

For Immediate Release

October 27, 2005
(Translation of Japanese Released Dated October 13, 2005)

The LOOK JTB Overseas Honeymoon & Wedding Report

The Oct-Nov Overseas Wedding Peak Tops the “June Bride” Peak!

Expenditures up on last year. Stronger packages meet pressing needs.

Honeymooners Are Making for North America Again

City + resort packages popular (Las Vegas + Cancun, Disneyland etc.)

More couples book and pay for honeymoons via the Internet.

JTB Corp. has just published trends in overseas weddings and honeymoon for the autumn season (October through December) based on bookings for LOOK JTB package tours.

*All figures are for bookings as of the end of September.

Trends in Overseas Weddings & Honeymoons Oct-Dec 2005

	Honeymoons		Weddings	
	2005	2004	2005	2004
Popular destinations in order of popularity	1	Hawaii	Hawaii	Hawaii
	2	Oceania	Oceania	Micronesia
	3	Europe	Europe	Oceania
	4	N. America	Asia	Asia
	5	Micronesia	Micronesia	N. America
	6	Asia	N. America	Europe
Average expenditure per couple in JPY (and USD)	503,228 (4,376)	492,338 (4,281)	189,728 (1,650)	177,460 (1,543)

Note 1 : Details are given in [Graph 1](#) (honeymoons) and [Graph 2](#) (weddings)

Note 2 : JPY amounts converted, for information only, at a nominal rate of 115JPY per USD.

Overseas Honeymoons

Departures

The peak demand for honeymoon travel is in Oct-Nov. Although demand for weddings and honeymoons is strong in spring, autumn appears to be more popular for the following reasons:

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- There are more national holidays in autumn, and it is easier to take long breaks by combining them with paid holidays.
- Breaking with the tradition of going on honeymoon immediately after the wedding ceremony, more couples are waiting until the autumn when longer breaks can be more readily taken.

LOOK JTB bookings for overseas honeymoons with departures in Oct-Nov already exceed those for the May-June period. (See [Graph 3](#).)

Popular Destinations

The most popular destinations are Hawaii (31.2%), Oceania (23.1%) and Europe (17.5%), unchanged from last year, *but N. America (10.3%) climbed the rankings with a 1.6 percentage point gain*. The increased popularity of N. America (see [Graph 1](#)) appears to be due to the following factors.

- Demand is now showing a healthy recovery from the drop caused by the 9/11 terrorist attacks in 2001.
- Disneyland honeymoons are back in favor with the 50th anniversary of the opening of the Disneyland resort.
- The popularity of Las Vegas. Visitors to Las Vegas in 2004 exceeded the previous record set in 2000, and it is a center of worldwide interest. This year, the opening of the WIN Las Vegas hotel was the main attention getter. Packages combining resorts like Cancun (Mexico) or Honolulu with cities like Las Vegas were popular.

Average Expenditures per Couple (package)

The average cost of the LOOK JTB package tours booked was 503,228 JPY (4,376 USD) per couple, 10,890 JPY (95 USD) higher than last year. It looks as if more will be spent on travel this year for the following reasons.

- The trend towards later marriages continues, and the average age for brides and grooms in first marriages is trending towards the late 20s and early 30s. Couples who have attained a degree of affluence are habitual overseas travelers, sensitive to fashion trends, and are clear what they want to spend their money on. They would rather have an out-of-the-ordinary honeymoon that appeals to them personally even if it costs a little more.
- Reference: "Demographic trends in 2004" pub. Ministry of Health, Labour and Welfare, which reads as follows:
"The number of weddings in 2004, at 720,429, dropped for the third year in succession. The average age of grooms was 29.6 years and of brides, 27.8, both 0.2 years older than the previous year and fully one year older than ten years before, in 1994."

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- The amount spent on package tours to Europe, and to Oceania and the S. Pacific was much higher than last year. These two destinations have the following factors in common: (1) High-quality tours appealing to the discriminating in terms of honeymoon rooms and meals were chosen, and (2) preferences for longer stays on islands such as Capri and Bora Bora strengthened. *Tours for the discriminating are being selected even if they cost a little more.*

Another factor that appears to be responsible for the increased travel expenditures is the increase in travel to N. America and the decline in Asia.

