

For Immediate Release

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## **LOOK JTB Overseas Honeymoon & Wedding Report, Autumn 2006.**

### **Popular Honeymoon Destinations are 1<sup>st</sup> Hawaii, 2<sup>nd</sup> Oceania and 3<sup>rd</sup> Europe.**

--Hawaii leads for 9<sup>th</sup> straight year with overwhelming popularity--

--Average expenditures per couple are approx. 500,000 yen, 103% of previous year.--

### **Popular Wedding Ceremony Destinations are 1<sup>st</sup> Hawaii, 2<sup>nd</sup> Guam and 3<sup>rd</sup> Australia.**

--Hawaii more popular in West Japan, Guam in "richer" Central Japan--

The wedding season starts with the advent of finer autumn weather. Japanese Ministry of Health, Labour and Welfare census statistics reveal that in 2004 there were 720,429 weddings, 19,762 fewer than the previous year.

Each autumn, JTB surveys trends in autumn honeymoons and has just published the results for autumn 2006 (October through December). This year is the 37<sup>th</sup> since the first such survey was performed in 1969. The main trends this autumn are as follows:

### **Destinations, Lengths & Average Expenditures for Honeymoon in Autumn, 2006.**

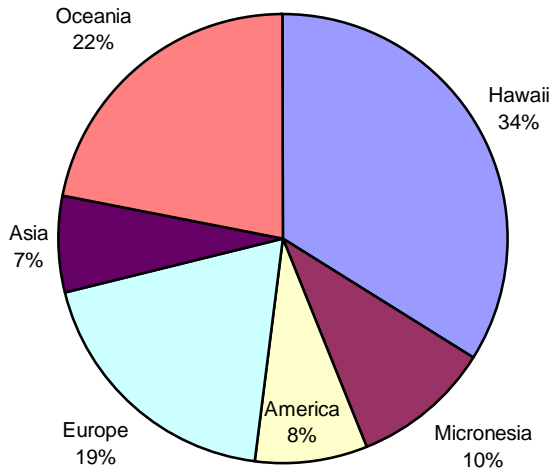
**Destinations:** Hawaii and Oceania continue to show unshakable popularity. Both have long been in the top three most popular destinations, Hawaii since 1977 and Oceania (Australia) since 1984. This includes Japanese destinations.

Hawaii has held onto top place for nine straight years since 1998. Its popularity is due to the lack of problems with language or security, and the rich variety of beach resorts, shopping and gourmet dining that it offers.

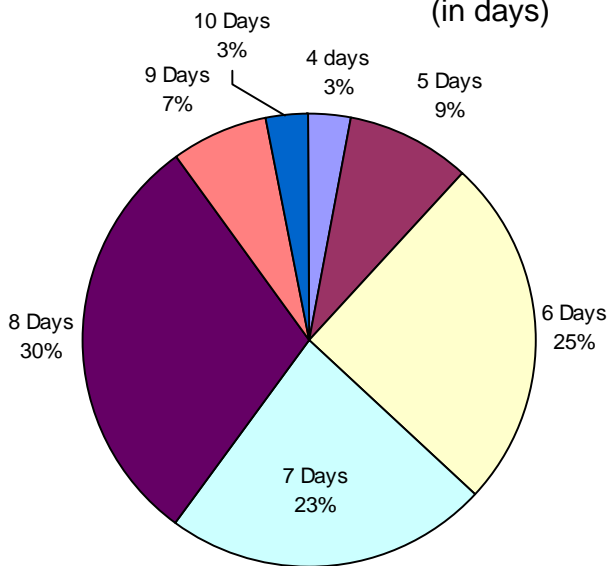
**Length of Honeymoon:** Seven- or eight-day honeymoons are most common, accounting for over half of the total. In the 1996 survey, nine-day and ten-day honeymoons together accounted for some 30%, whereas they only amount to 10% in 2006, indicating that honeymoons have tended to become shorter over the last decade.

Among factors thought to encourage this tendency is the shift in popularity away from the former desire to visit as many European capitals as possible and towards more leisurely stays at beach resorts or within a single country. There is also the fact that overseas travel has become much more common, with many more couples having experienced travel before marriage, etc., so that the honeymoon is no longer quite the once-in-a-lifetime experience it was.

