

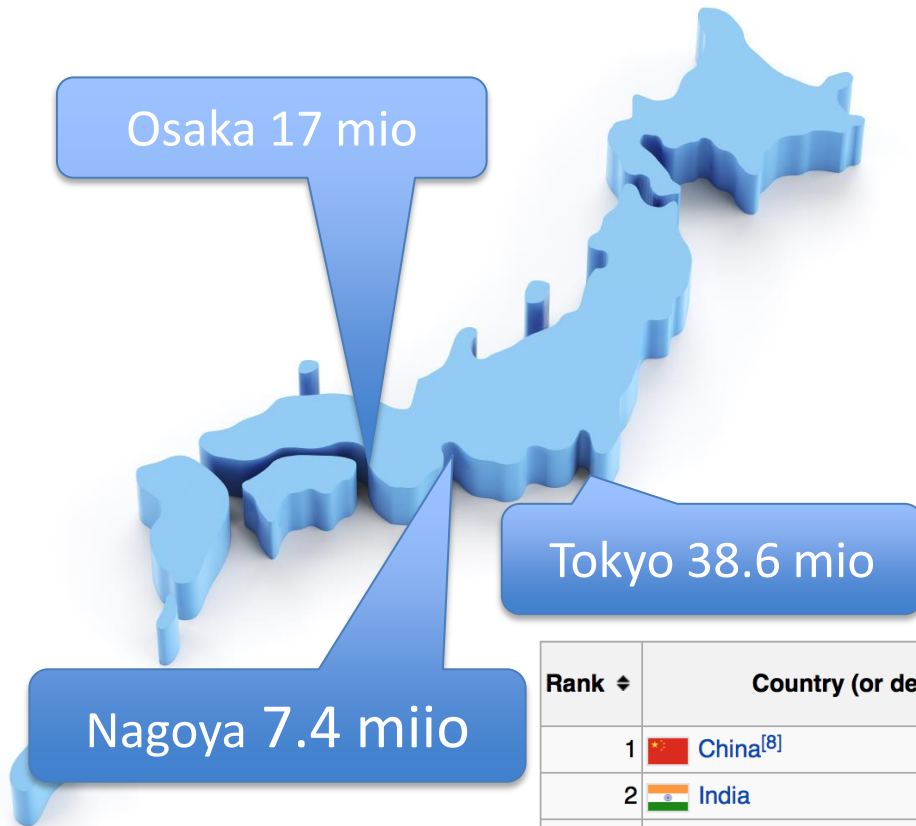
Japan as the most matured market in Asia

VISIT VUOKATTI (KAJAANI-OULUJÄRVI) OPENING SEMINAR













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Foresight Marketing

Geography



- GDP: World No.3, 4.58 trillion € (8.2% of world GDP)
- 128 mio population,
- 10th biggest population in the world
- 3 metropolitan areas (Tokyo metropolitan area is No.1 in the world)
- 11 cities more than 1mio population

Rank ↕	Country (or dependent territory) ↕	Population ↕	Date ↕	% of world population ↕
1	 China ^[8]	1,367,960,000	February 1, 2015	18.9%
2	 India	1,266,240,000	February 1, 2015	17.5%
3	 United States	320,307,000	February 1, 2015	4.44%
4	 Indonesia	255,461,700	July 1, 2015	3.54%
5	 Brazil	203,817,000	February 1, 2015	2.82%
6	 Pakistan	188,848,000	February 1, 2015	2.61%
7	 Nigeria	183,523,000	July 1, 2015	2.54%
8	 Bangladesh	157,756,000	February 1, 2015	2.18%
9	 Russia ^[9]	146,270,033	January 1, 2015	2.03%
10	 Japan	127,020,000	January 1, 2015	1.76%

