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Travel Trends for Golden Week Holiday Period 2016 (April 25 – May 5)

Economy-oriented, but desire to travel remains strong
No. of overseas travelers set to rise 2.8% to 0.546 million
No. of domestic travelers and total no. of travelers both to hit record high

(Survey period)

April									May						
22	23	24	25	26	27	28	29	30	1	2	3	4	5	6	7
F	S	S	M	T	W	T	NH	S	S	M	NH	NH	NH	F	S

* NH = National Holiday

JTB Corp. has published the results of a survey of forecast travel trends involving at least one overnight stay for the 11 days of the Golden Week (GW) holiday period (the period from April 25 to May 5) on a departure basis.

The survey was based on a questionnaire completed by 1,200 respondents, as well as bookings with JTB Group companies, airline reservations and industry trends. The results of this, the 48th such survey since the first in 1969, are as follows.

Table 1: Estimates for Number of Travelers, Average and Total Expenditure in GW 2016

	GW 2016		GW 2015
	Estimate	Change y-o-y	Actual results / estimates
Total no. of travelers	23.956 million	+ 0.3%	23.890 million
Domestic	23.410 million	+ 0.2%	23.359 million
Overseas	0.546 million	+ 2.8%	0.531 million
Average expenditure on domestic travel	35,200 JPY	▲ 1.7%	35,800 JPY
Average expenditure on overseas travel	259,000 JPY	▲ 1.5%	263,000 JPY
Total expenditure	965.4 billion JPY	▲ 0.3%	968.3 billion JPY
Domestic	824.0 billion JPY	▲ 1.5%	836.3 billion JPY
Overseas	141.4 billion JPY	+ 7.1%	132.0 billion JPY

Notes on the table:

1. Numbers of travelers are cumulative totals; average expenditures are per person.

2. Domestic travel average expenditures comprise all costs incurred during travel, including transport, accommodation, meals and souvenirs.

3. Overseas travel average expenditures include fuel surcharges, accommodation, transport and meals at the destination.

Main Characteristics of Travel in GW 2016

1) Economy-oriented but desire to travel remains strong, total no. of travelers set to rise 0.3% year-on-year to 23.956 million

For several years, the domestic economy has shown signs of recovery. However, factors such as sparse growth of individual income due to spring labor-management negotiations that produce only small wage increases and increasing global economic slowdown, particularly in emerging countries, increase uncertainty over the future. The tendency to economize is growing stronger as indicated by an announcement by the Ministry of Internal Affairs and Communications on March 29 that consumer spending in February fell 1.5% compared to the same month in the previous year. Although the tendency to economize is seen in travel during the GW period, results of the travel trends questionnaire indicate a strong desire to travel equivalent to the level last year (Table 2). This year, the GW dates fall favorably, so the numbers of domestic and overseas travelers are both expected to increase year-on-year. The number of domestic travelers is set to rise slightly to 23.41 million (up 0.2% year-on-year). In 2016, the number of Japanese traveling overseas has been increasing in spite of international conditions, so also in view of a drop in oil surcharges and a slightly higher yen exchange rate, it is expected that 0.546 million Japanese will travel overseas during GW (up2.8% year-on-year).

2) Departure dates: Peaks will be April 29 and May 3 for domestic travel and April 29, 30, and May 3 for overseas travel

This year, GW dates fall favorably for a 10-day holiday if 2 weekdays are taken off, or two 3-day holidays if such 2 weekdays are not taken off, so there are many itinerary options. A look at reservations made at travel agencies for the GW holiday period indicates that many travelers are planning departures during the 3-day holiday in April, with lodging reservations for domestic travel are concentrated on April 29 and May 3, while departure peaks for short flights to Asian countries, Guam, and Saipan are concentrated on April 29 and May 3, and departure peaks for long flights to the U.S., Europe, Australia, and Hawaii are concentrated on April 29 and 30.

