



# Japan Travel Update

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Agenda:

- 1: Current trends for 2023
- 2: 2024/2025 Future trends and expectations
- 3: Challenges and Opportunities



# Current Trends – 2023 Business

- The Japanese market continues to show the lowest willingness to travel overseas. The latest statistics show that the number of international trips from Japan is down by 40% in comparison to 2019.
- Enquiries and bookings for international travel are slowly on the increase. Surveys show that Amongst all the Japanese travelers, 14% will travel abroad in 2023 and the highest proportion of travelers are men in their 20s (29%), women in their 20s (28%) and men in their 30s (22%)
- The weak yen and surging aviation fuel prices. “International trips have become a luxury, and Japanese people can no longer casually enjoy them.
- Over-all the market suggests that customers will feel more comfortable travelling long-haul once the situation between Russia and Ukraine is less strained



# 2024/2025 Expectation

- We can expect to see a big decline on brochure package tours and more focus on tailor made tours and special interest tours for groups & FIT travelers
- Increase on the student group markets
- Enhanced travel offers and booking systems using digital technology. Implemented online booking and check-in systems, cashless payment and use of QR codes to provide information locally
- Currently, 40% of travel companies believe that the industry will return to pre-Covid levels by 2025.



# Challenges and Opportunities

Post-pandemic, the challenges for travel agencies to Japanese overseas travel may include the following.

- The needs and preferences of travelers have changed after the pandemic, and travel companies will be faced with the challenge to develop and introduce new travel platforms and products.
- Travel plans will continue to be subject to uncertainty therefore it is important for travel agents to gain the trust of travelers by implementing policies that allow travelers to flexibly change or cancel their plans.
- Travel agents will need to strengthen hygiene control measures and provide adequate information to travelers in order to offer safety-oriented travel. It is important to gain trust of travelers by accurately communicating the local infection situation, destination-specific guidelines and medical systems.
- Based on these challenges, travel agents will be need to be mindful about not only to improve traveler safety measures, but also to respond to new market needs.