

Japan Now

Presentation by

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- 1) Border situation
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- 3) Behavior, trends, key words, SoMe situation
- 4) OTAs
- 5) The travel trade now
- 6) Consumer protection

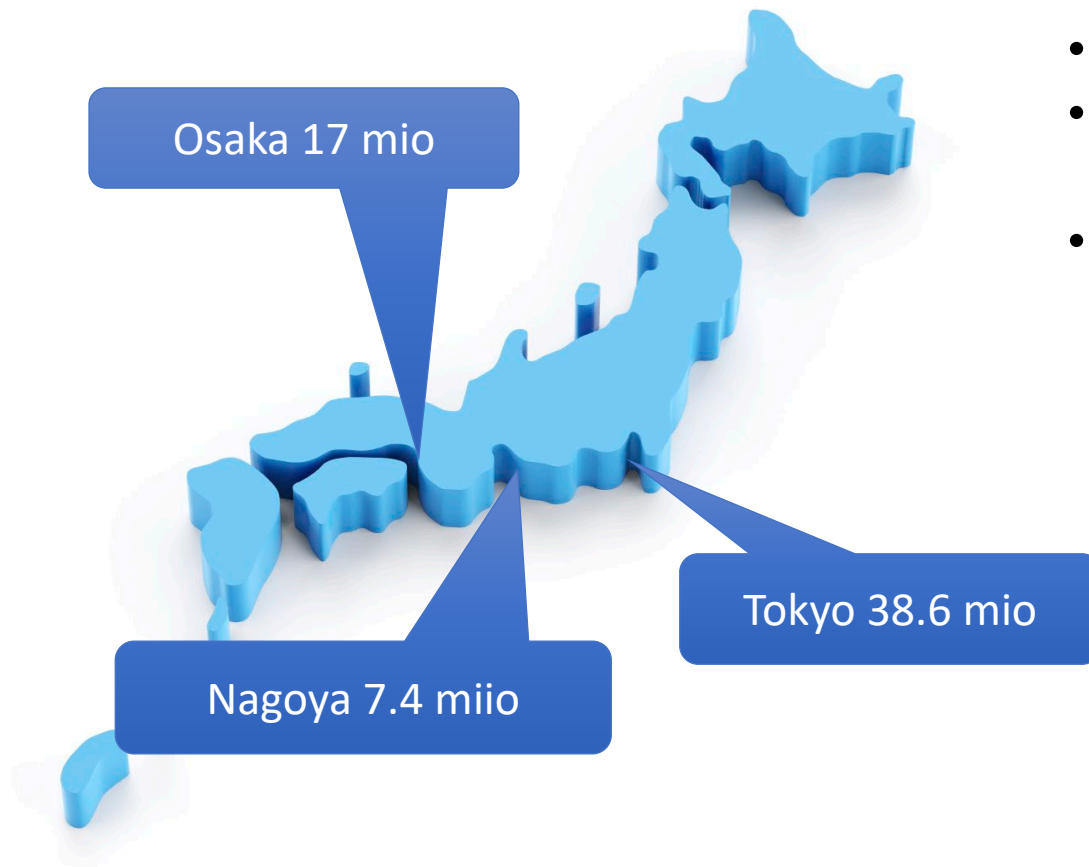
Border situation

- As of 07SEP22 entry limitation up to 50,000 pax / day
- Requirement of negative PCR test issued 72 hours prior to arrival no longer needed
- Most countries off travel restriction list
- Group tours without tour conductors allowed into Japan



Japan in Numbers

- GDP: 5.07 trillion USD (8.2% of world GDP), 3rd in the world
- Population: 126 million
- 11th most populous nation in the world
- 3 major metropolitan areas (Tokyo metropolitan area is the world's most populous)
- 11 cities with a population of more than 1 million