3) Average expenditure: Both domestic and overseas average expenditure forecast to drop

Average expenditure for domestic travel is predicted to drop 1.7% year-on-year to ¥35,200 and average expenditure for overseas travel to drop 1.5% year-on-year to ¥259,000. Average expenditure for domestic travel is largely affected by perceptions of economic conditions. Thus, average expenditure for domestic travel is predicted to decrease in view of a somewhat stagnant economy and results of the travel trends questionnaire (Table 2) that show a 1.7-point drop year-on-year to 15% of persons who replied "I want to spend more for travel" and a 0.9-point increase year-on-year to 27.1% of persons who replied "I want to spend less for travel." Expenditure for overseas travel is expected to drop in view of increasing overseas travel to short-haul destinations and decreasing fuel surcharges.

Table 2: Changes in Motivation to Spend on Travel in GW (responses based on the month of the survey)

(single responses) (figures in parentheses indicate y-o-y change)

		This Year (March 2016)	Last Year (March 2015)	Two Years Ago (March 2014)
Would like to spend more		15.0 (▲ 1.7)	16.7 (+ 5.6)	11.1 (▲ 14.0)
Would like to spend about the same		55.8 (+ 1.6)	54.2 (▲ 3.3)	57.5 (+ 1.9)
	More trips at lower unit cost	9.8 (+ 0.7)	9.1 (▲ 0.9)	10.0 (+ 5.5)
	Fewer trips at higher unit cost	7.1 (▲ 0.9)	8.0 (+ 0.1)	7.9 (▲ 3.1)
	Same cost and frequency of trips	38.9 (+ 1.8)	37.1 (▲ 2.5)	39.6 (▲ 4.3)
Would like to spend less		27.1 (+ 0.9)	26.2 (▲ 3.1)	29.3 (+12.2)

4) A major trend for GW travel this year is "Spending an enjoyable time that doesn't cost a lot of money with close friends"

According to the travel trends questionnaire, in regard to “Lodging facilities”, 40% of respondents plan to stay at a “Hotel” (3.0-point rise year-on-year), 27.2% at their “Parents' home or a friend's house” (2.2-point rise year-on-year), 24.6% at a “Japanese-style inn” (7.4-point drop year-on-year), and 9.7% at a “Private lodging or Western-style boardinghouse” (2.7-point rise year-on-year). Compared with survey figures last year, a greater number of persons are planning to stay at a “Hotel”, “Private lodging or Western-style boardinghouse”, or at their “Parents' home or a friend's house”, indicating a tendency to economize (Table 6). In regard to travel companions, 69.2% of respondents replied "Family members" (0.8-point drop year-on-year), which is about the same as last year, and 13.8% replied "2 or 3 friends", which is much higher than last year (4.8-point rise year-on-year) and indicates that more travelers will take trips with their friends (Table 8). As to the purpose of travel, 16.4% of respondents replied "To enjoy nature and beautiful scenery" (3.4-point rise year-on-year) and 10.3% replied "To relax and take it easy" (4.8-point rise year-on-year) (Table 10), which increased significantly compared with percentages than last year.

Characteristics of Overseas Travel

1) Favorable GW dates will make many itinerary options possible

This year, GW dates fall favorably for a 10-day holiday if 2 weekdays are taken off, or two 3-day holidays if such 2 weekdays are not taken off. Also, no fuel surcharge will be added to airline passenger tickets beginning from April and the value of the exchange rate of the yen is appreciating compared with exchange rates last year. In regard to overseas travel, survey results indicate that variety will be seen in itinerary options: medium-haul and long-haul trips if a long holiday can be taken and short-haul trips on one of the three-day holidays.

2) Australia and New Zealand are long-haul destinations of choice, short trips to Asian countries are also popular

Partly due to international conditions, the number of overseas travelers to European countries is anticipated to drop by 9.8%. Persons who travel overseas on a regular basis show a tendency to choose a region when planning an overseas trip. Compared with last year, a greater number of travelers plan to make long-haul trips to Australia and New Zealand, and short-haul trips to China, Taiwan, Singapore, and other Asian countries. Hawaii, which is comparatively safe, remains a popular destination that can be enjoyed by parents and children or grandparents, parents, and children. The United States and Canada are also popular, particularly given the increase in airline seat supply volume.

