December 5, 2023

2023/24 Year-end/New Year Travel Trend (Dec. 23, 2023, to Jan. 3, 2024)

- **The number of Japanese domestic travelers is estimated at 28 million, representing 103.7% of the same figure a year earlier. Domestic travel expenditure is expected to reach record high.**
- **The number of outbound travelers is projected at 580,000, which represents 260.1% of the same figure a year earlier, making a significant recovery from a year ago.**
- **International travel is divided into long-term and short-term trips with travel expenditure polarized into low and high ends. Hawaii, South Korea, and Southeast Asia are popular destinations.**

Surveyed Period (Based on the Departure Date)

Dec. 23	24	25	26	27	28	29	30	31	Jan. 1	2	3
Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon (public holiday)	Tue	Wed

JTB compiled a report on a travel trend outlook for those who plan to go on an overnight or longer trips during the 2023/24 year-end/new year period (December 23-January 3). The report was prepared based on data such as economic indicators, industry trends, transport company activities, booking data of accommodation facilities, and opinion surveys. JTB began releasing the report in 1969, publishing the 54th report this year. No data on the average outbound travel expenditure and outbound travel spend was released for 2020 and 2021 when the border control measures were taken by the Japanese government for international departures and arrivals to combat the COVID-19 pandemic. The results of the recent survey are as follows.

(Figure 1) Estimated Number of Travelers and Expenditure for Year-end/New Year Trips

	2023/24 year-end/new year period			2022/23 year-end/new year period			2019/20 year-end/new year period
	Estimate	Vs 2022/23	Vs 2019	New estimate based on travel records	Vs 2021/22	Vs 2019	New estimate based on travel records
Total number of travelers	**28,580,000**	105.0%	95.0%	**27,220,000**	151.1%	90.5%	**30,090,000**
Domestic	**28,000,000**	103.7%	95.7%	**27,000,000**	150.0%	92.3%	**29,270,000**
Outbound	**580,000**	260.1%	70.1%	**220,000**	1115.0%	27.0%	**830,000**
Travel expenditure per person							
Domestic	**¥41,000**	110.8%	128.1%	**¥37,000**	112.1%	115.6%	**¥32,000**
Outbound	**¥222,000**	92.1%	109.9%	**¥241,000**	-	119.3%	**¥202,000**
Total travel spend	**¥1,276.8B**	121.3%	115.7%	**¥1,052.7B**	177.2%	95.4%	**¥1,103.6B**
Domestic	**¥1,148.0B**	114.9%	122.6%	**¥999.0B**	168.2%	106.7%	**¥936.5B**
Outbound	**¥128.8B**	239.6%	77.1%	**¥53.7B**	-	32.2%	**¥167.1B**
Average travel period	**3.5 days**	+0.3 days	-0.1 day	**3.2 days**	-0.1 day	-0.4 day	**3.6 days**

*The numbers of travelers are cumulative numbers. Average expenditure is calculated per person per trip.
*Figures at or below the second decimal point are rounded when calculating YoY comparisons.
*The number of domestic travelers is the number of travelers visiting places for a night or longer (for the purpose of sightseeing or family reunion only). The number of outbound travelers is the number of international departures (including business travelers).
*Average domestic travel expenditure includes transportation, accommodation, souvenirs, meals and other expenses incurred while traveling.
*Average outbound travel expenditure includes fuel surcharges and travel, accommodation and meal expenses incurred while traveling.

[Travel Trend Survey: Survey Method]

Survey period: November 13-16, 2023

Participants: Individuals aged 15-79 living in Japan

Number of samples: Preliminary survey 10,000; main survey 1,930

(The participants of the main survey were selected from those who had responded “Will travel” or “Will probably travel” during the 2023/24 year-end/new year period in the preliminary survey.)

Survey subject: Overnight or longer trips scheduled between December 23, 2023-January 4, 2024

(Domestic travel is limited to those for the purpose of sightseeing or hometown visits, while outbound travel includes business travel.)

Survey method: Online survey (Outsourced to: Macromill, Inc.)

*Because the survey results are rounded, there could be discrepancies in the sub-totals or differences with previous year’s figures.

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<Social and Economic Environment and Consumer Activities>

1. Receding of COVID-19 pandemic and current recovery status

The World Health Organization (WHO) announced in May 2023 the end of a global health emergency brought about by COVID-19, which had been affecting people's movements for more than three years. Following this announcement, in the same month, the Japanese authorities re-classified COVID-19 into Class-5, the same category as seasonal influenza, under the country's infectious disease laws. These brought people's lives mostly back to pre-COVID conditions.

The number of tourists has also been recovering steadily. The United Nations World Tourism Organization (UNWTO) announced that the number of international tourists worldwide during the January-July 2023 period had recovered to 84% of the same period in 2019. UNWTO predicts the number to recover to 80-95% of its pre-COVID level for the whole of 2023 and expects further growth in 2024. The situation, however, remains unpredictable given the continued rises in energy and other prices due to uncertain global conditions.

In Japan, the total number of domestic visitor nights in October 2023 (preliminary figure) was 41,333,000, representing 98.5% of the same figure in October 2022 (41,969,000 nights) when nationwide travel support measures were in force and 103.9% of the same figure in October 2019 (39,791,000 nights) before the COVID-19 pandemic[*1]. The number of inbound tourists to Japan in October 2023 (estimate) was 2,517,000, representing 504.7% of the same figure in October 2022 (499,000) and 100.8% of the same figure in October 2019 (2,497,000). This figure also exceeded its pre-COVID level[*2]. While tourism activities are returning nationwide, some tourist spots and areas are experiencing a service staff shortage and rising accommodation charges due to changes in the environment caused by the COVID-19 pandemic. In addition, there are concerns about overtourism.

*1: Source: A statistical survey of visitor nights by the Japan Tourism Agency; a preliminary figure for October 2023 and definitive figures for October 2019 and October 2022.

*2: Source: Numbers of inbound travelers to Japan and outbound Japanese travelers provided by the Japan National Tourism Organization (JNTO); an estimate for October 2023 and definitive figures for October 2019 and October 2022.

