

For Immediate Release

October 5, 2004  
(Translation of Japanese release dated October 5, 2004)

## Travel Trends for the Autumn Honeymoon Season 2004

### A Special Report Featuring LOOK JTB Overseas Honeymoons and Weddings

- Most popular honeymoon destinations: Hawaii (1st), Oceania (2nd) and Europe (3rd).  
- Honeymoons are being taken slower... lazing in resorts preferred to active tourism.
- Most expensive overseas weddings are in Asia! (average expenditure: 316,502 yen/\$2,877).  
- Hospitable Tirtha Uluwatu (Bali Island) popular for languorous weddings.

JTB Corp. has published trends in overseas honeymoons and overseas weddings for autumn (October through December) based on bookings throughout Japan for LOOK JTB package tours.

\*The figures are for bookings as of the end of September.

### Autumn 2004 (Oct.-Dec.) Overseas Honeymoon and Wedding Trends

	Honeymoons	Weddings
Popular Destinations	1st. Hawaii 2nd. Oceania 3rd. Europe	1st. Hawaii 2nd. Micronesia 3rd. Oceania
Average cost/couple	¥492,338/\$4,476	¥177,460/\$1,613

Notes: Amounts in US dollars are calculated, for information purposes only, at a nominal rate of ¥110/US\$. The average costs exclude spending at the destinations.

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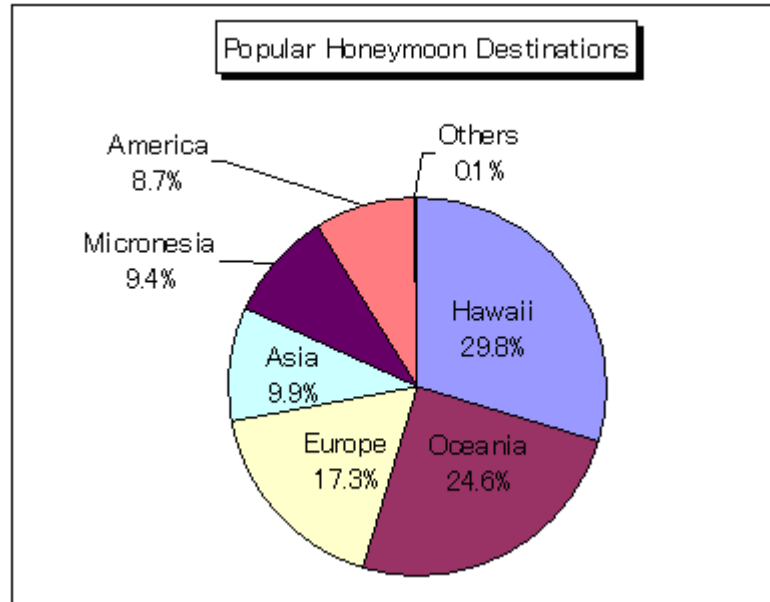
October 5, 2004  
(Translation of Japanese release dated October 5, 2004)**Autumn Trends in Overseas Honeymoons****Popular Destinations and Departure Points**

The destination with the largest number of bookings is Hawaii (with 29.8%), followed by Oceania (24.6%) and Europe (17.3%). Apart from Europe, there is a tendency to prefer lazing in a resort rather than staying in cities or making tours of tourist attractions.

Looking at departure points, 49% of departures for Europe are from Osaka and 47% of departures for Asia are from Tokyo, higher proportions than from any other regions.

**Average Expenditures per Couple**

The overall average expenditure is 492,338 yen (\$4,476), 12,530 yen (\$114) down on the previous year. The highest average is for Europe, at 629,526 yen (\$5,723). The averages for Asia and Hawaii are similar, with Asia at 423,976 yen (\$3,854) and Hawaii at 436,866 yen (\$3,972). This is an indication of the preference for stays in high-class Asian resorts.

**Characteristics of Best-Selling Tours****Lazing Around at Resorts More Popular than Active Tourism**

The best-selling tour packages are for destinations in Oceania such as Tahiti (Bora Bora Is.) and New Caledonia. For Asian destinations they are the Maldives and Bali Is. For the United States, packages combining Walt Disney World in Florida with Hawaii or Cancun (Mexico) are popular. Active urban tourism is losing out to the trend for lazier stays in resorts.

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## Strong Preferences for Luxury Hotels and Grade of Room

Typical of this trend is the selection of hotels (and rooms) in best-selling tours packages, including...

1. The Halekulani (ocean view) on Oahu .
2. The Sheraton Waikiki Hotel (20th floor or above, ocean front with view of Diamond Head), also on Oahu .
3. A combination of the Halekulani (ocean view) on Oahu with the Four Seasons Resort Hualalai (ocean view) on Hawaii Is.

