



Japan Fact Sheet

Japan Overview

The Hawai'i Tourism Authority selected a.Link LLC. for Brand Marketing Management Services in Japan. Japan has long been Hawai'i's largest source of international visitors. While the coronavirus pandemic significantly reduced the number of Japanese visitor arrivals, Hawai'i Tourism Japan (HTJ) will leverage the regions' longstanding ties and the Safe Travels Program to advance tourism recovery efforts in 2021. HTJ will develop a new model of sustainable tourism in Hawai'i by embarking on a targeted marketing strategy to rebuild tourism in a responsible manner. Rooted in education and experiences, HTJ's sustainable tourism framework aims to inspire the values of *aloha* and *mālama* with travelers and industry partners while developing new programs to connect visitors with the community.

Year-to-Date July 2021 Quick Facts^{1/}

Visitor Expenditures: \$38.9 million
 Primary Purpose of Stay: Pleasure (7,158) vs. MCI (274)
 Average Length of Stay: 17.48 days
 First Time Visitors: 15.0%
 Repeat Visitors: 85.0%

	2019	2020P*	% Change 2020 vs 2019	2021 Annual Forecast ^{1/}	YTD July 2021P	YTD July 2020P*	% Change YTD
JAPAN MMA (by Air)							
Visitor Expenditures (\$ Millions)	2,248.3	NA	NA	454.4	38.9	NA	NA
Visitor Days	9,306,767	1,785,502	-80.8%	1,998,302	179,451	1,734,782	-89.7%
Arrivals	1,576,205	297,243	-81.1%	347,802	10,265	294,348	-96.5%
Average Daily Census	25,498	4,878	-80.9%	5,475	846	8,145	-89.6%
Per Person Per Day Spending (\$)	241.6	NA	NA	227.4	217.0	NA	NA
Per Person Per Trip Spending (\$)	1,426.4	NA	NA	1,306.4	3,794.1	NA	NA
Length of Stay (days)	5.90	6.01	1.7%	5.75	17.48	5.89	196.6%

*NA=Annual 2020 visitor spending statistics and comparative year-to-date 2020 statistics were not available. Due to COVID-19 restrictions, fielding for visitor spending was limited for 2020.

^{1/}Dept. of Business, Economic Development & Tourism (DBEDT) 2021 annual forecast (Quarter 1, 2021).

Contact Information

Hawai'i Tourism Authority: Jadie Goo, Director of Marketing
 Tel: (808) 973-2252
jadie@gohta.net

Hawai'i Tourism Japan: Eric Takahata, Managing Director
 Tel: (808) 942-4114
etakahata@htjapan.jp

^{1/} 2021 and 2020 visitor data are preliminary. 2019 visitor data are the final numbers and reflect updated airfare statistics from DIIO Mi Airline database, data from the National Travel and Tourism Office, and final passenger counts from Airline Traffic Summary reports.

Market Summary

During July 2021, most passengers arriving from out-of-state and traveling inter-county could bypass the State's mandatory 10-day self-quarantine with a valid negative COVID-19 NAAT test result from a Trusted Testing Partner prior to their departure to Hawai'i through the Safe Travels program. In addition, individuals who were fully vaccinated in the United States could bypass the quarantine order beginning July 8. There were no inter-county travel restrictions in July. The U.S. Centers for Disease Control and Prevention (CDC) enforced restrictions on cruise ships through a "Conditional Sail Order", a phased approach for the resumption of passenger cruises to mitigate the risk of spreading COVID-19 onboard.

In July 2021, the Japan government required proof of a negative PCR test for all entry into Japan. In addition, all travelers, including returning Japanese nationals were required to quarantine for 14 days.