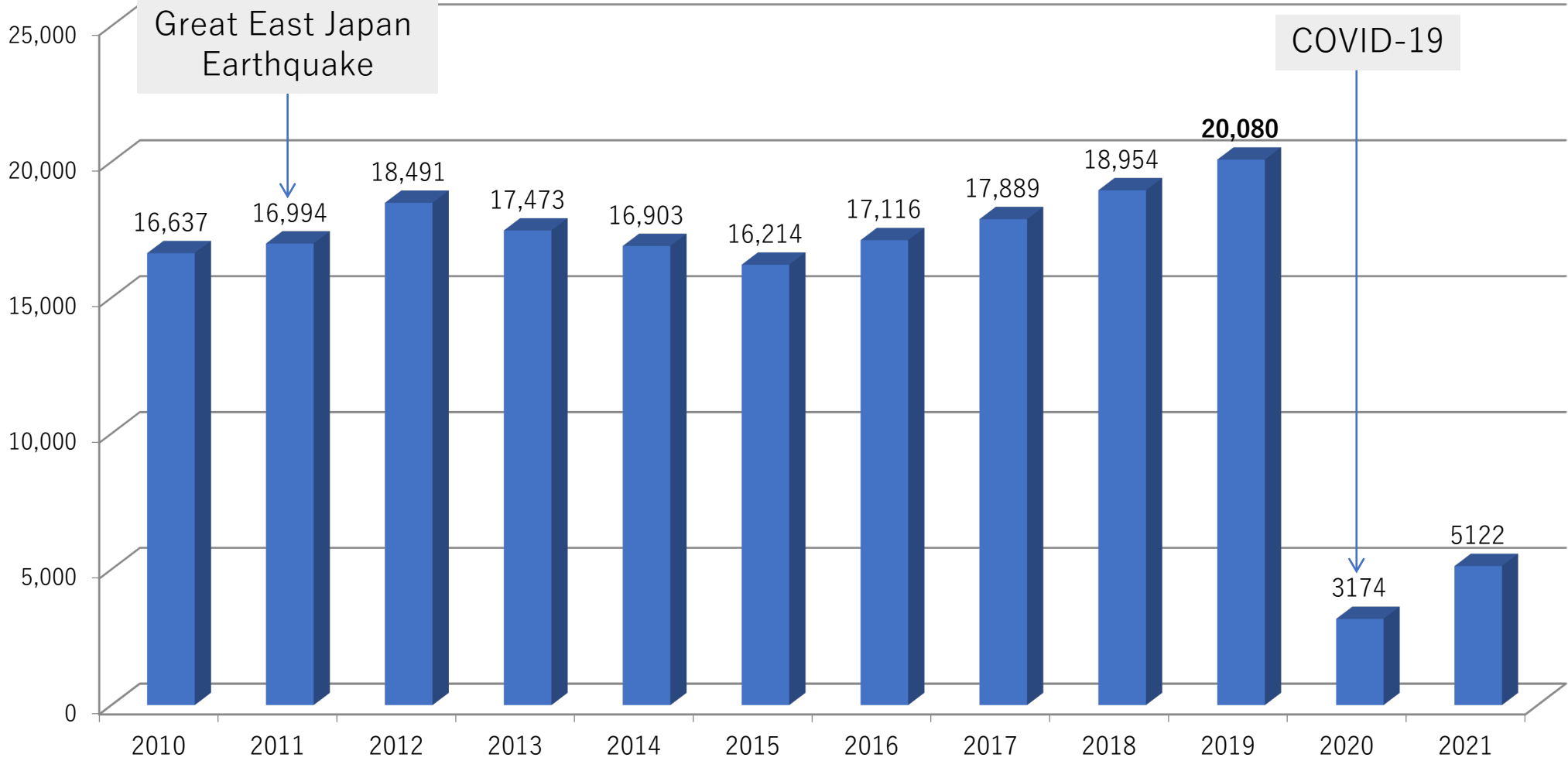


Ranking Of Countries By Population

World Population		7,713,468,100	
Rank	Countries	Population	% Of World
1	China	1,433,783,686	18.59%
2	India	1,366,417,754	17.71%
3	United States	329,064,917	4.27%
4	Indonesia	270,625,568	3.51%
5	Pakistan	216,565,318	2.81%
6	Brazil	211,049,527	2.74%
7	Nigeria	200,963,599	2.61%
8	Bangladesh	163,046,161	2.11%
9	Russia	145,872,256	1.89%
10	Mexico	127,575,529	1.65%
11	Japan	126,860,301	1.64%