After the Japanese government ended its border control measures in April 2023, international travel has become easier in terms of national regulations. Recovery in outbound travelers, however, has been slow due to factors including inflations, the cheaper yen, and ongoing uncertainty in situations of certain areas. In October 2023, Japanese resident outbound departures stood at 938,000, representing 268.3% of October 2022 (350,000 departures). The October 2023 figure, however, only represents 56.4% of October 2019 (1,663,000 departures) [*3].

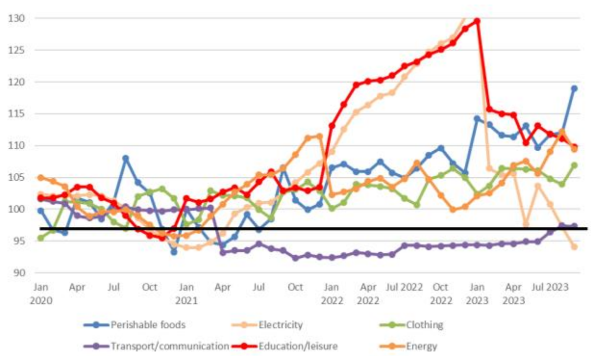
*3: Source: Numbers of inbound travelers to Japan and Japanese resident outbound departures provided by the Japan National Tourism Organization (JNTO); an estimate for October 2023 and definitive figures for October 2019 and October 2022.

2. Economic environment and consumer sentiment concerning travel and leisure spending

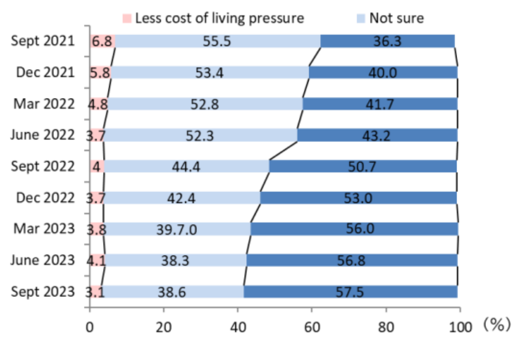
Although the Japanese economy has been mostly freed from the restrictions placed on it by the COVID-19 pandemic, its economic outlook remains uncertain due to the impact of the deteriorating global situation, monetary policies in Europe and the United States, and other factors. The World Economic Outlook released by the International Monetary Fund (IMF) in October 2023 revised Japan's growth rate forecast upward but expected the 2024 growth rate to be below that of 2023. Furthermore, the Japanese government's monthly economic report released in November 2023 downgraded its assessment of Japan's basic economic conditions to "moderate recovery with standstill in some areas," although it maintained that personal consumption was "recovering" for seven months in a row. In addition to the risk of overseas economic downswings placing downward pressure on the Japanese economy, there are concerns about the impact of the rising inflation, Middle Eastern situation, and fluctuations in the financial and capital markets, among other factors.

The Nikkei Stock Average continued exceeding ¥30,000, reaching a 33-year high on November 20, 2023. Meanwhile, current economic conditions remain difficult. On the FOREX market, the Japanese yen has rapidly depreciated against the US dollar since 2022, currently trading at around ¥150 to a dollar. The rising inflation since the second half of 2022 has also kept affecting households. Looking at the consumer price index of major items, while electricity cost has fallen compared with the previous year thanks to the subsidies provided by the Japanese government since January 2023, prices of essential items such as perishable foods, clothing, transport, and communication are still rising (Figure 2). The prices of regular unleaded gasoline recorded a 15-year high, exceeding ¥180/liter in August 2023. The prices have subsequently declined slightly due to the Japanese government's price control measures but are remaining at high levels. In this environment, the cost of living pressure is increasing. According to the current living conditions illustrated in a Bank of Japan survey on consumer sentiment, the ratio of respondents who are feeling a greater cost of living pressure has been consistently on the rise since September 2021, reaching 57.5% of all the respondents in September 2023, which is 17.5 percentage points (pp) higher compared with December 2021 (Figure 3).

(Figure 2) Consumer Price Index (CPI)



(Figure 3) Current Living Conditions



Source (Figure 2): Prepared by JTB Tourism Research & Consulting Co. based on consumer price index data (2020=100) provided by the Ministry of Internal Affairs and Communications, Japan

Source (Figure 3): Prepared by JTB Tourism Research & Consulting Co. based on data from the consumer sentiment surveys conducted by the Bank of Japan

In its survey, JTB asked about the respondents' lives and plans for traveling during the 2023/24 year-end/new year period. Compared with the survey conducted a year earlier, the respondents who stated that their bonus was likely to increase from last year rose by 0.7 pp to 3.1% of all the respondents, while those stated that their bonus was likely to decrease from last year fell by 0.8 pp to 13.3%, indicating an improvement in terms of their income. Potentially due to these impacts, there were signs that the respondents were positive about big spending with a 0.3-pp increase in those responding to consider big spending now due to uncertainty about the future to 4.8% and a 0.9-pp fall in those responding to refrain from big spending due to uncertainty about the future to 18.1%. Meanwhile, with respect to the day-to-day cost of living, there was a 0.3-pp drop in those who were not doing anything specific to save their living expenses to 5.5% and a 0.9-pp rise in those who were cutting down on their living expenses more than usual to 17.5%. This shows that consumers are wanting to make more targeted spending (Figure 4).

On their view about traveling in the next 12 months, more respondents stated that they would consider geopolitical and other situations, safety, health, and crowds when choosing their destinations with 30.9% of the respondents said that they would want to travel only in the areas with less concern about geopolitical and other situations, safety and health, and 26.5% stated that they would avoid popular, overcrowded destinations. In addition, 21.8% of the respondents did not want to travel for a while due to the depreciation of the Japanese yen and rising inflations. As for travel formats, many respondents preferred free travel with 32.1% wanting to move around freely even if there was no support provided to them and 17.5% wanting to travel when they could take days off work regardless of the mood of society (Figure 5).

On travel expenditures in the next 12 months, more people plan to increase or maintain their spending compared with a year earlier with a 2.2-pp rise in those wanting to increase spending to 14.3% and an 8.4-pp drop in those wanting to reduce spending to 35.7% (Figure 6).

