

2014 Survey of Travelers to Japan from Eight Asian Regions

REGIONAL STRATEGIES INCLUDE SKILLFUL MARKETING, BRANDING OF TOURIST AREAS

PRODUCTS SHOWCASING JAPAN'S CUISINE AND OTHER TRADITIONS PROMOTE BUSINESS DEVELOPMENT AND TIE-UPS OVERSEAS

1. Japan is seeing a huge increase in tourists from overseas. According to the Japan National Tourist Organization, a total of 10,360,000 tourists visited Japan in 2013. This was a 24-percent rise over the previous year and the first time the number surpassed 10 million. Eighty percent of these were visitors from Asia, with Taiwan and Korea leading the way with more than two million visitors per year. Since the Japanese government relaxed its visa requirements for travelers from Asia in July 2013, the number of visitors from Thailand, Malaysia, Indonesia and elsewhere in Southeast Asia has risen markedly. Nonetheless, when viewed in terms of the number of foreign visitors per capita, Japan's ratio of 8.1 percent is a mere one-third of that of Korea¹, to say nothing of the figures for France (131.3 percent) and Italy (78.8 percent). Clearly, Japan still has some way to go.
2. Since 2012, DBJ has carried out an annual *Survey of Travelers to Japan from Eight Asian Regions*. This year's survey was conducted in September in the form of an online questionnaire. As in previous years, the respondents were residents of eight regions in Asia² with experience of international travel.
3. The 2014 survey found Japan to be the most popular tourist destination among the whole eight-region group – even more popular this year than in the previous two. Some 70 percent of respondents from Taiwan and Hong Kong expressed the desire to visit Japan, as did some 60 percent of those from Malaysia, Thailand, and Singapore. Indonesian respondents wishing to travel to Japan increased by six percentage points over last year, suggesting that the easing of visa requirements is having an effect (p. 2, 3).
4. Continuing a trend observed in the previous two surveys, the current poll revealed that the areas enjoying greatest recognition were the “Golden Route,” stretching from Tokyo to Osaka, and Hokkaido. This was also where they most wanted to go (p. 17-19). Mt. Fuji showed conspicuous annual growth in the number of actual visits, at least partly as a result of its designation as a World Heritage Site in June of last year (p. 7).
5. Respondents who had been to Japan reported staying at traditional inns (ryokan), luxury hotels, and inexpensive hotels in approximately equal percentages. However, when asked where they would like to stay on a future trip to Japan, an overwhelming percentage of respondents from all regions said they hoped to stay at a traditional inn. The survey found that more respondents would be interested in bathing in hot springs or communal baths if they were able to wear bathing suits or other covering, pointing to latent demand for traditional inns, hot springs resorts, and communal bathing facilities (p. 6, 22).
6. Questions about dining drew diverse responses. In addition to such traditional Japanese foods as sushi and sashimi, respondents showed interest in ramen, udon, and other noodle dishes, as well as sake, seafood, fruit and a wide variety of other products of Japan's farms and fisheries. Growing interest in traveling to Japan, and the national qualities represented by Japanese food, can translate into overseas business development for products such as sake, Japanese sweets, porcelain and ceramics, and stationery by providing them with added value (p.28).
7. Most respondents showed little interest in the upcoming Olympics, with the exception of those from China. Asked if they knew the location of the 2020 Olympics, over half replied that they did not know or did not care. This result suggests that greater publicity efforts are needed to spur interest in the Tokyo Olympics (p.26).
8. The easing of visa requirements implemented in July 2013 was well known in each of the regions surveyed. Moreover, extremely high percentages said they knew of the measures and had visited Japan, or knew of the measures and wanted to visit. Interest was particularly strong among those who had not yet traveled to Japan. The measures have clearly been effective in encouraging inbound tourism (p.27).
9. The greatest concerns among visitors were communication, cost, radioactivity, and earthquakes (p.24). People throughout East Asia remain highly concerned about issues deriving from the 2011 earthquake and tsunami. These worries have eased somewhat, however, since the previous survey. The provision of broad-ranging, accurate information continues to be of utmost importance (p.25).
10. Dissatisfaction with language, cost, and communication – the “travel environment” – was conspicuous in the answers to this survey. Respondents reported significant unhappiness with content, which differed according to nationality. Chinese respondents voiced dissatisfaction with shopping; those from Southeast Asia with gambling and nightlife (p.13, 14). Future inbound tourism initiatives will need careful marketing and must take into account the nationalities of those to whom they are aimed. A Destination Management Organization (DMO) should be created to manage the work of the entities involved. A more strategic approach, involving region-wide efforts to promote the branding of each area's tourism resources, will go far to enhance future initiatives.

¹ Calculated by DBJ based on the UN, *World Population Prospects: The 2012 Revision* and Japan National Tourist Organization materials.

² The survey was aimed at nationals of eight regions: Korea, China, Taiwan, Hong Kong, Thailand, Singapore, Malaysia, and Indonesia.

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◆ "Which areas of Japan have you visited up to now?"	p.7	(p.8)
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◆ "What were your sources of information on Japan?"	p.10	(p.11)
◆ "Which aspects of your trip did you decide after arrival? Which did you perceive as expensive?"	p.11	(p.12)
◆ Shopping in Japan	p.12	(p.13)
◆ "Which parts of your trip to Japan satisfied you the most? The least?"	p.13-14	(p.14-15) ^{*3}
◆ Images of Japanese tourist areas: "What would you like to see and do?"	p.15-16	(p.16-17)
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◆ Concerns: "Did the March 2011 earthquake change your mind about traveling to Japan?"	p.25	(p.26)
◆ "Do you know which country and city will host upcoming Olympic Games?"	p.26	(-)
◆ "Are you aware of the measures implemented in July 2013 to make it easier to obtain a Japanese visa or visa exemption?"	p.27	(-)
◆ Free response: "What would you like to eat and drink in Japan?"	p.28	(-)

1 This questions and choices in this survey may differ from those in the previous survey. Some parts have been added or changed.

2 This survey had two new questions, regarding the type of lodgings used (p. 6) and the type of lodgings desired for a future trip (p. 22).

3. The previous survey had respondents rate each item on scale of 1 to 5. For this survey, they were asked to choose up to 5 items with which they were most (or least) satisfied.

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1. Survey Outline and Respondents

- Survey method: Online questionnaire
- Period conducted: September 9 – 16, 2014.
- Regions covered: Korea, China, Taiwan, Hong Kong, Thailand, Singapore, Malaysia, Indonesia (eight regions).
* For China, the survey covered only the cities of Beijing and Shanghai.
- Target respondents: Men and women aged 20 to 59, with experience in foreign travel.
* “Foreign travel” excludes travel between China, Hong Kong and Macao; Malaysia and Singapore; and Thailand and Malaysia.
- Valid responses: 500 people from each of the above regions, for a total of 4,000 people.
* For China, 250 people each from Beijing and Shanghai.
- Survey conducted in cooperation with AIP Corporation.

◆Valid responses

Item	All	Korea	China	Taiwan	Hong Kong	Thailand	Singapore	Malaysia	Indonesia
Male	2,002	251	234	275	229	256	251	248	258
Female	1,998	249	266	225	271	244	249	252	242
Total	4,000	500	500	500	500	500	500	500	500

◆Visits to Japan

Item	All	Korea	China	Taiwan	Hong Kong	Thailand	Singapore	Malaysia	Indonesia
Never visited	2,133	223	220	156	142	275	318	393	406
Visited once	851	112	170	114	105	125	96	70	59
Visited 2 or more times	1,016	165	110	230	253	100	86	37	35
Total	4,000	500	500	500	500	500	500	500	500

Note: For the questions on the following pages, choices were given to each respondent in random order: p. 4, p. 12 (“Shopping in Japan”), p. 15, p. 16, p.23.

For the questions on the following pages, the first choice given was different for each respondent: p. 6 (Types of lodgings), p. 7, p. 9 – 11, p. 13, p. 14, p. 17 – 20, p. 22 (“Thoughts about lodgings and hot springs bathing on a future trip to Japan”), p. 23, p. 24.

2. **All respondents** "Where would you like to go on a foreign holiday?"

- ◆ **Japan was a choice of a majority of respondents in all eight Asian regions.**
- Japan topped the list of places respondents wanted to visit, drawing the highest percentages from all regions except Korea. Ratios of those thinking seriously about a Japan vacation were similarly high.
 - Some 70 percent of respondents from Taiwan and Hong Kong expressed a desire to visit Japan, as did some 60 percent of those from Malaysia, Thailand and Singapore.
 - The percentage of Korean respondents wishing to visit Japan was relatively small, despite its having among the largest numbers of travelers to Japan. Among those Koreans thinking seriously of a foreign vacation, however, Japan was the top prospective destination.

(Multiple responses)

Respondents→ Sample size Countries/regions hoping to visit ↓	All		Korea		China		Taiwan		Hong Kong		Thailand		Singapore		Malaysia		Indonesia	
	4000		500		500		500		500		500		500		500		500	
	Hope to visit	Specifically considering	Hope to visit	Specifically considering	Hope to visit	Specifically considering	Hope to visit	Specifically considering	Hope to visit	Specifically considering	Hope to visit	Specifically considering	Hope to visit	Specifically considering	Hope to visit	Specifically considering	Hope to visit	Specifically considering
Japan	55%	35%	26%	15%	55%	39%	71%	35%	66%	50%	57%	46%	57%	37%	59%	33%	48%	24%
Korea	43%	25%	-	-	52%	31%	30%	8%	52%	35%	33%	20%	47%	30%	48%	32%	37%	16%
Australia	42%	17%	43%	14%	54%	24%	35%	2%	49%	27%	20%	7%	46%	25%	56%	25%	32%	11%
New Zealand	39%	13%	38%	9%	49%	17%	40%	2%	40%	19%	23%	7%	49%	21%	50%	20%	23%	9%
Switzerland	38%	11%	46%	11%	40%	9%	38%	2%	39%	18%	27%	12%	45%	18%	46%	17%	23%	3%
France	37%	12%	43%	13%	46%	14%	36%	4%	41%	20%	20%	6%	38%	14%	41%	17%	29%	9%
USA	37%	13%	32%	9%	50%	20%	41%	7%	33%	15%	19%	8%	50%	22%	38%	16%	29%	8%
United Kingdom	35%	12%	33%	6%	41%	12%	33%	2%	41%	22%	23%	8%	38%	17%	39%	18%	29%	7%
Italy	33%	10%	36%	10%	38%	12%	35%	2%	37%	17%	15%	5%	36%	14%	42%	14%	27%	7%
Hong Kong	32%	14%	28%	8%	52%	29%	34%	9%	-	-	19%	8%	33%	16%	32%	18%	25%	12%
Taiwan	31%	17%	16%	4%	44%	23%	-	-	52%	36%	12%	4%	40%	25%	41%	26%	11%	2%
Germany	30%	9%	32%	7%	39%	12%	32%	3%	36%	18%	13%	4%	35%	11%	34%	11%	21%	6%
Hawaii	29%	8%	41%	10%	46%	15%	32%	2%	27%	13%	10%	3%	31%	8%	31%	11%	16%	3%
Canada	29%	8%	34%	8%	39%	12%	36%	2%	28%	13%	11%	3%	40%	11%	29%	8%	18%	4%
Spain	29%	9%	39%	13%	31%	9%	30%	2%	34%	17%	10%	1%	33%	12%	34%	11%	19%	4%
Singapore	27%	12%	20%	6%	35%	16%	31%	4%	37%	21%	26%	14%	-	-	21%	12%	17%	10%
Mainland China	25%	12%	18%	8%	-	-	37%	12%	34%	21%	22%	12%	21%	10%	30%	16%	14%	5%
Thailand	25%	11%	15%	5%	31%	11%	23%	3%	34%	19%	-	-	26%	13%	26%	13%	19%	10%
Austria	23%	5%	28%	4%	29%	7%	28%	1%	25%	11%	12%	3%	22%	7%	23%	8%	14%	1%
Macao	22%	8%	15%	3%	38%	16%	28%	4%	33%	17%	8%	2%	19%	6%	24%	12%	9%	2%
Other Europe	22%	6%	22%	7%	21%	3%	24%	2%	23%	11%	14%	4%	26%	7%	25%	8%	17%	4%
Malaysia	17%	6%	7%	1%	21%	7%	20%	1%	27%	13%	10%	4%	19%	9%	-	-	12%	7%
Vietnam	15%	5%	15%	5%	11%	1%	13%	1%	17%	8%	16%	9%	20%	8%	22%	8%	8%	2%
Guam	14%	3%	22%	7%	17%	3%	28%	1%	26%	10%	1%	0%	8%	2%	10%	2%	2%	0%
Mideast (Dubai, etc.)	13%	4%	8%	1%	15%	3%	12%	1%	15%	8%	4%	1%	15%	5%	17%	8%	15%	6%
Indonesia	12%	3%	9%	2%	16%	3%	14%	1%	11%	3%	5%	2%	13%	4%	18%	7%	-	-
Central & South America	12%	3%	16%	3%	13%	1%	11%	1%	15%	6%	3%	0%	17%	4%	14%	4%	6%	1%
Philippines	10%	3%	13%	4%	10%	1%	11%	0%	6%	3%	3%	1%	14%	6%	17%	7%	7%	1%
India	9%	2%	11%	2%	13%	3%	8%	0%	10%	3%	6%	3%	8%	3%	11%	4%	7%	1%
Africa	7%	2%	6%	1%	12%	1%	5%	0%	9%	5%	3%	0%	11%	4%	6%	2%	4%	0%
Other areas	2%	1%	1%	0%	0%	0%	2%	1%	0%	0%	4%	2%	2%	1%	1%	1%	4%	3%
Not interested in foreign travel	1%		1%		0%		1%		0%		3%		1%		0%		1%	

Note: The top 5 items are highlighted in red or yellow. When a respondent's home country or region is the same as the place they want to visit, that country or region is removed from the sample size.

3. **All respondents** Travel preferences compared with previous year: “Where would you like to go on a foreign holiday?” (Respondents wishing to travel; year-on-year comparison)

◆ **Japan has gained in popularity since last year’s survey**

- For the second year in a row, there was an increase in the percentage of respondents from all eight Asian regions who said they wanted to visit Japan (2012: 47% → 2013: 52% → 2014: 55%).
- The percentage of Indonesians who hoped to visit Japan increased by six percentage points since last year’s survey, suggesting that last July’s easing of visa requirements is having an effect (2012: 41% → 2013: 42% → 2014: 48%).
- China’s renewed interest in Japan travel can be seen in the 10-percent increase over the 2012 survey in the percentage of Chinese respondents indicating their desire to visit (2012: 45% → 2013: 53% → 2014: 55%).

(Multiple responses)

Respondents→ Number of samples Countries/regions hoping to visit ↓	All		Korea		China		Taiwan		Hong Kong		Thailand		Singapore		Malaysia		Indonesia	
	4000	4000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	2013 Hope to visit	2014 Hope to visit	2013 Hope to visit	2014 Hope to visit	2013 Hope to visit	2014 Hope to visit	2013 Hope to visit	2014 Hope to visit	2013 Hope to visit	2014 Hope to visit	2013 Hope to visit	2014 Hope to visit	2013 Hope to visit	2014 Hope to visit	2013 Hope to visit	2014 Hope to visit	2013 Hope to visit	2014 Hope to visit
Japan	52%	55%	20%	26%	53%	55%	68%	71%	62%	66%	55%	57%	57%	57%	56%	59%	42%	48%
Korea	41%	43%	-	-	46%	52%	30%	30%	50%	52%	27%	33%	47%	47%	51%	48%	32%	37%
Australia	42%	42%	46%	43%	54%	54%	32%	35%	51%	49%	20%	20%	46%	46%	52%	56%	33%	32%
New Zealand	37%	39%	44%	38%	44%	49%	38%	40%	36%	40%	18%	23%	52%	49%	43%	50%	17%	23%
Switzerland	37%	38%	49%	46%	42%	40%	37%	38%	37%	39%	20%	27%	47%	45%	39%	46%	23%	23%
France	36%	37%	45%	43%	45%	46%	39%	36%	39%	41%	16%	20%	37%	38%	38%	41%	31%	29%
USA	37%	37%	33%	32%	51%	50%	41%	41%	30%	33%	19%	19%	49%	50%	36%	38%	33%	29%
United Kingdom	35%	35%	38%	33%	39%	41%	35%	33%	39%	41%	19%	23%	40%	38%	38%	39%	35%	29%
Italy	32%	33%	36%	36%	39%	38%	35%	35%	36%	37%	15%	15%	34%	36%	33%	42%	27%	27%
Hong Kong	33%	32%	28%	28%	51%	52%	35%	34%	-	-	23%	19%	33%	33%	37%	32%	24%	25%
Taiwan	31%	31%	16%	16%	44%	44%	-	-	55%	52%	8%	12%	40%	40%	41%	41%	10%	11%
Germany	29%	30%	35%	32%	37%	39%	35%	32%	34%	36%	10%	13%	31%	35%	27%	34%	23%	21%
Hawaii	30%	29%	45%	41%	44%	46%	35%	32%	30%	27%	8%	10%	30%	31%	30%	31%	15%	16%
Canada	28%	29%	36%	34%	39%	39%	34%	36%	28%	28%	10%	11%	35%	40%	28%	29%	16%	18%
Spain	26%	29%	36%	39%	33%	31%	27%	30%	33%	34%	8%	10%	31%	33%	26%	34%	16%	19%
Singapore	28%	27%	24%	20%	36%	35%	30%	31%	39%	37%	21%	26%	-	-	26%	21%	21%	17%
Mainland China	26%	25%	16%	18%	-	-	38%	37%	32%	34%	21%	22%	26%	21%	30%	30%	16%	14%
Thailand	26%	25%	16%	15%	30%	31%	25%	23%	37%	34%	-	-	29%	26%	25%	26%	20%	19%
Austria	22%	23%	29%	28%	28%	29%	27%	28%	24%	25%	10%	12%	24%	22%	21%	23%	11%	14%
Macao	22%	22%	14%	15%	38%	38%	22%	28%	36%	33%	9%	8%	22%	19%	29%	24%	9%	9%
Other Europe	21%	22%	26%	22%	17%	21%	23%	24%	24%	23%	10%	14%	27%	26%	22%	25%	16%	17%
Malaysia	18%	17%	11%	7%	26%	21%	19%	20%	30%	27%	9%	10%	20%	19%	-	-	9%	12%
Vietnam	17%	15%	17%	15%	11%	11%	12%	13%	23%	17%	14%	16%	23%	20%	25%	22%	10%	8%
Guam	14%	14%	30%	22%	15%	17%	27%	28%	24%	26%	2%	1%	8%	8%	8%	10%	2%	2%
Mideast (Dubai, etc.)	13%	13%	9%	8%	14%	15%	14%	12%	17%	15%	4%	4%	16%	15%	17%	17%	15%	15%
Indonesia	12%	12%	12%	9%	16%	16%	10%	14%	14%	11%	6%	5%	14%	13%	16%	18%	-	-
Central & South America	12%	12%	17%	16%	13%	13%	10%	11%	14%	15%	5%	3%	18%	17%	10%	14%	6%	6%
Philippines	10%	10%	15%	13%	10%	10%	11%	11%	7%	6%	3%	3%	15%	14%	12%	17%	7%	7%
India	9%	9%	10%	11%	12%	13%	9%	8%	11%	10%	5%	6%	10%	8%	9%	11%	6%	7%
Africa	8%	7%	9%	6%	9%	12%	7%	5%	12%	9%	4%	3%	12%	11%	10%	6%	5%	4%
Other areas	2%	2%	1%	1%	0%	0%	1%	2%	1%	0%	3%	4%	2%	2%	2%	1%	3%	4%
Not interested in foreign travel	1%	1%	1%	1%	0%	0%	3%	1%	0%	0%	4%	3%	1%	1%	0%	0%	3%	1%