Recent Trends

“Power spots” were popular in Australia

This year, Ayers Rock was popular. Also, packages including tourist tours tend not to attract many honeymooners, but for “power” spots like those that offered sights of the rare dugong, they outnumbered all other participants.

Until recently, honeymoons featuring a combination of the Gold Coast with Sydney were the most popular, but those with long stays in cities are now declining in popularity. Attention is now focusing on these “power spots” where the wonders of Nature can be experienced and minds and bodies reinvigorated. The fact that Australia is the scene of the climax of a very popular Japanese movie based on a best-selling love story probably also has some influence.

Islands continue to be popular. Next, perhaps, European islands?

Some 90% of LOOK JTB participants in tours to Tahiti are honeymooners: you could almost call it “honeymoon island.” In Asia, it is the Maldives, Phuket and Bali that are most popular. This year, many asked for stays in the Isle of Capri. It looks as if European islands will become a focus of attention for honeymoons.

One LOOK JTB Tour: The 7 European Islands Collection (dep. June-Oct)

Cost: 244,000 to 788,000 JPY (2,122 to 6,852 USD), dep. Tokyo.

This tour takes in seven Mediterranean and Atlantic islands: Tenerife, Lanzarote and Majorca (Spain), Sardinia and Capri (Italy), Mikonos and Santorini (Greece) and takes in a number of cities. One attraction is the ability to book European island hotels, like the Designers Hotel on Santorini, that would otherwise be difficult.

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More honeymoon bookings and payments via the Internet

Recently, more couples who are experienced travelers are simply booking and paying for their honeymoons over the Internet. This is true not only for regular destinations like Hawaii, Oceania, Europe, etc., or costly packages, but also for very many bookings in Asia and other low-cost packages. The average cost of all packages bought via the Internet is 378,887 JPY (3,295 USD), some 100,000 JPY (870 USD) lower than the average for all package purchases.

Overseas Weddings

Departures

According to LOOK JTB bookings, most weddings are booked for November, followed by October and June (see [Graph 4](#)). The idea of the “June Bride” meant that June tended to be most popular in past years. However, *this year bookings for both October and November have already exceeded the total for June*. It looks as if more weddings, like honeymoons, are being planned in autumn because of the ability to take longer breaks.

Popular Destinations

Most bookings are for Hawaii (51.7%), followed by Micronesia (31.0%). *Both destinations have increased their shares since last year, and together they account for 80% of bookings (see [Graph 2](#)).*

Couples are choosing locations where they *can be sure they will be able to hold their wedding with the same easy convenience as in Japan, including the wide selection of places for the ceremony, the dresses, the range of options, and the reception/party after the ceremony.*

Average Expenditures per Couple

This is 189,728 JPY (1,650 USD), 12,268 JPY (107 USD) more than last year. A year-on-year comparison reveals that Europe increased by about 120,000 JPY to 410,074 JPY (+1,043 USD to 3,566 USD), and Asia by about 65,000 JPY to 380,056 JPY (+565 USD to 3,305 USD). The reasons behind these increases appear to be as follows:

- More couples are choosing packages that include not only the ceremony itself but also hair styling and makeup and bridal wear rental, etc. (Note: Packages that provide for this are being made available from this year, see [details](#).)
Example: The European Chantilly Castle Wedding
Basic ceremony, 335,000 JPY (2,913 USD). Package, 530,000 JPY 4,609 USD)
- The new locations added this autumn at popular destinations are costly.
Example 1: Hawaii (Oahu Is.) Paradise Cove Crystal Chapel
(230,000 JPY or 2,000 USD)
The chapel has glass walls, and the azure sea can be seen beyond the altar. After the ceremony, the cake is cut at the beach.

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Example 2: Maldives Underwater Wedding (298,000 JPY or 2,591 USD) The ceremony is performed in an underwater restaurant with a transparent domed roof surrounded by multicolored tropical fish. It makes for a sense of mystical wonder.

