Japan	Abroad	Japan	Abroad	Avg	Japan	Abroad	Avg	1st	2nd	3rd
1983	39.8	60.2	5.2	7.3	6.5	338	704	558	Hawaii	Okinawa	Guam, Saipan
1984	24.9	75.1	5.1	7.7	7.0	313	776	661	Hawaii	Oceania	Europe
1985	19.2	80.8	5.0	7.7	7.2	339	777	697	Hawaii	Oceania	Europe
1986	11.5	88.5	5.2	7.7	7.4	335	840	782	Hawaii	Oceania	Europe
1987	7.6	92.4	5.3	7.7	7.5	334	793	758	Australia	Hawaii	US Mainland
1988	2.6	97.4	4.9	8.0	7.9	316	760	748	Australia	US Mainland	Hawaii
1989	2.7	97.3	4.9	7.7	7.6	218	807	791	Hawaii	Australia	Europe
1990	3.1	96.9	5.1	7.9	7.8	277	887	868	Australia	Hawaii	Europe
1991	5.1	94.9	5.7	7.9	7.8	302	875	846	Australia	Hawaii	US Mainland
1992	4.5	95.5	5.5	8.0	7.8	312	820	798	Australia	Hawaii	Europe
1993	4.6	95.4	5.2	8.1	7.7	276	743	721	Australia	Hawaii	US Mainland
1994	3.4	96.6	5.1	8.0	7.9	256	632	620	Australia	Hawaii	Europe
1995	4.6	95.4	5.3	8.1	8.1	241	590	574	Australia	Hawaii	US Mainland
1996	3.2	96.8	4.8	8.0	7.9	239	586	575	Hawaii	Australia	US Mainland
1997	1.6	98.4	4.2	8.0	7.9	206	572	566	US Mainland	Hawaii	Australia
1998	3.3	96.7	4.5	7.8	7.7	272	542	533	Hawaii	US Mainland	Australia
1999	2.9	97.1	4.7	7.5	7.4	237	496	488	Hawaii	US Mainland	Australia
2000	2.7	97.3	4.6	7.5	7.4	213	472	465	Hawaii	US Mainland	Australia
2001	11.0	89.0	4.6	7.5	7.1	216	466	438	Hawaii	Australia	Europe
2002	2.4	97.6	4.1	7.0	-	186	526	-	Hawaii	Europe	Australia

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