(Figure 4) Current Living Conditions and Year-end/New Year Period

(Multiple answers allowed; N = 10,000)

	Percentage	YoY change
My bonus will likely increase from the last year	3.1	+0.7
My bonus will likely decrease from the last year	13.3	-0.8
I do not do anything specific to cut down on living expenses	5.5	-0.3
I cut down on living expenses more than usual	17.5	+0.9
I want to consider big expenditures now due to uncertainty about the futu	4.8	+0.3
I want to refrain from big expenditures due to uncertain about the future	18.1	-0.9
I want to increase spending on what I like and extravagances and opportunities to go out and meet people because I was forced to forgo these due to COVID-19	6.4	-
I do not want to increase spending on what I like and extravagances and opportunities to go out and meet people although I was forced to forgo them due to COVID-19	13.6	-
My year-end/new year holidays will likely be longer than last year	8.0	+1.3
My year-end/new year holidays will likely be shorter than last year	7.4	-0.5

(Figure 6) Travel Expenditure Plan in the Next 12 Months (Single answer; N = 10,000)

		%	YoY
Want to increase spending		14.3	+2.2
Around same level as previous year		49.9	+6.2
	Increase the number of trips and reduce spending per trip	10.1	+1.6
	Reduce the number of trips and increase spending per trip	9.9	+0.4
	Around same spending per trip and number of trips	29.9	+4.2
Want to reduce spending		35.7	-8.4

(Figure 5) Views on Travel in the Next 12 Months

(Multiple answers allowed; N = 10,000)

	%
Want to travel only in the areas with less concern about geopolitical and other situations, safety and health	30.9
Do not want to travel due to concern about geopolitical and other situations, safety and health	7.4
Want to travel only in the areas less affected by the depreciating yen and high inflation	18.1
Do not want to travel for a while due to the depreciation of the yen and high inflation	21.8
Want to avoid popular, overcrowded destinations when choosing travel destinations	26.5
Want to prioritize popular destinations even if they are overcrowded when choosing travel destinations	6.8
Want to avoid crowded places such as busy shopping/eating areas to avoid overcrowding while traveling	9.7
Want to visit famous facilities and popular spots while traveling even if they are crowded	8.3
Want to enjoy mingling with local people and other tour participants	3.2
Want to avoid mingling with local people and other tour participants and enjoy travelling with own companions	8.7
Want to plan and go on traveling considering the mood of society about traveling	10.4
Want to travel when I can take time off work regardless of the mood of society	17.5
Want to choose guided tours with good support even if prices are high	6.5
Want to choose cheaper tours with minimum support even if they are unguided	11.3
Want to travel cheap and do not need support (e.g., making arrangements individually)	12.4
Want to move around freely even if there is no support	32.1
Other	0.5
Not interested in traveling	7.2
None of the above is applicable; not yet sure what I prefer	15.8

<Year-end/New Year Period Travel Forecast>

3. Year-end/new year period travel plans (based on the survey results)

2023/2024 Year-end/New Year Period Calendar

(December 17, 2023-January 13, 2024) *The red letters indicate national holidays.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
2023/12/17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	2024/1/1	2	3	4	5	6
7	8	9	10	11	12	13

According to the calendar of the 2023/2024 year-end/new year period, the new year holidays from December 30 to January 3 are followed by a long weekend on January 6 to 8. As a result, a certain number of people are expected to travel during the long weekend, avoiding traveling during the new year holiday period. Furthermore, some people may have a long 10-day holiday (from December 30 to January 8), taking time off work on January 4 and 5.

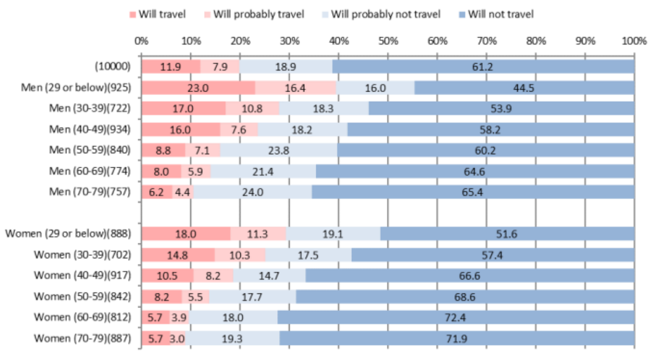
According to the aforementioned survey, the percentage of the respondents who replied they would travel during the 2023/2024 year-end/new year period (total of "Will travel" and "Will probably travel") rose 3.5 pp from a year earlier to 19.8% (Figure 7). Given that this percentage in the same survey conducted in 2019 was 20.0%, it recovered almost to its pre-COVID level. By gender and age, younger generations, both male and female, tend to be keener on travelling. Those who responded that they would travel (total of "Will travel" and "Will probably travel") accounted for 39.4% of male respondents aged 29 or below (up 9.6 pp from a year earlier) and 29.3% of female respondents aged 29 or below (up 4.3 pp from a year earlier). The survey shows that all generations, including seniors who were not keen to travel last year, have become more positive about traveling with 13.9% of male respondents in their 60s (up 2.7 pp from a year earlier), 9.6% of female respondents in their 60s (up 2.4 pp from a year earlier), 10.6% of male respondents in their 70s (up 3.2 pp from a year earlier), and 8.7% of female respondents in their 70s (up 1.1 pp from a year earlier) planning to travel (Figure 8).

As for reasons for not travelling, the largest number of respondents said they would "Normally relax at home during the year-end/new year period (39.3%)," followed by "Everywhere is crowded during the year-end/new year period (35.9%)." Those who are not traveling for being "Still concerned about infectious diseases such as COVID-19 and influenza" decreased significantly by 14.1 pp from a year earlier to 8.3% (Figure 9).