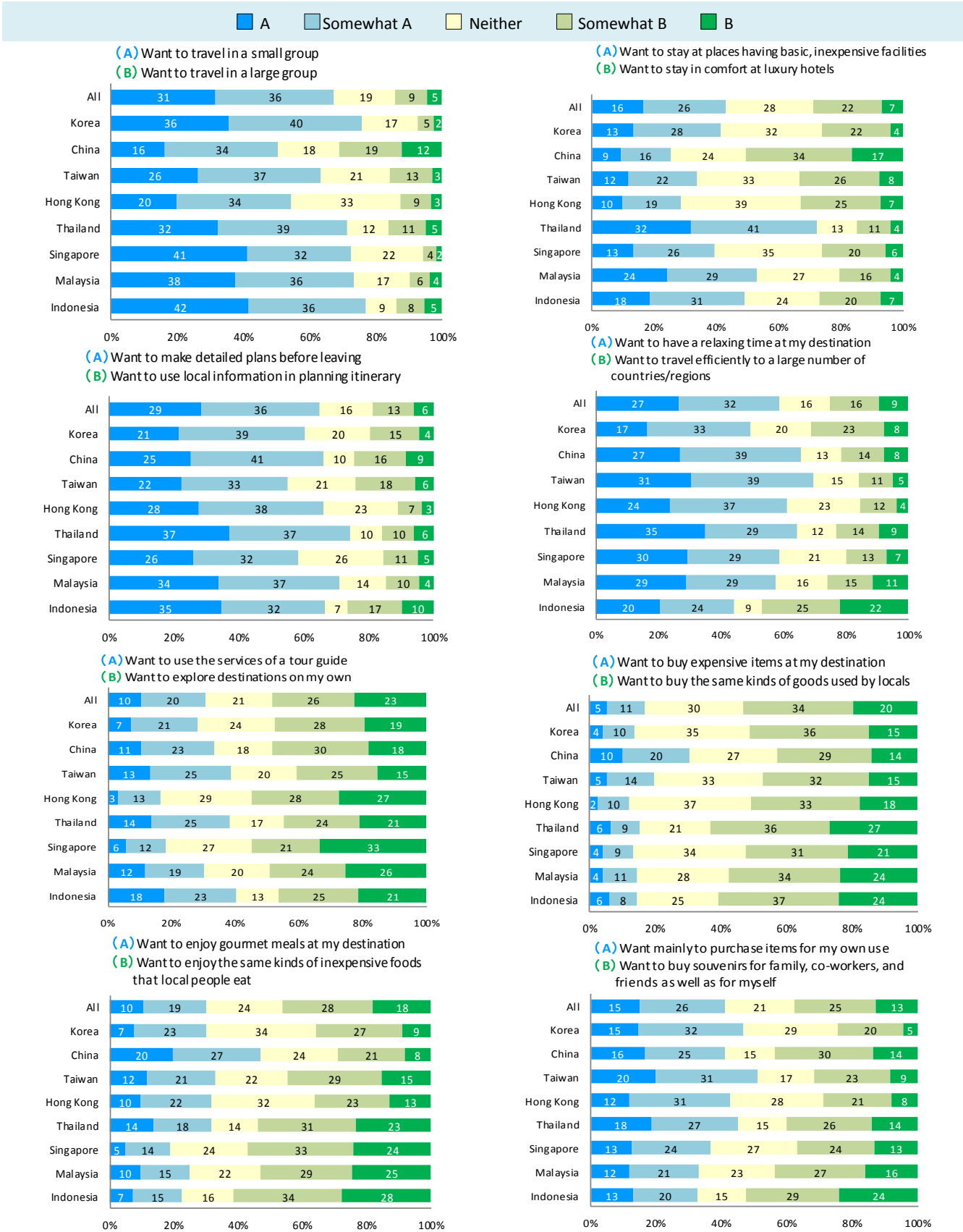
Note: The top 5 items are highlighted in red or green. When a respondent’s home country or region was the same as the place they wanted to visit, that country or region was removed from the sample size.

4. All respondents

General thoughts on foreign travel: “What do you wish for in a foreign holiday?”

◆ **Strong trend toward small-group travel and detailed planning in advance**

- National preferences were diverse in this category, with Thai respondents looking for reasonably priced lodgings and those from Singapore and Hong Kong prioritizing time for free activity.



5. Your most recent trip to Japan: Purpose, companions and mode of travel

◆ Travel agents remain popular choice, but many travelers reserving online

- High percentages of respondents from all regions cited “tourism” as the purpose of their most recent trip to Japan.
- Spouses or partners are the companions of choice for many respondents, but those from Indonesia, Thailand, Singapore and Malaysia are more likely than others to travel with their children or with relatives other than parents.
- While foreign independent travel (FIT) is seen as a growing trend, visitors to Japan choose varied modes of travel according to their nationality. Respondents from Taiwan and Thailand continue to prefer guided tours, while there is a clear tendency among those from Singapore, Hong Kong and Malaysia to make arrangements on their own.

Purpose of travel

(Single response)

Respondents→ Sample size	All	Korea	China	Taiwan	Hong Kong	Thailand	Singapore	Malaysia	Indonesia
	1867	277	280	344	358	225	182	107	94
Tourism	87%	81%	91%	90%	94%	91%	86%	72%	67%
Business, international conferences	6%	7%	6%	6%	2%	3%	10%	13%	15%
Training, incentives	3%	4%	2%	1%	2%	4%	1%	7%	11%
Study	1%	2%	0%	0%	0%	0%	0%	2%	4%
See family or friends	2%	6%	0%	2%	1%	2%	2%	4%	1%
Other	0%	0%	0%	0%	1%	0%	1%	2%	2%

Travel companion(s)

(Multiple responses)

Respondents→ Sample size	All	Korea	China	Taiwan	Hong Kong	Thailand	Singapore	Malaysia	Indonesia
	1867	277	280	344	358	225	182	107	94
Traveled alone	9%	10%	11%	8%	6%	10%	8%	18%	9%
Spouse or partner	52%	44%	62%	47%	66%	44%	47%	47%	50%
Friend	32%	32%	29%	35%	26%	37%	24%	41%	36%
Children	18%	14%	21%	19%	18%	14%	20%	14%	26%
Parents	12%	5%	7%	17%	13%	14%	13%	12%	15%
Relatives (other than children or parents)	11%	10%	3%	11%	7%	19%	18%	16%	20%
Other	3%	8%	1%	2%	1%	2%	2%	2%	0%

Mode of travel (excluding business, international conference, training/incentives, study)

(Single response)

Respondents→ Sample size	All	Korea	China	Taiwan	Hong Kong	Thailand	Singapore	Malaysia	Indonesia
	1678	240	256	319	344	208	162	83	66
Guided package tour (no free activity)	35%	32%	40%	45%	23%	42%	27%	27%	38%
Guided package tour (with free activity)	17%	8%	21%	20%	17%	19%	14%	19%	17%
Package including airfare and hotels only	17%	23%	17%	12%	24%	11%	12%	18%	20%
Separate arrangements for airfare and hotels	26%	26%	18%	19%	32%	24%	45%	31%	18%
Purchased airline tickets prior to trip; made hotel arrangements at destination	5%	12%	4%	3%	3%	4%	2%	5%	8%

Notes: 1 Questions on this page were directed at respondents who had been to Japan in the past, and asked about their mode of travel on their most recent trip.

2 Ranking is indicated by a color scale: Lowest ← → Highest

6. **Previous visitors to Japan** “How did you arrange for hotel/inn accommodations on your last trip to Japan?”

◆ **Online reservations the norm for travelers not using package tours**

- Most travelers not using package tours make their hotel and other reservations online. Online travel services such as Expedia are notably popular among travelers from Thailand, China and Malaysia. Those from Hong Kong, Singapore and Taiwan prefer to access hotel and other websites directly.
- On their most recent trip to Japan, respondents from China, Taiwan, Hong Kong and Singapore were most likely to stay at a traditional inn (ryokan) or a luxury hotel. Many of those from Thailand, Malaysia and Indonesia, on the other hand, preferred inexpensive hotels as well as traditional inns. Inexpensive hotels were the overwhelming choice of Korean respondents.
- The average length of stay tended to increase in proportion to the home region’s distance from Japan. Compared with visitors from China and Taiwan, those from Hong Kong stayed longer and traveled to a greater number of places.

Arrangement of accommodations (excluding those who traveled on package tours)

(Single response)

Respondents→ Sample size	All	Korea	China	Taiwan	Hong Kong	Thailand	Singapore	Malaysia	Indonesia
	520	91	56	71	120	58	77	30	17
Made each reservation through travel agent	10%	10%	16%	7%	14%	5%	6%	7%	18%
Called hotels directly	7%	13%	13%	3%	3%	3%	8%	0%	12%
Used online travel service (such as Expedia)	37%	18%	50%	32%	39%	53%	36%	47%	35%
Reserved online at hotel's website	30%	27%	18%	31%	38%	24%	38%	23%	24%
Don't know (reservations made by someone else)	10%	18%	4%	18%	4%	7%	9%	20%	0%
None of the above	6%	14%	0%	8%	3%	7%	3%	3%	12%

Types of lodgings

(Multiple responses)

Respondents Sample size	All	Korea	China	Taiwan	Hong Kong	Thailand	Singapore	Malaysia	Indonesia
	1,867	277	280	344	358	225	182	107	94
Japanese inn (ryokan)	45%	23%	59%	43%	54%	45%	48%	41%	49%
Comfortable luxury hotel (Western-style)	41%	20%	59%	52%	51%	22%	43%	35%	18%
Inexpensive hotel with basic facilities (Western-style)	41%	58%	26%	30%	41%	56%	37%	50%	45%
Youth hostel	9%	14%	8%	7%	8%	8%	8%	13%	16%
Other	3%	6%	1%	3%	2%	3%	2%	1%	4%

Length of stay and number of places visited

Respondents→ Sample size	All	Korea	China	Taiwan	Hong Kong	Thailand	Singapore	Malaysia	Indonesia
	1867	277	280	344	358	225	182	107	94
Average length of stay (in days)	6.9	4.8	6.3	5.9	7.3	7.1	9.3	8.8	9.7
1-3	12%	39%	8%	8%	2%	11%	5%	7%	9%
4-5	41%	45%	41%	61%	39%	42%	17%	21%	30%
6-7	26%	8%	31%	21%	37%	27%	31%	30%	21%
8-9	7%	2%	10%	3%	9%	6%	16%	12%	3%
10 or more	14%	6%	10%	6%	13%	15%	30%	29%	37%
Average number of places stayed	2.9	2.1	2.9	2.9	3.4	2.9	2.9	2.8	3.0
Percentage who remained in one place	20%	36%	13%	18%	14%	18%	20%	25%	24%

Notes: 1 Questions on this page were directed at respondents who had been to Japan in the past, and asked about their mode of travel on their most recent trip.

2 Ranking is indicated by a color scale: Lowest  Highest

7. “Which areas of Japan have you visited up to now?”

◆ Tokyo, “Golden Route”* and Hokkaido were favorite destinations on previous trips to Japan

- Kyushu has been a popular destination for visitors from Hong Kong, Indonesia and Korea.
- The survey revealed a notable increase in visitors to Mt. Fuji in comparison with last year (2013: 33% → 2014: 38%) – likely due to Mt. Fuji’s designation in June 2013 as a World Heritage Site.

* The “Golden Route,” stretching from Tokyo to Osaka, has been the standard course for a Japan vacation.

(Multiple responses)

Respondents	All	Korea	China	Taiwan	Hong Kong	Thailand	Singapore	Malaysia	Indonesia
Sample size	1867	277	280	344	358	225	182	107	94
Tokyo	68%	54%	68%	62%	75%	70%	83%	62%	70%
Mt. Fuji	38%	14%	53%	23%	45%	49%	45%	42%	57%
Hakone	18%	10%	15%	23%	27%	17%	18%	12%	9%
Nikko	6%	3%	6%	8%	6%	10%	6%	6%	6%
Matsumoto	2%	1%	5%	1%	1%	3%	1%	5%	7%
Karuizawa	5%	1%	3%	11%	9%	2%	1%	2%	4%
Hokkaido	30%	11%	34%	35%	39%	28%	27%	30%	35%
Sapporo	21%	12%	16%	26%	31%	18%	23%	12%	19%
Hakodate	11%	5%	3%	22%	20%	5%	9%	6%	5%
Obihiro, Tokachi	3%	0%	3%	5%	2%	2%	2%	3%	3%
Niseko	1%	1%	3%	1%	1%	3%	1%	3%	1%
Shiretoko	2%	0%	1%	2%	4%	2%	1%	5%	4%
Kushiro, Akan	3%	0%	3%	4%	4%	3%	3%	1%	2%
Tohoku	3%	1%	2%	4%	4%	4%	3%	5%	4%
Aomori	5%	4%	4%	8%	8%	4%	2%	7%	5%
Sendai	8%	3%	10%	7%	12%	13%	4%	7%	12%
Matsushima	4%	0%	8%	3%	8%	3%	0%	3%	4%
Hiraizumi	2%	1%	2%	1%	1%	2%	1%	5%	4%
Niigata	4%	1%	3%	3%	5%	4%	3%	9%	6%
Sado	1%	0%	2%	1%	1%	2%	1%	3%	3%
Hokuriku	3%	0%	4%	6%	2%	2%	2%	4%	2%
Kanazawa	4%	0%	1%	6%	6%	5%	2%	6%	5%
Tateyama, Kurobe	5%	1%	1%	13%	8%	4%	1%	4%	1%
Toyama	6%	0%	13%	6%	10%	5%	5%	3%	4%
Nagoya	24%	14%	32%	24%	30%	18%	16%	20%	44%
Ise, Shima	3%	1%	3%	3%	3%	4%	2%	3%	4%
Hida, Takayama	5%	1%	2%	10%	6%	4%	3%	7%	2%
Kansai	15%	9%	9%	24%	23%	15%	3%	18%	17%
Kyoto	42%	33%	45%	43%	48%	40%	34%	44%	45%
Nara	18%	16%	15%	24%	27%	17%	12%	15%	7%
Osaka	48%	45%	44%	47%	62%	39%	40%	46%	54%
Kobe	19%	11%	20%	25%	28%	11%	12%	18%	28%
Okayama	4%	2%	3%	6%	4%	5%	2%	6%	4%
Hiroshima	9%	3%	10%	8%	8%	12%	9%	13%	20%
Sannin	1%	0%	2%	1%	0%	2%	1%	2%	3%
Tottori	2%	3%	1%	1%	1%	0%	2%	1%	4%
Matsui, Izumo	2%	1%	3%	1%	1%	3%	2%	2%	2%
Shikoku	5%	1%	6%	5%	6%	7%	2%	8%	9%
Shimanami Kaido	2%	1%	3%	1%	0%	3%	2%	1%	5%
Takamatsu	2%	0%	3%	2%	2%	4%	1%	4%	4%
Matsuyama, Dogo	2%	1%	4%	1%	2%	4%	2%	3%	2%
Kyushu	17%	16%	12%	22%	30%	8%	9%	7%	11%
Fukuoku, Hakata	16%	23%	10%	20%	20%	13%	11%	9%	14%
Nagasaki	11%	6%	10%	12%	14%	12%	4%	14%	30%
Beppu, Yufuin	7%	11%	2%	6%	13%	4%	4%	2%	3%
Kumamoto, Aso	7%	8%	3%	8%	16%	3%	1%	3%	3%
Miyazaki	6%	1%	8%	6%	11%	6%	2%	1%	12%
Kagoshima	7%	3%	9%	7%	16%	4%	1%	5%	11%
Okinawa	16%	10%	13%	23%	24%	11%	8%	10%	22%
Don't remember / not applicable	2%	3%	0%	1%	1%	1%	3%	3%	4%

Notes: 1 The question on this page was directed at respondents who had been to Japan in the past, and asked about their mode of travel on past trips.

2 The top 5 items are indicated in red; the 6th through 10th are indicated in pink.

Previous visitors to Japan

8. “When planning your trip to Japan, did you consider other countries or regions?”

◆ Korea was the destination most commonly considered as a possible alternative to Japan.

- Respondents who had visited Japan in the past were most likely to consider Korea as an alternative destination, followed by Hong Kong, Taiwan, Singapore, and mainland China – all regions in Asia, and relatively close to Japan. These findings were fundamentally unchanged from those of the last two surveys.
- A substantial proportion of the respondents did not consider any other destination besides Japan. About half of those from Korea and Singapore visit Japan without giving thought to other possible candidates.