- Through the first seven months of 2021, there were 10,265 visitors from Japan compared to 294,348 visitors (-96.5%) in the first seven months of 2020, versus 868,821 visitors (-98.8%) in the first seven months of 2019.
- For the first seven months of 2021, total visitor spending was \$38.9 million, a drop of 96.8 percent from \$1.22 billion in the first seven months of 2019. Comparative 2020 spending data was not available.
- Through the first seven months of 2021, there were 259 scheduled flights with 64,697 seats from Japan. In comparison, there were 1,716 flights with 466,072 seats in the first seven months of 2020, versus 4,529 flights with 1,146,682 seats in the first seven months of 2019.
- Comparing the first seven months of 2021 vs. the first seven months of 2020, nearly all flights were postponed except for limited service from Osaka (10,008 seats, -89.2%), Tokyo-Haneda (25,884, -57.9%) and Tokyo-Narita (37,749, -85.3%).
- For all of 2020, arrivals decreased 81.1 percent to 297,243 visitors. Visitor days declined 80.8 percent. The average daily census was 4,878 visitors, an 80.9 percent drop compared to 2019.
- For 2020, 93.3 percent of Japanese visitors went to O'ahu, 12.1 percent visited the island of Hawai'i, 2.8 percent visited Maui, and 1.3 percent visited Kaua'i. The portion of Japanese True Independent visitors was 38.9 percent. First time visitors comprised 32.2 percent.
- In 2020, scheduled air seats decreased 75.8 percent to 483,574 seats.
- In 2019, spending by Japanese visitors rose 4.8 percent to \$2.25 billion. Both visitor arrivals (+5.8% to 1,576,205) and visitor days (+4.7%) increased while daily visitor spending (+0.2% to \$242 per person) was similar to 2018. The average daily census was 25,498 visitors in 2019, an increase of 4.7 percent compared to 2018.
- In 2019, 94.7 percent of Japanese visitors went to O'ahu, 10.8 percent visited the island of Hawai'i, 3.0 percent visited Maui, and 1.6 percent visited Kaua'i. In 2019, 37.7 percent of Japanese visitors were True Independent who made their own travel arrangements; and 31.9 percent of Japanese visitors were first timers to Hawai'i.
- In 2019, air capacity from Japan declined (-2.1%) from 2018 to 1,999,204 scheduled seats.

Market Conditions

- **Economy:** Japan's economy grew 0.3 percent in April - June from the previous quarter, equal to an annualized pace of 1.3 percent, the Cabinet Office announced recently, as corporate capital spending turned positive despite consumer spending remained sluggish amid COVID-19.
- **Vaccination:** Japan has been speeding up vaccination for its citizens. As of August 15, vaccination rate went up to 30.9 percent and the first shot completion rate reached over 40 percent.
- **Vaccine Passport:** As of July 26, Japan's regional governments started accepting application of vaccine passport for oversea travel. 12 countries/regions including Italy, Turkey, Austria, Thailand, Germany, Hong Kong have accepted Japan vaccine passport program. This exempts PCR negative test proof and quarantine upon entry to these countries/regions.
- **State of Emergency:** Japan government announced the extension of the state of emergency to September 12 covering 13 prefectures.
- **Japan Outbound Travel:** According to Japan National Tourism Organization (JNTO), Japanese outbound for July 2021 counted 43,200 passengers (-97.4% vs 2019).
- **JATA's Tourism Recover Roadmap:** Japan Agents Travel Association (JATA) held a press conference on July 8 and shared its outbound travel recovery roadmap. JATA expects the ease of entry restriction starting from mid-October and increased demand for outbound travel in first quarter of 2022.
- **Airline Operation:**
 - July: 38 flights with 9,564 seats; August: 43 flights with 11,214 seats; September: 41 flights with 10,572 seats
 - JAL: Will operate larger aircraft with first class in August (2 flights Haneda departure: 8/7 & 20) and September (5 flights Haneda departure: 9/3, 10, 17, 21 & 24).
 - ANA: Has launched a 10,000 Mile back campaign for passengers of Tokyo (NRT/HND) – Honolulu flights between 8/1 and 9/30.

