

2014 Survey of Travelers to Japan from Eight Asian Regions

REFERENCE MATERIAL

Regional Characteristics

1. Korea

Top 5 satisfying aspects

- ① Japanese food
- ② Nature and scenery
- ③ Bathing in hot springs
- ④ Clean, reasonably priced lodgings
- ⑤ **Historic landmarks, famous buildings**

(Respondents who had been to Japan)

Top 5 things to see/places to go

- ① Hot springs
- ② Traditional streetscapes
- ③ Japanese inns
- ④ Mt. Fuji
- ⑤ **Snowy landscapes**

(All respondents)

Top 5 things to do

- ① Eat Japanese food
- ② Enjoy nature and scenery
- ③ Bathe in hot springs
- ④ Eat good, inexpensive food
- ⑤ Stay in clean, reasonably priced lodgings

(Respondents wanting to visit Japan)

Top 5 unsatisfying aspects

- ① Travel costs
- ② Understanding of English
- ③ Understanding of own language
- ④ Price and taste of food
- ⑤ **Interacting with Japanese people**

(Respondents who had been to Japan)

Top 5 matters of concern

- ① Effect of radioactivity on health
- ② Shortage of information on radioactivity
- ③ Earthquakes
- ④ Costs of stay
- ⑤ Language

(All respondents)

Areas known to more than 40% of respondents

Kobe, Kyushu, Fukuoka/Hakata, Nagasaki

(All respondents)

Excludes Golden Route, Hokkaido & Okinawa.

Lodgings

- Stayed in **inexpensive hotels**. (Respondents who had been to Japan)
- Want to stay in a **traditional inn or inexpensive hotel**. (Respondents wanting to visit Japan)
- Relatively small percentage “definitely” want to bathe in a hot spring, but many would do so if allowed to wear a bathing suit or other covering. (Respondents wanting to visit Japan)

Shopping / Dining

- **Airport shops** were popular spots for shopping, as were souvenir shops in tourist areas. (Respondents who had been to Japan)
- **Most would have spent about the same amount of money, even if it had been easier to change money or pay by credit card.** (Respondents who had been to Japan)

Choice of destination

- **Shortness of journey** was a common reason for choosing Japan. (Respondents who had been to Japan)
- **Shortness of journey** was a common reason for those who had not been to Japan to want to do so. (Respondents wanting to visit Japan)
- Kyushu was a popular destination. (Respondents who had been to Japan)
- About half considered no other destination but Japan. (Respondents who had been to Japan)

Mode of travel

- Average length of desired stay (5.7 days) was shortest of all eight regions surveyed. (Respondents wanting to visit Japan)
- Preferred to travel in **small groups**. (All respondents)

2. China

Top 5 satisfying aspects

- ① Japanese food
- ② Nature and scenery
- ③ Bathing in hot springs
- ④ Favorite foods
- ⑤ Cherry-blossom viewing

(Respondents who had been to Japan)

Top 5 things to see/places to go

- ① Mt. Fuji
- ② Hot springs
- ③ Cherry blossoms
- ④ Traditional streetscapes
- ⑤ **Shopping malls**

(All respondents)

Top 5 things to do

- ① Eat Japanese food
- ② Eat favorite foods
- ③ View cherry blossoms
- ④ Enjoy nature and scenery
- ⑤ Bathe in hot springs

(Respondents wanting to visit Japan)

Top 5 unsatisfying aspects

- ① Understanding of own language
- ② Travel costs
- ③ **Interacting with Japanese people**
- ④ Understanding of English
- ⑤ Price and taste of food
Gambling, shows

(Respondents who had been to Japan)

Top 5 matters of concern

- ① Effect of radioactivity on health
- ② Earthquakes
- ③ Language
- ④ Shortage of information on radioactivity
- ⑤ **Applications, procedures**

(All respondents)

Areas known to more than 40% of respondents

Sendai, Kobe, Hiroshima, Kyushu, Fukuoka/Hakata, Nagasaki, Miyazaki, Kagoshima

(All respondents)

Excludes Golden Route, Hokkaido & Okinawa.