Table 3: Tokyo Foreign Exchange JPY Market/TTS Rate, According to the Bank of Tokyo-Mitsubishi UFJ

(Unit: JPY)

Base date	1 USD	1 EUR	1 GBP	100 KRW	1 HKD
Mar. 30, 2016	113.68	129.20	165.92	10.06	3.49
Mar. 30, 2015	120.26	131.18	181.39	11.02	3.81
Mar. 28, 2014	103.06	141.76	173.59	9.77	3.01
Mar. 26, 2013	95.05	122.42	146.68	8.70	3.13
Mar. 30, 2012	83.19	111.30	135.34	7.45	2.79
(Reference)					
Mar. 31, 2009	99.23	131.34	144.45	7.23	3.49
Mar. 31, 2008	101.19	159.69	204.11	10.31	3.29

Table 4: Fuel Surcharges (for JAL) One-way Flights, in JPY

	April 2016	Difference from previous year	(Reference) 2015 April	2014 April	2013 April	2008 April
Korea	0	▲500	500	2,500	2,200	2,500
China	0	▲2,500	2,500	7,000	6,000	6,500
Hong Kong / Taiwan	0	▲2,500	2,500	7,000	6,000	8,000
Guam, Philippines, Vietnam	0	▲3,000	3,000	7,000	7,000	8,000
Thailand, Malaysia, Singapore	0	▲4,500	4,500	13,000	11,500	14,000
Hawaii, Indonesia, India	0	▲6,000	6,000	16,000	15,000	14,000
Oceania, North America, Europe	0	▲10,500	10,500	25,000	23,500	20,000

Characteristics of Domestic Travel

1) Kanto and Kinki are popular destinations reflecting desire to economize

Many respondents to the travel trends questionnaire replied that they are planning a trip to the Kanto, Kinki, Tohoku, or Koshinetsu regions. Some of the attractions that are drawing travelers are the cherry blossoms in full bloom in the Tohoku region, Tokyo DisneySea marking its 15th anniversary in the Kanto area, and the Kyoto Railway Museum opening on April 29 and Universal Studios Japan celebrating its 15th anniversary in the Kinki area. Also, a growing number of people plan to travel to Koshinetsu, which is well known in connection with the samurai warrior Sanada Yukimura. In recent years, there has been renewed interest in castles including “Ueda Castle” built by the Sanada clan, “Himeji Castle”, on which renovation was completed last year, and popular “Takeda Castle”, known as the castle in sky.