(Multiple responses)

Respondents Other candidates / Visits to Japan	All		Korea		China		Taiwan		Hong Kong		Thailand		Singapore		Malaysia		Indonesia	
	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more
Sample size	851	1016	112	165	170	110	114	230	105	253	125	100	96	86	70	37	59	35
Korea	33%	37%	-	-	44%	49%	18%	24%	40%	47%	31%	33%	22%	26%	33%	41%	36%	40%
Hong Kong	21%	21%	20%	18%	26%	32%	29%	20%	-	-	21%	25%	7%	9%	16%	14%	19%	37%
Taiwan	17%	19%	7%	11%	22%	21%	-	-	27%	30%	9%	11%	14%	12%	20%	19%	20%	11%
Singapore	14%	15%	8%	11%	13%	22%	20%	19%	13%	11%	15%	14%	-	-	9%	8%	15%	17%
Mainland China	14%	16%	9%	18%	-	-	25%	25%	15%	8%	17%	18%	4%	7%	11%	22%	10%	17%
Australia	11%	14%	5%	5%	12%	16%	9%	16%	15%	15%	7%	11%	5%	10%	17%	22%	20%	34%
New Zealand	8%	12%	1%	5%	9%	12%	17%	19%	6%	11%	6%	9%	3%	8%	11%	19%	15%	23%
Macao	9%	10%	5%	8%	14%	19%	18%	15%	10%	5%	4%	6%	1%	3%	4%	8%	12%	11%
Thailand	8%	12%	4%	11%	11%	10%	11%	12%	10%	16%	-	-	1%	6%	6%	5%	14%	14%
France	7%	9%	3%	5%	6%	14%	11%	14%	10%	6%	2%	7%	2%	2%	10%	16%	17%	11%
Switzerland	6%	9%	3%	5%	4%	9%	7%	16%	9%	7%	6%	7%	2%	5%	7%	16%	19%	11%
Hawaii	7%	8%	3%	5%	8%	14%	12%	15%	9%	5%	1%	5%	3%	0%	9%	8%	10%	9%
Germany	5%	9%	1%	2%	4%	14%	6%	13%	7%	8%	4%	4%	2%	3%	6%	16%	22%	23%
United Kingdom	6%	8%	0%	2%	5%	14%	9%	9%	8%	7%	6%	8%	2%	1%	9%	14%	19%	17%
Italy	6%	7%	2%	3%	4%	7%	7%	11%	8%	6%	5%	5%	1%	2%	7%	11%	17%	11%
USA	5%	7%	2%	0%	4%	14%	11%	14%	2%	3%	4%	7%	0%	1%	6%	16%	14%	6%
Canada	4%	8%	1%	4%	3%	9%	5%	13%	7%	6%	1%	5%	3%	1%	6%	8%	5%	17%
Malaysia	5%	6%	2%	1%	6%	10%	7%	10%	8%	7%	3%	3%	0%	1%	-	-	14%	14%
Spain	3%	7%	0%	2%	2%	9%	4%	13%	7%	6%	1%	3%	0%	2%	6%	5%	10%	11%
Guam	2%	7%	4%	6%	1%	9%	8%	13%	1%	7%	0%	0%	0%	0%	3%	3%	3%	3%
Vietnam	4%	5%	7%	4%	3%	5%	4%	5%	5%	3%	6%	8%	0%	1%	1%	11%	10%	6%
Other Europe	2%	5%	0%	2%	1%	5%	4%	6%	3%	6%	2%	2%	0%	2%	3%	8%	12%	6%
Austria	2%	5%	0%	2%	2%	6%	4%	8%	3%	5%	2%	0%	0%	1%	1%	5%	7%	9%
Indonesia	2%	4%	1%	2%	2%	5%	4%	8%	1%	0%	2%	7%	0%	1%	4%	11%	-	-
Philippines	2%	3%	4%	5%	1%	3%	2%	4%	2%	0%	0%	2%	1%	0%	9%	8%	5%	6%
Mideast (Dubai, etc.)	3%	2%	0%	1%	2%	3%	2%	3%	3%	3%	0%	2%	0%	0%	1%	5%	20%	3%
India	2%	2%	0%	2%	1%	5%	0%	2%	4%	2%	1%	2%	1%	0%	1%	3%	10%	9%
Central & South America	1%	2%	0%	1%	1%	3%	1%	2%	0%	1%	0%	1%	0%	0%	1%	3%	2%	6%
Africa	1%	1%	0%	1%	1%	2%	1%	1%	1%	1%	0%	0%	1%	1%	1%	0%	3%	3%
Other	1%	1%	0%	1%	1%	1%	2%	0%	1%	0%	1%	3%	0%	0%	0%	0%	0%	0%
Didn't consider other countries or regions	34%	28%	58%	44%	26%	16%	30%	25%	28%	19%	29%	24%	57%	53%	33%	35%	5%	6%

Notes: 1 The question on this page was directed at respondents who had been to Japan in the past, and asked about other destinations they may have considered when planning their most recent trip. When a respondent's home country or region was the same as the alternate destination they were considering, that country or region was removed from the sample size.

2 The top 5 items are indicated in red or yellow.

9. **Previous visitors to Japan** “Why did you choose Japan as your destination?”

◆ **Food, scenery, hot springs, safety, and culture and history were the five biggest decisive factors.**

- Korean respondents also liked the “short length of journey,” while those from Indonesia and Singapore mentioned “interest in Japanese science and technology” and “low prices” respectively.
- Shopping was a major attraction for repeat visitors, as was ease of access as represented by the availability of nonstop flights and the short length of the journey.
- Notable in this year’s finding was an increase in the percentage of respondents citing an “interest in Japan’s World Heritage Sites” as a reason for choosing to visit.

(Multiple responses)

Respondents Reasons / Number of visits to Japan	All		Korea		China		Taiwan		Hong Kong		Thailand		Singapore		Malaysia		Indonesia	
	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more
Sample size	851	1016	112	165	170	110	114	230	105	253	125	100	96	86	70	37	59	35
Interest in Japanese food	50%	54%	28%	34%	45%	51%	41%	53%	56%	63%	66%	69%	53%	55%	56%	51%	61%	63%
Interest in Japan's nature and scenery	47%	48%	27%	31%	58%	60%	45%	50%	27%	46%	60%	58%	45%	40%	56%	54%	63%	66%
Interest in Japanese hot springs	39%	42%	29%	34%	55%	54%	36%	39%	30%	47%	48%	45%	29%	34%	40%	35%	32%	46%
High level of safety	34%	43%	21%	22%	33%	37%	40%	56%	32%	44%	42%	58%	28%	37%	46%	38%	31%	46%
Interest in Japanese culture and history	37%	37%	21%	19%	39%	45%	40%	41%	24%	29%	46%	55%	34%	35%	40%	51%	66%	71%
Desire to shop in Japan	33%	39%	9%	18%	42%	49%	31%	36%	40%	51%	42%	44%	26%	41%	30%	35%	37%	37%
Interest in Japan's World Heritage Sites	27%	27%	8%	11%	29%	34%	22%	30%	19%	23%	43%	48%	24%	17%	27%	35%	53%	57%
Nonstop flights available	22%	30%	13%	20%	29%	34%	22%	34%	11%	31%	34%	36%	16%	22%	27%	30%	19%	40%
Recommendation of friend or acquaintance	25%	22%	25%	22%	25%	35%	36%	23%	21%	16%	25%	25%	20%	20%	24%	19%	27%	26%
Short length of journey	21%	26%	34%	38%	28%	29%	21%	28%	14%	20%	18%	31%	14%	12%	11%	14%	14%	20%
Interest in Japanese fashion, games or anime	19%	22%	8%	9%	24%	37%	17%	16%	13%	30%	17%	25%	20%	10%	27%	27%	27%	40%
Interest in Japanese science and technology	21%	18%	5%	8%	25%	35%	13%	12%	10%	15%	29%	27%	16%	12%	33%	30%	49%	54%
Interest in Japanese railroads	17%	21%	1%	4%	16%	20%	14%	20%	13%	22%	27%	36%	7%	19%	23%	27%	44%	43%
Low prices	18%	19%	17%	18%	9%	13%	14%	14%	15%	24%	23%	18%	30%	26%	23%	24%	19%	9%
Recommendation of family member	18%	17%	12%	10%	12%	19%	24%	20%	17%	15%	18%	18%	24%	19%	17%	8%	25%	26%
Article in newspaper or magazine	12%	14%	3%	5%	13%	26%	10%	11%	10%	13%	14%	18%	11%	10%	21%	22%	15%	29%
Low-cost carrier available	12%	12%	4%	5%	8%	19%	5%	9%	7%	9%	20%	25%	7%	5%	26%	16%	41%	29%
Internet advertisement; good reviews on blogs or social networking sites	11%	12%	5%	13%	16%	27%	11%	10%	7%	4%	14%	19%	1%	5%	14%	8%	24%	20%
Japanese tourism campaign	10%	11%	2%	3%	5%	12%	4%	5%	10%	14%	17%	14%	9%	12%	24%	24%	27%	29%
TV advertisement	11%	9%	2%	8%	18%	23%	3%	5%	5%	5%	19%	15%	11%	10%	14%	8%	20%	20%
Interest in Japanese sports	6%	7%	2%	4%	9%	12%	6%	7%	3%	6%	6%	7%	3%	5%	6%	8%	10%	29%
Other	4%	3%	9%	5%	1%	0%	3%	4%	2%	2%	3%	1%	10%	3%	4%	8%	2%	0%

Notes: 1 This question was directed at respondents who had been to Japan in the past, and asked about their reasons for choosing Japan for their most recent trip.

2 The top 5 items are indicated in red or yellow.

10. “What were your sources of information on Japan?”

◆ Travelers are using diverse sources of information, both before and during their visit.

- Before setting out, travelers gather information from print media, such as guidebooks, but augment this with information from friends, immediate family and other relatives. During their visit, they visit tourist information centers and enlist the help of lodgings staff and other local sources, as well as utilizing free travel guides or brochures.

Sources of information before arriving in Japan

(Multiple responses)

Respondents	All		Korea		China		Taiwan		Hong Kong		Thailand		Singapore		Malaysia		Indonesia	
Source of information / Visits to Japan	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more
Sample size	851	1016	112	165	170	110	114	230	105	253	125	100	96	86	70	37	59	35
Travel guidebook	37%	41%	31%	30%	32%	38%	42%	38%	41%	51%	42%	45%	24%	36%	47%	30%	44%	49%
Friends	39%	37%	34%	28%	40%	47%	37%	38%	46%	38%	38%	32%	35%	35%	39%	41%	49%	46%
Travel magazine	31%	35%	16%	17%	39%	48%	32%	32%	36%	48%	32%	43%	11%	13%	31%	32%	46%	43%
Family, relatives	32%	32%	18%	24%	34%	44%	40%	37%	27%	31%	26%	31%	33%	26%	43%	24%	44%	26%
Website of the Japan National Tourist Organization or Japan Tourism Agency	26%	35%	13%	13%	26%	41%	24%	33%	16%	44%	26%	39%	35%	35%	41%	54%	42%	51%
Travel agency website	26%	28%	25%	34%	29%	38%	19%	16%	19%	31%	30%	34%	23%	23%	29%	19%	36%	31%
Personal blog	22%	26%	29%	30%	17%	21%	31%	30%	19%	25%	30%	33%	5%	12%	23%	22%	27%	26%
TripAdvisor or similar site with user-generated content	23%	22%	7%	12%	39%	41%	10%	14%	16%	18%	29%	29%	21%	30%	21%	32%	32%	43%
TV program	21%	23%	4%	16%	20%	33%	26%	24%	21%	21%	27%	23%	18%	23%	23%	24%	32%	23%
Co-workers	22%	20%	14%	12%	27%	28%	14%	22%	20%	17%	26%	23%	17%	24%	29%	30%	32%	26%
Travel agency counter	21%	21%	13%	15%	30%	32%	23%	16%	21%	19%	23%	32%	13%	19%	17%	24%	19%	29%
Travel agency pamphlet	19%	19%	8%	15%	24%	27%	30%	21%	19%	19%	10%	8%	16%	22%	23%	16%	20%	20%
Official website of local government, tourism bureau, etc.	14%	18%	2%	3%	15%	21%	5%	11%	16%	27%	16%	19%	18%	21%	26%	38%	19%	37%
Social network, Twitter	13%	19%	6%	13%	29%	38%	1%	3%	18%	33%	5%	8%	3%	3%	6%	11%	36%	60%
Pamphlet or campaign	15%	14%	4%	6%	15%	18%	8%	15%	9%	12%	16%	17%	17%	16%	34%	27%	27%	29%
Family or friends in Japan	13%	14%	11%	15%	12%	20%	6%	10%	5%	9%	14%	22%	20%	13%	13%	22%	31%	37%
Newspaper	11%	13%	1%	4%	14%	21%	9%	10%	11%	18%	9%	14%	11%	16%	17%	14%	19%	17%
Other	1%	2%	4%	3%	1%	0%	1%	1%	0%	1%	1%	1%	1%	3%	1%	5%	2%	0%

Sources of information after arriving in Japan

(Multiple responses)

Respondents	All		Korea		China		Taiwan		Hong Kong		Thailand		Singapore		Malaysia		Indonesia	
Source of information / Visits to Japan	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more
Sample size	851	1016	112	165	170	110	114	230	105	253	125	100	96	86	70	37	59	35
Travel guidebook	33%	36%	27%	32%	30%	38%	38%	33%	28%	42%	36%	37%	28%	29%	40%	24%	46%	43%
Tourist information center	28%	31%	27%	22%	25%	35%	20%	20%	26%	40%	35%	48%	29%	35%	40%	32%	34%	20%
Free travel guide	27%	32%	21%	23%	26%	36%	23%	30%	23%	34%	30%	38%	25%	31%	39%	35%	36%	31%
Free pamphlet or brochure	24%	29%	20%	21%	29%	35%	27%	36%	16%	30%	9%	14%	26%	31%	41%	38%	39%	37%
Staff of hotel or inn	25%	29%	13%	15%	31%	44%	18%	30%	20%	27%	29%	35%	25%	29%	34%	32%	32%	37%
Travel magazine	21%	24%	9%	10%	26%	43%	22%	18%	22%	28%	24%	34%	8%	13%	29%	19%	29%	37%
Tour guide	24%	20%	21%	24%	26%	23%	27%	16%	14%	15%	26%	29%	11%	16%	31%	22%	41%	34%
Website of the Japan National Tourist Organization or Japan Tourism Agency	19%	23%	5%	10%	26%	35%	12%	23%	15%	24%	23%	27%	18%	16%	26%	30%	34%	40%
Travel agency pamphlet	20%	19%	10%	17%	28%	35%	29%	18%	17%	15%	10%	11%	16%	12%	23%	22%	25%	37%
Travel agency website	18%	19%	12%	15%	25%	35%	10%	10%	17%	22%	17%	16%	10%	15%	29%	19%	34%	46%
TripAdvisor or similar site with user-generated content	15%	16%	3%	7%	18%	32%	2%	9%	12%	13%	22%	25%	17%	19%	24%	19%	25%	23%
Personal blog	14%	15%	16%	15%	12%	14%	15%	19%	10%	16%	18%	15%	3%	9%	20%	8%	22%	14%
Social network, Twitter	11%	15%	7%	8%	24%	35%	2%	5%	9%	23%	3%	11%	4%	5%	11%	5%	27%	40%
Family or friends in Japan	12%	14%	10%	16%	13%	19%	6%	11%	3%	8%	9%	24%	18%	13%	17%	22%	27%	29%
Employees of local	13%	13%	7%	8%	19%	28%	4%	12%	5%	8%	18%	18%	8%	8%	23%	11%	20%	20%
Official website of local government, tourism bureau, etc.	11%	14%	3%	6%	11%	25%	3%	6%	15%	19%	8%	15%	7%	15%	20%	16%	34%	29%
Station employees, police box officers	10%	12%	4%	6%	8%	16%	4%	6%	8%	15%	10%	7%	16%	22%	24%	22%	24%	29%
Passersby on street	11%	11%	8%	10%	8%	13%	5%	8%	9%	11%	14%	12%	13%	15%	23%	24%	15%	11%
Other	0%	1%	0%	1%	1%	0%	0%	1%	0%	0%	1%	1%	1%	3%	1%	0%	0%	0%
Didn't gather information in Japan	13%	10%	19%	13%	11%	5%	18%	15%	24%	7%	7%	3%	17%	13%	1%	8%	3%	0%

Notes: 1 This question was directed at respondents who had been to Japan in the past, and asked about their sources of information on Japan during their most recent trip.

2 The top 5 items are indicated in red or yellow.

11. Previous visitors to Japan

“Which aspects of your trip did you decide after arrival? Which did you perceive as expensive?”

◆ Relatively large percentage of travelers decided where to eat, where to shop after arrival.

- While many visitors decide all aspects of their trip before setting out for Japan, a relatively large proportion wait until arrival to choose dining spots and shopping locations. Dining and shopping promotions aimed at such travelers could prove effective.
- Travelers noted the high cost of dining, lodgings, and transportation in Japan. The expense involved in getting around Japan was particularly felt by respondents who enjoy traveling without a guide, such as those from Malaysia and Hong Kong.