Honeymooners' preferences extend to luxurious hotels, the type of room, and even the view from the windows. Similar trends are observable in other resorts.

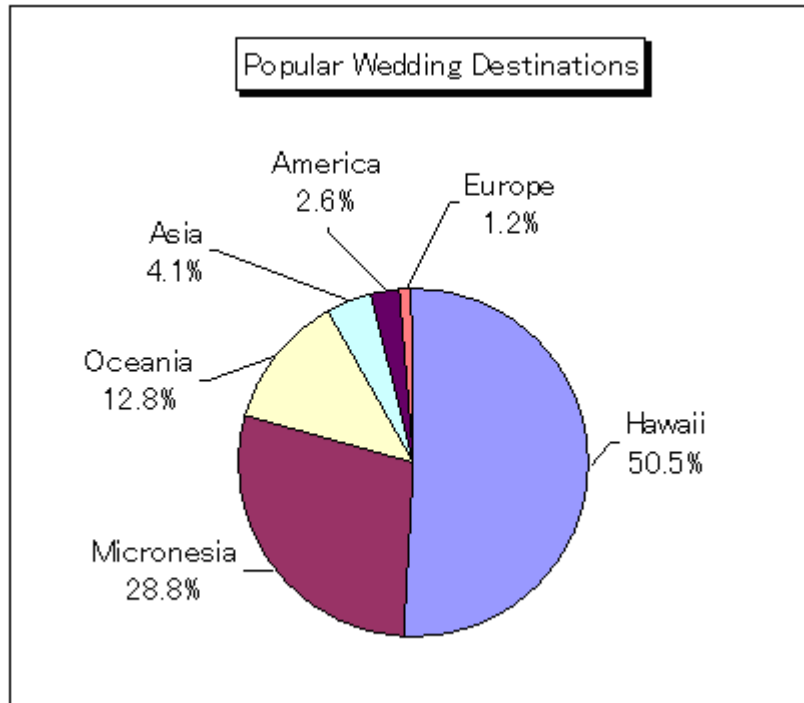
## Overseas Weddings

### Trends in Departure Points for Popular Destinations

The destination with the most bookings is Hawaii (50.5%), followed by Micronesia (28.8%) and Oceania (12.8%). This means that 80% of overseas weddings take place in either Hawaii or Micronesia .

The reasons for this popularity include (1) the wide selection of places at which to hold the ceremony, (2) there are chapels overlooking the sea and (3) there are adjoining facilities for partying.

By point of departure, 62.5% of those going to Europe leave from Osaka , while 47.2% of those heading for Asia do so from Tokyo , paralleling the situation for honeymoons.



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## **Average Cost of the Ceremony per Couple**

This is 177,460 yen (\$1,613). The highest average cost is for ceremonies held in Asia , at 316,502 yen (\$2,877). Wedding ceremonies in Asia are increasing, particularly in Bali Is., and Tirtha Uluwatu is a favorite for the ceremony (198,000 yen/\$1,800 to 446,600 yen/\$4,060). Tirtha Uluwatu, which opened in 2003, is a glass-walled wedding pavilion with dressing rooms that overlook the Indian Ocean, and the luxurious establishment also provides the generous hospitality for which Bali is famous, creating the atmosphere responsible for its popularity.

## **Characteristics of Popular Wedding Chapels**

The most popular wedding chapels can be summarized as those in harmony with nature, and with a warm and friendly yet prestigious atmosphere. Blue skies, a location overlooking the sea, the warmth of stained glass and the solemn reverberations of a pipe organ all appear to have their attractions.

## **Some Attractive Packages**

Offered for the first time are some attractively priced packages including both the honeymoon itself and the wedding ceremony in Bali . Typical is the " Bali Wedding Beach ," which promises to become a best seller. The ceremony can be at the prestigious Ritz Carlton Bali Resort and Spa or in highly popular Tirtha Uluwatu with accommodation either at the Ritz Carlton or the Intercontinental Resort Bali (offering club-grade rooms and a bottle of sparkling wine on arrival) at prices from 225,800 to 366,800 yen (\$2,053~\$3,335). Variants include time at the popular Maya Ubud Resort and Spa.

## **Trends for the entire April~September period, 2004.**

Weddings and honeymoons tend to cluster in the April through June period, and weddings are particularly numerous in June, with many women wanting to become "June brides." However, this year the numbers of overseas weddings and honeymoons with departures in October and November promise to exceed those registered in May through June.

