

For Immediate Release

January 7, 2004  
(Translation of Japanese Release Dated January 7)

## Travel Trends and Prospects for 2004

**The Year of the Olympics--A Great Year for Travel!**  
**--Travel Within Japan to Grow 0.9%, Showing Healthy Increase--**  
**--Overseas Travel Up 23% to 16.5m, Recovering to 2002 Levels--**  
**--VJC to Boost Overseas Visitors 14.5% to 6m for the First Time--**

JTB Corp. has just published the results of a survey of projected travel trends in 2004. The survey covers all journeys by Japanese travelers (including business travel and traditional vacations to the family home) where more than one night is spent away from home, plus overseas visitors to Japan, and is based on projected trends in various economic indicators, actual journeys taken, and questionnaires answered by travel-industry representatives. It is the 24th such survey since the first, in 1981, and shows the following results.

	Predictions for 2004		Estimates for 2003	
		% age		% age
Cumulative total no. of travelers	344,700,000	101.8	338,550,000	99.5
No. of domestic travelers	328,200,000	100.9	325,200,000	100.4
No. of overseas travelers	16,500,000	123.6	13,350,000	80.8
Average expenditure (per person, per journey)				
On domestic travel	¥34,984 (\$324)	99.4	¥35,195 (\$326)	99.0
On overseas travel	¥310,370 (\$2,874)	99.2	¥312,873 (\$2,897)	99.8
Total travel expenditure	¥16.603 trillion (\$153.731 billion)	106.3	¥15.622 trillion (\$144.648 billion)	93.6
On domestic travel	¥11.482 trillion (\$106.315 billion)	100.3	¥11.445 trillion (\$105.972 billion)	99.4
On overseas travel	¥5.121 trillion (\$47.416 billion)	122.6	¥4.177 trillion (\$38.675 billion)	80.7
Average no. of journeys	2.70	0.05	2.65	-0.02
No. of overseas visitors to Japan	6.00 million	114.5	5.24 million	100.0

**Note :** Domestic expenditures include all costs from leaving home to return. Overseas expenditures include locally purchased items such as souvenirs and meals. Dollar amounts are calculated, for information purposes only, at ¥108/US\$. Percentages are those of the previous year's figures.

For Immediate Release

January 7, 2004  
(Translation of Japanese Release Dated January 7)

## Prospects for 2004

### Domestic Travel

The number of those traveling within Japan, supported by a healthy demand for travel, is predicted to reach **328.2 million (100.9% of the previous year)**.

The average expenditure on each journey within Japan, per person, is put at very nearly the same as last year's figure; 34,984 yen (\$324) or 99.4%. This reflects the increasing acceptance of such expenditures as part of a "sensible consumption style" in view of the effectiveness with which it secures the desired objective. This will take total expenditures on domestic travel to **11.482 trillion yen (\$106.315 billion) at 100.3% of the previous year**.

### Overseas Travel

While some uncertainties over SARS and terrorism will persist, the indications are that many more Japanese will be going overseas this year, taking the total to **16.5 million (123.6% of the previous year)**,

The average expenditure on overseas travel per person, reflecting both the increasing numbers who travel to nearer destinations in Asia, including China, and the trend towards more carefully considered consumption, is put at almost the same as last year's figure; **310,370 yen (\$2,874) at 99.2%**. The result will be to take total expenditures on overseas travel to **5.121 trillion yen (\$47.416 billion) at 122.6% of the previous year**.

### Factors Stimulating Overseas Travel Demand

- **This is an Olympic Year! Europe Remains Popular:** This year, *the 28th Summer Olympic Games will be held in Athens from August 13 through 29*. This coincides with the peak period for summer travel, and thousands of Japanese are expected to take tours to become spectators.

News of Europe's attractions will by no means be confined to Greece, and further sustained interest in Europe is to be expected throughout the year.

- **Hawaii to See Recovery in Family Travel:** A trend towards recovery in the number of travelers going to Hawaii began to show itself in the second half of last year, particularly among families. The move among middle-aged and elderly travelers to rediscover new attractions in Hawaii through coming into contact with Hawaii's nature and culture will also continue.

For Immediate Release

January 7, 2004  
(Translation of Japanese Release Dated January 7)

- **U.S. Mainland Interest Centers on Tours to Watch Major League Baseball:** Travel to the U.S. Mainland has been tending to decrease since it peaked in 1997. However, with Matsui (Hideki) starting his second year in the Major League, and Japan's other Matsui (Kazuo) to join the Mets, and with Ichiro continuing in the Mariners, many Japanese seem sure to want to join tours hoping to see their "stars" do well.
- **Hiking and Trekking More Popular with the Middle-Aged and Elderly:** Switzerland and New Zealand are already popular with the middle-aged and elderly who seek to get in touch with Nature by hiking and trekking, but these have now been joined by new destinations such as Siguniang (in China's Sichuan Province) and Katmandhu in Nepal.
- **Resurgence of Travel to China and Other Asian Destinations:** Interest in tourist travel to China has recovered (because it is much easier now that visas are no longer required), as it has in tourist travel to Vietnam.
- **Business Demand is Strong:** The ongoing globalization of economies encourages hope for continued healthy expansion of overseas business travel.