Matters decided after arrival in Japan (excluding visitors who had no free activity days)

(Multiple responses)

Respondents Visits to Japan→	All		Korea		China		Taiwan		Hong Kong		Thailand		Singapore		Malaysia		Indonesia	
	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more
Sample size	472	626	64	100	92	62	48	127	71	193	63	58	64	54	43	18	27	14
Restaurants, other eating places	42%	51%	45%	52%	57%	65%	23%	49%	39%	51%	41%	48%	36%	44%	44%	44%	37%	50%
Shopping destinations	34%	42%	33%	41%	43%	56%	17%	37%	38%	41%	32%	41%	31%	37%	42%	44%	30%	43%
Specific sites	24%	26%	20%	15%	24%	37%	21%	22%	27%	27%	29%	31%	22%	28%	26%	33%	26%	43%
Sightseeing areas	25%	24%	28%	22%	18%	27%	15%	13%	21%	25%	22%	31%	33%	28%	42%	56%	22%	29%
Optional tours	16%	15%	5%	8%	32%	42%	6%	16%	10%	8%	6%	12%	17%	19%	30%	39%	26%	14%
Lodgings	10%	12%	9%	13%	12%	21%	0%	2%	8%	8%	11%	16%	14%	11%	12%	28%	11%	50%
Other	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	2%	2%	5%	0%	4%	0%
Decided everything before arriving in Japan	35%	31%	28%	29%	21%	6%	58%	36%	48%	36%	33%	24%	41%	39%	33%	22%	26%	29%

Things perceived as expensive in Japan

(Multiple responses)

Respondents Visits to Japan	All		Korea		China		Taiwan		Hong Kong		Thailand		Singapore		Malaysia		Indonesia	
	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more
Sample size	851	1016	112	165	170	110	114	230	105	253	125	100	96	86	70	37	59	35
Food and drink	50%	44%	46%	46%	47%	39%	46%	47%	42%	34%	54%	50%	54%	52%	67%	57%	47%	40%
Lodging	39%	39%	25%	25%	34%	38%	36%	38%	36%	38%	52%	56%	39%	48%	53%	51%	44%	37%
Transportation in Japan	32%	42%	29%	45%	21%	20%	19%	35%	41%	55%	34%	40%	44%	40%	41%	65%	37%	29%
Shopping	36%	32%	26%	33%	32%	30%	32%	30%	33%	24%	38%	41%	47%	42%	53%	35%	44%	51%
Entrance and usage fees for tourism facilities and theme parks	24%	31%	19%	33%	14%	30%	29%	32%	20%	31%	31%	29%	22%	26%	36%	24%	41%	34%
Roundtrip airfare	21%	21%	9%	12%	14%	24%	25%	19%	10%	19%	34%	34%	20%	23%	29%	27%	41%	37%
Taxes	12%	15%	3%	7%	9%	16%	13%	10%	16%	21%	16%	14%	9%	19%	13%	19%	17%	23%
Don't know cost breakdown because trip was a tour or package	13%	10%	14%	8%	12%	5%	25%	19%	11%	9%	10%	3%	8%	7%	11%	8%	10%	6%
Passport and visa costs	11%	9%	1%	2%	17%	18%	9%	5%	7%	7%	13%	15%	3%	5%	16%	8%	25%	37%
Other	0%	0%	1%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	0%	0%
Nothing in particular	5%	4%	8%	7%	9%	7%	6%	4%	3%	2%	0%	1%	6%	7%	3%	5%	3%	3%

Notes: 1 The questions on this page were directed at respondents who had been to Japan in the past, and asked what matter they decided after arrival on their most recent trip.

2 Ranking is indicated by a color scale: : Lowest  Highest

12. **Previous visitors to Japan** Shopping in Japan

◆ **Ease of changing money, paying by credit card, and utilizing tax exemptions offers potential means of boosting domestic consumption.**

Shopping spots in Japan (Multiple responses)

Respondents	All		Korea		China		Taiwan		Hong Kong		Thailand		Singapore		Malaysia		Indonesia	
	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more
No. of visits to Japan	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more
Sample size	851	1016	112	165	170	110	114	230	105	253	125	100	96	86	70	37	59	35
Shopping malls	53%	56%	30%	37%	62%	70%	37%	45%	65%	72%	48%	38%	74%	70%	60%	65%	51%	60%
Souvenir shops in tourist areas	53%	56%	51%	45%	46%	50%	49%	58%	47%	61%	63%	65%	46%	38%	51%	62%	85%	83%
Department stores	45%	55%	22%	33%	44%	42%	31%	48%	65%	77%	52%	58%	56%	69%	50%	65%	41%	29%
Supermarkets	43%	56%	21%	31%	36%	35%	37%	58%	63%	80%	39%	48%	64%	60%	49%	59%	47%	54%
Convenience stores	42%	53%	41%	42%	28%	28%	49%	56%	53%	76%	42%	50%	46%	43%	51%	54%	41%	40%
Airport shops	42%	54%	40%	56%	46%	49%	42%	55%	34%	57%	49%	48%	45%	59%	39%	54%	29%	29%
100-yen shops	35%	45%	30%	44%	14%	21%	22%	28%	36%	66%	54%	56%	44%	43%	44%	57%	54%	43%
Large discount stores	34%	38%	19%	36%	41%	44%	21%	30%	30%	42%	46%	38%	26%	34%	44%	46%	44%	49%
Drug stores	24%	44%	18%	25%	28%	31%	45%	68%	41%	68%	14%	15%	11%	23%	13%	16%	10%	11%
Specialty shops (accessory shops, jewelers, etc.)	32%	34%	12%	16%	44%	61%	19%	24%	24%	38%	44%	46%	30%	26%	41%	46%	42%	37%
Volume retailers of home electric appliances	20%	23%	5%	12%	27%	27%	11%	22%	10%	21%	29%	24%	20%	28%	27%	35%	41%	46%
Shops in hotels, inns or other lodging places	17%	25%	15%	17%	15%	33%	19%	23%	24%	32%	14%	22%	15%	8%	13%	30%	22%	40%
Other	1%	0%	2%	0%	0%	0%	4%	0%	0%	0%	1%	1%	2%	0%	0%	0%	0%	0%

If there were more places in Japan to change money, use credit cards and cash cards... (Single response)

Respondents	All		Korea		China		Taiwan		Hong Kong		Thailand		Singapore		Malaysia		Indonesia	
	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more
Number of visits to Japan	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more
Sample size	851	1016	112	165	170	110	114	230	105	253	125	100	96	86	70	37	59	35
I would have spent more	27%	29%	13%	12%	36%	46%	27%	29%	19%	26%	45%	41%	18%	23%	24%	43%	22%	40%
I probably would have spent more	39%	36%	27%	33%	51%	43%	28%	30%	33%	38%	46%	48%	33%	35%	46%	30%	54%	34%
I would have spent the same amount	28%	31%	52%	50%	11%	10%	40%	38%	36%	31%	7%	9%	45%	36%	19%	16%	22%	26%
Don't know	5%	4%	8%	5%	2%	1%	4%	3%	11%	5%	2%	2%	4%	6%	11%	11%	2%	0%

If Japan's tax exemption system were clearer and easier to use... (Single response)

Respondents→	All		Korea		China		Taiwan		Hong Kong		Thailand		Singapore		Malaysia		Indonesia	
	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more
Number of visits to Japan→	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more
Sample size	851	1016	112	165	170	110	114	230	105	253	125	100	96	86	70	37	59	35
I would have bought more	34%	37%	17%	17%	46%	58%	32%	40%	25%	34%	54%	49%	21%	27%	34%	46%	34%	46%
I probably would have bought more	41%	42%	37%	48%	48%	35%	35%	42%	42%	45%	39%	47%	39%	31%	43%	30%	46%	29%
I would have bought the same amount	20%	18%	39%	31%	4%	5%	28%	17%	28%	16%	5%	3%	31%	34%	11%	14%	17%	26%
Don't know	5%	3%	7%	4%	1%	1%	4%	1%	6%	5%	2%	1%	9%	8%	11%	11%	3%	0%

Notes: 1 The questions on this page were directed at respondents who had been to Japan in the past, and asked about their shopping experience on their most recent trip.
 2 Ranking is indicated by a color scale: Lowest $\longleftrightarrow$ Highest

Previous visitors to Japan

13. “Which parts of your trip to Japan satisfied you the most?”

◆ Japanese food, nature and scenery, hot springs, and other attractions cited as reasons for coming to Japan, were also rated the most satisfying.

- Japan’s cuisine, its nature and scenery, and its hot springs, which respondents to Question 9 mentioned as reasons for visiting Japan, appeared to meet travelers’ expectations as they also drew high ratings for satisfaction.
- Reactions varied according to nationality. Respondents from China and Malaysia expressed greatest satisfaction with “shopping” those from Indonesia with “staying in a traditional inn (ryokan)” and “buying goods related to anime and other aspects of pop culture.”

(Up to 5 items each)

Satisfying aspects / Number of visits to Japan	All		Korea		China		Taiwan		Hong Kong		Thailand		Singapore		Malaysia		Indonesia	
	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more
Sample size	851	1016	112	165	170	110	114	230	105	253	125	100	96	86	70	37	59	35
Japanese food	47%	46%	55%	54%	44%	38%	45%	40%	53%	50%	26%	24%	60%	65%	50%	59%	53%	40%
Nature and scenery	36%	32%	36%	38%	41%	31%	37%	33%	28%	32%	38%	29%	40%	35%	31%	22%	29%	26%
Bathing in hot springs	28%	33%	35%	37%	38%	33%	21%	34%	35%	36%	29%	29%	24%	31%	14%	22%	8%	17%
Enjoying favorite foods	21%	25%	13%	15%	25%	26%	25%	33%	33%	36%	28%	23%	14%	13%	11%	11%	3%	6%
Clean, reasonably priced lodgings	24%	20%	33%	30%	11%	11%	17%	17%	17%	19%	33%	18%	28%	12%	33%	30%	31%	31%
High level of public safety	19%	21%	19%	16%	15%	12%	24%	27%	15%	26%	15%	12%	24%	20%	27%	32%	14%	11%
Overall cleanliness	18%	20%	22%	22%	14%	9%	27%	24%	24%	29%	7%	11%	22%	10%	16%	14%	12%	3%
Historic landmarks and famous buildings	20%	16%	34%	21%	20%	15%	27%	20%	16%	12%	10%	16%	17%	9%	13%	11%	15%	9%
Good, inexpensive food	17%	18%	20%	22%	8%	7%	12%	20%	15%	10%	29%	30%	14%	28%	20%	16%	22%	14%
Cherry-blossom viewing	15%	18%	3%	5%	22%	26%	10%	15%	10%	17%	20%	30%	13%	22%	19%	24%	27%	29%
Shopping for clothes and other goods	16%	15%	9%	20%	22%	16%	9%	9%	19%	17%	17%	15%	14%	19%	24%	11%	7%	11%
Shopping for food and beverages	14%	15%	14%	19%	9%	10%	18%	14%	17%	18%	16%	14%	15%	15%	13%	14%	3%	3%
Staying in a traditional inn (ryokan)	15%	13%	13%	10%	13%	15%	11%	11%	17%	8%	10%	20%	21%	22%	19%	16%	31%	31%
Amusement parks; theme parks	14%	12%	14%	8%	12%	11%	22%	14%	15%	17%	13%	7%	14%	8%	14%	19%	10%	9%
Riding railroads	10%	11%	3%	5%	12%	8%	7%	7%	5%	15%	23%	19%	8%	8%	7%	11%	17%	17%
Snowy landscapes	10%	11%	4%	4%	6%	6%	4%	17%	11%	11%	16%	9%	15%	15%	17%	5%	8%	9%
Rest and relaxation	10%	10%	4%	7%	4%	5%	25%	13%	12%	11%	9%	6%	15%	14%	4%	3%	7%	11%
Visiting World Heritage Sites	9%	10%	4%	10%	9%	8%	8%	11%	9%	9%	12%	9%	9%	9%	10%	14%	8%	11%
Convenient, easy-to-use public transport	8%	9%	6%	6%	7%	2%	12%	15%	9%	8%	5%	11%	5%	10%	7%	5%	10%	3%
Japanese sake	8%	7%	12%	11%	14%	13%	3%	4%	6%	3%	6%	9%	5%	12%	9%	5%	12%	11%
Staying in comfort in luxury hotels	8%	7%	1%	4%	10%	16%	16%	9%	17%	5%	2%	6%	7%	6%	1%	5%	5%	11%
Buying goods related to anime and other aspects of pop culture	9%	6%	6%	6%	5%	5%	8%	7%	6%	3%	10%	9%	8%	5%	6%	11%	29%	26%

Notes: 1 This question was directed at respondents who had been to Japan in the past, and asked about the most satisfying aspects of their trip. Listed here are the top 22 of a total of 68 choices.

2 The top 5 items are indicated in red or yellow.

14. “Which parts of your trip to Japan satisfied you the least?”
◆ Greatest dissatisfaction found with “travel environment”: language issues, costs, and communication.

- Respondents were unhappy with many of the elements needed to create a pleasant environment for travel, such as language, costs, and communication. Visitors from China, for whom shopping is an important part of a visit to Japan, had many complaints in regard to currency exchange.
- Dissatisfaction among travelers from Thailand, Indonesia and Malaysia tended to center on content: gambling, nightlife, Japanese saké, sports, and so on.

(Up to 5 items each)

Respondents Cause of dissatisfaction / Number of visits to Japan	All		Korea		China		Taiwan		Hong Kong		Thailand		Singapore		Malaysia		Indonesia	
	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more	1	2 or more
Sample size	846	1014	112	165	169	110	114	230	105	253	124	99	96	85	69	37	57	35
Understanding of English	24%	28%	26%	24%	18%	15%	24%	33%	33%	38%	14%	16%	39%	34%	20%	32%	18%	0%
Understanding of own language	24%	25%	21%	24%	30%	19%	25%	26%	32%	31%	16%	16%	27%	27%	25%	30%	11%	3%
Travel costs	22%	25%	31%	28%	28%	15%	24%	30%	17%	28%	15%	11%	28%	29%	16%	24%	9%	9%
Gambling or show experience	14%	16%	7%	9%	14%	15%	13%	16%	10%	14%	19%	35%	17%	15%	14%	11%	18%	26%
Experience with night life (bars, clubs, night markets, etc.)	15%	14%	13%	11%	8%	8%	19%	19%	13%	13%	23%	21%	15%	9%	17%	8%	18%	23%
Ease of using mobile phones and other communication devices (WiFi reception, etc.)	12%	14%	10%	13%	14%	12%	20%	19%	11%	15%	5%	6%	16%	14%	9%	8%	4%	9%
Shopping for famous-brand goods or jewelry	13%	13%	14%	13%	7%	4%	22%	16%	7%	11%	19%	14%	11%	16%	12%	8%	12%	17%
Changing money	11%	13%	7%	10%	17%	10%	18%	16%	10%	17%	6%	7%	10%	13%	7%	14%	9%	3%
Tax-exemption system	10%	14%	5%	8%	16%	11%	17%	19%	11%	21%	6%	8%	7%	4%	6%	11%	7%	3%
Interacting with Japanese people	13%	9%	19%	14%	24%	13%	14%	7%	12%	10%	6%	7%	7%	6%	9%	5%	2%	9%
Japanese sake	12%	10%	12%	11%	8%	6%	6%	9%	10%	11%	19%	11%	10%	11%	13%	8%	23%	23%
Absorbing language or specialized knowledge	10%	10%	11%	11%	11%	17%	8%	6%	9%	12%	7%	8%	13%	9%	16%	16%	11%	6%
Staying at luxury hotels	12%	9%	13%	12%	8%	5%	9%	7%	4%	3%	21%	19%	10%	12%	13%	22%	21%	14%
Price and taste of food	11%	9%	21%	15%	13%	16%	9%	10%	12%	6%	9%	3%	7%	9%	6%	3%	7%	6%
Watching domestic professional sports	9%	11%	4%	5%	9%	10%	9%	14%	12%	13%	12%	9%	7%	12%	10%	3%	5%	9%
Watching traditional sports (sumo, kendo, judo, etc.)	10%	10%	13%	7%	11%	14%	11%	13%	10%	10%	7%	8%	8%	5%	9%	5%	7%	9%
Marine sports	9%	10%	6%	7%	7%	12%	11%	8%	11%	12%	9%	11%	5%	8%	7%	11%	16%	14%
Watching international sports events	9%	10%	2%	4%	9%	6%	10%	11%	13%	13%	9%	14%	5%	8%	9%	8%	14%	9%
Shopping for home electrical appliances and audio-visual goods	9%	9%	6%	10%	8%	6%	13%	8%	10%	7%	10%	12%	4%	13%	10%	14%	11%	9%
Shopping for books or DVDs	10%	8%	3%	7%	9%	10%	6%	4%	10%	10%	12%	8%	7%	13%	20%	16%	21%	3%
Tennis, golf, other sports	9%	8%	3%	4%	7%	7%	11%	8%	11%	12%	9%	7%	7%	7%	19%	5%	18%	11%
Winter sports	9%	9%	2%	1%	12%	15%	12%	5%	10%	11%	7%	15%	6%	4%	4%	16%	12%	17%

Notes: 1 This question was directed at respondents who had been to Japan in the past, and asked about the least satisfying aspects of their trip. Listed here are the top 22 of a total of 68 choices.

2 The top 5 items are indicated in red or yellow.

15. All respondents

Images of Japanese tourist areas: "What would you like to see and do?" (1)

◆ Hot springs, Mt. Fuji, traditional streetscapes, cherry blossoms, and Japanese inns: Travelers strongly drawn to Japan's native scenery.

- As in the previous two surveys, respondents showed greater interest in Japan's native scenery, than in shopping, urban landscapes, infrastructure or factories.*
- Seasonal attractions such as cherry blossoms, snowy landscapes, and autumn leaves were highly popular among respondents from Thailand, Singapore, Malaysia and elsewhere in Southeast Asia. Urban landscapes, dams and factories were of considerable interest to respondents from Malaysia and Indonesia.

* Numbers in parentheses are percentages for those who expressed a desire to travel to Japan in Question 2 (Travel preferences by country/region).