(Figures 7 & 8) Travel Plans During Year-end/New Year Period (December 23, 2023-January 3, 2024)

(Single answer; By gender and age; N = 10,000)

		%	YoY	2019 (N=20,000)
Will travel		19.8	+3.5	20.0
	Will travel	11.9	+3.7	11.1
	Will probably travel	7.9	-0.2	8.9
Will not travel		80.1	-3.5	80.1
	Will probably not travel	18.9	+0.3	21.2
	Will not travel	61.2	-3.8	58.9



(Figure 9) Reasons for Not Traveling During 2023/24 Year-end/New Year Period
(Multiple answers allowed; N = 8,014) (Listing only some of the options provided)

	%	YoY
Normally relax at home during the year-end/new year period	39.3	+2.4
Everywhere is crowded during the year-end/new year period	35.9	+3.8
Travel expenses are high during the year-end/new year period	23.6	+3.6
Cannot afford to travel	20.7	+2.6
Cannot take time off work/other commitments	12.5	+1.5
Have nowhere that I particularly want to go	11.8	-0.2
Somewhat I do not feel like traveling	9.4	-1.3
There are reasons for not being able to leave home	8.9	+1.5
Will travel during other periods	8.8	+1.7
Still concerned about infectious diseases such as COVID-19 and influenza	8.3	-14.1

4. 2023/24 year-end/new year period travel forecast

The total number of travelers is estimated at 28,580,000 (105.0% of the same figure a year earlier and 95.0% of 2019).

The number of Japanese domestic travelers is nearing to its 2019 level; travel expenditures are increasing due to inflation and the growing demand for traveling.

The number of outbound travelers is 70.1% of its 2019 level; travel expenditures remain high due to factors such as overseas inflations and the cheaper Japanese yen.

The travel trend of the 2023/24 year-end/new year period (December 23, 2023-January 3, 2024) was calculated based on economic indicators, industry trends, transport company activities, bookings at accommodation facilities, opinion surveys, and other factors. The total number of travelers is estimated at 28,580,000 (105.0% of the same figure a year earlier and 95.0% of 2019) and total travel spend at ¥1,276.8 billion (121.3% of total travel spend a year earlier and 115.7% of 2019).

Of these figures, the number of domestic travelers is estimated at 28 million (103.7% of the same figure a year earlier and 95.7% of 2019), average domestic travel expenditure at ¥41,000 (110.8% of the same figure a year earlier and 128.1% of 2019), and total domestic travel spend at ¥1,148.0 billion (114.9% of the same figure a year earlier and 122.6% of 2019). While consumers' travel appetite has recovered almost to the same level as in 2019, the number of domestic travelers is estimated to be slightly lower than that in 2019 given that the 2023/24 year-end/new year period does not provide a particularly long holiday period, and that a certain number of people may travel on the long weekend on January 6 to 8 instead. The average domestic travel expenditure reached its highest since the start of this survey due to the rising travel-related expenses caused by the growing inflation and demand for traveling, recovery in inbound travel, and labor shortage in service industries.

The number of outbound travelers is estimated at 580,000 (260.1% of the same figure a year earlier and 70.1% of 2019), average outbound travel expenditure at ¥222,000 (92.1% of the same figure a year earlier and 109.9% of 2019), and total outbound travel spend at ¥128.8 billion (239.6% of the same figure a year earlier and 77.1% of 2019). This may partly reflect the long year-end/new year holidays in 2019/2020 when some people had up to nine consecutive holidays. Partly due to inflations overseas, the cheaper Japanese yen, and increases in fuel surcharges between December 2023 and January 2024, the travel period tends to be shorter with more people visiting Asia, which is relatively closer to Japan. On the other hand, a certain number of people are choosing to visit Europe as their first overseas trip in a long while, in addition to Hawaii, which is always a popular destination.

With respect to travel plans for the 2023/24 year-end/new year period, the largest percentage of respondents (20.9%) responded to increase their travel period compared with the same period a year earlier. Their number was significantly higher than those responding to reduce the travel period compared with the same period a year earlier (9.1%). Furthermore, the number of respondents wanting to travel farther than their trip during the 2022/23 year-end/new year period (11.8%) exceeded those wanting to travel to places closer than their trip during the 2022/23 year-end/new year period (8.5%) by 3.3 pp. In addition, the number of respondents planning to spend more money on traveling than the previous year to have more luxurious trips (12.2%) exceeded those planning to spend less money on traveling than the previous year to have modest trips (9.7%) by 2.5 pp. These show the respondents' willingness to travel "longer" and "farther" and "spend more money than a year earlier," probably in reaction to the end of the COVID-19 pandemic (Figure 10).

The peak departure dates are December 30 for Japanese domestic travelers and December 22 or earlier for outbound travelers (Figure 11). The departure dates for outbound travelers are earlier because some choose to travel outside the year-end/new year peak period when costs are high with more people travelling and potentially because a certain number of people spend a long time overseas before and after the arrival of the new year.

(Figure 10) 2023/24 Year-end/New Year Travel Plans

(Multiple answers allowed; N = 1,930)

	%
Increase the travel period compared to 2022/23 year-end/new year trip	20.9
Decrease the travel period compared to 2022/23 year-end/new year trip	9.1
Want to travel farther than 2022/23 year-end/new year trip	11.8
Want to visit places nearer than 2022/23 year-end/new year trip	8.5
Plan to spend more money on travel than the previous year to have a luxurious trip	12.2
Plan to spend less money on travel than the previous year to have a modest trip	9.7
Reduce outings compared to the same period a year earlier	6.9
Increase outings compared to the same period a year earlier	9.5
Want to choose guided tours with good support even if they are expensive	2.6
Want to choose affordable tours with minimum support (e.g., COVID-19 service) even if there is no guide	3.1
Want to travel cheap even if there is no support (e.g., making arrangements individually)	7.0

(Figure 11) Travel Departure Dates

(Single answer; domestic N = 1,780; outbound N = 150)

	Domestic	Domestic YoY	Outbound
December 22 (Fri) or earlier	12.1	-5.5	27.3
December 23 (Sat)	6.2	+1.9	10.0
December 24 (Sun)	4.5	-2.3	3.3
December 25 (Mon)	4.2	+0.5	5.3
December 26 (Tue)	4.3	+0.0	2.7
December 27 (Wed)	5.0	+0.4	7.3
December 28 (Thu)	8.4	+1.0	8.7
December 29 (Fri)	14.1	+1.0	12.0
December 30 (Sat)	14.2	+0.4	6.7
December 31 (Sun)	12.0	+1.6	7.3
January 1 (Mon/national holiday)	4.9	-0.7	4.0
January 2 (Tue)	5.7	+0.5	2.7
January 3 (Wed)	4.3	+1.1	2.7

Specific trends will be discussed in the next and subsequent chapters.

