

# The current state of Japan's Travel industry and overseas Travel

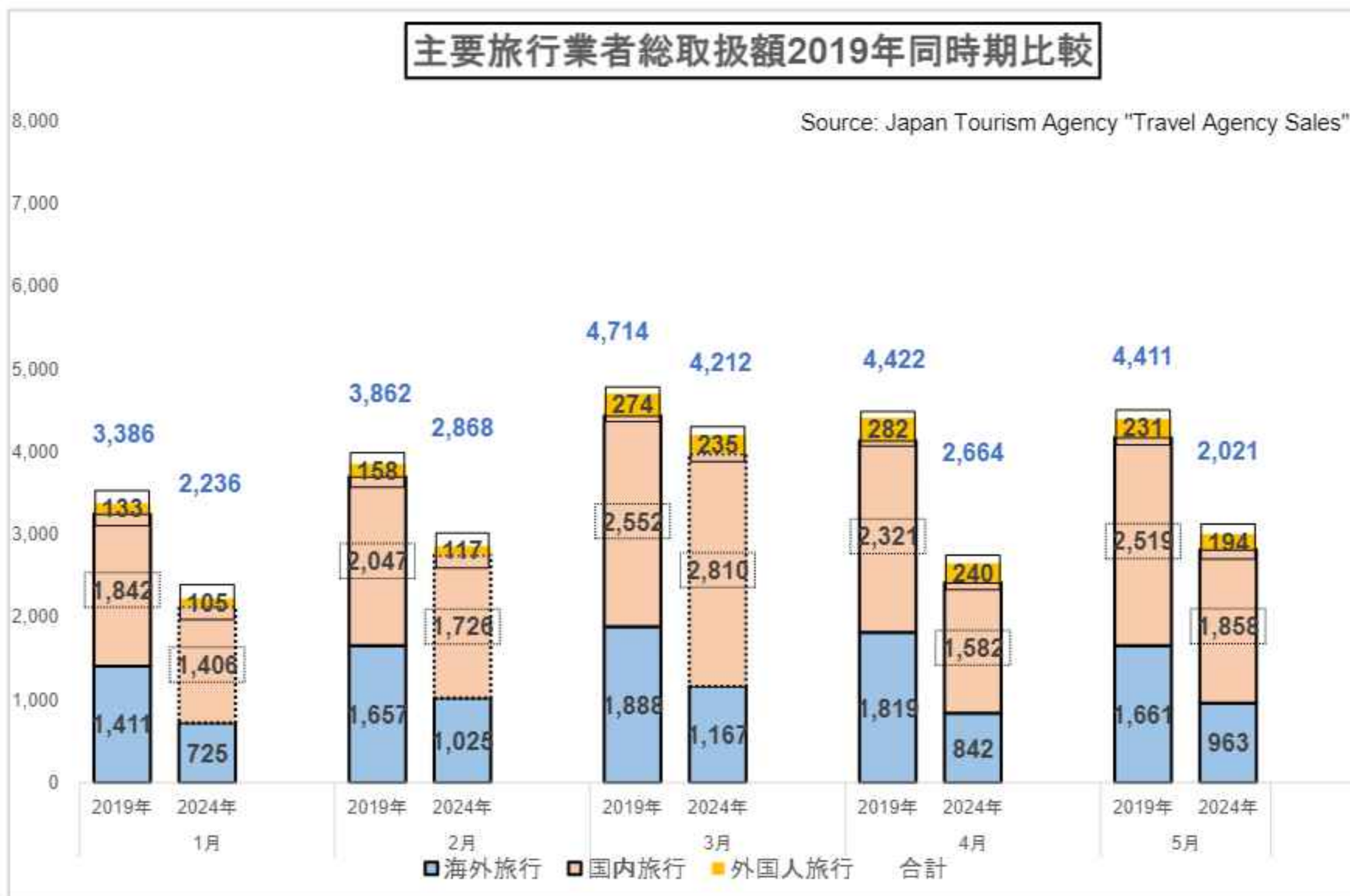
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Japan Association of Travel Agents

Office of International Tourism

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# 1. Comparison of Major Travel Agency Sales in the Same Period of 2019



## 2. To Develop and Grow the Travel Industry

Expansion of  
Overseas Travel

“60th Anniversary of the Liberalization of Overseas  
Travel”  
“U.S.-Japan Tourism Year” as a Hook for Expansion

High Value-Added

Leveraging the strengths unique to travel  
agencies to create new value. Efforts towards  
sustainable travel as well.