2) Increased 2-day overnight trips, automobile travel

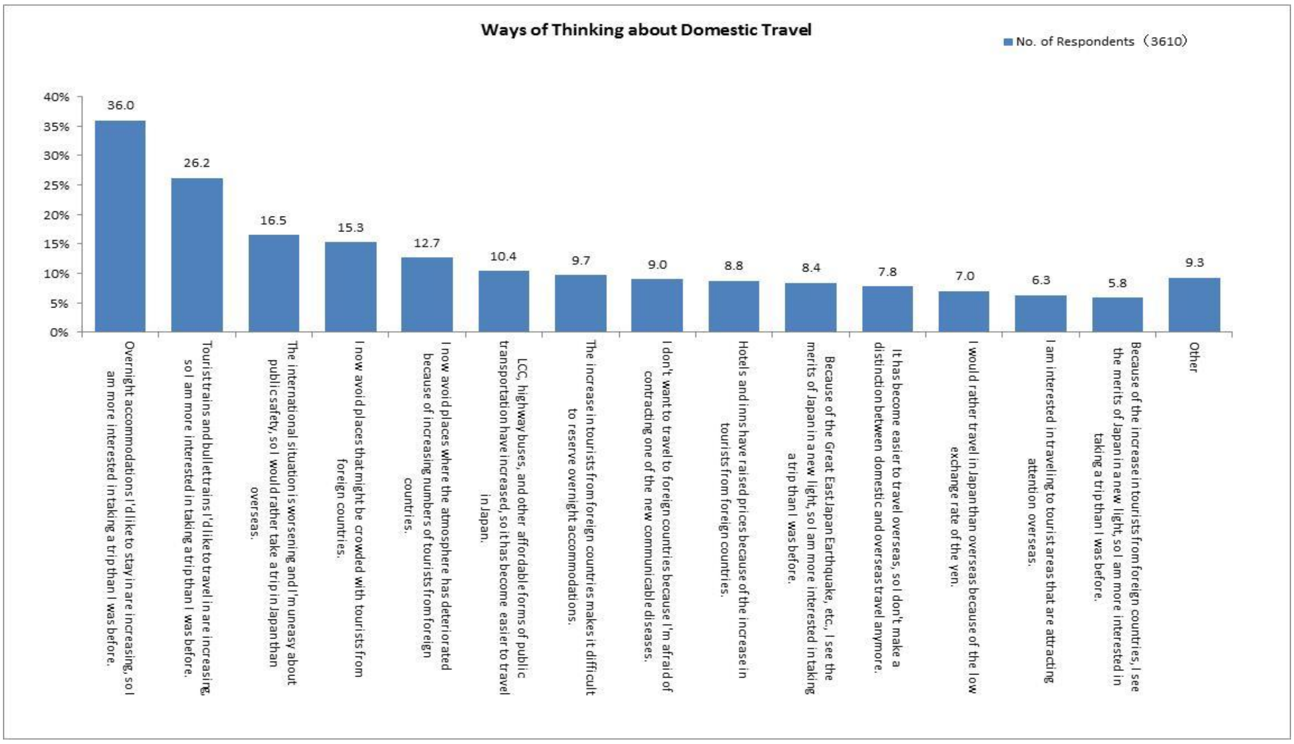
It is anticipated that a greater number of people than last year will take short trips. The highest percentage of survey respondents, 46.7%, are planning a “2-day overnight trip” (6.2-point rise year-on-year) (Table 11). An inclination to economize is indicated in the choice of transportation: 71.3% of respondents replied "Automobile" (2.8-point rise year-on-year), a significant increase that is attributable to lower gasoline prices, and 6.1% of respondents replied "Long-distance bus" (1.1-point rise year-on-year), which is a low percentage but higher than last year (Table 7).

3) Wide variety of options for types of enjoyment, lodging facilities, and means of transportation; increasing interest in sightseeing spots popular with foreign tourists

According to a survey conducted by JTB Tourism Research & Consulting Co. on “Ways of thinking about domestic travel”, 36.0% of respondents replied "Overnight accommodations I'd like to stay in are increasing, so I am more interested in taking a domestic trip than I was before." An increasing number of old Japanese-style houses are being repaired and renovated by communities to provide a new type of lodging facility. This along with the recent appearance of ”Glamping*” facilities, which is a new form of overnight accommodation, and a greater number of economical accommodations such as women-only capsule hotels give travelers a wide variety of options that are both enjoyable and economical. As to means of transportation, 26.2% of respondents replied "Tourist trains and bullet trains I'd like to travel in are increasing, so I am more interested in taking a domestic trip than I was before." Tourists trains, another new feature of domestic travel, are being provided in increasing numbers by semi-public corporations to promote the distinctive attractions of regions and make the experience of “Traveling from one place to another” enjoyable in itself. And 6.3% of respondents replied "I am interested in traveling to tourist areas that are attracting attention overseas." Locations where seasonal flowers are in full bloom during GW including Ashikaga Flower Park (Ashikaga City), Hitsujiyama Park (Chichibu City) and Hitachi Seaside Park (Hitachinaka City) are sightseeing spots popular with both Japanese and foreign tourists.

*”Glamping” is a word coined from "glamorous" and "camping" denoting a new style of camping that lets people enjoy nature and at the same time receive deluxe and hospitable service equivalent to that provided by luxury hotels.

(Chapter 2) Ways of Thinking about Domestic Travel (all generations)



Source: JTB Tourism Research & Consulting Co., from "Survey of Senior Lifestyles and Travel" (2016)

Survey Methodology

Survey locations:	200 locations throughout Japan
Survey period:	March 4 to 16, 2016
Respondents:	Males and females between the ages of 15 and 79
Sample size:	1,200 individuals
Content:	Travel plans involving at least one night away from home departing between April 25 and May 5, 2016. (Including overseas travel, but excluding trips for commercial or work purposes)
Method:	Individual surveys conducted by survey staff using a questionnaire form on personal visits.