Lodgings

- Stayed in **traditional inns or luxury hotels**. (Respondents who had been to Japan)
- Want to stay in **a traditional inn or luxury hotel**. (Respondents wanting to visit Japan)
- Many would “definitely” try a hot-springs bath. (Respondents wanting to visit Japan)
- Preferred to make reservations through an online travel site such as Expedia. (Respondents who had been to Japan)

Shopping / Dining

- **Shopping malls and specialty shops** were popular spots for shopping. (Respondents who had been to Japan)
- **Most would have spent more had it been easier to change money or pay by credit card.** (Respondents who had been to Japan)

Choice of destination

- **Desire to shop in Japan** was a common reason for choosing Japan as a destination. (Respondents who had been to Japan)
- **Shopping in Japan** was also a major attraction for those who had not yet been there. (Respondents wanting to visit Japan)

Mode of travel

- More likely than other respondents to want to travel **in large groups**. (All respondents)
- More likely than other respondents to get travel information from **sites with user-generated content**, such as Trip Advisor, prior to traveling. Also more likely to get information from **social networking sites** after arrival. (Respondents who had been to Japan)

Other items

- More interested than others in the locations of upcoming Olympic Games. (All respondents)

3. Taiwan

Top 5 satisfying aspects

- ① Japanese food
- ② Nature and scenery
- ③ Favorite foods
- ④ Bathing in hot springs
- ⑤ Public safety

(Respondents who had been to Japan)

Top 5 things to see/places to go

- ① Traditional streetscapes
- ② Hot springs
- ③ **Shrines and temples**
- ④ Mt. Fuji
- ⑤ Japanese inns

(All respondents)

Top 5 things to do

- ① Eat Japanese food
- ② Enjoy nature and scenery
- ③ Eat favorite foods
- ④ View cherry blossoms
- ⑤ Bathe in hot springs

(Respondents wanting to visit Japan)

Top 5 unsatisfying aspects

- ① Understanding of English
- ② Travel costs
- ③ Understanding of own language
- ④ **Ease of using mobile phones and other communication devices**
- ⑤ Nightlife

(Respondents who had been to Japan)

Top 5 matters of concern

- ① Language
- ② Costs of stay
- ③ Effect of radioactivity on health
- ④ Cost of travel to Japan
- ⑤ Shortage of information on radioactivity

(All respondents)

Areas known to more than 40% of respondents

Karuizawa, Aomori, Sendai, **Niigata**, **Tateyama/Kurobe**, Kobe, Hiroshima, **Shikoku**, Kyushu, Fukuoka/Hakata, Nagasaki, Miyazaki, Kagoshima

(All respondents)

Excludes Golden Route, Hokkaido & Okinawa.

Lodgings

- Stayed in **luxury hotels or traditional inns**. (Respondents who had been to Japan)

Shopping / Dining

- **Drug stores** were popular spots for shopping. (Respondents who had been to Japan)
- Preferred to shop for items for personal use rather than as souvenirs. (All respondents)
- **Ramen** was what the respondents most wanted to eat or drink in Japan. (All respondents)

Choice of destination

- More concerned with Japan's high level of safety than respondents from other regions. (Respondents who had been to Japan)
- Safety was also an important attraction for those wanting to visit. (Respondents wanting to visit Japan)
- Comparatively large numbers visited **Tateyama/Kurobe**. (Respondents who had been to Japan)
- More knowledgeable of Japan's tourist areas than others surveyed. (All respondents)

Mode of travel

- Tended to take **guided package tours**. (Respondents who had been to Japan)
- Tended to **want to take guided package tours**. (Respondents wanting to visit Japan)
- More likely than other respondents to **make all decisions prior to arriving in Japan** (where to eat, shop, etc.). (Respondents who had been to Japan)

Impact of 2011 earthquake

- Less likely than others to let the earthquake discourage them from traveling to Japan. (All respondents)