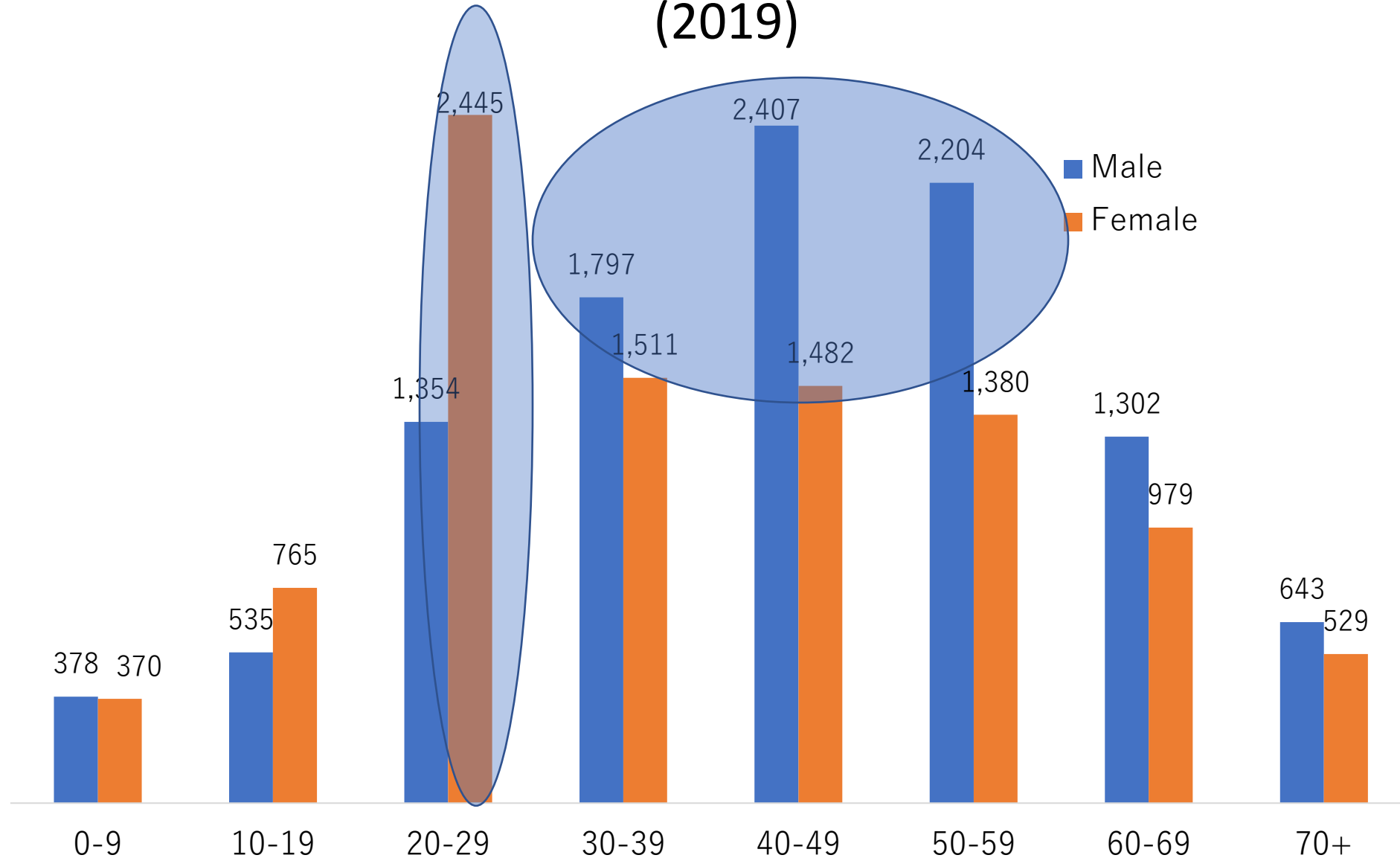
Japanese outbound statistics (2010 – 2021)

(Thousands)



Source: Ministry of Justice "Statistics of Immigration Control"

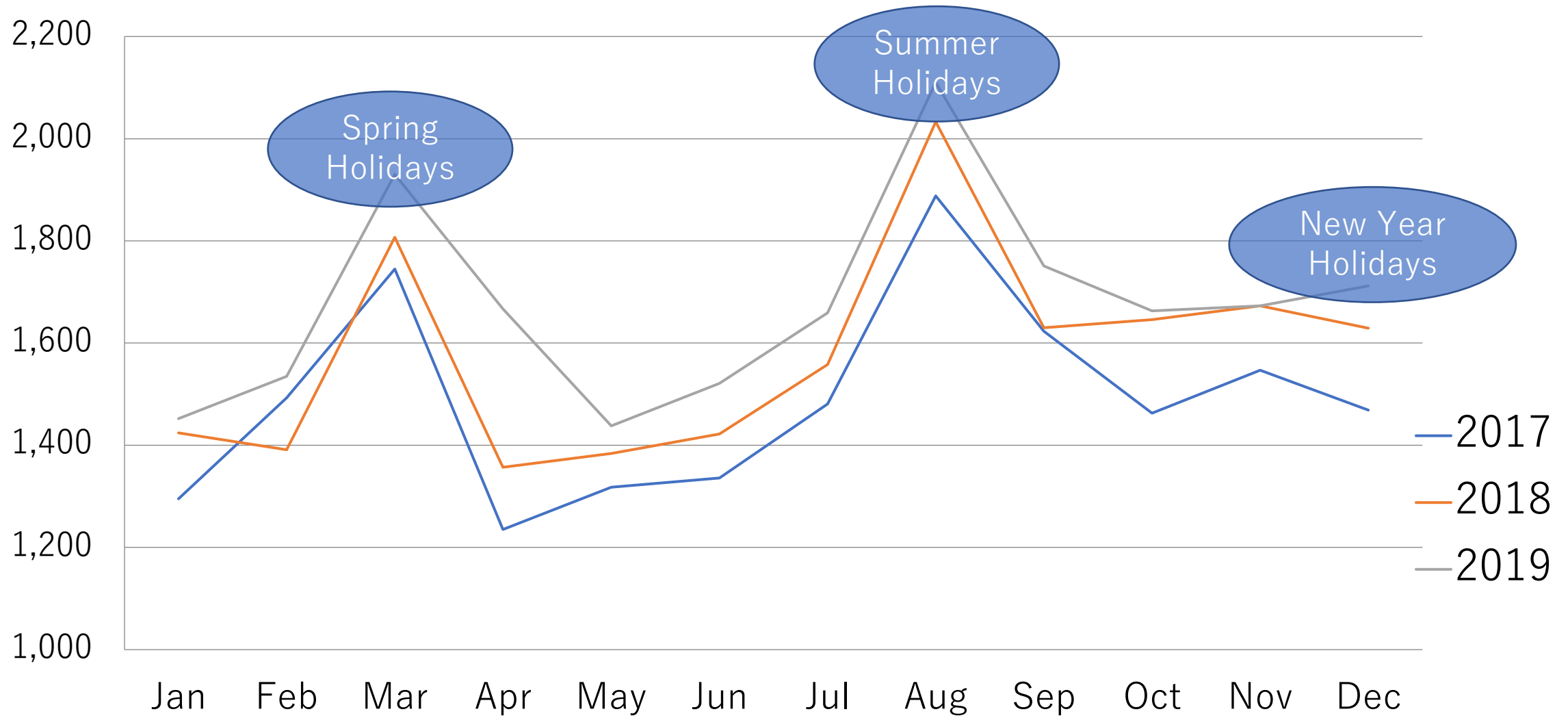
Numbers of Overseas Travelers by Gender and Age Group (2019)