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Table 5: Estimates of Overseas Travelers During GW 2016 (April 25 through May 5, 2016)

(Unit: thousand persons)

		2016	2015	Y-o-y % change
Overall Total		**546**	**531**	**+2.8%**
Asian Total		**335**	**324**	**+3.4%**
	Korea	**78**	**83**	**▲6.0%**
	China	**87**	**75**	**+16.0%**
	Hong Kong	**21**	**21**	**±0.0%**
	Taiwan	**44**	**41**	**+7.3%**
	Thailand	**36**	**37**	**▲2.7%**
	Singapore	**16**	**15**	**+6.7%**
	Indonesia	**14**	**14**	**±0.0%**
	Malaysia	**11**	**11**	**±0.0%**
	Others	**28**	**27**	**+3.7%**
North American Total		**138**	**131**	**+5.3%**
	Hawaii	**56**	**51**	**+9.8%**
	Guam/Saipan	**26**	**27**	**▲3.7%**
	Mainland USA	**48**	**46**	**+4.3%**
	Canada	**8**	**7**	**+14.3%**
European Total		**46**	**51**	**▲9.8%**
Oceanian Total		**17**	**15**	**+13.3%**
	Australia	**11**	**10**	**+10.0%**
	New Zealand	**4**	**3**	**+33.3%**
	S. Pacific Islands	**2**	**2**	**±0.0%**
Other (Africa, Middle East, Latin America, etc.)		**10**	**10**	**±0.0%**

Table 6: Means of Accommodation (excl. overseas travel)

(multiple responses)

		%	Y-o-y change
1)	Japanese-style inn (Ryokan)	24.6	▲ 7.4
2)	Hotel	40.0	+ 3.0
3)	Parents' home or a friend's house	27.2	+ 2.2
4)	Private lodging / Wstern-style boardinghouse (Minshuku / Pension)	9.7	+ 2.7
5)	Other	2.6	▲ 2.9

Table 7: Means of Transportation

(multiple responses)

	%	Y-o-y change
Car	71.3	+ 2.8
Train	17.9	▲ 1.6
JR Shinkansen	14.4	+ 2.9
JR / private railway lines	6.2	▲ 2.3
Long-distance bus	6.1	+ 1.1
Airline	12.3	▲ 1.7
Standard airline	11.8	▲ 0.7
LCC	1.0	▲ 1.0
Ferry / ship	1.5	▲ 0.5

Table 8: Travel Companions

(single responses)

	%	Y-o-y change
Family	69.2	▲ 0.8
Children (through junior high school)	30.3	▲ 0.2
Married couple only	20.5	▲ 0.5
Others (mother & daughter, three generations, etc.)	18.5	±0.0
Friends and acquaintances	17.9	+ 5.4
With girl/boyfriend/partner as a couple	4.1	+ 0.6
2-3 friends	13.8	+ 4.8
Group / organization	3.6	▲ 3.9
Alone	5.1	▲ 0.9

Table 9: Travel Destination (excl. overseas travel)

(single responses)

	%	Y-o-y change
Hokkaido	5.9	▲ 2.1
Tohoku	11.3	+ 3.3
Kanto	25.3	+ 1.9
Koshinetsu	10.2	+ 0.1
Tokai	9.7	▲ 0.9
Hokuriku	3.2	▲ 3.2
Kinki	15.6	+ 3.4
Chugoku/Shikoku	7.0	+ 1.1
Kyushu	8.1	▲ 4.7
Okinawa	3.8	+ 1.1

Table 10: Purpose of Travel (Top 10)

(single responses)