**Market Share by Destination**  
(in terms of no. of people)



**Market Share by Length of Trip**  
(in days)



**Average Expenditures:** All destinations are seeing higher expenditures than for the same period in 2005. In addition to increases in airfares and in expenses at the destinations, the tendency towards bipolarization in demand is being reflected in the many couples who choose to spend more on their honeymoon and wedding as one of life's major events.

**Average Ages of Couples:** While there are no clear age-related tendencies for the different areas of departure from Japan, both brides and grooms who chose China rather than Hawaii or Oceania tend to be some three years or so older. For historical reasons, the age of Japanese travelers to China tends to be rather higher than average, and this tendency is being reflected in honeymoons, too.

**Table 1: Average Expenditures per Person**

Destination	Average (yen)	%age of prev. year
Hawaii	226,916	100.8
Micronesia	138,416	114.0
America	264,626	109.7
Europe	316,129	101.3
Asia	225,099	117.1
China	144,333	117.9
Oceania	299,355	102.7
Total	253,683	103.6

**Table 2: Average Ages of Couples**

Destination	Groom (yrs)	Bride (yrs)
Hawaii	30.3	28.9
Micronesia	30.4	28.9
America	30.2	28.6
Europe	30.6	29.2
Asia	30.9	29.2
China	33.5	31.3
Oceania	30.1	28.8
Total	30.3	28.9

**Note:** For average expenditures per couple, please double the above figures.

**Table 3: Three Most Popular Honeymoon Destinations by Year**

Order	2006	1996	1986	1976
1 <sup>st</sup>	Hawaii	Hawaii	Hawaii	Hawaii
2 <sup>nd</sup>	Oceania	Oceania	Oceania	Guam
3 <sup>rd</sup>	Europe	US (Mainland)	Europe	Europe

**Note:** This ranking is confined to overseas destinations. In 1976, the top three were all within Japan.

### Characteristics of the Most Popular Honeymoon Destinations

**Hawaii:** Here, time is mainly spent relaxing on the beach or at the poolside and shopping in town. Recently, cruises that take in the other islands, and short stays on Maui or Hawaii Island, are also popular.

**Oceania (Australia):** Many couples visit Ayres Rock and other wonders of Nature. Hamilton Island and other beach resorts that offer a relaxed enjoyment of the Great Barrier Reef are also popular.

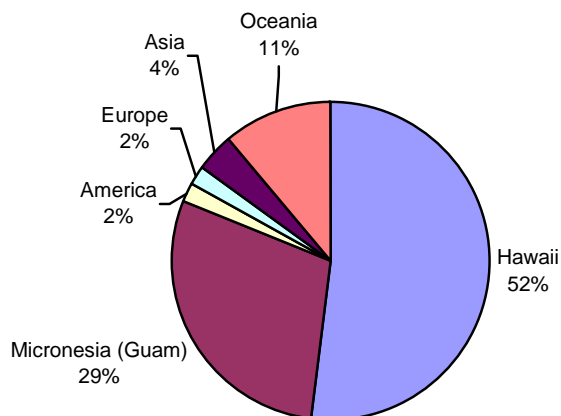
**Europe:** Tours of Italy are popular. These mainly comprise visits to Museums and Art Galleries, famous tourist attractions, and shopping, etc.

**Destinations and Average Expenditures for Weddings in Autumn, 2006.**

**Destinations:** Over half of all overseas wedding are performed in Hawaii, which is overwhelmingly popular. This is followed by Micronesia (primarily Guam) with nearly 30%, while Australia and other destinations in Oceania run at 10%.

**Average Expenditures:** Central Japan, which includes Nagoya, is generally thought to favor expensive weddings, and it is worth noting that couples from this region spent the most on the ceremony.

**Market Share by Destination**  
(No. of people)



**Table 4: Average Expenditures per Person by Departure Region**

Region	Average Expenditures (yen)
Eastern Japan	126,924
Central Japan	132,712
Western Japan	125,935
Overall	127,849

**Note:** For average expenditures per couple, please double the above figures.

## Characteristics of the Most Popular Wedding Destinations

**Hawaii & Guam:** Ceremonies in glass-walled seaside chapels are popular. Recently, night-time weddings by enchanting candlelight are becoming popular.

**Oceania (Australia):** At Sydney, it's the cathedral, but in other areas small chapels set in greenery for intimate weddings are popular.