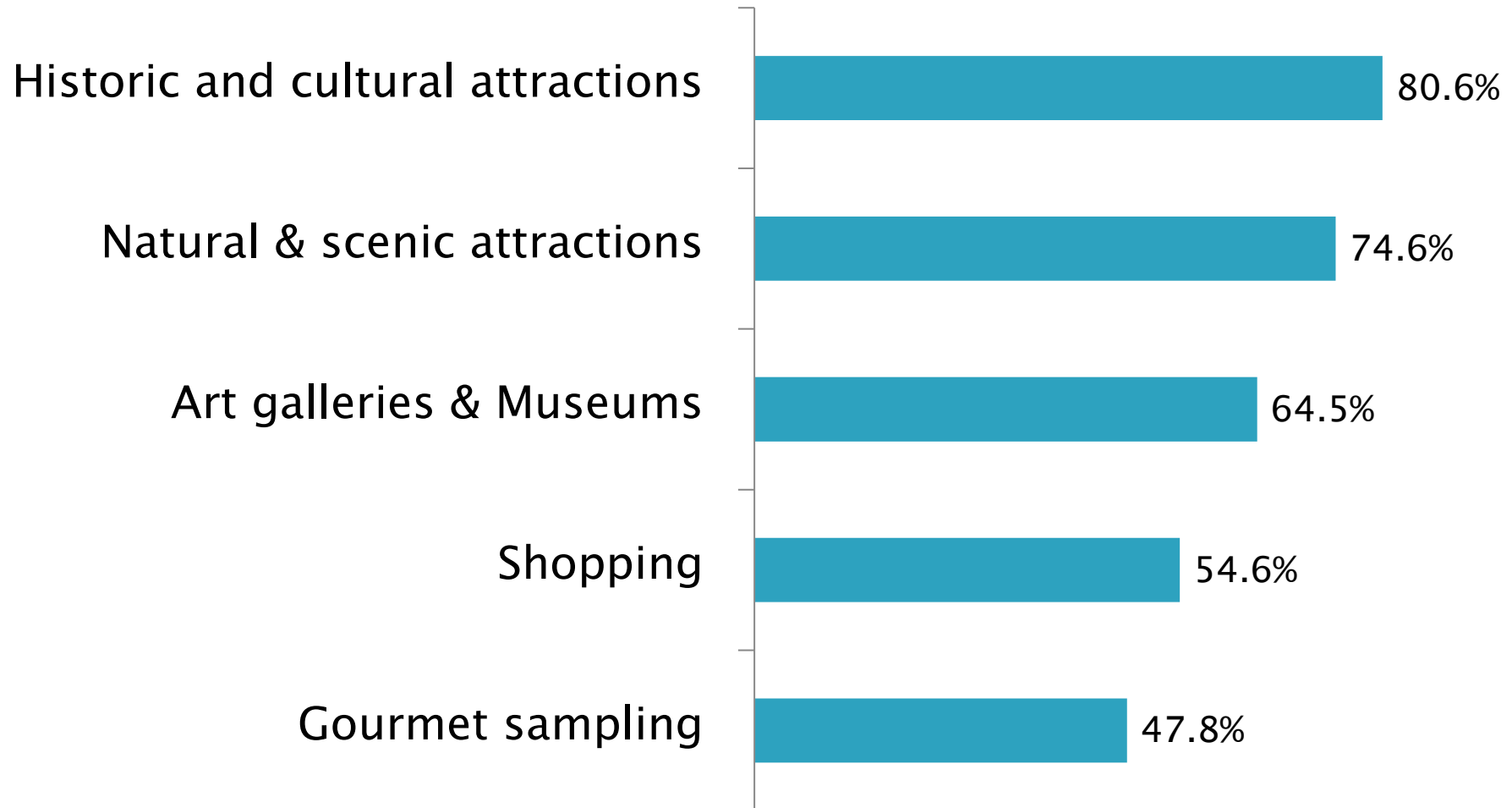
Source: Ministry of Justice "Statistics of Immigration Control"