Recent Trends

Chapels adjoining the reception/party site are popular

Judging from LOOK JTB bookings, guests accompanying the couple number six or seven for Hawaii, and about ten in Micronesia. At both destinations a high 50 to 60% go on to hold a party after the ceremony. This has meant that the ability to wear the wedding dress straight on to the wedding party is a decisive factor in choosing the site.

LOOK JTB offers attractively priced parties adjoining the chapels where the ceremony is performed. (For example, there is a total of seven choices available in Hawaii under the title “Wear your wedding dress to the party!”)

Bookings clustered around sunset ceremonies on Bali

Weddings are difficult to book around 5:00pm on Bali Island . Many couples want to hold the ceremony as the day cools and the sun sets over the Indian Ocean .

Cancellations following the terrorist bomb attacks on October 1 are running at about 10% of the total, but this is a much lower percentage than ordinary travel (as of October 5). In November another new wedding site will open.

A new wedding site: **Villa Tilta Uruwatsu** (480,000 JPY/4,174 USD)

This gorgeous villa only accepts one couple per day, and they have sole use of it. Sunset weddings, parties under the stars, and accommodation after the ceremony can all be arranged.

New plans for those who had no ceremony or who are remarrying

Married couples who, for various reasons, never held a ceremony, and those who are remarrying, now have ceremonies specially prepared for them. In Japan , many ceremonies held on weekdays are offered at prices as low as 50,000 JPY (435 USD), and this trend looks as if it will spread overseas.

LOOK JTB offers a “Platinum Celebration” held at the Chantilly Castle outside Paris which, for 620,000 JPY (5,391 USD), provides just the couple themselves with an extravagant set of enduring memories.

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New LOOK JTB All-Inclusive Overseas Weddings - From December 2005

Destinations: Australia, Hawaii, Guam, Bali

Departures: Dec. 2005 through March 2006 (Hawaii, through April 20)

Sales start: For Australia, 14 October; for all others, October 28.

Cost: Australia (bride and groom) 268,800 JPY or 2,330 USD, (guests traveling with them) from 78,000 JPY or 678 USD.

Prices for other destinations will be announced at the end of October.

Package Content

- Package tour including a wedding ceremony in a popular chapel or church. In addition to the course for the couple, there are courses for guests.
- The ceremony includes rental dress, bouquet, hair styling and makeup, and a photograph album (on Bali it also includes the wedding reception/party).
- Depending on the destination and the choice of chapel, there are a number of special privileges.

Typical Privileges

Hawaii:	Confirmed adjoining seats on the outward and return flights. One deluxe dinner included.
Guam:	Up to five rooms on the same floor for guests. For ten or more guests, wedding tea-party included.
Australia:	Free bouquet upgrade Video of the ceremony at no extra charge.

About the LOOK JTB Overseas Honeymoon & Wedding Report

Every year from 1969 JTB carried out a survey of honeymoon travel trends for the periods March through May (spring) and October through December (autumn), and published the results. From 1996, it has also published the Overseas Wedding Report in May-June (no report was published in 2003 because of the drop in demand for overseas travel that year).

In parallel with the integration of all JTB Group companies responsible for planning LOOK JTB package tours under JTB World Vacations Inc., from 2004 the methodology has been changed; all-Japan bookings of LOOK JTB packages have been analyzed and the results published as the LOOK JTB Overseas Honeymoon & Wedding Report. The survey of honeymoon trends has been based on bookings at major JTB branches in the three major Japanese metropolitan areas, whereas the Overseas Wedding Report is based on analysis of bookings at JTB overseas branches. The report is also only issued once a 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.