4. Hong Kong

Top 5 satisfying aspects

- ① Japanese food
- ② Hot springs
- ③ Eat favorite foods
- ④ Nature and scenery
- ⑤ **Cleanliness**

(Respondents who had been to Japan)

Top 5 things to see/places to go

- ① Hot springs
- ② Traditional streetscapes
- ③ Cherry blossoms
- ④ Autumn leaves
- ⑤ Mt. Fuji

(All respondents)

Top 5 things to do

- ① Eat Japanese food
- ② View cherry blossoms
- ③ Enjoy snowy landscapes
- ④ View autumn leaves
- ⑤ Eat favorite foods

(Respondents wanting to visit Japan)

Top 5 unsatisfying aspects

- ① Understanding of English
- ② Understanding of own language
- ③ Travel costs
- ④ **Tax exemption system**
- ⑤ **Currency exchange**

(Respondents who had been to Japan)

Top 5 matters of concern

- ① Effect of radioactivity on health
- ② Language
- ③ Earthquakes
- ④ Shortage of information on earthquakes
- ⑤ Costs of stay

(All respondents)

Areas known to more than 40% of respondents

Sendai, Kobe, Hiroshima, Kyushu, Fukuoka/Hakata, Nagasaki, Miyazaki, Kagoshima

(All respondents)

Excludes Golden Route, Hokkaido & Okinawa.

Lodgings

- Stayed in **traditional inns or luxury hotels.** (Respondents who had been to Japan)

Shopping / Dining

- **Supermarkets and department stores were popular spots for shopping.** (Respondents who had been to Japan)

Choice of destination

- Many chose Japan for its **shopping** and safety. (Respondents who had been to Japan)
- **Shopping** and safety were also important attractions for those wanting to visit. (Respondents wanting to visit Japan)
- Comparatively large numbers visited **Kagoshima and Kumamoto/Aso.** (Respondents who had been to Japan)

Mode of travel

- Preferred to **travel freely to their destinations** without a guide. (All respondents)
- Many traveled with a spouse or partner. (Respondents who had been to Japan)
- Stayed longer and visited more places than respondents from similarly-distant Taiwan or China. (Respondents who had been to Japan)

5. Thailand

Top 5 satisfying aspects

- ① Nature and scenery
- ② **Good, inexpensive food**
- ③ Hot springs
- ④ Clean, reasonably priced lodgings
- ⑤ Favorite foods

(Respondents who had been to Japan)

Top 5 things to see/places to go

- ① Cherry blossoms
- ② Mt. Fuji
- ③ Hot springs
- ④ Traditional streetscapes
- ⑤ **Castles**

(All respondents)

Top 5 things to do

- ① View cherry blossoms
- ② Stay in clean, reasonably priced lodgings
- ③ Eat Japanese food
- ④ View autumn leaves
- ⑤ Eat good, inexpensive food

(Respondents wanting to visit Japan)

Top 5 unsatisfying aspects

- ① Gambling, shows
- ② Nightlife
- ③ Luxury hotels
- ④ **Shopping for famous-brand goods and jewelry**
- ⑤ Understanding of own language

(Respondents who had been to Japan)

Top 5 matters of concern

- ① Costs of stay
- ② Language
- ③ Cost of travel to Japan
- ④ Earthquakes
- ⑤ **Inability to coordinate vacation time with traveling companions**

(All respondents)

Areas known to more than 40% of respondents

Kobe, Hiroshima, Nagasaki

(All respondents)

Excludes Golden Route, Hokkaido & Okinawa.