Number of Overseas Travelers by Month (2019)

(Thousands)

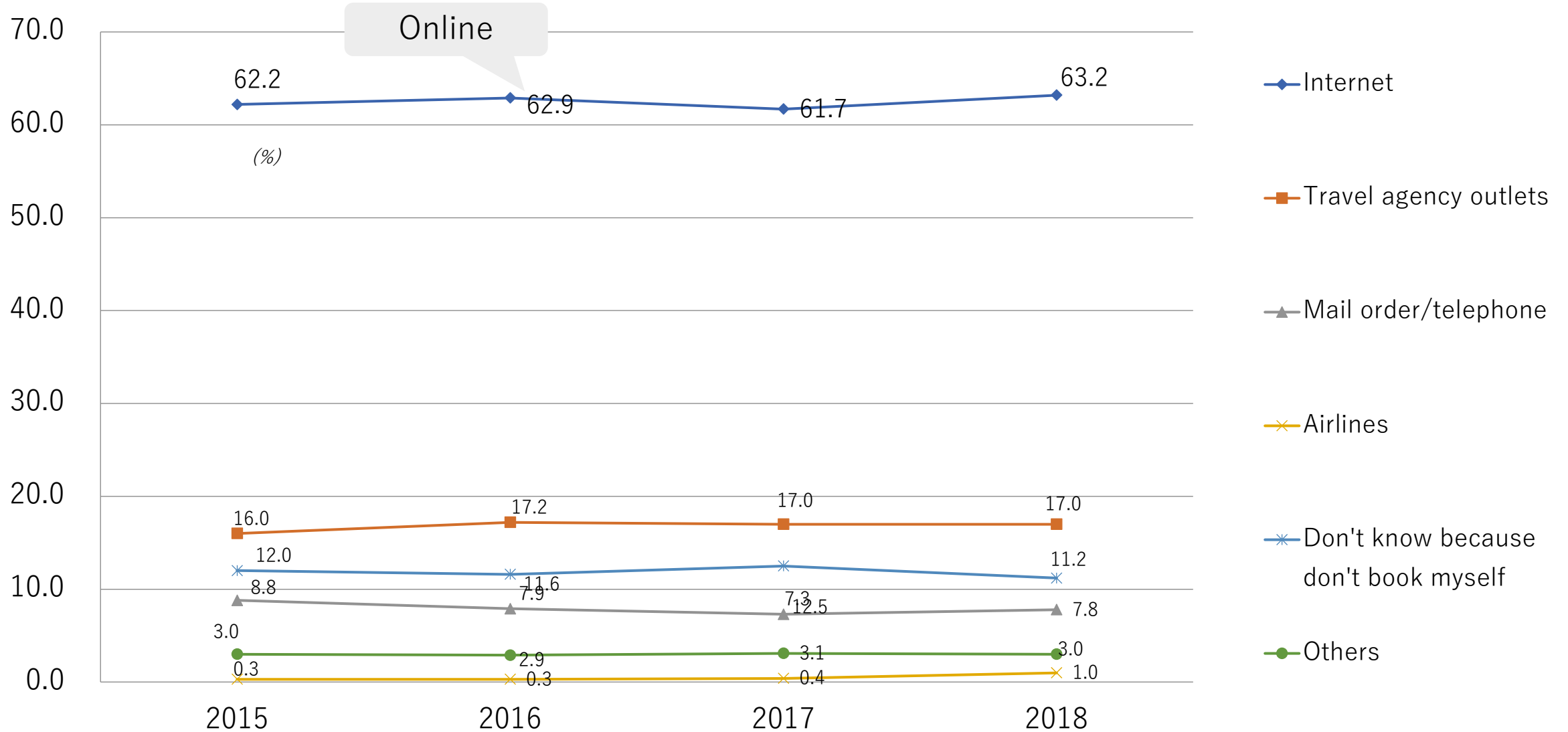


Top 5 Activities at Destinations: Europe/Russia(2019)



Travel Reservation Methods

(2019)



Source: Japan Tourism Marketing Co., "Factual Survey of the Overseas Travel Situation"

The Japanese traveler

- They have limited English capabilities
- Holidays are relatively short
- Difference on traveling style between generations
- Many are repeaters of overseas traveling
- Expectation for traveling to Europe is high
- Quality conscious
- Appreciate to communicate with local people
- Not flexible towards changes
- Well known as good manner people



Customer Journey of Japanese travelers

Decision making process

Women are the primary decision makers

short-haul destination: word of mouth, long-haul destination: HP of tourist offices & agents

Preparation period

- Japanese still appreciate printed materials in Japanese
- They want to get as much as practical information such as weather, clothes, transportations, map.
- Concrete proposals are more attractive for them.