Collaboration and  
Co-Creation

“Common Platform for the Tourism  
Industry” “JATA Business Matching Site”

Reform of  
Vacation Policies

Promoting weekday vacations to expand total  
travel demand and address overtourism.

Securing Human  
Resources

“Support for Experienced Recruitment: 66  
People in 2023,” “Employment Matching,”  
“Employment Seminars,” “Internships”

## 3. Current Situation and Challenges of Overseas Travel Sales

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- (1) Business Performance of 43 Major Companies (by Market)
- (2) Recovery Status of Outbound Travel by Country
- (3) Challenges for Sales Expansion

## (1) Comparison of Recovery Rates of Overseas Travel Sales for 43 Major Companies (Comparison for January - May 2024, Unit: Million Yen)

Market	2024	2023	Recovery Rate	2019	Recovery Rate
<b>Overall</b>	<b>472,227</b>	<b>286,154</b>	<b>165.0%</b>	<b>779,127</b>	<b>60.6%</b>
Business Travel	79,270	65,684	120.7%	95,634	<b>82.9%</b>
Comprehensive & Group	196,676	109,331	179.9%	358,525	54.9%
Comprehensive & Leisure	169,918	95,417	178.1%	264,909	64.1%
Leisure	26,363	15,722	167.7%	60,059	<b>43.9%</b>

\*Source: Japan Tourism Agency, Summary of Travel Agency Handling Status for 43 Major Companies

Reference: Overall Recovery Rates: January 55.0%, February 65.8%, March 66.9%,  
**April 51.1%** (April 2019 had a 10-day Golden Week holiday), May: 63.2%

## (2) Recovery Status of Outbound Travelers by Country, 2024

Region	Accumulated Period	Number of Travelers	Compared to 2023	Compared to 2019
Turkey	January - May	43,755	195.0	111.5
South Korea	January - May	1,173,568	176.3	85.6
Australia	January - May	150,510	161.2	79.2
Vietnam	January - May	289,199	146.0	74.4
Taiwan	January - May	530,000	199.5	63.1
Spain	January - May	161,489	159.5	61.5
Overall	January - May	4,867,731	167.2	60.7
Thailand	January - May	401,056	147.8	54.1
USA (Including Hawaii and Guam)	January - May	690,090	152.0	47.1
Hawaii	January - May	266,687	159.2	43.5
Guam	January - May	85,001	241.7	30.4

Source: JTB Tourism Research & Consulting Co., Various Government Tourism Offices, JNTO

### (3) Challenges for Expanding Overseas Travel Sales

- Airline Procurement Environment
- Perception of High Travel Costs
- Recruitment Type Package Tours

## Promotion of Exchange Activities between Two Countries (Regions)

### Deepening efforts according to the situation of each country/region

The following are notable examples:

- USA: U.S.-Japan Tourism Year (April 2024 - March 2025)

Promotion of sister city exchanges, American travel planning contests

- Taiwan: Implementation of JATA's unique event "Release of Sky Lanterns"  
in cooperation with the Taiwan Tourism Administration

- South Korea:

Korea's Top 30 Gourmet Products Contest (Sending tourists to regions)

Group sales campaign targeting group sales representatives

Special event for the Haman Nakhwa Festival (Exclusive for Japanese tourists)

- Hong Kong: Planning of a unique event "Year-End Countdown Fireworks"  
in cooperation with the Tourism Board

- China: Establishment of the JATA East Asia Committee WG (Supported by the  
Chinese Embassy)