Lodgings

- Stayed in **inexpensive hotels or traditional inns**. (Respondents who had been to Japan)
- Want to stay in a **luxury hotel or inexpensive hotel**. (All respondents)
- Preferred to make reservations through an online travel site such as Expedia. (Respondents who had been to Japan)

Shopping / Dining

- **100 yen shops** were the second most popular spot for shopping, after souvenir shops in tourist areas. (Respondents who had been to Japan)
- Preferred to buy **things local people use in daily life**, rather than luxury goods. (All respondents)
- **Most would have spent more had it been easier to change money or pay by credit card.** (Respondents who had been to Japan)

Choice of destination

- Many chose Japan for its **World Heritage Sites**. (Respondents who had been to Japan)

Mode of travel

- Tended to take **guided package tours**. (Respondents who had been to Japan)
- Tended to **want to take guided package tours**. (Respondents wanting to visit Japan)
- Rather than use information obtained at destinations, preferred to **decide all matters in advance**. (All respondents)

Impact of 2011 earthquake

- Only a few said the earthquake would discourage them from traveling to Japan. (All respondents)

6. Singapore

Top 5 satisfying aspects

- ① Japanese food
- ② Nature and scenery
- ③ Hot springs
- ④ Public safety
- ⑤ Japanese inns

(Respondents who had been to Japan)

Top 5 things to see/places to go

- ① Hot springs
- ② Cherry blossoms
- ③ Mt. Fuji
- ④ Traditional streetscapes
- ⑤ Autumn leaves

(All respondents)

Top 5 things to do

- ① Eat Japanese food
- ② View cherry blossoms
- ③ Stay in a Japanese inn
- ④ Rest and relax
- ⑤ Eat good, inexpensive food

(Respondents wanting to visit Japan)

Top 5 unsatisfying aspects

- ① Understanding of English
- ② Travel cost
- ③ Understanding of own language
- ④ Gambling, shows
- ⑤ **Ease of using mobile phones and other communication devices**

(Respondents who had been to Japan)

Top 5 matters of concern

- ① Costs of stay
- ② Language
- ③ Cost of travel to Japan
- ④ Effect of radioactivity on health
- ⑤ Earthquakes

(All respondents)

Areas known to more than 40% of respondents

Not applicable

(All respondents)

Excludes Golden Route, Hokkaido & Okinawa.

Lodgings

- Stayed in **traditional inns or luxury hotels**. (Respondents who had been to Japan)
- Want to stay in a **traditional inn or inexpensive hotel**. (Respondents wanting to visit Japan)
- Many reserved directly via hotel website or other online site. (Respondents who had been to Japan)

Shopping / Dining

- **Shopping malls** were popular spots for shopping. (Respondents who had been to Japan)

Choice of destination

- Many chose Japan for its **shopping**. (Respondents who had been to Japan)
- About half considered no other destination but Japan. (Respondents who had been to Japan)

Mode of travel

- Many **made separate arrangements** for airlines and hotels before leaving. (Respondents who had been to Japan)
- Many would **want to make separate arrangements** for airlines and hotels before leaving. (Respondents wanting to visit Japan)
- Few preferred traveling in large groups. (All respondents)
- Preferred to **travel freely to their destinations** without a guide. (All respondents)
- Average length of desired stay (9.5 days) was longest of all eight regions surveyed. (Respondents wanting to visit Japan)

7. Malaysia

Top 5 satisfying aspects

- ① Japanese food
- ② Clean, reasonably priced lodgings
- ③ Public safety
- ④ Nature and scenery
- ⑤ Cherry-blossom viewing

(Respondents who had been to Japan)

Top 5 things to see/places to go

- ① Cherry blossoms
- ② Mt. Fuji
- ③ Autumn leaves
- ④ Traditional streetscapes
- ⑤ Hot springs

(All respondents)

Top 5 things to do

- ① View cherry blossoms
- ② Enjoy snowy landscapes
- ③ Eat Japanese food
- ③ Eat good, inexpensive food
- ④ View autumn leaves

(Respondents wanting to visit Japan)

Top 5 unsatisfying aspects

- ① Understanding of own language
- ② Understanding of English
- ③ Travel cost
- ⑤ Shopping for books, DVDs
- ⑤ Staying at luxury hotels

Absorbing language or other specialized knowledge

(Respondents who had been to Japan)

Top 5 matters of concern

- ① Costs of stay
- ② Cost of travel to Japan
- ③ Language
- ④ Earthquakes
- ⑤ Effect of radioactivity on health

(All respondents)

Areas known to more than 40% of respondents

Kobe, Hiroshima

(All respondents)

Excludes Golden Route, Hokkaido & Okinawa.