During trip

- Treat them with a smile which is worth more than a million euro promotion
- “Enjoy yourself “ doesn’t work
- Treat them in local way, but a bit more explanation

After trip

- They are potential repeat travelers
- Complains come afterward



Current trends

- Group traveling → Individual traveling
- Ordinary sightseeing → Purpose led programs
- Touring around → Single destination

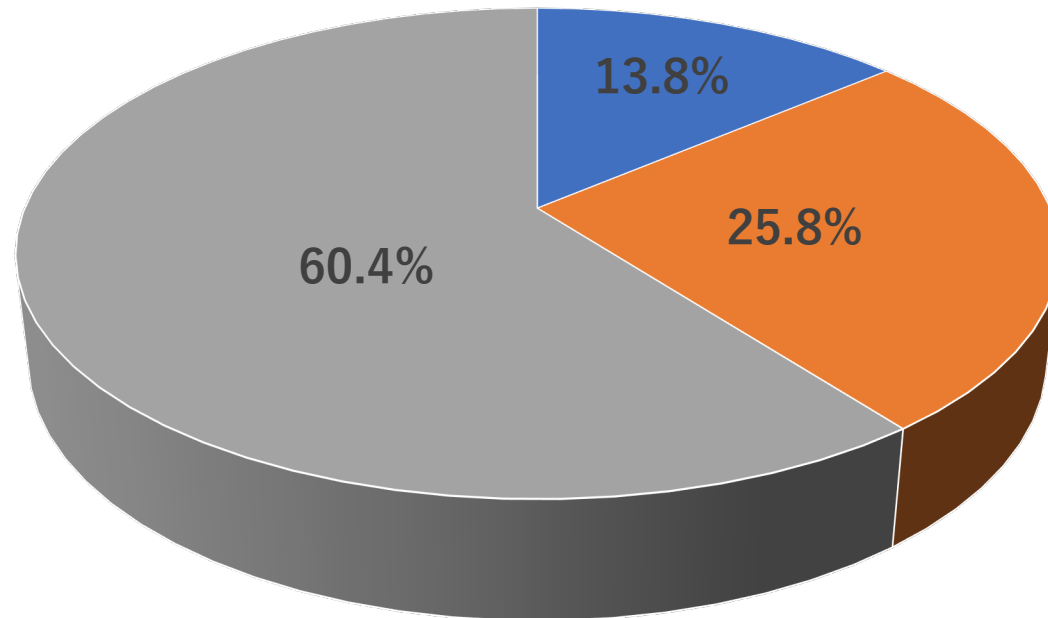
Key words

- Dynamic package tour
- Services for solo travelers
- Rent a car and rental camping car
- Outdoor activities for families
- Farm stays and rural experiences
- Workation program



Intentions for Future Overseas Travel

(2021 Feb)



- Would like to visit any country or region as soon as it will admit tourists
- If the country or region I want to visit will admit tourists, then I would like to go
- Will delay plans until the worldwide pandemic has subsided

Key consumer trends which will shape Japan in the future

1

Ethical Living

Although ethical living is a new concept for the Japanese, increasing public awareness and ongoing education about the idea will encourage more people to understand the importance of being ethical consumers.

2

Middle Class Retreat

Consumption patterns are increasingly becoming more selective and consumers are seeking value for money in Japan. The strong interest in unique products among the Japanese will boost demand for items that have a story and brand philosophy.