1. Hot springs



All				
68% (73%)				
Korea	China	Hong Kong	Taiwan	
67% (71%)	63% (65%)	65% (69%)	69% (73%)	
Thailand	Singapore	Malaysia	Indonesia	
73% (77%)	74% (80%)	73% (81%)	59% (66%)	

2. Mt. Fuji



All				
67% (73%)				
Korea	China	Hong Kong	Taiwan	
48% (55%)	72% (77%)	60% (66%)	61% (65%)	
Thailand	Singapore	Malaysia	Indonesia	
73% (77%)	71% (77%)	77% (84%)	74% (77%)	

3. Traditional streetscapes



All				
66% (74%)				
Korea	China	Hong Kong	Taiwan	
56% (76%)	55% (57%)	72% (78%)	67% (71%)	
Thailand	Singapore	Malaysia	Indonesia	
68% (77%)	70% (80%)	74% (81%)	64% (74%)	

4. Cherry blossoms



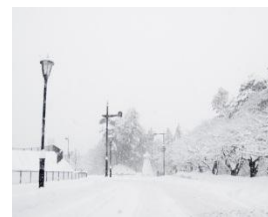
All				
66% (73%)				
Korea	China	Hong Kong	Taiwan	
32% (41%)	63% (66%)	58% (64%)	65% (68%)	
Thailand	Singapore	Malaysia	Indonesia	
74% (79%)	72% (78%)	83% (88%)	78% (86%)	

5. Traditional inns



All				
59% (66%)				
Korea	China	Hong Kong	Taiwan	
49% (63%)	52% (55%)	60% (64%)	59% (62%)	
Thailand	Singapore	Malaysia	Indonesia	
59% (64%)	64% (72%)	65% (71%)	69% (78%)	

6. Snowy landscapes



All				
57% (63%)				
Korea	China	Hong Kong	Taiwan	
46% (55%)	41% (43%)	52% (58%)	59% (64%)	
Thailand	Singapore	Malaysia	Indonesia	
59% (63%)	60% (68%)	73% (78%)	63% (71%)	

7. Bullet train



All				
55% (63%)				
Korea	China	Hong Kong	Taiwan	
34% (48%)	41% (45%)	54% (60%)	48% (51%)	
Thailand	Singapore	Malaysia	Indonesia	
60% (66%)	62% (68%)	73% (79%)	72% (80%)	

8. Castles



All				
53% (61%)				
Korea	China	Hong Kong	Taiwan	
38% (51%)	41% (43%)	58% (62%)	52% (56%)	
Thailand	Singapore	Malaysia	Indonesia	
63% (69%)	58% (66%)	67% (75%)	49% (58%)	

9. Autumn leaves



All				
53% (61%)				
Korea	China	Hong Kong	Taiwan	
17% (23%)	37% (38%)	45% (50%)	62% (66%)	
Thailand	Singapore	Malaysia	Indonesia	
61% (70%)	66% (73%)	76% (80%)	63% (71%)	

10. Theme parks



All				
49% (56%)				
Korea	China	Hong Kong	Taiwan	
33% (47%)	47% (53%)	48% (53%)	57% (60%)	
Thailand	Singapore	Malaysia	Indonesia	
50% (56%)	51% (56%)	56% (62%)	50% (58%)	

11. Temples, shrines



All				
49% (57%)				
Korea	China	Hong Kong	Taiwan	
31% (41%)	38% (41%)	62% (66%)	47% (51%)	
Thailand	Singapore	Malaysia	Indonesia	
58% (67%)	48% (55%)	50% (59%)	57% (68%)	

12. Traditional gardens



All				
47% (51%)				
Korea	China	Hong Kong	Taiwan	
39% (43%)	42% (44%)	43% (47%)	33% (37%)	
Thailand	Singapore	Malaysia	Indonesia	
49% (52%)	45% (51%)	62% (66%)	61% (66%)	

15. All respondents Images of Japanese tourist areas: "What would you like to see and do?" (2)

13. Shopping malls



All				
45% (51%)				
Korea	China	Hong Kong	Taiwan	
30% (35%)	52% (58%)	42% (45%)	49% (54%)	
Thailand	Singapore	Malaysia	Indonesia	
40% (45%)	51% (59%)	55% (60%)	39% (45%)	

14. Department stores (basement food floors)



All				
43% (50%)				
Korea	China	Hong Kong	Taiwan	
19% (24%)	40% (47%)	43% (47%)	53% (59%)	
Thailand	Singapore	Malaysia	Indonesia	
43% (48%)	47% (54%)	53% (58%)	43% (51%)	

15. Island scenery



All				
39% (43%)				
Korea	China	Hong Kong	Taiwan	
21% (24%)	43% (45%)	29% (31%)	30% (33%)	
Thailand	Singapore	Malaysia	Indonesia	
42% (46%)	46% (53%)	53% (60%)	44% (49%)	

16. Ocean (resort)



All				
36% (40%)				
Korea	China	Hong Kong	Taiwan	
27% (34%)	42% (46%)	26% (27%)	33% (36%)	
Thailand	Singapore	Malaysia	Indonesia	
33% (34%)	42% (46%)	47% (54%)	38% (42%)	

17. Ocean (seashore)



All				
35% (41%)				
Korea	China	Hong Kong	Taiwan	
22% (34%)	40% (45%)	29% (32%)	31% (33%)	
Thailand	Singapore	Malaysia	Indonesia	
30% (33%)	42% (46%)	47% (53%)	42% (49%)	

18. Supermarkets (convenience stores)



All				
35% (43%)				
Korea	China	Hong Kong	Taiwan	
14% (27%)	27% (28%)	42% (46%)	54% (60%)	
Thailand	Singapore	Malaysia	Indonesia	
28% (30%)	43% (52%)	46% (51%)	27% (33%)	

19. Countryside



All				
33% (38%)				
Korea	China	Hong Kong	Taiwan	
12% (16%)	27% (28%)	25% (29%)	34% (36%)	
Thailand	Singapore	Malaysia	Indonesia	
30% (32%)	42% (49%)	48% (55%)	44% (51%)	

20. Mountains



All				
32% (36%)				
Korea	China	Hong Kong	Taiwan	
9% (13%)	22% (23%)	23% (26%)	25% (25%)	
Thailand	Singapore	Malaysia	Indonesia	
36% (38%)	50% (58%)	43% (47%)	49% (53%)	

21. Urban landscapes (skyscrapers, etc.)



All				
26% (32%)				
Korea	China	Hong Kong	Taiwan	
14% (20%)	30% (34%)	32% (35%)	18% (19%)	
Thailand	Singapore	Malaysia	Indonesia	
24% (28%)	21% (27%)	38% (44%)	36% (45%)	

22. Luxury hotels



All				
25% (29%)				
Korea	China	Hong Kong	Taiwan	
17% (25%)	27% (36%)	35% (37%)	31% (33%)	
Thailand	Singapore	Malaysia	Indonesia	
17% (16%)	28% (33%)	24% (26%)	19% (18%)	

23. Dams (large-scale infrastructure)



All				
16% (19%)				
Korea	China	Hong Kong	Taiwan	
4% (8%)	8% (10%)	10% (11%)	12% (14%)	
Thailand	Singapore	Malaysia	Indonesia	
16% (17%)	21% (21%)	26% (30%)	32% (38%)	

24. Factories



All				
11% (13%)				
Korea	China	Hong Kong	Taiwan	
2% (4%)	7% (8%)	8% (10%)	9% (9%)	
Thailand	Singapore	Malaysia	Indonesia	
11% (12%)	11% (14%)	18% (23%)	20% (22%)	

25. None of the above

All	Korea	China	Hong Kong	Taiwan
1% (0%)	2% (1%)	1% (0%)	1% (0%)	1% (0%)
	Thailand	Singapore	Malaysia	Indonesia
	0% (0%)	1% (0%)	0% (0%)	0% (0%)

◆ Broad recognition of “Golden Route” and Hokkaido; desire to visit Hokkaido especially strong

- Findings were roughly the same as in the previous survey in regard to the respondents’ recognition of Japan’s tourist areas and their desire to visit them.
- The choices included a mixture of the names of individual cities and those of wider regions. The regional names of Hokkaido, Shikoku, and Kyushu drew recognition, but for Kansai and Tohoku it was specific cities, such as Kyoto, Osaka and Sendai, that the respondents knew best.
- Hokkaido proved hugely popular, topping the list of desired destinations among respondents from Taiwan, Hong Kong and Singapore.
- Desire to visit Okinawa was strong among the Southeast Asian regions of China, Taiwan and Hong Kong.

(Multiple responses)

Respondents	All		Korea		China		Taiwan		Hong Kong		Thailand		Singapore		Malaysia		Indonesia	
	Recognition	Desire to visit	Recognition	Desire to visit	Recognition	Desire to visit	Recognition	Desire to visit	Recognition	Desire to visit	Recognition	Desire to visit	Recognition	Desire to visit	Recognition	Desire to visit	Recognition	Desire to visit
Sample size	4000	3809	500	473	500	495	500	489	500	492	500	482	500	457	500	468	500	453
Tokyo	78%	47%	75%	35%	80%	53%	83%	47%	85%	36%	76%	50%	77%	52%	76%	54%	71%	51%
Mt. Fuji	75%	47%	64%	30%	80%	61%	80%	47%	80%	27%	77%	56%	75%	50%	74%	52%	67%	52%
Hakone	28%	10%	23%	7%	33%	13%	62%	27%	50%	12%	22%	7%	18%	5%	9%	2%	5%	2%
Nikko	14%	5%	8%	2%	21%	7%	27%	12%	17%	4%	15%	5%	6%	2%	9%	2%	6%	2%
Matsumoto	9%	2%	6%	1%	22%	4%	12%	3%	4%	1%	11%	3%	5%	1%	6%	2%	6%	1%
Karuizawa	14%	7%	3%	2%	13%	4%	55%	30%	30%	11%	6%	1%	3%	1%	3%	1%	3%	1%
Hokkaido	65%	43%	54%	25%	74%	51%	81%	60%	75%	45%	65%	43%	63%	52%	63%	43%	46%	21%
Sapporo	49%	22%	62%	32%	52%	21%	70%	30%	65%	24%	48%	24%	41%	18%	25%	11%	28%	11%
Hakodate	20%	8%	13%	4%	18%	5%	51%	24%	41%	16%	11%	3%	13%	5%	6%	3%	3%	1%
Obihiro / Tokachi	7%	2%	2%	1%	10%	2%	15%	6%	15%	5%	4%	1%	3%	1%	2%	0%	4%	1%
Niseko	5%	2%	2%	1%	14%	5%	4%	2%	5%	1%	4%	1%	4%	1%	5%	2%	2%	1%
Shiretoko	6%	2%	1%	0%	12%	2%	8%	3%	14%	7%	3%	1%	4%	2%	3%	1%	3%	1%
Kushiro / Akan	6%	2%	3%	0%	7%	1%	16%	7%	13%	7%	4%	1%	4%	1%	3%	1%	2%	1%
Tohoku	11%	3%	7%	2%	14%	2%	26%	9%	20%	4%	6%	1%	7%	2%	5%	1%	4%	1%
Aomori	19%	5%	20%	4%	20%	5%	49%	15%	38%	10%	9%	3%	6%	3%	4%	1%	6%	1%
Sendai	29%	8%	20%	5%	45%	15%	53%	14%	46%	11%	35%	11%	11%	4%	14%	3%	9%	3%
Matsushima	11%	3%	4%	1%	24%	6%	13%	4%	20%	4%	9%	2%	5%	1%	8%	1%	6%	2%
Hiraizumi	5%	1%	2%	0%	16%	4%	4%	1%	6%	1%	4%	1%	3%	1%	5%	2%	3%	1%
Niigata	18%	4%	5%	1%	24%	5%	44%	11%	28%	5%	13%	3%	11%	3%	8%	3%	8%	2%
Sado	5%	1%	2%	1%	10%	1%	5%	2%	5%	1%	5%	1%	3%	1%	4%	1%	3%	1%
Hokuriku	7%	2%	4%	1%	13%	3%	13%	5%	8%	3%	4%	1%	4%	2%	4%	1%	2%	1%
Kanazawa	12%	3%	4%	2%	15%	3%	26%	8%	19%	5%	9%	3%	5%	2%	6%	2%	8%	1%
Tateyama / Kurobe	12%	6%	3%	1%	10%	3%	41%	24%	26%	14%	5%	2%	4%	2%	2%	1%	2%	0%
Toyama	16%	5%	4%	1%	37%	15%	26%	8%	30%	7%	8%	2%	8%	3%	9%	3%	7%	2%
Nagoya	54%	21%	51%	12%	69%	38%	75%	35%	67%	22%	44%	13%	35%	11%	48%	20%	46%	16%
Ise / Shima	11%	3%	3%	1%	17%	3%	29%	8%	21%	5%	8%	2%	4%	2%	4%	1%	3%	0%
Hida / Takayama	9%	3%	4%	1%	9%	1%	30%	12%	15%	5%	5%	1%	4%	2%	5%	1%	3%	0%
Kansai	34%	10%	34%	6%	38%	11%	64%	25%	48%	12%	35%	12%	16%	4%	22%	5%	14%	4%
Kyoto	63%	32%	63%	23%	74%	49%	78%	43%	69%	26%	67%	37%	51%	24%	51%	27%	49%	25%
Nara	33%	12%	36%	9%	54%	25%	61%	24%	54%	15%	26%	10%	13%	5%	12%	3%	7%	2%
Osaka	69%	35%	66%	24%	75%	40%	80%	42%	79%	32%	67%	39%	61%	32%	65%	36%	59%	34%
Kobe	50%	16%	46%	12%	67%	28%	69%	26%	60%	15%	43%	12%	38%	11%	41%	12%	38%	11%
Okayama	16%	4%	13%	2%	22%	4%	30%	7%	16%	4%	12%	2%	9%	4%	9%	2%	13%	4%
Hiroshima	45%	12%	38%	5%	54%	16%	56%	16%	41%	7%	46%	14%	38%	12%	42%	10%	45%	16%
Sannin	5%	1%	1%	1%	11%	3%	11%	3%	5%	1%	2%	0%	2%	1%	2%	1%	2%	1%
Tottori	13%	3%	25%	6%	18%	4%	26%	5%	19%	4%	4%	1%	3%	1%	3%	0%	4%	1%
Matsue / Izumo	6%	2%	3%	0%	14%	2%	10%	3%	8%	2%	5%	1%	3%	1%	3%	1%	2%	1%
Shikoku	22%	6%	10%	2%	40%	12%	44%	15%	36%	10%	17%	4%	6%	2%	11%	3%	8%	3%
Shimane / Kaido	4%	1%	2%	0%	12%	3%	5%	2%	4%	1%	3%	0%	2%	1%	2%	0%	4%	1%
Takamatsu	7%	2%	3%	0%	14%	2%	11%	3%	10%	2%	6%	1%	3%	2%	5%	1%	4%	1%
Matsuyama / Dogo	7%	2%	4%	1%	16%	3%	10%	3%	12%	2%	7%	2%	2%	1%	3%	1%	4%	2%
Kyushu	42%	13%	54%	14%	53%	14%	67%	24%	66%	19%	33%	11%	23%	8%	20%	6%	16%	5%
Fukuoka / Hakata	37%	10%	52%	15%	43%	9%	57%	18%	51%	11%	33%	12%	19%	7%	22%	5%	18%	6%
Nagasaki	43%	12%	44%	11%	53%	14%	61%	21%	48%	10%	41%	13%	25%	9%	32%	7%	41%	12%
Beppu / YuFuin	15%	5%	32%	14%	13%	4%	21%	10%	34%	7%	7%	3%	6%	3%	1%	0%	2%	0%
Kumamoto / Aso	15%	4%	12%	3%	21%	5%	38%	11%	39%	11%	4%	1%	4%	2%	3%	1%	1%	0%
Miyazaki	24%	6%	18%	5%	40%	10%	47%	13%	44%	8%	16%	3%	8%	2%	10%	3%	7%	2%
Kagoshima	30%	10%	25%	5%	48%	17%	66%	29%	61%	20%	9%	4%	10%	3%	9%	3%	9%	2%
Okinawa	53%	24%	50%	23%	64%	31%	75%	39%	71%	34%	44%	19%	44%	19%	41%	16%	34%	12%
Know none of the above	5%	3%	5%	8%	1%	1%	2%	3%	2%	2%	4%	1%	9%	2%	6%	2%	9%	1%

Note: The top 5 items are indicated in red or yellow.

18. **All respondents** Traveler recognition of Japanese tourist areas, by number of past visits:
“Where would you like to visit in Japan?”

◆ **More visits to Japan means greater recognition of Japan’s tourist spots.**

- Knowledge of Japanese tourist areas proved greatest among respondents who had visited most frequently, regardless of their nationality.
- Respondents showed high levels of recognition for the “Golden Route” and Hokkaido, whether they had been to Japan or not. Repeat visitors, however, were familiar with other areas as well: Tateyama and Kurobe were well known to those from Taiwan and Hong Kong, and Hiroshima to those from Indonesia.

