

For Immediate Release

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Internet Survey of Trends in Autumn Travel, 2006.

Favorable Economy & Buoyant Demand Lead 57.1% of People to Plan Autumn Travel

--Market Leaders are Married Couples and Groups of Women--

Travel to Europe is 119.8% of last Year (LOOK JTB) Despite High Euro Exchange Rates

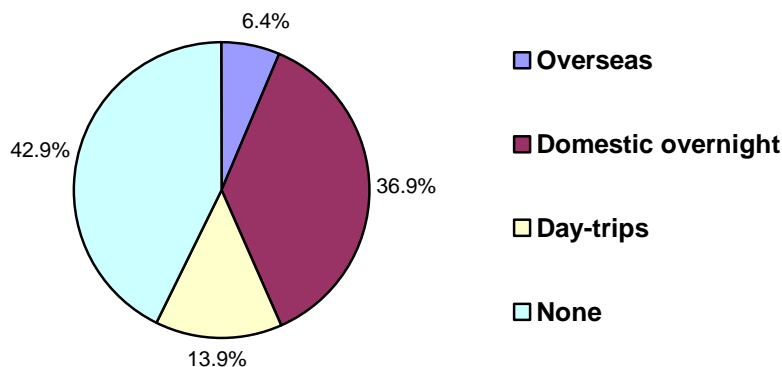
--Faraway Europe is Popular for Overseas Travel; Nearer Home, it's Asian Cities--

JTB Corp. has just released the projection of travel trends for the 2006 autumn season (October 1 through November 30 on a departure basis). Estimates were based on an Internet survey with 1,731 effective respondents and bookings with JTB offices. The results are as follows:

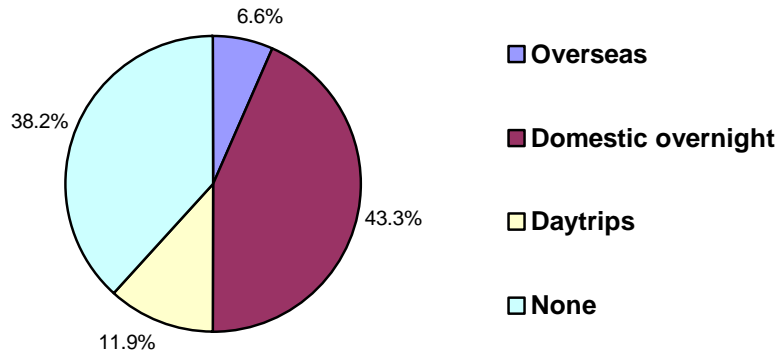
1. Demand continued strong from the summer, but the market is polarizing between those who do—and don't—travel.

According to the survey, the percentage of those planning travel this autumn has reached 57.1% (of these, 6.4% plan to go overseas, 36.9% plan overnight stays within Japan, and 13.9% plan day-trips). While this is not quite as high as the 61.8% who traveled in the summer, demand for travel is undeniably continuing strong in the autumn, supported by the favorable economic situation.

Planning Autumn Travel?
(single answers)



Traveled this Summer?
(single answers)



When respondents were surveyed for the correlation between their situation regarding summer travel this year and plans for autumn travel, whereas 17.4% of those who had been overseas in the summer season also planned to do so again in the autumn, 58.4% of those who had not traveled in the summer replied that they had no intention of doing so in the autumn, either. Although overall demand for travel is growing, the market appears to be polarizing between those who travel in both summer and autumn, and those who travel in neither.