3

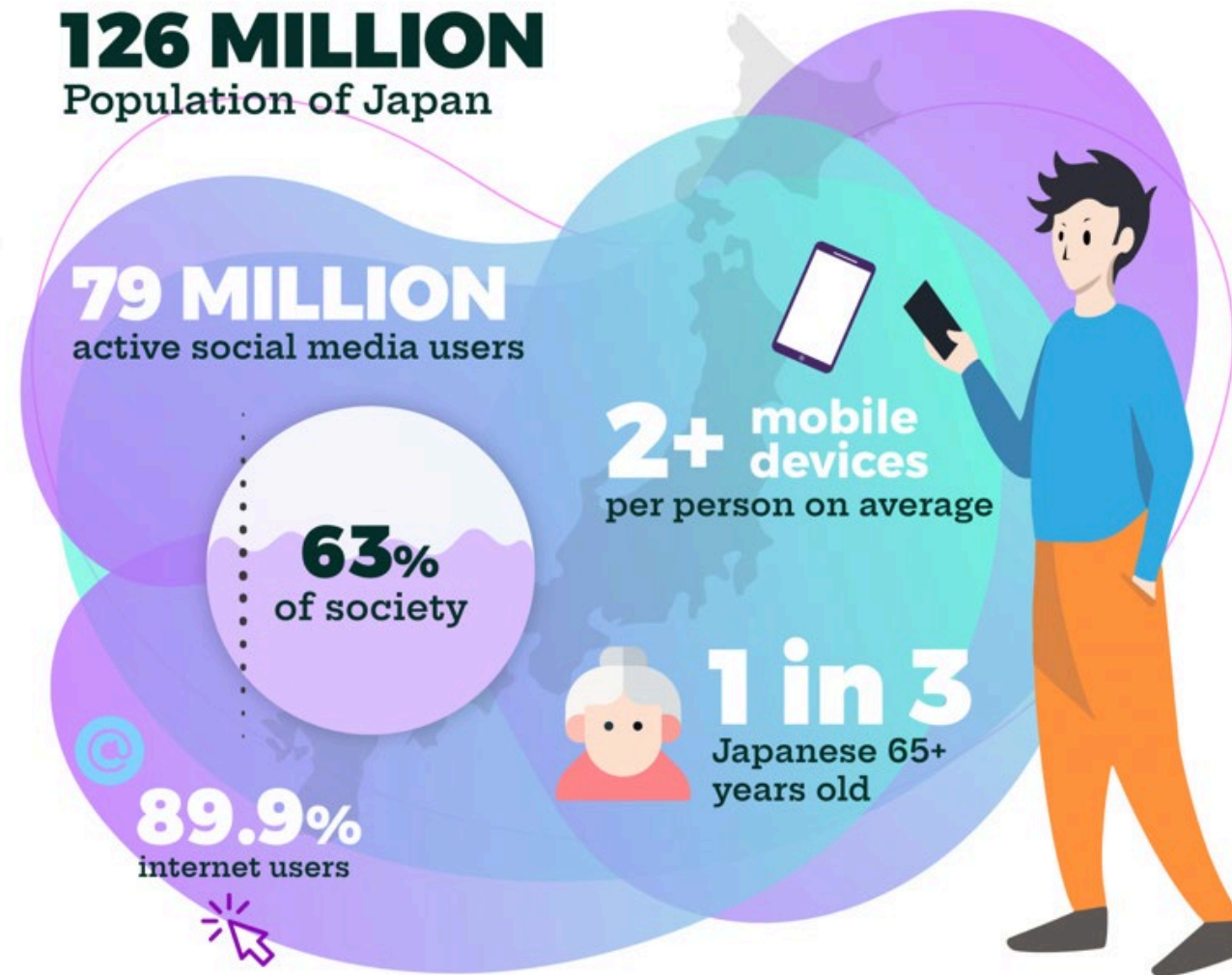
Loner Lifestyle

With active consumption through the rising number of single-person households, many products and services are now being tailored to singles.

As members of this demographic have a strong desire to shape their living spaces into a style that suits them, furniture/home interior goods will benefit from this trend.

