

# Outbound Tourism Statistics

March.2012

Japan Tourism Agency



Japan Tourism Agency Ministry of Land, Infrastructure, Transport and Tourism

## Major official statistics on tourism



### Japan Tourism Agency

#### ONational Tourism Survey (General Statistics)

...No particular change in outbound statistics from last WS.

#### OAccommodation Survey (General Statistics)

...Planning to cover camping parks, etc. as "Other" Category.

#### OStatistics on Inbound Tourists by Prefecture

...Began listing of Fukuoka City (City designated by government ordinance).

#### ORegional Tourism Economic Survey

...Full Scale Survey Starting 2012 following 2011 Pilot Survey v. 2.

#### OConsumption Trend Survey for Foreigners Visiting Japan

...No particular changes.

#### OStatus of Handling by Major Travel Agents

...Monthly surveys on gross sales, theme-travel plans, etc. gathered by JTA.

### Others

#### ONumber of Inbound Tourists

...Monthly release by the Japan National Tourism Organization (JNTO).

#### ONumber of Japanese Tourists Who Travel Abroad

...Announced monthly by JNTO.

#### OSurvey on Status of Ryokan(Japanese-style inn) Operation

...Japan Ryokan and Hotel Association survey of operational conditions, capacity utilization rates, prices, etc.

#### OSurveys by various Prefectural governments

...Surveys conducted by Prefectural governments.

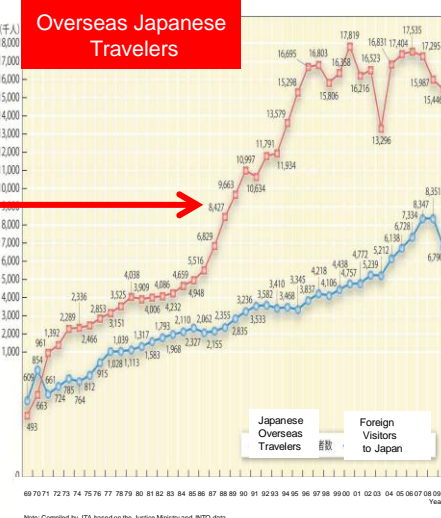
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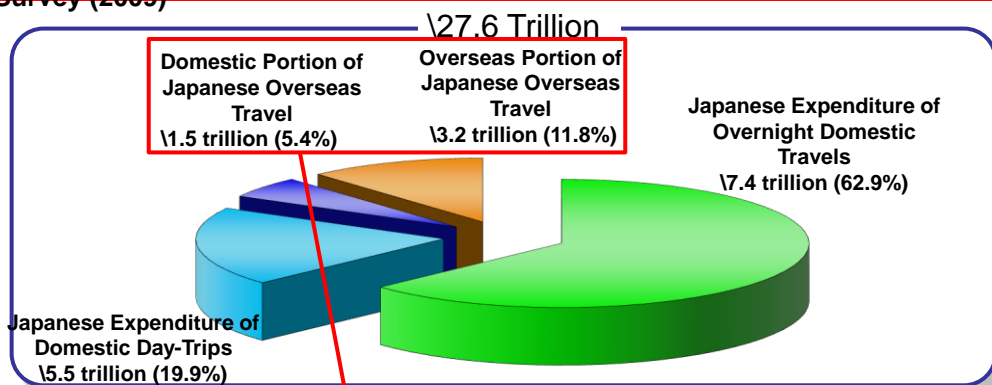
## Relationship between "Overseas Japanese Travelers" and "Statistical Survey on Immigration Control"

- The "Number of Overseas Travelers", statistics published monthly by JNTO, is compiled on the basis of the "Statistical Survey on Immigration Control" compiled by the Immigration Bureau of Japan, Ministry of Justice.
- These statics are the count of Japanese who were processed out of air- and sea-ports of Japan.
- With respect to the outbound data, no procedural changes were made since the last workshop.

Statistics on Immigration Control Ports	Total Number	Entrants		Exiters	
		Total		Total	Japanese
2 0 0 5	Omitted				17,403,565
2 0 0 6					17,534,565
2 0 0 7					17,294,935
2 0 0 8					15,987,250
2 0 0 9					15,445,684



## Overseas Travel Expenditures of Japanese as Seen through National Tourism Survey (2009)



Japanese travelers' overseas expenditure can be grasped from National Tourism Survey.  
In 2009, the domestic portion of Japanese overseas travelers amounted to ¥1.5 trillion and the overseas portion expended overseas totaled ¥3.2 trillion.

Note: Refer to the "Domestic Tourism Statistics" section for National Tourism Survey.  
Citation: National Tourism Survey by JTA



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Thank you for your attention.