### Number of Overseas Visitors to Japan

These are projected at six million, or 114.5% of the previous year.

### Factors Stimulating Overseas Visitors to Japan

- **"Visit Japan Campaign" is Making Headway:** Last year, in line with Visit Japan Campaign (VJC) policy, the government ministries concerned commenced activities designed to achieve a major increase in the number of overseas visitors to Japan. These included speeding entry procedures at Narita International Airport and a plan to encourage the tourist industry in Tokyo. Activities have now begun to reach into local government authorities and the related private industries, leading to improvements in infrastructure and expanded services. These moves are expected to lead to large increases. If the outstanding issue of easing the conditions for issuing entry visas could be solved, the increase in the number of overseas visitors would be even larger than initially predicted.
- **More Active Promotion Overseas (at events like the World Travel Fair in Shanghai scheduled for February):** The WTF in Shanghai will see exhibits by local governments and related tourism organizations from all over Japan, and visits will be actively promoted.
- **More Visitors Expected from Asia (China and Korea, etc.):** While there are concerns over the possible effects of SARS, terrorism and high exchange rates for the yen, there are areas that can expect more visitors from China on business or on investigatory missions, while the joint hosting of the Soccer World Cup by Japan and Korea, and the end of the Korean bans on broadcasting Japanese music and dramas, etc., can be expected to increase the number of Koreans welcoming an encounter with Japanese culture. These and other influences promise to increase the number of Asian visitors to Japan. VJC also seeks to promote visitors from Europe and the United States, so we can expect more European and American visitors.

For Immediate Release

January 7, 2004  
(Translation of Japanese Release Dated January 7)

## Notes on the Travel Market in 2004

1. **Economic Trends:** The predicted growth of GDP will have a positive influence on the travel market (government estimates show nominal growth of 0.5%, actual growth of 1.8%).
2. **Market Leaders:** Women in their 30s and early 40s and the middle-aged and elderly (older than the baby boomers) will continue to be the engine driving the tourist travel market.
3. **Trends:** (i) Preference for **“the genuine article” and high quality**; consumers with strong interest in travel will, it is thought, increasingly want travel that combines initiative with high quality. (ii) **Wider dispersion of departure dates**; More travelers will avoid peak travel seasons like Golden Week or Japanese All-Souls’ Festival (*Obon*) and make good use of long, three-day weekends. (iii) **More long-stay holidays**; Instead of the previous rather **breathless style of travel**, there will be a shift to **stays in places of particular interest**. This ties in with so-called “slow tourism,” in which travelers relax to savor taking their time at the best possible locations well away from normal everyday life.

### ● What do we mean by a preference for “the genuine article” and high quality?

The following five characteristics identify this preference, which reflects demand from a market that is increasingly personalized, mature and diversified.

1. **The good feeling** that comes when expectations aroused by virtual experiences (i.e., information) of the destination are fulfilled on the spot.
2. **The easy understanding** that facilitates enjoyment of various experiences even in a short stay.
3. **The depth of tourist resources** that allows for further enjoyment on repeat visits.
4. **The sense of good value** for the payment made.
5. **The sense of security** that can reassure the Japanese, who are the most sensitive in the world to this issue.

For Immediate Release

January 7, 2004  
(Translation of Japanese Release Dated January 7)

## Provisional Estimates for Travel in 2003

### Domestic Travel

#### 1 Number of Travelers

There appear to have been 325.20 million domestic travelers, 100.4% of the previous year.

From the start of the year through Spring, tourist travel was running slightly lower than the previous year, but from Summer to Autumn, the popularity of theme parks, hot springs, and Tokyo sightseeing supported more favorable trends. The four long weekends that occurred in and after September performed a useful role in encouraging domestic travel. The result was a slight increase over the previous year.

#### 1 Average Expenditure

This is put at 35,195 yen per person (\$326), 99.0% of the previous year.

### Overseas Travel

- **Number of Travelers**

There were apparently 13.35 million overseas travelers, 80.8% of the previous year.

The influence of the Iraq war and the SARS virus bottomed out in May, with demand gradually recovering from July. The recovery was earliest for Europe, Hawaii and Oceania. In the nations of East Asia, most directly affected by the SARS epidemic, the recovery was delayed until after August. The drop of over three million from the previous year was the biggest ever recorded.

- **Average Expenditure**

This is put at 312,873 yen per person or \$2,897 (99.8%).

### Combined Travel Market

- **Total Number of Travelers**

This is put at 338.55 million (99.5%).