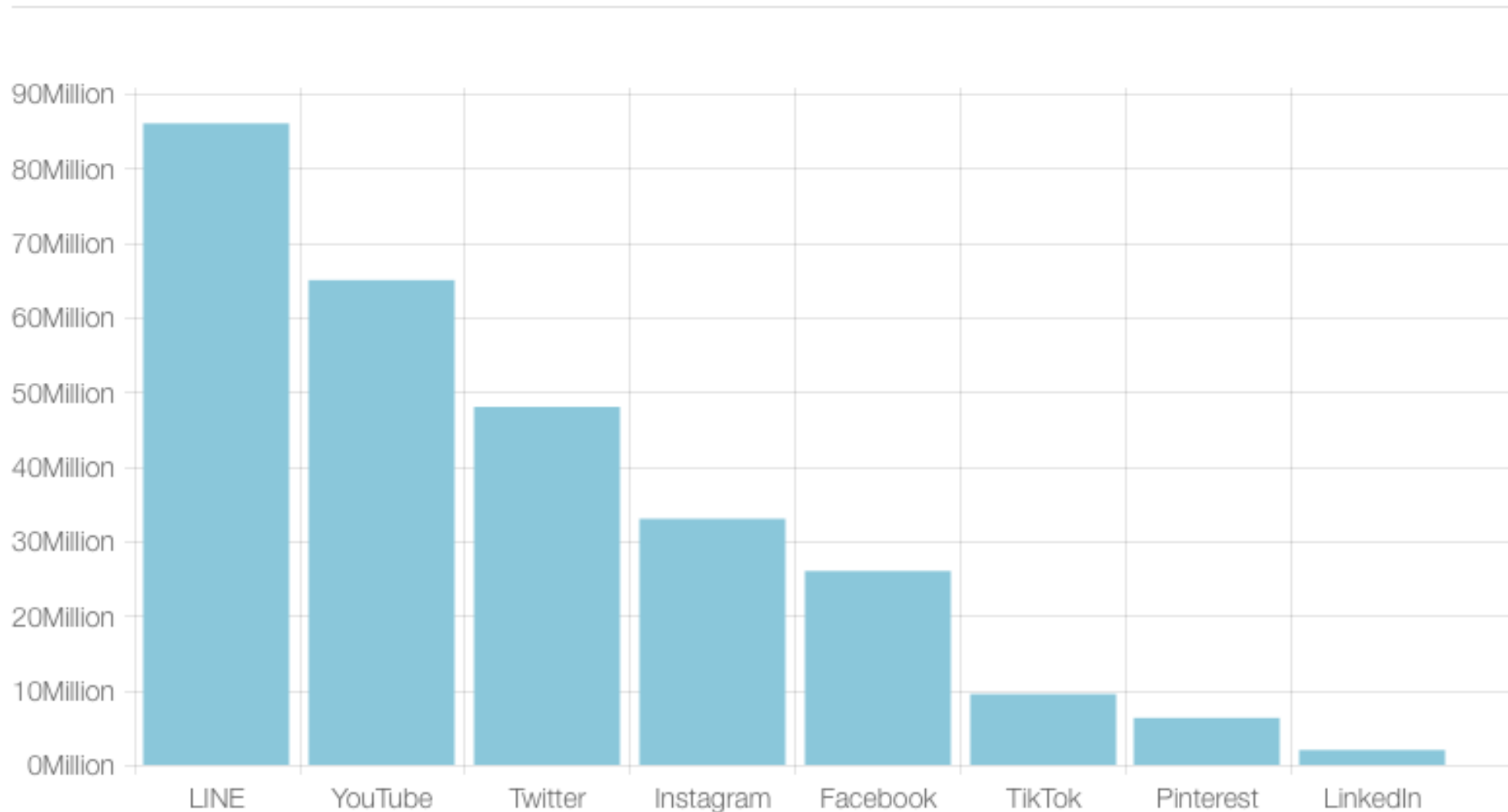


Social Network Channels in Japan



Source : <https://www.humblebunny.com>

The number of active users by channels



Japanese OTA's

The logo for i.JTB, featuring the text "i.JTB" in a bold, red, sans-serif font.

<https://www.jtb.co.jp>

The logo for Rakuten Travel, with "Rakuten" in green and "Travel" in a darker green, both in a sans-serif font.

<https://travel.rakuten.co.jp>

The logo for AirTrip, featuring a blue airplane icon above the text "AirTrip" in a blue, sans-serif font, with a blue swoosh underneath.

<https://www.airtrip.jp>

The logo for Ikyu.com, consisting of a blue square with a white horizontal line, followed by the Japanese characters "一休" in gold and ".com" in blue.

<https://www.ikyuu.com>

The logo for Jalan, featuring a stylized orange shape with a white outline that resembles a smile or a road, with the Japanese characters "じゃらん" inside.

<https://www.jalan.net>

The logo for Trip.com, with "Trip.com" in a blue, sans-serif font.

<https://www.trip.com>

The logo for LINE Travel, with "LINE" in blue and "トラベル" in a darker blue, followed by "jp" in blue.

<https://www.travel.co.jp/guide/article/27982/>

The logo for Reiwa Travel, with the Japanese characters "令和トラベル" in a bold, black, sans-serif font.

<https://www.reiwa.travel.co.jp>

The logo for DMM TRAVEL, with "DMM TRAVEL" in a bold, black, sans-serif font, followed by an orange circular icon with three curved lines inside.

<https://travel.dmm.com>

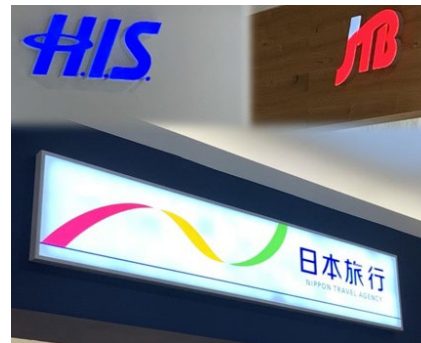


Travel Agency Act

- Strict consumer protection law
- May have an impact on you

The travel trade now

- Tour operators/travel agencies are re-grouping
- Key people still not in place
- Government support for the industry
 - Personnel seconded to various spaces
 - Subsidies to prompt consumers to travel
 - JATA (Japan Association of Travel Agencies) planned a rescue program, lobbied and succeeded in capturing support from the government



Thank you and we're here for you!



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