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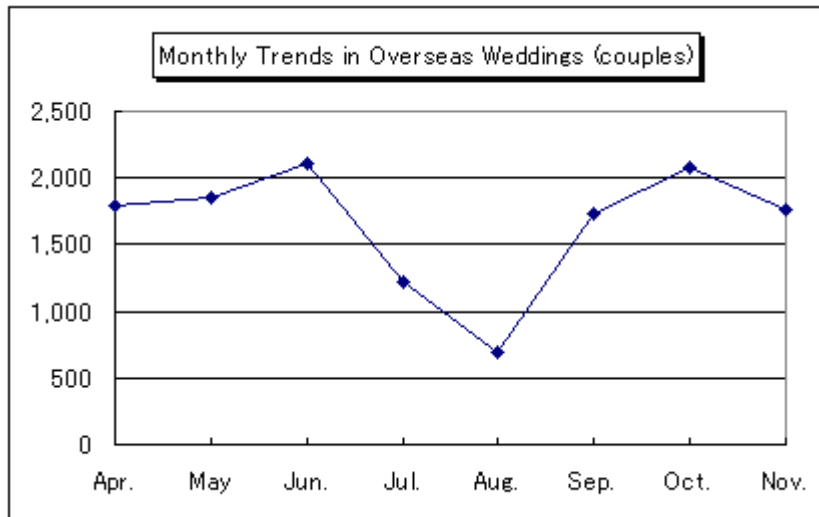
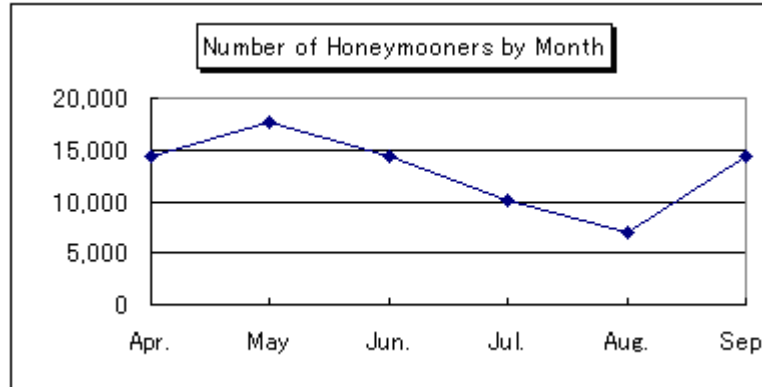
### Overseas Honeymoons

LOOK JTB honeymoon customers are trending at 125% of the previous year's figures.

**Most popular destinations:** Hawaii 1st. (with 33.7%), Oceania 2nd. (16.8%) and Europe 3rd. (16%).

**Average expenditures per couple:** 496,310 yen or \$4,512 (10,128 yen or \$92 less than the previous year)

**Trends by month:** Departures are most numerous in May (1st), April (2nd) and June (3rd).



### Overseas Weddings

**Most popular destinations:** Hawaii 1st. (with 52.3%), Micronesia 2nd. (28.9%) and Oceania 3rd. (9.5%).

**Average expenditures per couple :** 179,990 yen or \$1,636

**Trends by month:** Weddings are most numerous in June (1st), May (2nd) and April (3rd).

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## **Additional Information on the LOOK JTB Overseas Honeymoon and Wedding Report**

Since the autumn of 1969, JTB has published surveys of the trends in overseas honeymoons in the spring (March through May) and autumn (October through December) seasons. From 1996, it has also published the "Overseas Wedding Report" in May~June each year (none was published in 2003 due to the overall decline in overseas travel demand). A complete, detailed and well-illustrated analysis of trends for the entire Japanese travel business in 2003 and forecasts for 2004 are available in the "JTB Report." This annual publication totals 78 pages in Japanese, with full English translation, graphs and tables, and is available for 10,500 yen. To obtain your copy, please contact Mr. Masahiko TAMURA, JTB Media Creation, Inc. 10F Nakano-Sakaue, Sun Bright Twin, 2-46-1 Honcho, Nakano-ku, Tokyo 164-0012, Japan . Tel: 81-3-5371-3160, Fax: 81-3-5371-3189, E-mail [masahiko\\_tamura@jtb-jmc.co.jp](mailto:masahiko_tamura@jtb-jmc.co.jp).

On the occasion of the integration into JTB World Vacations of all JTB Group companies throughout Japan who had been responsible for LOOK JTB planning, the methodology has been changed, and from this issue the findings will be based on analysis of the nationwide bookings for LOOK JTB packages. Previously, the survey of honeymoon trends was based on bookings in Japan 's three main conurbations and the survey of overseas weddings was based on bookings with JTB overseas offices. From now on, the findings will be published once, annually.

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