(Multiple responses)

Respondents→ Number of visits to Japan→	All			Korea			China			Taiwan			Hong Kong			Thailand			Singapore			Malaysia			Indonesia		
	0	1	2 or more	0	1	2 or more	0	1	2 or more	0	1	2 or more	0	1	2 or more	0	1	2 or more	0	1	2 or more	0	1	2 or more	0	1	2 or more
Sample size	2133	851	1016	223	112	165	220	170	110	156	114	230	142	105	253	275	125	100	318	96	86	393	70	37	406	59	35
Tokyo	70%	84%	90%	66%	76%	87%	72%	88%	83%	73%	87%	89%	75%	83%	92%	67%	86%	91%	67%	93%	94%	74%	77%	92%	67%	78%	94%
Mt. Fuji	69%	78%	83%	59%	63%	72%	73%	85%	86%	76%	78%	83%	75%	74%	86%	70%	82%	88%	69%	81%	88%	72%	81%	81%	63%	81%	91%
Hakone	14%	31%	54%	14%	21%	38%	24%	38%	43%	51%	52%	75%	34%	35%	64%	13%	25%	44%	8%	28%	44%	6%	14%	35%	2%	20%	20%
Nikko	7%	14%	27%	4%	4%	17%	11%	19%	41%	16%	26%	34%	8%	9%	25%	9%	14%	33%	2%	10%	19%	7%	11%	19%	3%	17%	23%
Matsumoto	6%	10%	15%	3%	2%	12%	14%	25%	33%	10%	9%	14%	1%	5%	5%	8%	8%	22%	3%	4%	14%	5%	10%	14%	4%	12%	23%
Karuizawa	6%	14%	32%	0%	1%	8%	4%	18%	25%	45%	46%	65%	18%	17%	42%	3%	6%	11%	2%	2%	6%	1%	6%	14%	1%	5%	17%
Hokkaido	58%	69%	78%	50%	50%	62%	69%	77%	78%	75%	79%	87%	65%	70%	83%	60%	67%	79%	56%	73%	77%	61%	66%	73%	42%	61%	71%
Sapporo	38%	52%	70%	55%	59%	73%	48%	50%	63%	66%	58%	80%	58%	57%	72%	41%	53%	61%	31%	53%	65%	21%	31%	57%	23%	44%	49%
Hakodate	9%	19%	42%	6%	7%	25%	10%	21%	30%	37%	41%	64%	23%	28%	57%	6%	14%	18%	7%	18%	33%	4%	7%	24%	1%	5%	23%
Obihiro / Tokachi	3%	6%	16%	1%	0%	4%	3%	12%	23%	7%	9%	24%	12%	8%	21%	3%	3%	7%	2%	4%	6%	2%	4%	5%	2%	8%	14%
Niseko	2%	6%	9%	0%	0%	5%	8%	15%	24%	2%	2%	6%	4%	3%	6%	1%	6%	8%	2%	6%	10%	4%	6%	16%	0%	5%	17%
Shiretoko	2%	7%	14%	0%	1%	2%	6%	12%	23%	1%	5%	15%	5%	8%	23%	1%	4%	6%	3%	5%	7%	2%	9%	5%	2%	8%	14%
Kushiro / Akan	2%	4%	17%	0%	1%	7%	2%	6%	18%	7%	7%	27%	7%	5%	21%	2%	3%	12%	1%	5%	12%	2%	4%	5%	0%	3%	11%
Tohoku	5%	10%	24%	4%	3%	14%	8%	15%	24%	17%	20%	34%	13%	10%	28%	3%	5%	15%	3%	5%	20%	3%	10%	14%	1%	15%	14%
Aomori	9%	20%	39%	15%	14%	30%	11%	24%	31%	40%	41%	58%	24%	28%	51%	4%	13%	17%	2%	8%	20%	3%	6%	14%	3%	14%	26%
Sendai	19%	33%	46%	17%	12%	28%	40%	49%	51%	48%	52%	57%	36%	33%	56%	27%	40%	50%	7%	11%	27%	10%	24%	38%	5%	25%	20%
Matsushima	7%	12%	20%	2%	2%	8%	18%	24%	39%	9%	8%	19%	11%	12%	28%	6%	10%	17%	4%	4%	10%	7%	14%	8%	4%	15%	11%
Hirazumi	3%	7%	10%	1%	0%	5%	10%	14%	31%	3%	4%	4%	4%	3%	8%	1%	4%	10%	1%	5%	7%	3%	13%	11%	2%	10%	9%
Niigata	11%	19%	30%	2%	2%	12%	16%	25%	38%	44%	41%	45%	23%	16%	36%	11%	15%	17%	8%	13%	19%	6%	14%	27%	5%	19%	17%
Sado	3%	5%	8%	2%	0%	4%	5%	13%	16%	3%	3%	8%	2%	2%	7%	3%	5%	12%	2%	2%	6%	3%	6%	11%	1%	5%	11%
Hokuriku	3%	7%	14%	3%	2%	6%	6%	12%	27%	3%	11%	21%	5%	2%	13%	2%	7%	5%	2%	4%	9%	3%	9%	11%	1%	5%	11%
Kanazawa	5%	10%	26%	2%	1%	9%	5%	18%	30%	12%	17%	39%	8%	10%	30%	5%	6%	24%	3%	5%	13%	5%	6%	22%	5%	17%	26%
Tateyama / Kurobe	4%	10%	29%	0%	2%	8%	5%	10%	18%	26%	27%	57%	8%	16%	40%	2%	3%	13%	2%	4%	13%	1%	6%	8%	0%	8%	9%
Toyama	10%	18%	28%	1%	2%	10%	28%	41%	46%	19%	25%	32%	25%	19%	38%	5%	6%	21%	4%	10%	16%	8%	10%	19%	5%	15%	20%
Nagoya	46%	58%	69%	46%	43%	64%	61%	79%	70%	71%	68%	82%	60%	62%	73%	40%	42%	56%	28%	40%	55%	47%	49%	57%	41%	68%	66%
Ise / Shima	6%	10%	21%	1%	1%	6%	11%	20%	23%	26%	18%	36%	15%	12%	27%	7%	6%	14%	3%	4%	10%	3%	4%	11%	2%	5%	9%
Hida / Takayama	4%	8%	22%	3%	1%	7%	3%	12%	15%	15%	18%	45%	6%	6%	24%	3%	4%	12%	2%	6%	13%	3%	10%	16%	2%	5%	14%
Kansai	24%	38%	51%	26%	35%	43%	28%	48%	45%	58%	62%	69%	42%	34%	56%	32%	30%	51%	12%	15%	31%	18%	39%	35%	10%	31%	23%
Kyoto	53%	71%	77%	54%	66%	73%	67%	82%	73%	70%	73%	86%	56%	64%	77%	62%	70%	78%	41%	71%	69%	47%	61%	76%	45%	73%	66%
Nara	19%	39%	56%	24%	40%	49%	46%	63%	54%	51%	53%	72%	42%	42%	65%	19%	26%	43%	5%	20%	37%	8%	20%	41%	4%	20%	26%
Osaka	59%	76%	82%	52%	71%	80%	68%	82%	76%	73%	75%	87%	72%	74%	86%	63%	69%	75%	50%	80%	80%	61%	74%	89%	53%	85%	77%
Kobe	41%	56%	64%	40%	36%	61%	59%	77%	68%	67%	63%	73%	56%	54%	65%	38%	44%	56%	30%	49%	53%	36%	56%	62%	33%	59%	57%
Okayama	11%	16%	26%	9%	13%	19%	15%	25%	33%	27%	22%	37%	13%	10%	21%	9%	10%	23%	7%	6%	19%	8%	10%	22%	10%	24%	29%
Hiroshima	43%	42%	52%	39%	28%	44%	53%	55%	57%	54%	49%	61%	42%	30%	45%	47%	37%	53%	32%	44%	51%	41%	37%	51%	42%	53%	74%
Sannin	2%	5%	10%	0%	0%	4%	5%	12%	23%	6%	8%	15%	4%	2%	8%	1%	4%	4%	1%	2%	5%	1%	7%	5%	0%	5%	11%
Tottori	7%	12%	25%	21%	16%	36%	10%	21%	27%	20%	22%	32%	12%	10%	26%	3%	2%	10%	3%	4%	6%	2%	4%	5%	2%	10%	14%
Matsue / Izumo	3%	7%	12%	1%	3%	5%	7%	15%	26%	7%	7%	14%	4%	4%	13%	3%	5%	11%	1%	4%	8%	2%	6%	8%	1%	5%	11%
Shikoku	14%	24%	35%	8%	8%	15%	34%	44%	46%	44%	41%	45%	27%	27%	45%	15%	13%	28%	5%	4%	14%	9%	23%	16%	4%	22%	31%
Shimanami Kaido	2%	5%	7%	0%	2%	3%	5%	14%	23%	3%	5%	6%	4%	1%	6%	1%	6%	3%	1%	2%	5%	2%	3%	0%	2%	3%	20%
Takamatsu	4%	6%	14%	2%	1%	7%	7%	14%	29%	8%	6%	15%	10%	3%	13%	3%	7%	14%	3%	3%	7%	4%	7%	11%	3%	5%	20%
Matsuyama / Dogo	4%	8%	14%	2%	1%	9%	7%	17%	32%	6%	11%	13%	13%	4%	15%	3%	9%	16%	1%	1%	6%	3%	6%	5%	3%	7%	14%
Kyushu	30%	45%	62%	48%	46%	68%	45%	56%	65%	62%	63%	72%	61%	60%	72%	32%	32%	36%	17%	27%	43%	19%	27%	24%	12%	32%	37%
Fukuoka / Hakata	27%	40%	55%	48%	47%	62%	35%	46%	52%	49%	50%	62%	43%	47%	58%	28%	33%	48%	14%	19%	42%	20%	29%	35%	14%	37%	31%
Nagasaki	37%	45%	54%	40%	38%	53%	46%	63%	50%	56%	59%	66%	44%	45%	51%	39%	33%	57%	21%	27%	36%	31%	33%	41%	38%	53%	54%
Beppu / YuFuin	6%	12%	35%	21%	29%	51%	4%	15%	30%	11%	13%	33%	26%	15%	45%	3%	4%	25%	3%	4%	19%	1%	3%	5%	1%	10%	9%
Kumamoto / Aso	7%	14%	34%	5%	7%	25%	12%	24%	34%	29%	28%	48%	30%	25%	50%	3%	2%	12%	2%	2%	10%	3%	6%	8%	0%	3%	11%
Miyazaki	16%	26%	39%	13%	18%	25%	34%	44%	47%	43%	42%	51%	40%	37%	48%	13%	13%	29%	5%	8%	19%	9%	7%	22%	4%	17%	31%
Kagoshima	19%	30%	50%	25%	18%	31%	40%	49%	63%	63%	55%	73%	56%	53%	68%	5%	8%	21%	9%	6%	19%	8%	11%	14%	5%	20%	29%
Okinawa	45%	57%	68%	48%	44%	57%	60%	66%	71%	71%	72%	80%	68%	68%	74%	37%	48%	59%	40%	51%	51%	39%	46%	62%	31%	46%	60%
Know none of the above	9%	0%	0%	12%	1%	0%	2%	0%	0%	7%	0%	0%	6%	0%	0%	7%	0%	0%	14%	0%	0%	8%	0%	0%	12%	0%	0%

Note: The top 5 items are indicated in red, orange or yellow.

19. All respondents

Desire to visit a Japanese tourist area, by number of visits to Japan: “Where in Japan would you like to go?”

◆ Repeat visitors want to travel extensively in Japan

- Repeat visitors to Japan are familiar with all of the nation’s tourist areas and are eager to visit them. Regional initiatives are needed to promote recognition of localities and their tourist resources and enhance their value to draw in repeat visitors.
- Of all areas which rose in ranking because of interest by repeat visitors, Hakone and Nara showed the greatest increases.

(Multiple responses)

Respondents	All			Korea			China			Taiwan			Hong Kong			Thailand			Singapore			Malaysia			Indonesia		
	0	1	2 or more	0	1	2 or more	0	1	2 or more	0	1	2 or more	0	1	2 or more	0	1	2 or more	0	1	2 or more	0	1	2 or more	0	1	2 or more
Sample size	1943	850	1016	197	111	165	215	170	110	145	114	230	134	105	253	257	125	100	275	96	86	361	70	37	359	59	35
Tokyo	50%	43%	44%	35%	37%	33%	52%	52%	55%	46%	46%	48%	38%	30%	37%	50%	41%	62%	56%	48%	45%	56%	49%	43%	53%	42%	46%
Mt. Fuji	50%	45%	42%	27%	26%	35%	64%	59%	57%	54%	39%	46%	26%	27%	27%	58%	53%	53%	50%	50%	51%	53%	53%	41%	51%	51%	66%
Hakone	4%	10%	20%	5%	5%	12%	7%	17%	18%	17%	22%	37%	4%	4%	19%	4%	10%	13%	2%	8%	13%	1%	3%	8%	0%	3%	11%
Nikko	2%	4%	11%	1%	1%	4%	3%	6%	15%	4%	6%	19%	1%	0%	8%	2%	4%	13%	1%	3%	7%	1%	6%	8%	1%	5%	9%
Matsumoto	1%	3%	4%	1%	0%	2%	0%	6%	6%	1%	2%	5%	0%	0%	1%	2%	2%	8%	0%	3%	2%	2%	4%	3%	1%	3%	6%
Karuizawa	2%	5%	16%	1%	1%	4%	1%	5%	9%	19%	24%	40%	5%	3%	18%	1%	2%	2%	1%	1%	1%	0%	1%	5%	1%	2%	6%
Hokkaido	40%	44%	47%	21%	25%	28%	52%	55%	45%	63%	53%	62%	43%	40%	49%	43%	40%	48%	51%	54%	55%	42%	43%	43%	20%	25%	23%
Sapporo	15%	22%	35%	25%	30%	40%	13%	24%	32%	23%	18%	41%	19%	19%	30%	20%	24%	35%	12%	27%	29%	9%	14%	30%	9%	14%	29%
Hakodate	2%	6%	19%	1%	3%	8%	2%	9%	5%	13%	14%	36%	7%	8%	24%	0%	4%	9%	1%	6%	13%	2%	3%	8%	0%	0%	14%
Obihiro / Tokachi	1%	1%	6%	0%	0%	2%	1%	1%	7%	1%	1%	10%	3%	2%	8%	0%	0%	2%	1%	0%	2%	0%	1%	3%	1%	0%	9%
Niseko	1%	2%	4%	0%	0%	3%	3%	5%	8%	1%	1%	2%	1%	0%	2%	0%	2%	3%	0%	1%	2%	1%	1%	1%	0%	2%	6%
Shiretoko	1%	1%	6%	0%	0%	1%	1%	2%	5%	1%	1%	7%	1%	1%	11%	0%	1%	3%	1%	2%	5%	1%	3%	3%	0%	2%	3%
Kushiro / Akan	1%	1%	7%	0%	0%	1%	0%	1%	4%	2%	0%	13%	3%	1%	11%	0%	1%	3%	1%	2%	2%	0%	4%	0%	0%	2%	6%
Tohoku	1%	2%	8%	1%	1%	5%	2%	2%	5%	6%	3%	13%	1%	0%	8%	0%	1%	3%	0%	2%	8%	0%	4%	8%	0%	2%	6%
Aomori	2%	4%	13%	4%	3%	6%	1%	5%	11%	8%	11%	22%	3%	4%	16%	1%	2%	8%	0%	3%	9%	1%	1%	8%	0%	2%	6%
Sendai	4%	8%	15%	4%	2%	8%	8%	15%	26%	11%	10%	18%	4%	6%	16%	6%	11%	22%	3%	1%	7%	2%	10%	5%	2%	7%	3%
Matsushima	2%	2%	6%	1%	0%	3%	4%	4%	13%	3%	1%	7%	2%	0%	8%	1%	1%	5%	1%	1%	2%	1%	3%	0%	2%	5%	3%
Hiraizumi	1%	2%	2%	1%	0%	1%	2%	3%	7%	1%	0%	1%	1%	0%	1%	0%	2%	5%	0%	2%	3%	1%	6%	5%	0%	5%	3%
Niigata	2%	5%	8%	0%	0%	4%	3%	6%	7%	8%	10%	14%	1%	2%	8%	2%	2%	6%	1%	5%	7%	1%	4%	11%	2%	7%	3%
Sado	1%	1%	2%	1%	0%	1%	1%	2%	1%	1%	0%	3%	0%	1%	2%	0%	2%	2%	0%	2%	1%	0%	3%	5%	1%	2%	0%
Hokuriku	1%	2%	5%	1%	0%	2%	2%	4%	4%	1%	3%	9%	0%	0%	5%	1%	1%	1%	1%	3%	6%	1%	3%	0%	1%	2%	3%
Kanazawa	1%	2%	8%	1%	1%	4%	0%	3%	8%	3%	4%	13%	1%	0%	8%	1%	3%	9%	1%	2%	3%	1%	3%	5%	1%	2%	3%
Tateyama / Kurobe	2%	4%	16%	0%	1%	2%	1%	2%	6%	12%	12%	37%	4%	9%	23%	0%	2%	6%	1%	3%	3%	0%	3%	3%	0%	0%	3%
Toyama	3%	6%	9%	0%	0%	4%	10%	17%	21%	3%	5%	12%	4%	2%	11%	1%	2%	5%	2%	5%	2%	3%	4%	5%	1%	3%	6%
Nagoya	18%	22%	26%	11%	8%	16%	31%	44%	40%	34%	27%	39%	24%	18%	22%	9%	12%	22%	8%	11%	20%	21%	20%	16%	14%	20%	26%
Ise / Shima	1%	2%	7%	0%	0%	2%	1%	5%	5%	3%	4%	12%	0%	3%	8%	2%	0%	5%	1%	2%	6%	0%	1%	3%	0%	0%	3%
Hida / Takayama	1%	2%	8%	1%	0%	2%	0%	2%	3%	3%	7%	20%	1%	0%	9%	1%	1%	2%	0%	2%	5%	0%	3%	3%	0%	0%	0%
Kansai	6%	12%	17%	2%	6%	10%	7%	16%	9%	22%	22%	29%	5%	10%	17%	8%	14%	22%	3%	4%	9%	4%	10%	14%	2%	10%	9%
Kyoto	28%	37%	36%	20%	23%	28%	41%	58%	52%	43%	36%	47%	26%	24%	26%	36%	38%	41%	18%	29%	35%	25%	37%	24%	22%	41%	31%
Nara	6%	14%	23%	5%	5%	18%	18%	31%	29%	14%	18%	33%	10%	10%	20%	7%	9%	20%	1%	6%	17%	1%	7%	16%	1%	7%	6%
Osaka	33%	38%	38%	20%	29%	27%	35%	44%	42%	43%	36%	45%	29%	29%	36%	36%	38%	46%	28%	43%	34%	36%	39%	30%	32%	44%	34%
Kobe	11%	16%	25%	6%	7%	21%	23%	27%	37%	18%	21%	33%	13%	6%	20%	9%	11%	23%	7%	15%	22%	10%	21%	16%	9%	20%	14%
Okayama	2%	3%	8%	1%	1%	5%	1%	5%	10%	5%	7%	9%	1%	0%	7%	0%	4%	6%	3%	1%	7%	2%	1%	8%	2%	3%	17%
Hiroshima	11%	10%	16%	4%	3%	8%	13%	13%	27%	11%	14%	20%	6%	4%	9%	13%	10%	21%	8%	15%	20%	10%	14%	11%	16%	12%	26%
Sannin	0%	1%	3%	0%	0%	2%	1%	2%	6%	1%	1%	5%	0%	0%	2%	0%	1%	1%	0%	1%	1%	0%	4%	3%	0%	3%	3%
Tottori	1%	2%	7%	4%	3%	10%	1%	4%	8%	1%	2%	9%	3%	1%	6%	0%	1%	5%	1%	2%	1%	0%	1%	0%	1%	0%	6%
Matsue / Izumo	1%	1%	3%	1%	0%	1%	1%	3%	4%	1%	1%	6%	1%	0%	3%	0%	0%	4%	0%	2%	3%	0%	1%	3%	1%	3%	3%
Shikoku	3%	7%	13%	2%	1%	3%	6%	12%	22%	10%	11%	21%	6%	7%	14%	2%	4%	10%	1%	3%	1%	2%	7%	3%	1%	7%	14%
Shimanami Kaido	0%	1%	2%	0%	0%	1%	1%	3%	5%	1%	2%	3%	1%	0%	2%	0%	1%	0%	1%	2%	2%	0%	1%	0%	1%	0%	6%
Takamatsu	1%	1%	4%	0%	0%	1%	0%	1%	5%	1%	2%	5%	0%	0%	5%	0%	2%	4%	1%	2%	2%	1%	4%	3%	1%	0%	9%
Matsuyama / Dogo	1%	2%	4%	1%	0%	2%	0%	5%	6%	1%	2%	5%	0%	0%	4%	0%	1%	8%	1%	1%	2%	1%	3%	3%	1%	2%	6%
Kyushu	8%	12%	22%	10%	7%	24%	7%	15%	26%	23%	18%	27%	15%	12%	23%	11%	10%	14%	5%	7%	19%	5%	10%	5%	3%	14%	11%
Fukuoka / Hakata	7%	11%	17%	14%	14%	16%	7%	10%	12%	13%	14%	24%	9%	7%	13%	7%	12%	23%	5%	5%	15%	4%	9%	14%	4%	15%	14%
Nagasaki	9%	11%	18%	9%	8%	15%	13%	12%	19%	14%	17%	27%	5%	9%	13%	12%	9%	23%	8%	9%	13%	6%	10%	11%	10%	20%	23%
Beppu / Yuftin	2%	5%	13%	9%	12%	22%	0%	4%	9%	4%	5%	15%	2%	3%	11%	0%	3%	12%	1%	3%	7%	0%	3%	0%	0%	2%	0%
Kumamoto / Aso	1%	3%	11%	2%	1%	5%	2%	5%	10%	4%	6%	17%	4%	7%	15%	0%	2%	4%	1%	1%	8%	1%	3%	0%	0%	0%	6%
Miyazaki	3%	4%	12%	4%	5%	7%	8%	7%	19%	9%	9%	17%	3%	5%	11%	2%	0%	10%	0%	2%	7%	2%	3%	8%	1%	3%	3%
Kagoshima	5%	10%	20%	3%	4%	7%	10%	18%	29%	22%	26%	34%	20%	10%	24%	2%	3%	8%	1%	3%	8%	2%	6%	8%	0%	3%	11%
Okinawa	20%	26%	32%	22%	19%	26%	27%	32%	37%	41%	34%	40%	32%	31%	35%	16%	19%	27%	16%	28%	20%	15%	14%	27%	10%	17%	20%
None of the above	3%	3%	2%	9%	8%	7%	2%	1%	0%	5%	4%	2%	5%	2%	1%	2%	1%	1%	2%	3%	2%	2%	1%	3%	1%	0%	3%