5. 2023/24 year-end/new year domestic trips get longer with greater numbers and ranges of travel companions.

Many travel to spend quality time with family, relax, or visit hometown

We analyzed the travel trend of 1,780 respondents who said they would travel in Japan among the respondents of the main survey of the 2023/24 year-end/new year travel survey (1,930 respondents). Compared with two years ago when the COVID-19 pandemic was raging, the travel period began gradually lengthening from last year and travel companions started to expand from close family members to friends and acquaintances. This trend has further accelerated this year, signaling a return to the pre-COVID situation. On the public transport used, the use of railways, ferries/ships, and chartered buses is especially increasing. The detailed survey results are as follows.

Travel purpose: "Spend time with family" had the largest share at 35.7%. This was followed by "Relax and chill out (27.3%)" and "Visit hometown (26.3%)." With respect to the rate of increase from a year earlier, the ratio of respondents who chose as the reasons for travel “Regular annual trip (16.9%)” and “Relax and chill out (27.3%)” rose 2.4 pp and 2.3 pp, respectively (Figure 12).

Travel period: Overall, the ratio of respondents who were going to have a one-night, two-day trip (32.3%) was largest, but it fell by 3.3 pp from a year earlier. The ratio of those going on a two-night, three-day trip (27.6%) also fell by 1.0 pp. Meanwhile, the ratios of respondents spending three nights, four days to six nights, seven days all rose from a year earlier, showing a move away from the trend of going on shorter trips that continued during the COVID-19 pandemic (Figure 13).

Travel companions: The ratio of respondents going on a family trip with children (Year 9 or younger) was largest at 24.9%, followed by “Solo trip (19.8%)” and “Husband and wife only (17.6%).” Looking at the rate of increase from a year earlier, the ratio of respondents travelling with “Family and friends/acquaintances” rose 3.4 pp to 9.6% and those travelling in a “Group (e.g., workplace group)” increased 1.0 pp to 1.9%. There is a tendency of the expansion in the range of travel companions from family or solo trips, which increased during the COVID-19 pandemic (Figure 14).

Travel destinations: “Kanto” was the most popular destination with 24.7% of respondents travelling there, followed by “Kinki (16.2%)” and “Tokai (11.7%)” (Figure 15). As for the reasons for choosing these destinations, the largest percentage of respondents said they “Visit hometown (37.6%),” followed by “Want to go to a specific place (31.0%)” and “Able to reach by own car or rental car (16.2%)” (Figure 16).

Travel expenditure per person: Overall, the ratio of respondents spending “¥20,000 to ¥29,999” is largest at 20.4%, rising 1.7 pp from a year earlier, followed by those spending “¥10,000 to ¥19,999” at 18.8%, which fell by 4.2 pp from a year earlier. The combined ratio of those spending ¥40,000 or more rose by 4.3 pp from a year earlier. Overall, travel expenditures are rising (Figure 17).

Transport: The ratio of respondents using “Own car” was largest at 51.6%, followed by “JR shinkansen” at 25.1% and “JR regular railways/private railways” at 24.0%. There was an increase in the use of all modes of transport compared with a year earlier. This indicates the use of multiple types of transport systems due to the lengthening of travel periods (Figure 18).

Accommodation facilities: The ratio of respondents staying in “Hotels” was highest at 47.0%, followed by “Family/relative’s home” at 37.0% and “Ryokans” at 19.9% (Figure 19).

As for the places of interest, the largest percentage of respondents chose “Places with natural beauty (e.g., national parks and fields of flowers) (15.7%),” followed by “Places where visitors can enjoy different types of shopping according to seasons (14.8%).” By gender and age, high proportions of both male and female respondents in their 70s chose “Places with natural beauty (e.g., national parks and fields of flowers)” and “Art galleries and museums,” while high proportions of both male and female respondents aged 29 or below chose “Places where visitors can enjoy different types of shopping according to seasons,” “Tokyo Disney Resort®,” “Theater performances in general, live performances, concerts, etc.,” and “Universal Studio Japan” (Figure 20).

The bookings of accommodation/domestic special products of JTB grew 15% from a year earlier (as of December 4) thanks to the recovery in the appetite for traveling. The bookings are especially strong for products that are bound for Tokyo including Tokyo Disney Resort® and products bound for Kansai including Universal Studio Japan, showing the continuously strong demand for theme parks that offer seasonal events. The bookings for long distance products bound for Hokkaido, Kyushu, and so on are also strong.

(Figure 12) Travel Purpose

(Single answer; N = 1,780) (Excerpts of the options)

	%	YoY
Spend time with family	35.7	+0.8
Relax and chill out	27.3	+2.3
Visit hometown	26.3	+1.0
Enjoy meals and regional flavors	21.7	+1.4
Enjoy hot springs	21.7	+1.7
Visit family and relatives	17.9	-0.6
Enjoy nature and sceneries	17.1	+1.6
Regular annual trip	16.9	+2.4
Spend time with acquaintances, friends and/or partner	14.9	+0.5
Enjoy the New Year celebrations and ambience	11.5	+0.8

(Figure 13) Travel Period

(Single answer; N = 1,780)

	%	YoY
1 night, 2 days	32.3	-3.3
2 nights, 3 days	27.6	-1.0
3 nights, 4 days	16.5	+1.0
4 nights, 5 days	8.1	+0.3
5 nights, 6 days	6.1	+1.3
6 nights, 7 days	2.8	+0.8
7 nights, 8 days	2.5	-0.3
8 nights or longer	4.2	+1.3

(Figure 14) Travel Companions

(Single answer; N = 1,780)