Conduct of the Overseas Travel Promotion Committee meeting

- Turkey: Activities related to the Ministry of Foreign Affairs' review of  
danger levels in eastern Turkey

## Promotion of Exchange Activities between Two Countries (Regions)

- \* Active Implementation of FAM Tours in Collaboration with National Tourism organization
  - \* Sharing of New Information Between Product Development Staff and National Tourism organization through JATA Business Meetings
- Reaffirmation of the Importance of "Knowing the Destination"

Main FAM Tours	Location	Date	FAM Participants	Others (Organizer/Contact, etc.)
Poland FAM Tour	Warsaw, Krakow	June 21 (Fri) - June 26 (Wed)	JATA European Subcommittee	Polish Tourism Organization, LOT Polish Airlines
Vietnam Inspection Trip	Ho Chi Minh, Hanoi	June 21 (Fri) - June 25 (Tue)	JATA Asian Subcommittee	Vietnam Airlines
Eastern Turkey Inspection Trip (European Subcommittee)	Eastern Turkey	July 9 (Tue) - July 16 (Tue)	JATA European Subcommittee	Turkish Airlines
Finland and France Inspection Trip (European Committee)	Tampere, Nantes, Rennes	September 6 (Fri) - September 13 (Fri)	JATA European Subcommittee	Finnish Embassy, France Tourism Development Agency
Taiwan Study Tour	Taiwan	Around October 26 (Sat)	JATA Taiwan WG	Taiwan Tourism Administration, Japan-Taiwan Tourism Promotion Association
South Korea Study Tour	South Korea	Around October 31 (Thu)	JATA Korea WG	Korea Tourism Organization

# Future Overseas Travel Market

## Advance Order Status

Survey conducted among companies affiliated with the Overseas Travel Promotion Committee "Summer Vacation" and September <Perception of Performance> <Well-performing Regions>

### [Summer Vacation Performance]

	Number of Companies
Good	1
Slightly Good	1
Better than Expected	0
As Expected	2
Worse than Expected	5
Slightly Poor	1
Poor	0

### [September Performance]

	Number of Companies
Good	1
Slightly Good	0
Better than Expected	0
As Expected	4
Worse than Expected	5
Slightly Poor	0
Poor	0

### Popular destinations during the summer vacation period (multiple answers possible)

10 responses

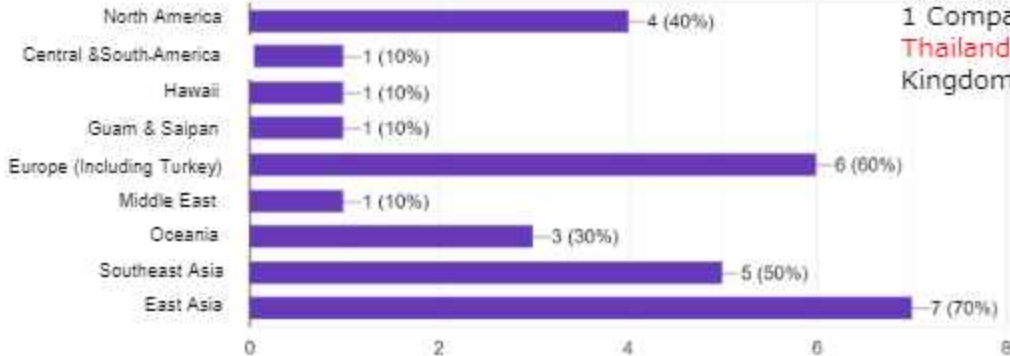


(Notable Well-performing Countries/Regions)

1 Company: South Korea, Taiwan, Thailand, United Kingdom  
2 Companies: Vietnam, Turkey

### Popular destinations in September (multiple answers possible)

10 responses



(Notable Well-performing Countries/Regions)

1 Company: South Korea, Taiwan, Thailand, Singapore, United Kingdom, Canada

## 4. Tourism EXPO Japan 2024

September 26 (Thu) – September 29 (Sun), 2024, Tokyo Big Sight

Theme: "Travel, An Encounter with New Values," with a visitor target of 180,000