Notes: 1 This question asked the respondents which, of the tourist areas they said they “knew of” in response to the previous question, they would actually wish to visit.

2 The top 5 items are indicated in red, orange or yellow.

20.

Respondents desiring
to visit Japan

“What makes you want to visit Japan in future?”

◆ **Motivations include interest in visiting a World Heritage Site, as well as in “nature and scenery,” “Japanese food” and “hot springs.”**

- As reasons for their interest in visiting Japan, respondents did not only cite the “nature and scenery,” Japanese food,” and “hot springs” which ranked highly in the last survey. Those who had never been to Japan were also highly interested in “visiting a World Heritage Site.” The percentage who chose this answer rose significantly since the previous survey (2013: 34% → 2014: 43% among all those who had never been to Japan), pointing to the effect of Mt. Fuji’s designation as a World Heritage Site in June 2013. Interest was especially strong among respondents from Indonesia, Malaysia and Thailand.

(Multiple responses)

Respondents Reason / Visited in past?	All		Korea		China		Taiwan		Hong Kong		Thailand		Singapore		Malaysia		Indonesia	
	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes
Sample size	1159	1027	62	66	93	182	108	246	91	238	172	114	187	96	237	56	209	29
Interest in Japan's nature and scenery	69%	53%	47%	42%	71%	56%	56%	52%	59%	47%	73%	57%	65%	59%	78%	57%	76%	72%
Interest in Japanese food	60%	59%	35%	45%	59%	49%	58%	54%	70%	66%	67%	67%	53%	69%	61%	57%	62%	66%
Interest in Japanese hot springs	57%	53%	53%	45%	63%	59%	53%	50%	53%	50%	65%	55%	54%	50%	59%	54%	51%	62%
Interest in Japanese culture and history	52%	43%	29%	29%	42%	45%	46%	46%	37%	33%	56%	55%	46%	45%	62%	48%	61%	76%
High level of safety	39%	49%	21%	36%	34%	42%	50%	59%	32%	46%	45%	60%	30%	45%	48%	50%	37%	41%
Desire to shop in Japan	39%	44%	21%	29%	48%	53%	34%	39%	42%	47%	41%	42%	39%	41%	37%	41%	41%	48%
Interest in Japan's World Heritage Sites	43%	34%	21%	21%	39%	30%	38%	35%	31%	30%	46%	50%	24%	35%	56%	38%	57%	48%
Interest in Japanese railroads	40%	26%	21%	9%	24%	22%	37%	31%	22%	21%	46%	33%	32%	22%	43%	39%	58%	66%
Interest in Japanese fashion, games or anime	32%	28%	19%	27%	41%	40%	25%	19%	30%	30%	27%	25%	34%	22%	37%	38%	35%	28%
Nonstop flights available	28%	31%	11%	15%	24%	29%	36%	42%	25%	29%	32%	40%	23%	21%	32%	21%	31%	38%
Interest in Japanese science and technology	34%	23%	11%	14%	29%	32%	13%	14%	16%	19%	46%	33%	22%	21%	42%	34%	53%	62%
Recommendation of friend or acquaintance	25%	23%	27%	15%	32%	32%	22%	25%	15%	19%	21%	22%	32%	16%	33%	20%	18%	34%
Low-cost carrier available	26%	17%	10%	14%	12%	14%	15%	13%	14%	13%	38%	34%	16%	10%	38%	32%	36%	34%
Short length of journey	19%	24%	29%	35%	34%	24%	30%	33%	19%	19%	26%	24%	9%	10%	16%	20%	11%	14%
TV advertisement	24%	15%	18%	12%	20%	26%	15%	12%	9%	4%	28%	22%	27%	20%	27%	14%	31%	28%
Article in newspaper or magazine	20%	16%	11%	11%	8%	18%	22%	17%	13%	12%	24%	25%	18%	13%	24%	20%	25%	21%
Low prices	16%	18%	10%	9%	14%	9%	14%	13%	32%	31%	24%	24%	12%	15%	14%	16%	13%	21%
Internet advertisement; good reviews on blogs or social	18%	15%	13%	11%	18%	22%	16%	11%	15%	11%	12%	18%	10%	6%	18%	14%	33%	52%
Recommendation of family member	15%	16%	13%	8%	19%	17%	19%	20%	9%	16%	11%	14%	17%	13%	16%	13%	17%	24%
Japanese tourism campaign	12%	11%	2%	3%	4%	11%	4%	5%	14%	13%	9%	14%	12%	9%	16%	16%	20%	41%
Interest in Japanese sports	9%	9%	6%	6%	16%	12%	2%	6%	5%	7%	8%	10%	6%	4%	11%	14%	13%	31%
Other	1%	1%	2%	2%	0%	0%	2%	0%	0%	0%	1%	3%	2%	3%	0%	2%	0%	3%

Liking for a Japanese region or city I have visited in the past	-	36%	-	32%	-	22%	-	39%	-	36%	-	50%	-	36%	-	36%	-	41%
Desire to visit a Japanese region or city I have not been to before	-	42%	-	30%	-	24%	-	50%	-	40%	-	48%	-	50%	-	46%	-	59%

Notes: 1 This question was directed as respondents who answered “Japan” to Question 2, “Where would you like to go on a foreign holiday?”, and asked what influenced them in their choice of Japan as a destination.
2 The top five items are indicated in red or yellow.

21. **Respondents desiring to visit Japan** “How would you like to travel on a future trip to Japan?”

◆ **Respondents look for long stays and independent travel.**

- Guided package tours remain popular, especially among those who have never been to Japan. However, repeat visitors from Singapore, Hong Kong, Thailand and elsewhere showed a preference for plenty of free activity on their trips.
- The answers to Question 6, ““How did you arrange for hotel/inn accommodations on your last trip to Japan?”, also point to a liking for longer stays in Japan. Measures are needed that will answer visitors’ desire for longer stays by opening up opportunities for travel, lodging and consumption throughout the country.

Desired mode of travel on a future trip to Japan

(Single response)

Respondents	All		Korea		China		Taiwan		Hong Kong		Thailand		Singapore		Malaysia		Indonesia	
	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes
Sample size	1159	1027	62	66	93	182	108	246	91	238	172	114	187	96	237	56	209	29
Guided package tour (no free activity)	24%	25%	26%	20%	19%	31%	31%	33%	14%	18%	27%	28%	17%	8%	20%	27%	33%	45%
Guided package tour (with free activity)	36%	22%	26%	17%	33%	24%	40%	27%	21%	16%	38%	23%	36%	22%	42%	20%	38%	28%
Package including airfare and hotels only	19%	24%	27%	27%	25%	21%	19%	21%	33%	33%	20%	14%	17%	22%	14%	25%	14%	21%
Separate arrangements for airfare and hotels	18%	26%	16%	26%	20%	20%	6%	18%	32%	32%	13%	31%	28%	47%	21%	29%	11%	3%
Purchased airline tickets prior to trip; made hotel arrangements at destination	3%	3%	5%	11%	2%	4%	5%	1%	0%	1%	2%	4%	2%	1%	4%	0%	3%	3%

Desired length of stay on a future trip to Japan

Respondents	All	Korea	China	Taiwan	Hong Kong	Thailand	Singapore	Malaysia	Indonesia
Sample size	2186	128	275	354	329	286	283	293	238
Average length of stay (in days)	8.0	5.7	7.7	6.4	8.5	7.4	9.5	9.0	8.4
1-3	3%	26%	3%	3%	0%	3%	0%	1%	3%
4-5	28%	50%	24%	48%	30%	34%	10%	13%	23%
6-7	35%	15%	38%	35%	43%	40%	31%	33%	36%
8-9	8%	1%	10%	5%	6%	4%	11%	16%	5%
10 or more	26%	9%	24%	9%	21%	20%	48%	37%	33%

Notes: 1 This question was directed as respondents who answered “Japan” to Question 2, “Where would you like to go on a foreign holiday?”, and asked about their preferred mode of travel.

2 Ranking is indicated by a color scale: Lowest  Highest

22.

Respondents desiring
to visit Japan

Thoughts about lodgings and hot springs bathing on a future trip to Japan

◆ **Traditional inns rate high among respondents wanting to visit Japan.**

- For Question 6, ““How did you arrange for hotel/inn accommodations on your last trip to Japan?”, respondents who said they had stayed at a traditional inn (ryokan) were roughly equal in number to those who reported staying at a luxury hotel or an inexpensive hotel. On a future trip, however, an overwhelming percentage said they hoped to stay at a ryokan.
- Over 50 percent of respondents desiring to visit Japan gave a positive answer (“definitely”) when asked if they would like to bathe in a communal bath. While the custom of communal bathing is uncommon in Asia, interest in Japanese hot springs is clearly strong (as indicated in the answers to Question 20), and many want to try it for themselves. A good number of these said they would be more willing if allowed to wear a bathing suit or other covering.

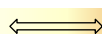
Lodgings on a future trip to Japan

(Multiple responses)

Respondents Visited Japan in past?	All		Korea		China		Taiwan		Hong Kong		Thailand		Singapore		Malaysia		Indonesia	
	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes
Sample size	1159	1027	62	66	93	182	108	246	91	238	172	114	187	96	237	56	209	29
Traditional inn (ryokan)	72%	67%	61%	55%	73%	70%	63%	63%	59%	64%	73%	74%	79%	72%	75%	64%	77%	76%
Comfortable luxury hotel	21%	46%	26%	35%	47%	74%	35%	48%	31%	48%	9%	15%	28%	42%	14%	30%	9%	24%
Inexpensive lodgings with basic facilities (Western- style)	47%	43%	52%	61%	37%	23%	44%	38%	43%	40%	51%	64%	50%	52%	53%	61%	39%	41%
Youth hostel	15%	11%	16%	17%	5%	7%	17%	10%	23%	6%	9%	13%	14%	13%	18%	18%	15%	28%
Other	0%	1%	0%	2%	0%	0%	0%	2%	1%	1%	0%	1%	1%	0%	1%	0%	0%	3%

Notes: 1 This question was directed as respondents who answered “Japan” to Question 2, “Where would you like to go on a foreign holiday?”, and asked what kind of facilities they hoped to stay in on a future trip.

2 Ranking is indicated by a color scale:

Lowest  Highest

Respondents desiring
to visit Japan

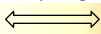
Baths in traditional Japanese inns are designed to be used by many people at once. How do you feel about bathing in a hot springs bath or other communal bathing facilities?

(Single response)

Respondents	All	Korea	China	Taiwan	Hong Kong	Thailand	Singapore	Malaysia	Indonesia
	Sample size								
Sample size	2186	128	275	354	329	286	283	293	238
Definitely want to bathe in a hot springs or communal bath	47%	39%	60%	43%	47%	47%	44%	39%	55%
Would like to, but only if wearing a bathing suit or other covering	27%	36%	25%	25%	25%	30%	29%	28%	21%
Interested, but not sure I would actually go in	22%	20%	12%	23%	22%	21%	22%	30%	23%
Resistant to the idea	4%	5%	3%	9%	5%	2%	5%	2%	2%
Other	0%	0%	0%	0%	0%	0%	0%	0%	0%

Notes: 1 This question was directed as respondents who answered “Japan” to Question 2, “Where would you like to go on a foreign holiday?”, and asked about their desire to bathe in a hot springs or communal bath.

2 Ranking is indicated by a color scale:

Lowest  Highest

23.

Respondents desiring
to visit Japan

“What would you like to experience on a future trip to Japan?”

◆ **Travelers continue to be drawn by Japan’s special attractions: Japanese cuisine, cherry blossoms, snowy landscapes.**

- As in the previous survey, respondents were interested in dining, sightseeing, lodgings, and shopping, but also looked forward to bathing in hot springs, resting and relaxing, visiting amusement or theme parks, riding trains, and experiencing Japanese culture.
- Respondents from China showed little interest in “eating good, inexpensive food” or “staying in clean, reasonably priced lodgings.” But, in a finding that suggests a trend toward high-end travel, were very interested in eating Japanese food, staying in a traditional inn, and enjoying Japanese sake.

(Multiple responses)

Respondents	All		Korea		China		Taiwan		Hong Kong		Thailand		Singapore		Malaysia		Indonesia	
	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes
Visited Japan in past?	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes
Sample size	1159	1027	62	66	93	182	108	246	91	238	172	114	187	96	237	56	209	29
Enjoy Japanese food	75%	70%	73%	76%	69%	63%	72%	71%	69%	69%	67%	70%	76%	84%	81%	61%	81%	76%
View cherry blossoms	75%	62%	40%	38%	71%	57%	68%	66%	69%	64%	78%	68%	78%	67%	84%	64%	80%	66%
View snowy landscapes	69%	55%	42%	45%	54%	42%	67%	60%	65%	62%	67%	57%	71%	55%	82%	61%	71%	48%
Enjoy nature and scenery	67%	57%	60%	59%	68%	56%	72%	67%	63%	52%	53%	55%	65%	57%	77%	50%	70%	41%
Eat good, inexpensive food	69%	54%	58%	59%	46%	37%	69%	58%	62%	49%	68%	68%	70%	65%	80%	57%	74%	52%
Bathe in hot springs	64%	58%	61%	56%	61%	58%	65%	64%	57%	54%	60%	59%	67%	59%	67%	46%	66%	52%
View autumn leaves	64%	53%	26%	29%	40%	37%	61%	55%	63%	62%	69%	66%	67%	57%	79%	55%	67%	52%
Rest and relax	64%	51%	47%	42%	38%	35%	68%	57%	58%	55%	66%	55%	71%	69%	65%	29%	74%	59%
Stay at a traditional inn	62%	52%	40%	44%	60%	46%	51%	55%	47%	45%	55%	64%	72%	67%	67%	45%	73%	76%
Stay in clean, reasonably priced lodgings	65%	47%	63%	44%	38%	27%	57%	52%	54%	47%	69%	68%	63%	52%	76%	52%	70%	45%
Enjoy favorite foods	53%	58%	52%	44%	66%	61%	67%	67%	62%	62%	54%	57%	47%	47%	52%	36%	44%	41%
See historic sites and buildings	62%	48%	52%	47%	47%	41%	64%	57%	51%	42%	59%	46%	57%	52%	71%	50%	72%	52%
Ride railroads	55%	41%	29%	29%	29%	34%	49%	46%	48%	42%	65%	44%	51%	45%	61%	41%	68%	52%
Visit a World Heritage Site	53%	41%	47%	35%	48%	32%	43%	47%	34%	37%	55%	52%	46%	45%	64%	39%	62%	59%
Go to amusement parks or theme parks	50%	40%	31%	27%	45%	40%	49%	48%	57%	39%	48%	40%	42%	39%	57%	29%	59%	45%
Visit museums to see artwork and cultural properties	50%	37%	27%	24%	38%	29%	44%	41%	42%	34%	47%	39%	47%	44%	60%	46%	61%	52%
Shop for food and beverages	47%	40%	24%	33%	40%	30%	41%	47%	38%	37%	44%	45%	51%	48%	54%	36%	52%	38%
Shop for clothes and accessories	45%	38%	29%	33%	44%	47%	32%	30%	36%	37%	36%	34%	53%	54%	61%	38%	43%	41%
Experience eco-friendly sightseeing areas or tours	50%	32%	31%	35%	29%	25%	37%	33%	26%	25%	51%	35%	63%	50%	65%	36%	54%	34%
Drink Japanese sake	40%	36%	40%	39%	53%	52%	33%	32%	33%	26%	35%	32%	44%	45%	43%	30%	35%	48%
Get together with friends or family	44%	29%	39%	20%	20%	12%	39%	31%	46%	42%	30%	30%	45%	34%	49%	14%	63%	41%
See modern / leading-edge architecture	44%	28%	18%	23%	42%	27%	34%	29%	29%	24%	47%	29%	35%	22%	55%	41%	56%	41%

Notes: 1 This question was directed as respondents who answered “Japan” to Question 2, “Where would you like to go on a foreign holiday?”, and asked about the kinds of things they hoped to experience in Japan. Listed here are the top 22 of a total of 53 choices.
2 The top 5 items are indicated in deep red or deep yellow; items 6 through 10 are indicated in pink or light yellow.