	%	YoY
Family	55.5	-4.5
Husband and wife only	17.6	-0.6
With children (Year 9 or younger)	24.9	+0.6
Three generations	5.5	-1.7
Other (e.g., mother and daughter)	7.5	-2.7
Family and friends/acquaintances	9.6	+3.4
Friends, acquaintances, partner	12.1	±0.0
Group (e.g., workplace group)	1.9	+1.0
Solo	19.8	+0.5
Other	1.1	-0.4

(Figure 15) Travel Destinations

(Single answer; N= 1,780)

	%	YoY
Hokkaido	6.6	±0.0
Tohoku	8.6	+1.1
Kanto	24.7	+2.1
Koshinetsu	6.0	-1.2
Tokai	11.7	-1.1
Hokuriku	4.0	+0.7
Kinki	16.2	-1.3
Chugoku	5.1	+0.3
Shikoku	2.9	±0.0
Kyushu	11.0	-0.6
Okinawa	3.3	+0.2

(Figure 16) Reasons for Choosing Destinations

(Single answer; N = 1,780)

	%	YoY
Visit hometown	37.6	+0.5
Want to go to a specific place	31.0	+0.4
Able to reach by own car or rental car	16.2	+0.2
Want to stay in a specific accommodation facility	16.2	-1.8
Want to visit a specific friend/acquaintance, etc.	14.7	+1.2
Attend a specific event	10.1	+0.9
Easy to avoid close, crowded and close-contact settings due to the abundance of nature, etc.	8.8	-1.9
Found a reasonably priced tour	7.2	+0.7
Unlikely to be crowded with tourists, etc.	7.2	+5.1
Want to experience an activity that is popular in this particular place	6.0	+1.7
The area is free of any concern about international situations, infectious diseases, etc.	4.6	-
Visit a family member working ther	3.2	-0.7
Other	2.9	-0.4

(Figure 17) Travel Expenditure per Person (Single answer; N = 1,780)

	%	YoY
Less than ¥10,000	15.5	-0.9
¥10,000 to ¥29,999	18.8	-4.2
¥20,000 to ¥39,999	20.4	+1.7
¥30,000 to ¥39,999	9.1	-0.9
¥40,000 to ¥49,999	13.9	+0.9
¥50,000 to ¥69,999	7.7	+2.0
¥70,000 to ¥99,999	9.2	+1.2
¥100,000 to ¥149,999	3.0	+0.3
¥150,000 to ¥199,999	1.5	-0.2
¥200,000 to ¥299,999	0.3	-0.2
¥300,000 to ¥399,999	0.3	+0.2
¥400,000 or more	0.3	+0.1

(Figure 18) Transport

(Multiple answers allowed; N = 1,780)

	%	YoY
Passenger car	60.3	+0.7
Own car	51.6	+0.2
Rental car	8.7	+0.4
Railway	49.1	+4.4
JR shinkansen	25.1	+2.2
JR regular railways/private railways	24.0	+2.2
Airplane	18.0	+1.1
Traditional airline	13.7	+0.4
Low-cost carrier (LCC)	4.4	+0.7
Express/long-distance bus	7.2	+0.3
Chartered bus	1.9	+0.5
Ferry/ship	2.2	+0.4
Other	0.6	+0.3

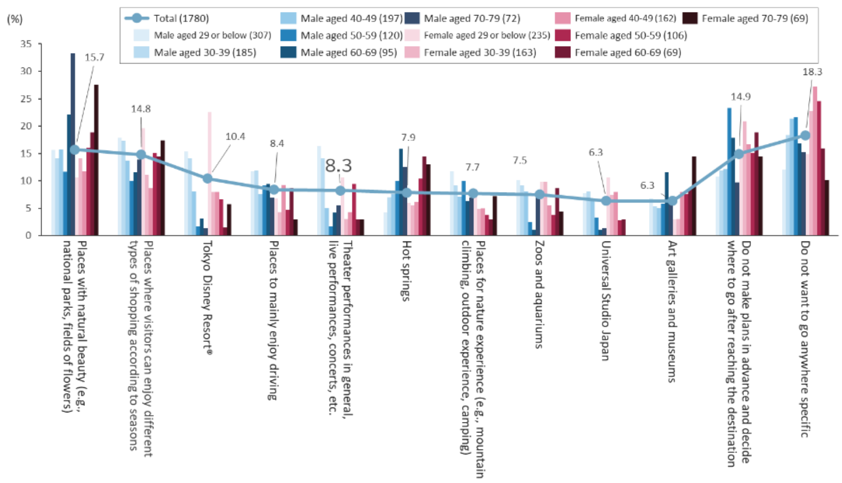
(Figure 19) Accommodation Facilities (Multiple answers allowed; N = 1,780)

	%	[Reference] YoY
Ryokan / hotel	66.9	+12.1
Hotel	47.0	+4.0
Ryokan	19.9	+8.1
Accommodation facilities other than ryokan/hotel	7.6	+0.4
B&B (*minshuku*), resort inn, public facility, auberge, etc.	4.9	+2.3
Private lodging, rental holiday cottage	2.7	+1.7
Hostel, guest house	2.5	+1.2
Outdoor accommodation incl. camping site, glamping, camping car, staying in vehicle	4.0	+2.1
Unique facility not originally designed as accommodation facility (e.g., temple, library, castle)	1.6	+1.4
Family/relative's home	37.0	+2.5
Friends/acquaintances' home	3.3	+1.1
Other	1.1	-0.2

*YoY change in the accommodation facilities used is provided for the reference purpose as only a single answer was allowed until the previous year's survey.

(Figure 20) Places of Interest for 2023/24 Year-end/New Year Trips (By Gender/Age)

(Multiple answers allowed; N = 1,780)



6. International travel is yet to make full recovery despite positive factors such as recovery in international passenger flights.
Compared with 2019, the travel period is slightly shorter, although the difference is small; travel expenditures are polarized; Hawaii, South Korea, and Southeast Asia are popular destinations.