Distribution by Island

JAPAN MMA (by Air)	2019	2020P	% Change 2020 vs 2019	YTD July 2021P	YTD July 2020P	% change YTD
O'ahu	1,492,753	277,354	-81.4%	9,869	274,610	-96.4%
Maui County	48,524	8,551	-82.4%	277	8,475	-96.7%
Maui	46,684	8,212	-82.4%	276	8,136	-96.6%
Moloka'i	1,941	421	-78.3%	7	421	-98.4%
Lāna'i	2,300	133	-94.2%	10	133	-92.6%
Kaua'i	25,333	3,723	-85.3%	130	3,710	-96.5%
Island of Hawai'i	170,686	36,014	-78.9%	330	35,908	-99.1%

Airlift: Scheduled Seats

Departure City	2021					2020					%CHANGE				
	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual	Q1	Q2	Q3	Q4	Annual
JAPAN	30,717	24,354	39,572	411,244	505,887	465,328	744	930	16,572	483,574	-93.4	3,173.4	4,155.1	2,381.6	4.6
Fukuoka	0	0	0	14,456	14,456	13,622	0	0	0	13,622	-100.0	NA	NA	NA	6.1
Nagoya	0	0	0	21,988	21,988	32,280	0	0	0	32,280	-100.0	NA	NA	NA	-31.9
Osaka	5,004	3,614	3,892	47,286	59,796	92,526	0	0	1,390	93,916	-94.6	NA	NA	3,301.9	-36.3
Sapporo	0	0	0	9,730	9,730	10,008	0	0	0	10,008	-100.0	NA	NA	NA	-2.8
Tokyo HND	12,500	9,620	11,892	151,070	185,082	60,685	744	930	5,362	67,721	-79.4	1,193.0	1,178.7	2,717.4	173.3
Tokyo NRT	13,213	11,120	23,788	166,714	214,835	256,207	0	0	9,820	266,027	-94.8	NA	NA	1,597.7	-19.2

Source: DBEDT analysis based on scheduled Seats from Dii Mi flight schedules as of July 27, 2021, subject to change.

Group vs. True Independent; Leisure vs. Business

JAPAN MMA (by Air)	2019	2020P ^{2/}	% Change 2020 vs 2019	YTD July 2021P	YTD July 2020	% change YTD
Group vs True Independent (Net)						
Group tour	246,490	50,668	-79.4%	102	50,659	-99.8%
True Independent (Net)	594,917	115,650	-80.6%	9,878	113,403	-91.3%
Leisure vs business						
Pleasure (Net)	1,360,644	254,875	-81.3%	7,158	253,205	-97.2%
MCI (Net)	85,595	19,382	-77.4%	274	19,316	-98.6%
Convention/Conf.	12,527	3,980	-68.2%	45	3,948	-98.9%
Corp. Meetings	4,068	930	-77.1%	198	883	-77.6%
Incentive	70,254	14,855	-78.9%	32	14,852	-99.8%

²Note: from August - December 2020, statistics for travel method (group, true independent) and visit status (first-time/repeat) reflect only domestic data (italicized) as international data were not available.

First Timers vs. Repeat Visitors

JAPAN MMA (by Air)	2019	2020P ^{2/}	% Change 2020 vs 2019	YTD July 2021P ^{3/}	YTD July 2020	% change YTD
1st timers (%)	31.7	32.2	0.5	15.0	31.9	-16.8
Repeaters (%)	68.3	67.8	-0.5	85.0	68.1	16.8

²Note: from August - December 2020, statistics for travel method (group, true independent) and visit status (first-time/repeat) reflect only domestic data (italicized) as international data were not available.

Tax Revenue

JAPAN MMA (by Air)	2019	2020P	% Change 2020 vs 2019	YTD July 2021P	YTD July 2020P	% change YTD
State tax revenue generated (\$ Millions) ^{3/}	262.43	NA	NA	4.55	NA	NA

³State government tax revenue generated (direct, indirect, and induced)