		%	Y-o-y change
1)	Enjoy nature and scenery	16.4	＋ 3.4
2)	Return home to spend time with family	13.8	▲ 2.7
3)	Visit a theme park or leisure facility	11.8	▲ 2.2
4)	Relax and take it easy	10.3	＋ 4.8
5)	Enjoy hot springs	9.7	▲ 0.3
6)	Enjoy time with family	9.7	▲ 0.3
7)	Visit a famous / historic landmark	6.2	▲ 4.8
8)	Spending time with a loved one or friends	6.2	＋ 2.7
9)	Enjoy good food, try the specialty food of a region	5.1	▲ 0.4
10)	Attend events, festivals, theatrical productions, etc.	3.1	▲ 2.1

Table 11: Length of Trip

(single responses)

	%	Y-o-y change
2 days 1 night	46.7	＋ 6.2
3 days 2 nights	31.3	▲ 1.7
4 days 3 nights	11.8	▲ 3.7
5 days 4 nights	2.6	▲ 1.4
6 days 5 nights	3.1	＋ 0.6
7 days 6 nights	1.0	＋ 0.5
8 days 7 nights	0.5	▲ 0.5
8 nights or more	0.5	▲ 0.5

Table 12: Reasons for Not Traveling

(multiple responses)

		%	Y-o-y change
1)	GW is too crowded	35.9	＋ 3.6
2)	I want to relax at home	25.4	＋ 3.5
3)	Travel costs are too high in GW	20.5	＋ 2.0
4)	Can’t take time off work, etc.	19.2	＋ 0.5
5)	Will go on holiday at another time	17.6	＋ 1.9
6)	I have to work on Sundays and holidays	13.8	▲ 1.1
7)	Days off don't match with other family	12.6	▲ 0.1
8)	I don't feel like taking a trip	12.5	＋ 1.3
9)	Domestic situation prevents leaving home	12.2	＋ 2.5
10)	Keeping expenditure down due to poor economy	11.8	＋ 1.9
11)	There is something I would rather do than take a trip	10.1	＋ 2.3
12)	There is no place I particularly want to travel to	5.2	＋ 2.4
13)	The increase in inbound tourists from overseas makes it difficult to reserve overnight accommodations	2.5	-
14)	Tourist areas are crowded because of the increase in inbound tourists from overseas	2.3	-
15)	I don't have a long vacation this year during Golden Week	1.8	-

Table 13: Changes in Motivation to Spend on Travel Over the Next Year (responses based on the month of the survey) (same as Table 2 above)

(single responses) (figures in parentheses indicate y-o-y change)

		This Year (March 2016)	Last Year (March 2015)	Two Years Ago (March 2014)
Would like to spend more		15.0 (▲1.7)	16.7 (＋5.6)	11.1 (▲14.0)
Would like to spend about the same		55.8 (＋1.6)	54.2 (▲3.3)	57.5 (＋1.9)
	More trips at lower unit cost	9.8 (＋0.7)	9.1 (▲0.9)	10.0 (▲5.5)
	Fewer trips at higher unit cost	7.1 (▲0.9)	8.0 (＋0.1)	7.9 (＋3.1)
	Same cost and frequency of trips	38.9 (＋1.8)	37.1 (▲2.5)	39.6 (＋4.3)
Would like to spend less		27.1 (＋0.9)	26.2 (▲3.1)	29.3 (＋12.2)