Despite the anticipated, full recovery in international travel following the termination of Japan's border control measures on April 29, 2023, the number of Japanese outbound travelers is yet to make full recovery. With the rapid return of international regular passenger flights departing from and arriving in Japan, some survey results have shown that, in the summer of 2023, inbound and outbound flights to and from Japan recovered to about 70% of their pre-COVID levels. They are expected to further grow in the winter of 2023 including the 2023/24 year-end/new year period.

Meanwhile, increases in flights and seating capacity may be in response to the robust demand from inbound tourists to Japan. Furthermore, the increased supply is slow to result in the higher number of outbound Japanese travelers as the Japanese citizens face the cheaper Japanese yen, inflations overseas, and increases in fuel surcharges between December 2023 and January 2024.

Given these situations, the number of outbound tourists during the 2023/24 year-end/new year period is estimated at around 580,000. This represents 260.1% of the same figure a year earlier and 70.1% of 2019.

Of the 1,930 respondents participating in this survey, 150 people said that they had travelled overseas during the summer holidays in 2023 (7.8%), an increase of 5.7 pp from a year earlier. For reference, the said ratio was 8.4% in 2019.

The ratio of respondents travelling for "3 nights, 4 days" was largest at 24.0%, followed by those travelling for "8 nights or longer (17.3%)," "4 nights, 5 days (13.3%)," and "5 nights, 6 days (12.7%)." Compared with the same period in 2019, the ratio of respondents travelling for "3 nights, 4 days" or shorter rose 1.9 pp, while those travelling for "6 nights, 7 days" or longer fell 1.1 pp. The popular destinations are Hawaii (17.3%), South Korea (16.7%), and Southeast Asia (14.0%), in the descending order of popularity. As for travel expenditure, the ratio of respondents spending "¥200,000 to ¥299,999" was largest at 15.3%, followed by those spending "¥400,000 or more (14.7%)" and "¥40,000 to ¥49,999 (12.7%)." In comparison with the same period in 2019, the combined ratio of respondents spending less than ¥50,000 increased 10.9 pp, while the combined ratio of those spending ¥200,000 or more also rose 7.3 pp. Among those traveling internationally during the 2023/24 year-end/new year period, the ratio of those who will go on a long trip rose close to its pre-COVID level. Many people also travel to distant destinations such as Hawaii and Europe in addition to nearer destinations such as South Korea, Southeast Asia, and Taiwan. This led to the polarization of travel expenditures (Figures 21, 22 and 23). The bookings of JTB's outbound special products represent 640% of the bookings made a year earlier (as of December 4). With the polarizing trend of the travel period and expenditures, popular destinations include Hawaii and Australia for those traveling far and Guam, Taiwan, and South Korea for those traveling to nearer destinations.

The survey also questioned future outbound travel intensions of the participants of the preliminary survey who were not planning to travel during the 2023/24 year-end/new year period. In terms of the timing of travel by destination, the ratio of those who “Want to go immediately” was highest for “Hawaii” at 14.3%, followed by 12.7% for Europe and 11.8% for Australia/New Zealand. In East Asia, Taiwan came first at 10.9%, followed by South Korea at 9.6%, showing a clear trend of divisions between distant and close destinations (Figure 24).

In addition, when asked about the current thought on international travel, in terms of positive responses, the respondents showed a tendency to prioritize the long-established purposes of travel such as to “Refresh minds (17.2%)” and “Eat delicious local foods (15.2%)”. On the other hand, the respondents also expressed negative opinions about international travel from safety or economic aspects such as wanting to travel “If there is no security or health problems (e.g., infectious diseases) (18.4%) ,” “Cannot travel, even if wanting to go, due to cheaper yen and inflation(17.0%),” and “Concerns over international situations and security (e.g., politics and military crash) (13.4%)”. It is hoped that a safe and more affordable travel environment be created (Figure 25).

(Figure 21) Travel Period (Outbound)
(Single answer; 2023 N = 150; 2019 N = 97)

	N	%	vs 2019	2019
1 night, 2 days	8	5.3	+2.2	3.1
2 nights, 3 days	13	8.7	-3.7	12.4
3 nights, 4 days	36	24.0	+3.4	20.6
4 nights, 5 days	20	13.3	-3.2	16.5
5 nights, 6 days	19	12.7	+2.4	10.3
6 nights, 7 days	16	10.7	+0.4	10.3
7 nights, 8 days	12	8.0	+1.8	6.2
8 nights or longer	26	17.3	-3.3	20.6

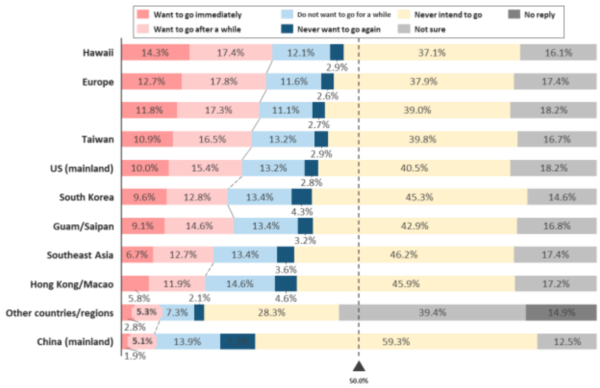
(Figure 22) Destinations (Outbound) (Single answer; N = 150)

	N	%
Hawaii	26	17.3
South Korea	25	16.7
Southeast Asia	21	14.0
Taiwan	19	12.7
Europe	15	10.0
Australia	9	6.0
US (mainland)	8	5.3
China (mainland)	6	4.0
Canada	5	3.3
Guam/Saipan	4	2.7
Other overseas	4	2.7
New Zealand	3	2.0
Middle East	3	2.0
Hong Kong/Macao	2	1.3

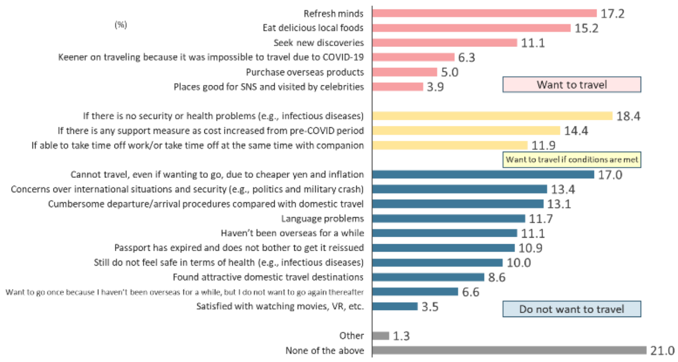
(Figure 23) Travel Expenditure per Person (Outbound) (Single answer; 2023 N = 150; 2019 N = 97)