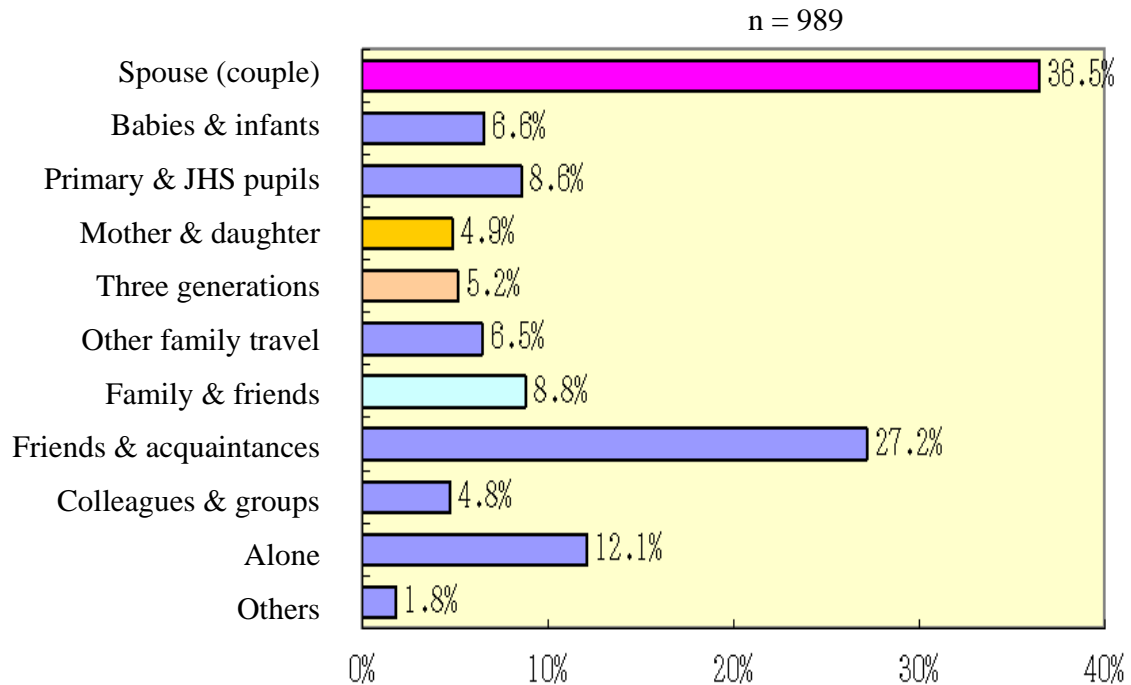
Table: Those Who Traveled this Summer and Those Who Plan Autumn Travel (all multiple answers)

		Travel this Autumn				Total
		Going Overseas	Domestic Overnight	Day-trips	None	
Travel this summer	Went overseas	17.4	47.0	23.5	31.3	100.0
	Domestic overnight	8.1	50.4	22.4	32.1	100.0
	Day-trips	8.8	44.0	39.7	29.6	100.0
	None	3.0	26.5	15.0	58.4	100.0
	Total	6.4	38.6	21.0	42.9	100.0

2. Market Leaders are Married Couples and Groups of Women; Families Travel More at Weekends or Linked with National Holidays.

Survey multiple answers revealed that fellow travelers were most frequently “spouse” (as a couple) at 36.5%, followed by “friends and acquaintances” at 27.2% and “alone” with 12.1%. Simple addition of the three categories with “babies and infants,” with “primary school and junior high school students” and “three generations” amounts to only 20.4%. Autumn travel seems to be mainly by married couples and groups of friends and acquaintances.

Graph: Fellow Travelers in Autumn (multiple answers)

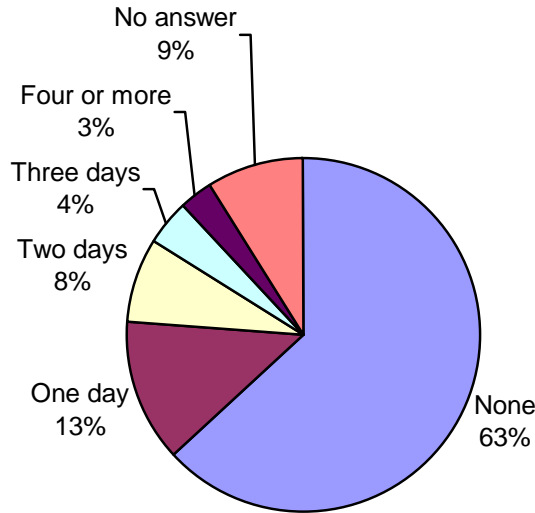


While there is increasingly widespread adoption of the two-semester system by schools, it seems that this will only have a limited effect on increases in family travel. The market leaders in summer travel, families traveling with children, appear to be going mainly for affordable travel at weekends and when linked with national holidays. According to the survey results, the market penetration achieved by the Autumn Holiday campaign is rather disappointing, and it looks as if more time needs to be spent acquiring the necessary penetration. It should be noted that only 28.0% of people report being able to take more than one day's holiday in the autumn.

Table: Are You Aware of the Autumn Holiday Campaign?