Table 14: Trends in Published Numbers for GW Travel from 2000

	Travelers (ten thousands)			Average expenditure (JPY)		Total expenditure (100 million JPY)		
	Total	Domestic	Overseas	Domestic	Overseas	Total	Domestic	Overseas
	Y-o-y change	Y-o-y change	Y-o-y change	Y-o-y change	Y-o-y change	Y-o-y change	Y-o-y change	Y-o-y change
2000 (4/27～5/7)	2,150.4	2,094.0	56.4	40,433	228,558	9,756	8,467	1,289
	+4.2%	+4.1%	+6.0%	▲0.5%	+7.1%	+4.8%	+3.6%	+13.6%
2001 (4/26～5/6)	2,206.5	2,152.6	53.9	41,767	239,072	10,280	8,991	1,289
	+2.6%	+2.8%	▲4.4%	+3.3%	+4.6%	+5.4%	+6.2%	0.0%
2002 (4/25～5/5)	2,169.3	2,120.3	49.0	39,595	246,005	9,600	8,395	1,205
	▲1.7%	▲1.5%	▲9.1%	▲5.2%	+2.9%	▲6.6%	▲6.6%	▲6.5%
2003 (4/24～5/4)	2,090.7	2,067.3	23.4	38,983	254,369	8,654	8,059	595
	▲3.6%	▲2.5%	▲52.2%	▲1.5%	+3.4%	▲9.9%	▲4.0%	▲50.6%
2004 (4/24～5/4)	2,169.8	2,116.9	52.9	39,334	245,720	9,627	8,327	1,300
	+3.8%	+2.4%	+126.1%	+0.9%	▲3.4%	+11.2%	+3.3%	+118.5%
2005 (4/27～5/7)	2,175.5	2,121.1	54.4	38,890	253,180	9,626	8,249	1,377
	+0.3%	+0.2%	+2.8%	▲1.1%	+3.0%	▲0.0%	▲0.9%	+5.9%
2006 (4/26～5/6)	2,201.6	2,146.6	55.0	38,993	250,584	9,748	8,370	1,378
	+1.2%	+1.2%	+1.1%	+0.3%	▲1.0%	+1.3%	+1.5%	+0.1%
2007 (4/25～5/5)	2,202.3	2,148.7	53.6	39,100	251,700	9,750	8,401	1,349
	+0.0%	+0.1%	▲2.5%	+0.3%	+0.4%	+0.0%	+0.4%	▲2.1%
2008 (4/25～5/5)	2,125.4	2,080.0	45.4	39,100	254,700	9,289	8,133	1,156
	▲3.5%	▲3.2%	▲15.3%	0.0%	+1.2%	▲4.7%	▲3.2%	▲14.3%
2009 (4/25～5/5)	2,178.6	2,129.9	48.7	36,900	213,100	8,897	7,859	1,038
	+2.5%	+2.4%	+7.3%	▲5.6%	▲16.3%	▲4.2%	▲3.4%	▲10.2%
2010 (4/24～5/4)	2,220.9	2,169.2	51.7	36,100	224,400	8,991	7,831	1,160
	+1.9%	+1.8%	+6.2%	▲2.2%	+5.3%	+1.1%	▲0.4%	+11.8%
2011 (4/24～5/4)	2,035.0	1,981.3	53.7	33,800	209,600	7,823	6,697	1,126
	▲8.4%	▲8.7%	+3.9%	▲6.4%	▲6.6%	▲13.0%	▲14.5%	▲2.9%
2012 (4/25～5/5)	2,260.8	2,201.2	59.6	34,900	210,000	8,934	7,682	1,252
	+11.1%	+11.1%	+11.0%	+3.3%	+0.2%	+14.2%	+14.7%	+11.2%
2013 (4/25～5/5)	2,331.7	2,278.2	53.5	35,900	230,800	9,414	8,179	1,235
	+3.1%	+3.5%	▲10.2%	+2.9%	+9.9%	+5.4%	+6.5%	▲1.4%
2014 (4/25～5/5)	2,318.3	2,267.9	50.4	34,400	249,500	9,060	7,802	1,258
	▲0.6%	▲0.5%	▲5.8%	▲4.2%	+8.1%	▲3.8%	▲4.6%	+1.9%
2015 (4/25～5/5)	2,389.0	2,335.9	53.1	35,800	263,000	9,683	8,363	1,320
	+3.0%	+3.0%	+5.4%	+4.1%	+5.4%	+6.9%	+7.2%	+4.9%
2016 (4/25～5/5)	2,395.6	2,341.0	54.6	35,200	259,000	9,654	8,240	1,414
	+0.3%	+0.2%	+2.8%	▲1.7%	▲1.5%	▲0.3%	▲1.5%	+7.1%

* Surveys began in 1969. The figures for overseas travelers are actual numbers.

* Estimates for average expenditure were started from 1993. Prior to 2003 the figures for the previous year were partially revised in accordance with actual results.

* With regard to estimates for domestic travelers, prior to 2003 the figures for the previous year were partially revised in accordance with actual results.