◆ **In addition to language issues and costs (during stay and for travel to and from Japan), radioactivity and earthquakes are sources of concern.**

- As more and more people travel to Japan, unease about language problems and costs is lessening. Concerns about radioactivity and earthquakes, however, remain very much in travelers' minds.
- This year's survey found fewer people anxious about language or prices, but little change from last year in the number of those concerned about radioactivity and earthquakes.
- A relatively large proportion of respondents from Malaysia and Indonesia, both Muslim countries, indicated concern over Japanese food.
- While the increase in inbound tourism has brought a decline in concern over transportation issues, communication concerns remain unchanged.

(Multiple responses)

Respondents→	All			Korea			China			Taiwan			Hong Kong			Thailand			Singapore			Malaysia			Indonesia		
	0	1	2 or more	0	1	2 or more	0	1	2 or more	0	1	2 or more	0	1	2 or more	0	1	2 or more	0	1	2 or more	0	1	2 or more	0	1	2 or more
Sample size	2133	851	1016	223	112	165	220	170	110	156	114	230	142	105	253	275	125	100	318	96	86	393	70	37	406	59	35
High cost of lodging and daily needs	52%	40%	34%	39%	32%	39%	25%	20%	14%	47%	39%	36%	38%	31%	27%	59%	54%	53%	58%	45%	49%	63%	57%	46%	59%	68%	17%
Difficulty in communicating	49%	42%	36%	27%	36%	25%	44%	37%	25%	53%	53%	46%	58%	46%	41%	49%	30%	31%	56%	48%	37%	53%	47%	38%	51%	49%	26%
Concerns about health damage from radiation	40%	43%	44%	72%	71%	70%	44%	45%	35%	35%	44%	39%	53%	47%	50%	23%	26%	22%	39%	43%	43%	43%	39%	24%	24%	22%	31%
Fear of an earthquake occurring during stay	38%	36%	38%	48%	38%	48%	36%	44%	34%	22%	21%	25%	44%	36%	46%	32%	30%	38%	36%	35%	36%	44%	37%	27%	39%	51%	54%
High cost of travel	44%	31%	27%	17%	11%	15%	21%	21%	14%	45%	36%	36%	39%	27%	25%	39%	26%	27%	53%	42%	43%	59%	53%	43%	54%	63%	26%
Don't understand information on radiation safety	31%	33%	33%	53%	62%	56%	31%	29%	29%	33%	34%	27%	33%	41%	34%	19%	18%	19%	30%	26%	30%	34%	31%	14%	23%	20%	26%
Unsure of extent of recovery from earthquake and tsunami	20%	22%	21%	27%	24%	22%	19%	24%	13%	22%	30%	25%	27%	24%	22%	14%	16%	24%	19%	15%	19%	25%	30%	19%	13%	14%	20%
Difficulty of using mobile phone and other communication devices (through WiFi, etc.)	20%	17%	18%	7%	9%	9%	21%	15%	20%	18%	20%	23%	21%	15%	19%	19%	18%	19%	18%	23%	19%	21%	20%	16%	31%	20%	11%
Possible illness or injury	19%	17%	20%	14%	13%	19%	13%	13%	13%	17%	19%	23%	14%	15%	20%	27%	14%	23%	14%	16%	13%	24%	36%	22%	19%	25%	29%
Difficulty of understanding public transportation network and its use	22%	16%	14%	11%	13%	12%	11%	5%	6%	24%	23%	14%	25%	15%	16%	21%	13%	18%	21%	26%	12%	26%	21%	14%	29%	29%	20%
Difficulty of coordinating vacation time with traveling companions	17%	14%	12%	9%	15%	12%	18%	8%	5%	14%	16%	14%	8%	6%	8%	27%	22%	22%	16%	15%	8%	14%	13%	14%	21%	17%	26%
Couldn't find tour offering suitable departure date, course, price, etc.	17%	12%	11%	6%	13%	11%	13%	11%	10%	22%	11%	12%	16%	10%	13%	19%	13%	8%	19%	11%	12%	21%	19%	8%	18%	10%	14%
Difficulty of making reservations / applications	16%	13%	8%	4%	4%	7%	25%	22%	19%	8%	10%	6%	7%	10%	4%	15%	6%	10%	7%	8%	2%	16%	19%	8%	32%	36%	26%
Lack of a traveling companion	14%	9%	9%	3%	2%	4%	9%	5%	5%	17%	15%	13%	18%	12%	13%	17%	10%	8%	12%	7%	6%	14%	14%	8%	19%	10%	9%
Personal safety	15%	8%	6%	14%	6%	8%	23%	10%	15%	6%	5%	3%	9%	8%	7%	16%	11%	5%	12%	5%	3%	14%	13%	0%	18%	10%	17%
May not like food	13%	10%	5%	4%	7%	3%	12%	11%	13%	8%	11%	4%	3%	6%	2%	12%	6%	8%	4%	3%	2%	15%	13%	8%	29%	27%	20%
Few places to use my credit cards	11%	8%	8%	5%	3%	12%	12%	8%	9%	12%	10%	7%	6%	4%	6%	9%	11%	9%	11%	7%	7%	10%	13%	11%	15%	19%	14%
Few places to change money	10%	10%	9%	3%	2%	4%	6%	8%	14%	8%	13%	7%	8%	7%	9%	8%	13%	14%	6%	11%	7%	11%	16%	11%	19%	15%	9%
Few places to use cash card from my home bank	10%	8%	8%	3%	4%	9%	9%	11%	9%	11%	8%	7%	6%	5%	5%	8%	9%	16%	10%	4%	2%	11%	11%	5%	17%	12%	17%
Persuaded by others not to go	9%	9%	8%	13%	18%	13%	12%	5%	8%	4%	6%	3%	11%	11%	9%	3%	6%	7%	7%	5%	5%	9%	7%	8%	12%	19%	11%
May not adjust to unfamiliar customs	9%	8%	6%	5%	2%	3%	16%	14%	11%	10%	11%	7%	5%	4%	3%	13%	9%	12%	6%	3%	2%	10%	14%	0%	8%	8%	11%
Lack of understanding or consideration for my faith	10%	7%	5%	3%	4%	4%	9%	10%	8%	1%	4%	3%	4%	3%	4%	8%	6%	10%	8%	0%	2%	15%	10%	5%	17%	22%	11%
Journey to Japan is too long	8%	4%	4%	1%	1%	2%	8%	6%	11%	3%	4%	2%	4%	1%	4%	7%	5%	7%	7%	1%	3%	8%	6%	3%	15%	5%	6%
Afraid to fly	4%	4%	2%	2%	1%	3%	5%	3%	3%	3%	7%	2%	4%	3%	1%	5%	3%	4%	3%	4%	2%	4%	4%	3%	2%	3%	6%
Other	2%	1%	1%	1%	1%	2%	2%	1%	0%	3%	1%	2%	1%	1%	1%	1%	1%	1%	3%	1%	3%	1%	1%	3%	1%	2%	0%

Notes: 1 The top 5 items are indicated in red, orange or yellow.

2 To prevent bias, respondents were asked about the March 2011 earthquake in a subsequent question.

◆ Feelings least affected in regions farthest from Japan.

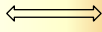
- Respondents from Korea and Hong Kong indicated a reluctance to visit Japan since the earthquake. This sentiment was shared by only a small percentage of those from Thailand and Taiwan.
- The percentage of respondents from East Asia (Korea, China, Taiwan and Hong Kong) who said the earthquake had made them reluctant to visit Japan fell off somewhat since last year’s survey, although it did remain high. Among respondents from Southeast Asia (Thailand, Singapore, Malaysia and Indonesia), however, the percentage was essentially unchanged.
- The more distant a region is from Japan, the less it is likely to receive the most recent information on the earthquake’s aftermath. Thus it remains vital to send out accurate information as widely as possible, so that travelers can be assured of the safety of travel in Japan.

Impact of the 2011 earthquake on feelings about traveling to Japan (compared to previous year)

(Single response)

Respondents→ Sample size	All		Korea		China		Taiwan		Hong Kong		Thailand		Singapore		Malaysia		Indonesia	
	4000	4000	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500	500
	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014	2013	2014
	survey	survey	survey	survey	survey	survey	survey	survey	survey	survey	survey	survey	survey	survey	survey	survey	survey	survey
Have been reluctant to visit Japan since the 2011 earthquake	25%	23%	51%	45%	25%	17%	13%	8%	42%	40%	7%	8%	29%	32%	21%	21%	16%	16%
Was reluctant to visit Japan immediately after the earthquake, but would be willing to go now	32%	34%	23%	25%	45%	49%	27%	31%	30%	29%	30%	32%	29%	26%	27%	33%	42%	45%
Have no reluctance to visit Japan, regardless of the earthquake	37%	39%	14%	23%	24%	29%	50%	53%	26%	28%	61%	58%	39%	39%	48%	44%	32%	34%
Have no desire to visit Japan, regardless of the earthquake	6%	5%	13%	7%	6%	5%	10%	8%	2%	2%	2%	2%	4%	3%	3%	3%	10%	5%

Note: Ranking is indicated by a color scale:

Lowest  Highest

26. **All respondents** “Do you know which country and city will host upcoming Olympic Games?”

◆ **Interest in upcoming Olympics is high in China, but low overall.**

- With the 2016 Rio de Janeiro Olympics coming up in just two years, when asked about the location over half the respondents said they didn’t know or didn’t care. The results were the same for the 2018 games in Pyeongchang, Korea and the 2020 games in Tokyo.
- Chinese respondents showed the strongest interest in the Olympics overall, followed by Indonesia and Thailand.

2016 Summer Olympics (Rio de Janeiro, Brazil)

(Single response)

Respondents	All		Korea		China		Taiwan		Hong Kong		Thailand		Singapore		Malaysia		Indonesia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Sample size	2002	1998	251	249	234	266	275	225	229	271	256	244	251	249	248	252	258	242
Know both country and city	21%	14%	16%	8%	48%	47%	19%	6%	17%	12%	16%	9%	17%	7%	17%	8%	21%	12%
Know country	20%	18%	18%	17%	21%	19%	17%	11%	16%	14%	30%	24%	16%	16%	23%	21%	21%	22%
Know city	5%	5%	6%	3%	5%	5%	2%	2%	4%	2%	5%	4%	6%	5%	5%	6%	10%	9%
Don't know / not interested	53%	63%	59%	71%	26%	29%	61%	80%	63%	71%	49%	64%	62%	72%	55%	65%	48%	57%

2018 Winter Olympics (Pyeongchang, Korea)

(Single response)

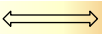
Respondents	All		Korea		China		Taiwan		Hong Kong		Thailand		Singapore		Malaysia		Indonesia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Sample size	2002	1998	251	249	234	266	275	225	229	271	256	244	251	249	248	252	258	242
Know both country and city	15%	13%	36%	30%	31%	35%	9%	5%	6%	5%	9%	7%	11%	6%	7%	6%	15%	10%
Know country	17%	15%	10%	14%	24%	20%	16%	8%	10%	8%	21%	20%	11%	14%	21%	13%	19%	20%
Know city	5%	4%	6%	2%	3%	4%	3%	1%	3%	4%	7%	5%	7%	4%	4%	5%	8%	10%
Don't know / not interested	63%	68%	48%	54%	42%	41%	73%	86%	81%	83%	63%	68%	71%	76%	68%	76%	58%	60%

2020 Summer Olympics (Tokyo, Japan)

(Single response)

Respondents	All		Korea		China		Taiwan		Hong Kong		Thailand		Singapore		Malaysia		Indonesia	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
Sample size	2002	1998	251	249	234	266	275	225	229	271	256	244	251	249	248	252	258	242
Know both country and city	16%	12%	12%	9%	36%	36%	18%	9%	12%	9%	14%	9%	11%	6%	13%	8%	14%	9%
Know country	16%	13%	11%	9%	23%	16%	15%	8%	12%	10%	22%	18%	12%	11%	19%	11%	17%	18%
Know city	6%	5%	6%	3%	4%	5%	3%	1%	3%	4%	6%	4%	9%	6%	6%	6%	10%	9%
Don't know / not interested	62%	70%	72%	80%	37%	43%	64%	81%	72%	77%	58%	70%	68%	77%	62%	75%	58%	64%

Note: Ranking is indicated by a color scale:

Lowest  Highest

27.

Selected
countries

“Are you aware of the measures implemented in July 2013 to make it easier to obtain a Japanese visa or visa exemption?”

◆ **Easing of visa requirements has led to new interest in visiting Japan.**

- Respondents from all countries were highly aware of the easing of visa requirements. Only a few said that while they were aware of the changes, they still had no interest in visiting Japan. Some 80 percent of respondents from Thailand and Malaysia, for whom visa requirements were waived, and 86 percent of those from Indonesia, for whom regulations were eased, said they knew of the changes and had either been to Japan or wanted to go.
- Interest in visiting Japan was especially high among those who had not yet been there.

Visa waivers (Thailand, Malaysia)

(Single response)

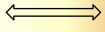
Respondents→ Number of past visits to Japan→	All				Thailand			Malaysia		
	0	1	2 or more	(Reference) All respondents, regardless of number of visits	0	1	2 or more	0	1	2 or more
Sample size	668	195	137	1000	275	125	100	393	70	37
Know of measures; visited Japan after visa waivers took effect	0%	31%	45%	80%	0%	33%	46%	0%	29%	41%
Know of measures; hope to visit Japan in future	72%	62%	51%		86%	64%	50%	63%	57%	54%
Know of measures but not interested in visiting Japan	6%	1%	2%	5%	5%	1%	3%	6%	1%	0%
Don't know / don't care	22%	6%	2%	16%	9%	2%	1%	31%	13%	5%

Easing of visa regulations (Indonesia)

(Single response)

Respondents Number of past visits to Japan	Indonesia			
	0	1	2 or more	(Reference) All respondents, regardless of number of visits
Sample size	406	59	35	500
Know of measures; visited Japan after regulations were eased	0%	34%	57%	86%
Know of measures; hope to visit Japan in future	85%	59%	31%	
Know of measures but not interested in visiting Japan	2%	0%	0%	1%
Don't know / don't care	13%	7%	11%	12%

Note: Ranking is indicated by a color scale:

Lowest  Highest

Reference: Easing of visa requirements

Traveler's nationality	Measures prior to July 1, 2013	Easing measures (Implemented July 1, 2013)	Approx. number of foreign visitors to Japan (Of which, tourists)	
			2012	2013
Thailand	Multiple entry visa	Visa waiver	260,000 (200,000)	450,000 (400,000)
Malaysia	Multiple entry visa	Visa waiver	130,000 (100,000)	180,000 (140,000)
Indonesia	Multiple entry visa	Extension of length of stay for multiple entry visa (from 15 days to 30 days)	100,000 (70,000)	140,000 (100,000)

* Multiple entry visa: Traveler can enter Japan any number of times during the 3-year period of validity.

Source: Prepared by DBJ based on material from the Ministry of Foreign Affairs website and the Japan National Tourist Organization.

28. **All respondents** Free answer: “What would you like to eat and drink in Japan?”

◆ **Sake joins sushi and ramen on list of popular food and drink.**

- This year’s survey contained a new, free-response question asking what the respondents would like to eat and drink on a trip to Japan.
- In addition to such traditional Japanese foods as sushi, sashimi and tempura, the respondents showed a liking for ramen, udon, soba and other noodle dishes.
- Sake was also highly popular, as were crab and other seafood. Fruit came in high on the list as well. The results pointed to the popularity of a wide variety of Japanese food and the products of its farms and fisheries.

Country	Item	1	2	3	4	5	6
Korea	Word	Sushi	Ramen	Udon	Sake	Beer	Soba
	Actual	213	107	91	45	22	15
	%	42.6%	21.4%	18.2%	9.0%	4.4%	3.0%
China	Word	Sushi	Sake	Sashimi	Seafood	Beef	Ramen
	Actual count	192	116	96	46	25	21
	%	38.4%	23.2%	19.2%	9.2%	5.0%	4.2%
Taiwan	Word	Ramen	Sushi	Sake	Sashimi	Seafood	Crab
	Actual count	148	94	83	72	36	24
	%	29.6%	18.8%	16.6%	14.4%	7.2%	4.8%
Hong Kong	Word	Sushi	Sashimi	Ramen	Sake	Seafood	Fruit
	Actual count	138	115	64	42	26	17
	%	27.6%	23.0%	12.8%	8.4%	5.2%	3.4%
Thailand	Word	Sushi	Sake	Ramen	Sashimi	Crab	Seafood
	Actual count	100	93	52	49	26	14
	%	20.0%	18.6%	10.4%	9.8%	5.2%	2.8%
Singapore	Word	Sushi	Sake	Ramen	Beef	Seafood	Udon
	Actual count	178	91	93	20	20	15
	%	35.6%	18.2%	18.6%	4.0%	4.0%	3.0%
Malaysia	Word	Sushi	Sake	Sashimi	Ramen	Seafood	Tempura
	Actual count	223	73	55	43	12	10
	%	44.6%	14.6%	11.0%	8.6%	2.4%	2.0%
Indonesia	Word	Sushi	Sake	Ramen	Udon	Tempura	Sashimi
	Actual count	183	179	82	19	14	13
	%	36.6%	35.8%	16.4%	3.8%	2.8%	2.6%

Note: There were 500 responses per regions. Some responses included more than one word.