- **Overall Expenditure on Travel**

This is put at 15.622 trillion (\$144.648 billion), or 93.6% of the previous year's figure.

### Overseas Visitors to Japan

- **Number of Overseas Visitors**

This is put at 5.24 million (100.0%).

The SARS epidemic severely reduced the number of visitors to Japan from the most-affected East Asian nations in the period April through June. However, their numbers recovered faster than those of Japanese going overseas. Among them, there were particularly encouraging numbers of Korean visitors. Overall, numbers are expected to have reached those of the previous year by the end of the year.

**Issued by:**

**Corporate Communication Division**

JTB Corp., 2-3-11 Higashi Shinagawa,  
Shinagawa-ku, Tokyo 140-8602 JAPAN  
Phone: 03-5796-5833, Fax: 03-5796-5848.

For mail address change/addition/deletion,  
please contact Mr. S. Sakaguchi  
mail: seichiro\_sakaguchi@mhq.jtb.co.jp

For Immediate Release

January 7, 2004  
(Translation of Japanese Release Dated January 7)

### Statistics for 1990~2002, Preliminary Figures for 2003, and Projections for 2004

	Travelers (millions) (and % of prev. year)			Average Expenditure (per person, Yen)		Total Expenditure (billions of Yen)			Average No. of Journeys	Overseas visitors (million)
	Total	Domestic	Overseas	Domestic	Overseas		Domestic	Overseas		
1990	322.54	311.54	11.00	37,666	559,965	17,894	11,735	6,160	2.61	3.24
	102.5%	102.2%	113.8%	104.4%	103.6%	110.3%	106.7%	117.9%	+0.07	114.1%
1991	328.33	317.70	10.63	39,406	526,968	18,121	12,519	5,602	2.65	3.53
	101.8%	102.0%	96.6%	104.6%	94.1%	101.3%	106.7%	90.9%	+0.04	109.2%
1992	331.23	319.44	11.79	40,303	502,742	18,802	12,874	5,927	2.66	3.58
	100.9%	100.5%	110.9%	102.3%	95.4%	103.8%	102.8%	105.8%	+0.01	101.4%
1993	328.09	316.16	11.93	39,194	441,075	17,654	12,392	5,262	2.63	3.41
	99.1%	99.0%	101.2%	97.2%	87.7%	93.9%	96.2%	88.8%	-0.03	95.2%
1994	333.87	320.29	13.58	38,566	404,798	17,850	12,352	5,497	2.67	3.47
	101.8%	101.3%	113.8%	98.4%	91.8%	101.1%	99.7%	104.5%	+0.04	101.7%
1995	332.38	317.08	15.30	37,911	386,851	17,940	12,021	5,919	2.65	3.35
	99.6%	99.0%	112.7%	98.3%	95.6%	100.5%	97.3%	107.7%	-0.02	96.5%
1996	339.42	322.73	16.69	38,081	404,139	19,035	12,290	6,745	2.70	3.84
	102.1%	101.8%	109.1%	100.4%	104.5%	106.1%	102.2%	114.0%	+0.05	114.7%
1997	341.70	324.90	16.80	38,538	396,482	19,182	12,521	6,661	2.71	4.22
	100.7%	100.7%	100.6%	101.2%	98.1%	100.8%	101.9%	98.8%	+0.01	109.9%
1998	334.54	318.73	15.81	38,076	384,140	18,209	12,136	6,073	2.64	4.11
	97.9%	98.1%	94.1%	98.8%	96.9%	94.9%	96.9%	91.2%	-0.07	97.3%
1999	336.04	319.68	16.36	37,391	369,965	18,006	11,953	6,053	2.65	4.44
	100.4%	100.3%	103.5%	98.2%	96.3%	98.9%	98.5%	99.7%	+0.01	108.1%
2000	343.26	325.44	17.82	36,942	337,877	18,043	12,022	6,021	2.7	4.76
	102.1%	101.8%	108.9%	98.8%	91.3%	100.2%	100.6%	99.5%	+0.05	107.2%
2001	338.40	322.18	16.22	36,498	317,100	16,902	11,759	5,143	2.66	4.77
	98.6%	99.0%	91.0%	98.8%	93.9%	93.7%	97.8%	85.4%	-0.02	100.3%
2002	340.42	323.90	16.52	35,553	313,483	16,694	11,516	5,179	2.67	5.24
	100.6%	100.5%	101.8%	97.4%	98.9%	98.8%	97.9%	100.7%	+0.01	109.8%
2003	338.55	325.20	13.35	35,195	312,873	15,622	11,445	4,177	2.65	5.24
	99.5%	100.4%	80.8%	99.0%	99.8%	93.6%	99.4%	80.7%	-0.02	100.0%
2004	344.70	328.20	16.50	34,984	310,370	16,603	11,482	5,121	2.70	6.00
	101.8%	100.9%	123.6%	99.4%	99.2%	106.3%	100.3%	122.6%	+0.05	114.5%