My employer urges us to take an autumn holiday.	0.2%
I read about it in the newspaper or heard it on the news.	3.1%
I saw it in a poster, pamphlet or leaflet.	4.9%
I remember seeing or hearing about it somewhere.	13.5%
I've neither seen nor heard of it.	78.3%

How Many of Your Annual Holidays Will You Take This Autumn?
(for those in employment)



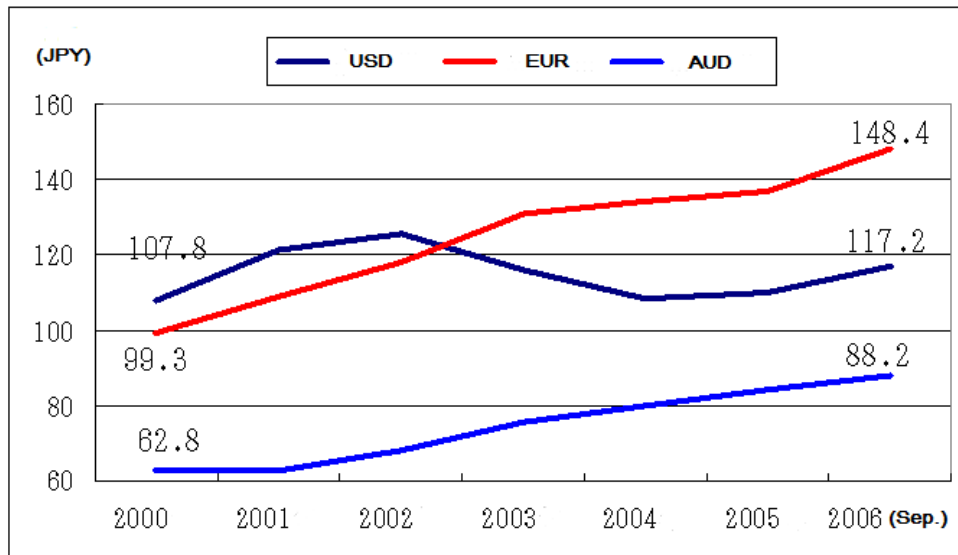
3. Europe remains popular despite high Euro exchange rates; China and Korea are also popular, as are Asian cities.

Europe is usually the most active overseas autumn destination and continued to be so despite the adverse effects of high Euro exchange rates. Italy, Spain, Greece and other southern European destinations are popular, and they appear to win support by the seasonal appeal of this region, and the attractions of its arts and cuisines. It is often said that Spain is the next destination chosen by those who have visited Italy, and this year the centennial of Salvador Dali's birth is attracting additional attention.

Sales Numbers for LOOK JTB (Oct.-Nov.)
(percentage of previous year, as of Sep.16)

Hawaii	108.1%
Micronesia	90.5%
North America	84.7%
Europe	119.7%
Oceania	101.0%
China	185.8%
Korea	125.6%
Taiwan	127.4%
Other Asian destinations	106.0%
Overall	107.0%

Trends in US Dollar, Euro and Australian Dollar Exchange Rates



Asia is popular for its close destinations. Popularity is centering not only on China and Korea, which did less well last year, but also on Taiwan and Macao. Bookings were also going well for Thailand, but the influence of the *coup d'état* is casting a shadow over future growth, and the final total is expected to fall short of last year's. Although it is the convention season in Hong Kong and Singapore, which restrains growth by making it difficult to book rooms, Asian cities are also moving along with healthy trends.

4. This year, autumn travel has “A touch of luxury” with more expensive products popular in both domestic and overseas travel

The best-selling JTB products this autumn are in the highest price categories. There is an evident tendency towards adding “a touch of luxury” by ordering additional cost optional upgrades.

In domestic travel, products that proclaim “good value” are losing out to those that offer clear sales points in terms of exceptional meals, hot springs, and scenery, with *ryokan* (rooms) fully booked. ACE JTB accommodation plans, too, are seeing strong growth in the highest price categories with titles that translate as “Splendid Rooms,” “Luxurious Rooms,” and “Rooms with their own open-air hot-spring bath.”

Table: Growth in Domestic Bookings Over the Previous Year (as of Sep.16)

ACE JTB Accommodation Plans	October	November
Splendid Rooms	141.0%	170.9%
Luxurious Rooms	133.9%	163.5%
Rooms with their own open-air bath	127.1%	156.2%

In overseas travel, sales of itineraries that make use of business class are doing well, and sales of packages featuring luxury hotels and of upgrades to superior rooms are

surging. This has increased the average expenditures on travel (excluding the fuel surcharge) over the previous year. In many cases the travelers are adults who feel the need for a touch of luxury.

Table: Growth in Overseas Bookings Over the Previous Year (as of Sep.16)

		October	November
LOOK JTB (nationwide departures)	No. of people	102.5%	114.7%
	Total sales	108.6%	118.2%
	Average expenditure	105.9%	103.1%

Survey Methodology

Survey timing: September 7 through 12, 2006.
 Respondents: Individuals of both genders, aged 20 through 99.
 Size of sample: 1,731 respondents
 Response rate: 16.0%
 Methodology: Online Internet survey
 Survey content: Travel involving at least a daytrip away from home between October 1 and November 30, 2006 (including overseas travel but excluding travel for business purposes).

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_sakaguchi@jtb-hrs.co.jp