**Asia:** Bali, famous for its beach resorts, is popular for weddings. Chapels adjoining luxury hotels are also popular.

**Table 5: Popular Chapels**

Order	Name of Chapel	Location	Characteristics
1st	Crystal	Guam	A glass-walled chapel overlooking Tamon Bay. Facilities for informal parties adjoin it. Enchanting night wedding ceremonies are popular.
2nd	Paradise Cove – Crystal	Hawaii Oahu Is.	A bright and open white-walled chapel built on a large green site overlooking the ocean. The cake-cutting is performed at the beach side after the ceremony.
3rd	San Vitores Bayside	Guam	A solemn stone chapel built in a beautiful garden overlooking Tamon Bay. Beautiful night weddings lit by mysteriously romantic candlelight are popular.
4th	St. Catalina Seaside	Hawaii Oahu Is.	A solemn chapel in the Victorian style. The ocean prospect framed by the glass behind the altar is impressive.
5th	Ko Olina	Hawaii Oahu Is.	Built on a small hill, this was the first wedding chapel in Hawaii. The white walls are decorated with glass, which glitters in the South Pacific sunlight. It was designed in the image of a diamond wedding ring.

Recently, many couples can get detailed information in advance from magazines and Internet websites that specialize in wedding information, and there are also growing numbers of couples in which the bride is older than the groom (the detailed census statistics for 2000 show that these amount to 22% of the total). The overall effect is to increase the number of couples who are very particular about the wedding ceremony, and who want memories to match this once-in-a-lifetime turning point.

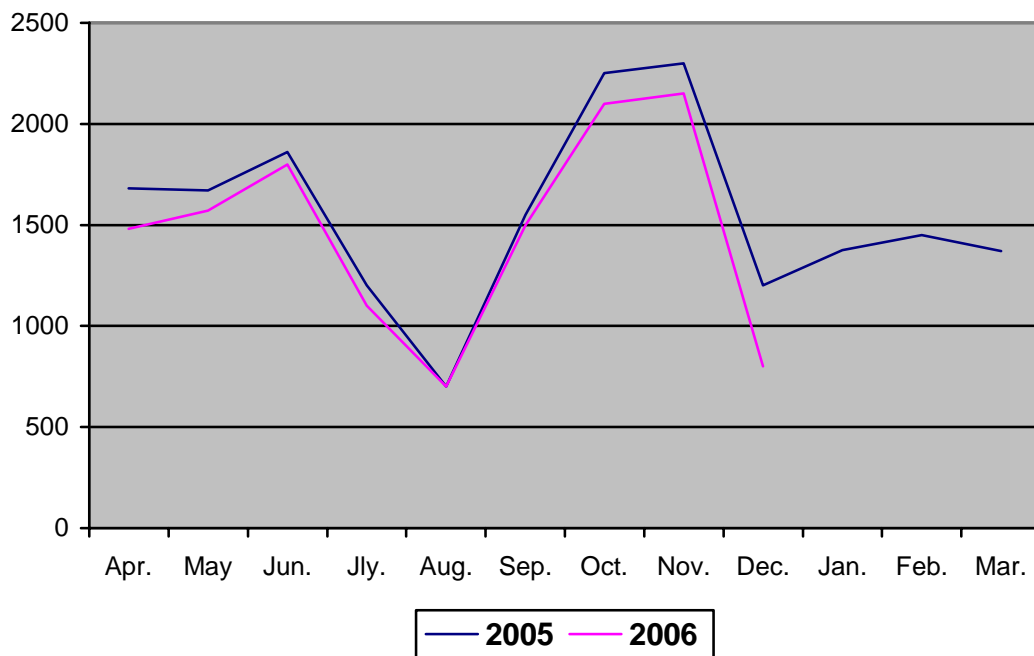
On the other hand, there are many tours that include a local wedding ceremony as part of the set, and such modestly priced packages are selling well. So it appears that here, too, the bipolarization of demand is revealing itself by the contrast between those who are very particular and those who take things much more lightly.

## The Frequency of Weddings by Month

The peak months for wedding tend to be in spring (April through June) and autumn (October and November), with the latter being the most numerous for the entire year.

This is thought to be due to a combination of factors. The weather is generally good at the destinations at this time of year, and Japanese national holidays are also more frequent. Then again, after the peak summer travel season for family travel, airfares and travel costs tend to be more affordable.

## Overseas Weddings by Month of the Year



**Note:** Figures from October 2006 are derived from bookings as of the end of September.

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