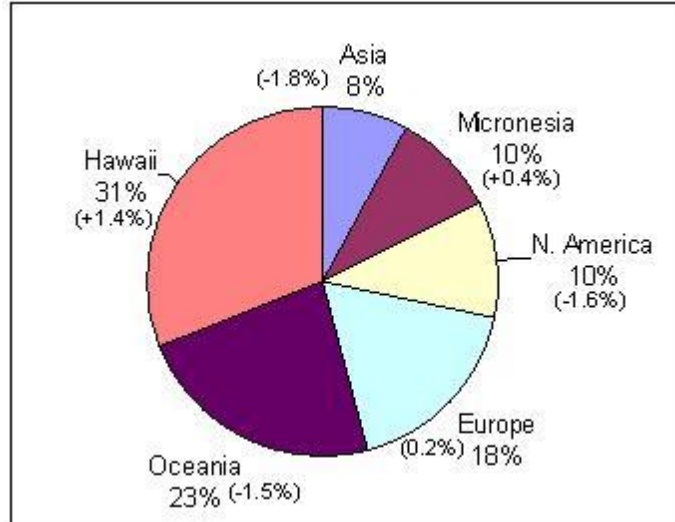
For mail address change/addition/deletion,
please contact Mr. S. Sakaguchi
mail: s_sakaguchi512@jtb.jp

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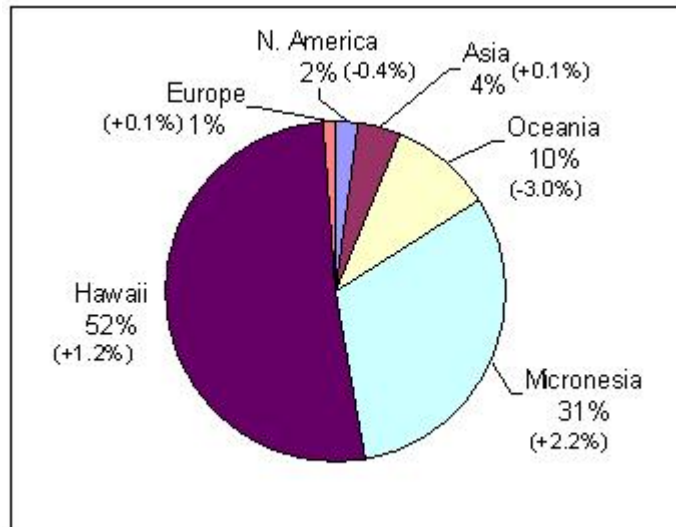
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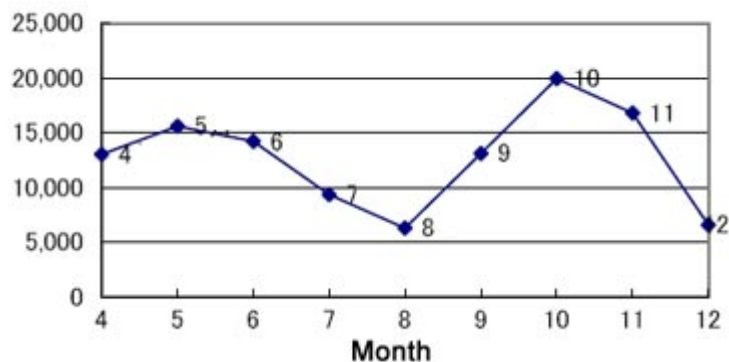
Graph 1: Honeymoons



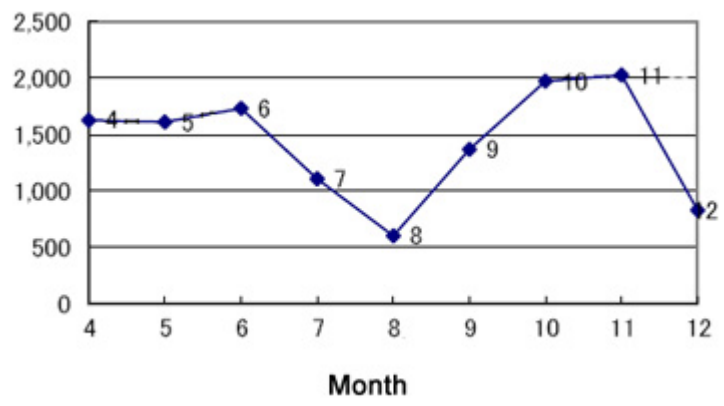
Graph 2: Weddings



Graph 3: Honeymoons



Graph 4: Weddings



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