	N	%	vs 2019	2019
Less than ¥10,000	3	2.0	+2.0	0.0
¥10,000-¥19,999	7	4.7	+4.7	0.0
¥20,000-¥29,999	6	4.0	-0.1	4.1
¥30,000-¥39,999	6	4.0	-2.2	6.2
¥40,000-¥49,999	19	12.7	+6.5	6.2
¥50,000-¥69,999	7	4.7	-3.6	8.2
¥70,000-¥99,999	17	11.3	-1.0	12.4
¥100,000-¥149,999	12	8.0	-9.5	17.5
¥150,000-¥199,999	14	9.3	-4.1	13.4
¥200,000-¥299,999	23	15.3	+1.9	13.4
¥300,000-¥399,999	14	9.3	+2.1	7.2
¥400,000 or more	22	14.7	+3.3	11.3

(Figure 24) Future International Travel Intensions by Destination (Single answer; N = 10,000)



(Figure 25) Current International Travel Intensions (Multiple answers allowed; N = 10,000)



(Figure 26) Estimated Number of Travelers/Travel Expenditure for Year-end/New Year Period

	Number of travelers (In thousands)			Travel cost per person (Yen)		Total spend	Travel period
	Total	Domestic	Outbound	Domestic	Outbound	(Billions of yen)	(Days)
	YoY comparison	YoY comparison	YoY comparison	YoY comparison	YoY comparison	YoY comparison	YoY comparison
2001/2002	30,230	29,730	500	37,216	216,927	1,214.8	3.7
	101.1	101.7	76.3	101.2	97.2	99.5	0.2
2002/2003	29,250	28,650	600	35,390	225,170	1,149.4	3.9
	96.8	96.4	120.2	95.1	103.8	94.6	0.2
2003/2004	29,300	28,710	590	34,576	224,940	1,124.5	3.7
	100.1	100.2	97.5	97.7	99.9	97.8	-0.2
2004/2005	29,360	28,740	620	34,472	195,923	1,112.0	3.6
	100.2	100.1	105.6	99.7	87.1	98.9	-0.1
2005/2006	29,930	29,300	630	34,093	199,449	1,124.3	3.8
	102.0	102.0	101.5	98.9	101.8	101.1	0.2
2006/2007	30,050	29,400	640	34,160	210,510	1,139.7	3.8
	100.4	100.3	102.4	100.2	105.5	101.4	±0.0
2007/2008	29,910	29,300	610	34,210	217,700	1,134.8	3.9
	99.5	99.7	93.8	100.1	103.4	99.6	0.1
2008/2009	29,820	29,230	590	33,610	227,400	1,116.5	3.7
	99.7	99.8	96.9	98.2	104.5	98.4	-0.2
2009/2010	29,160	28,590	560	32,330	194,400	1,033.8	3.6
	97.8	97.8	95.6	96.2	85.5	92.6	-0.1
2010/2011	29,740	29,080	570	31,140	203,100	1,032.4	3.5
	102.0	101.7	101.0	96.3	104.5	99.9	-0.1
2011/2012	20,650	28,990	660	30,670	201,800	1,021.4	3.6
	99.7	99.7	115.1	98.5	99.4	98.9	0.1
2012/2013	29,930	29,250	680	30,800	207,000	1,041.8	3.8
	100.9	100.9	104.0	100.4	102.6	102.0	0.2
2013/2014	30,530	29,830	700	32,000	217,000	1,106.3	3.8
	30,530.0	102.0	102.6	100.4	104.8	106.2	±0.0
2014/2015	30,530	29,870	660	32,000	222,000	1,101.4	3.8
	100.0	100.1	93.8	100.0	102.3	99.6	±0.0
2015/2016	30,590	29,960	630	34,200	217,000	1,160.3	3.8
	100.2	100.3	95.3	107.0	97.7	105.3	±0.0
2016/2017	29,990	29,300	690	30,900	207,000	1,047.2	3.6
	98.0	97.8	109.6	90.4	95.4	90.3	-0.2
2017/2018	30,270	29,570	700	31,900	206,000	1,088.3	3.6
	101.0	100.9	102.8	103.2	99.5	103.9	±0.0
2018/2019	30,650	29,890	760	34,000	204,000	1,171.4	3.8
	101.3	101.1	108.0	106.6	99.0	107.6	0.2
2019/2020	30,090	29,270	830	32,000	202,000	1,103.6	3.6
	98.2	97.9	108.8	94.1	99.0	94.2	-0.2
2020/2021	10,020	10,000	15	33,000	-	330.0	3.7
	33.3	34.2	1.8	103.1	-	35.2*	0.1
2021/2022	18,020	18,000	20	33,000	-	594.0	3.3
	179.9	180.0	133.3	100.0	-	180.0*	-0.4
2022/2023	27,220	27,000	220	37,000	241,000	1,052.7	3.2
	151.1	150.0	1100.0	112.1	-	177.2	-0.1
2023/2024	28,580	28,000	580	41,000	222,000	1,276.8	3.5
	105.0	103.7	263.6	110.8	92.1	121.3	0.3

*The period covered starts on December 23 and ends on January 3 of the following year.

*The survey began in 1969. The numbers of outbound travelers are actual figures.

*The calculation of the estimated average expenditure began in 1993. The figures for 2003 and earlier are partial revisions to the published figures of the previous year based on the travel trend.

*The numbers of domestic travelers are estimates. The figures for 2003 and earlier are partial revisions to the published figures of the previous year based on the travel trend.

*Effective 2019, the market survey was changed to online survey.

*The average outbound travel expenditure and outbound travel spend are not calculated for the 2020/2021 and 2021/2022 periods. Total travel spend for these years is therefore total domestic travel spend.