Lodgings

- Stayed in **inexpensive hotels or traditional inns.** (Respondents who had been to Japan)
- **Want to stay in a traditional inn or inexpensive hotel.** (Respondents wanting to visit Japan)
- Preferred to make reservations through an online travel site such as Expedia. (Respondents who had been to Japan)

Shopping / Dining

- **Shopping malls** were popular spots for shopping. (Respondents who had been to Japan)

Choice of destination

- Comparatively large numbers visited **Niigata.** (Respondents who had been to Japan)
- Many want to visit Japan for its **World Heritage Sites.** (Respondents wanting to visit Japan)

Mode of travel

- Many traveled with a spouse or partner. (Respondents who had been to Japan)
- Often obtained information on Japan in advance from **Japan National Tourist Organization or local government websites.** (Respondents who had been to Japan)

8. Indonesia

Top 5 satisfying aspects

- ① Japanese food
- ② Clean, reasonably priced lodgings
Japanese inns
- ④ Nature and scenery
Cherry-blossom viewing
- ⑤ **Anime and pop culture**

(Respondents who had been to Japan)

Top 5 things to see/places to go

- ① Cherry blossoms
- ② Mt. Fuji
- ③ **Bullet train**
- ④ Japanese inns
- ⑤ Traditional streetscapes

(All respondents)

Top 5 things to do

- ① Eat Japanese food
- ② View cherry blossoms
- ③ Stay at a Japanese inn
- ④ Rest and relax
- ⑤ Eat good, inexpensive food

(Respondents wanting to visit Japan)

Top 5 unsatisfying aspects

- ① Japanese sake
- ② Gambling, shows
- ③ Nightlife
- ④ Luxury hotels
- ⑤ **Marine sports**
Tennis, golf, other sports

(Respondents who had been to Japan)

Top 5 matters of concern

- ① Costs of stay
- ② Cost of travel to Japan
- ③ Language
- ④ Earthquakes
- ⑤ Applications, procedures

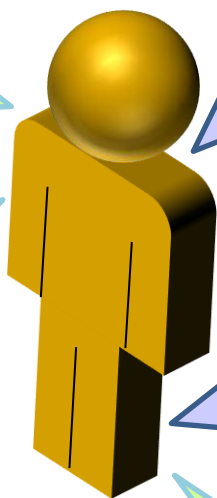
(All respondents)

Areas known to more than 40% of respondents

Hiroshima, Nagasaki

(All respondents)

Excludes Golden Route, Hokkaido & Okinawa.



Lodgings

- Stayed in **traditional inns or inexpensive hotels.** (Respondents who had been to Japan)
- Want to stay in a **traditional inn.** (Respondents wanting to visit Japan)
- Many “definitely” would like to bathe in a hot spring. (Respondents wanting to visit Japan)

Shopping / Dining

- Preferred to shop at souvenir shops in tourist areas. (Respondents who had been to Japan)

Choice of destination

- Respondents wanting to visit Japan increased by 6 percentage points since last survey. (All respondents)
- Many based choice on interest in **Japanese science and technology and World Heritage Sites.** (Respondents who had been to Japan)
- Comparatively large numbers visited Kyushu. (Respondents who had been to Japan)
- Percentage visiting **Hiroshima** was large in comparison to other regions surveyed (Respondents who had been to Japan)

Mode of travel

- Tended to **want to take guided package tours.** (Respondents wanting to visit Japan)
- Preferred visiting many countries and regions to relaxing in one place. (All respondents)
- More likely than others to obtain information on Japan in advance from **Japan National Tourist Organization website or sites with user-generated content.** (Respondents who had been to Japan)