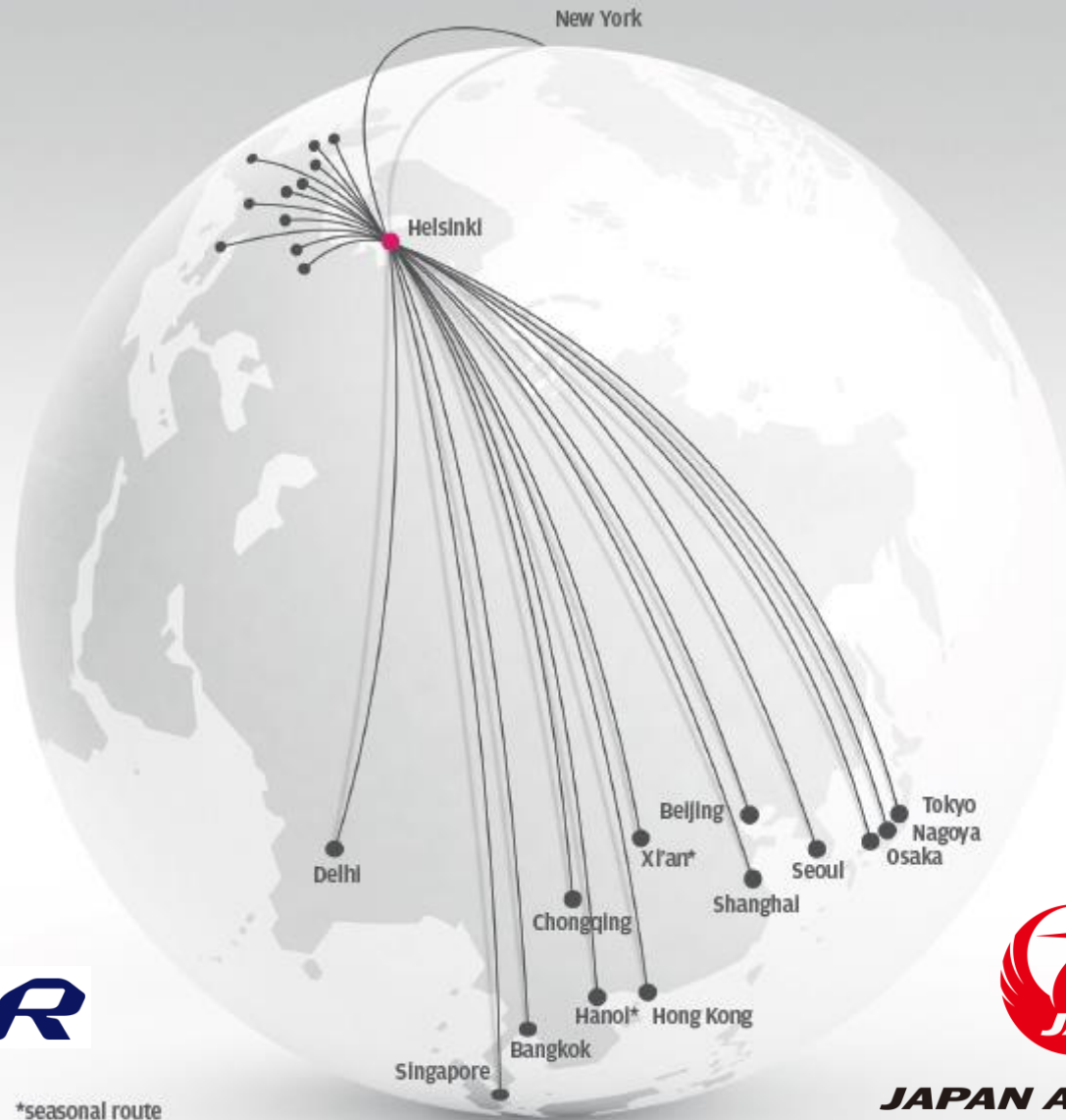
31 weekly flights from Japan

The **shortcut** between Asia and Europe

Flying via Helsinki means the geographically shortest route, smooth and uncongested transits, and straighter flights that generate fewer emissions.

FINNAIR

*seasonal route



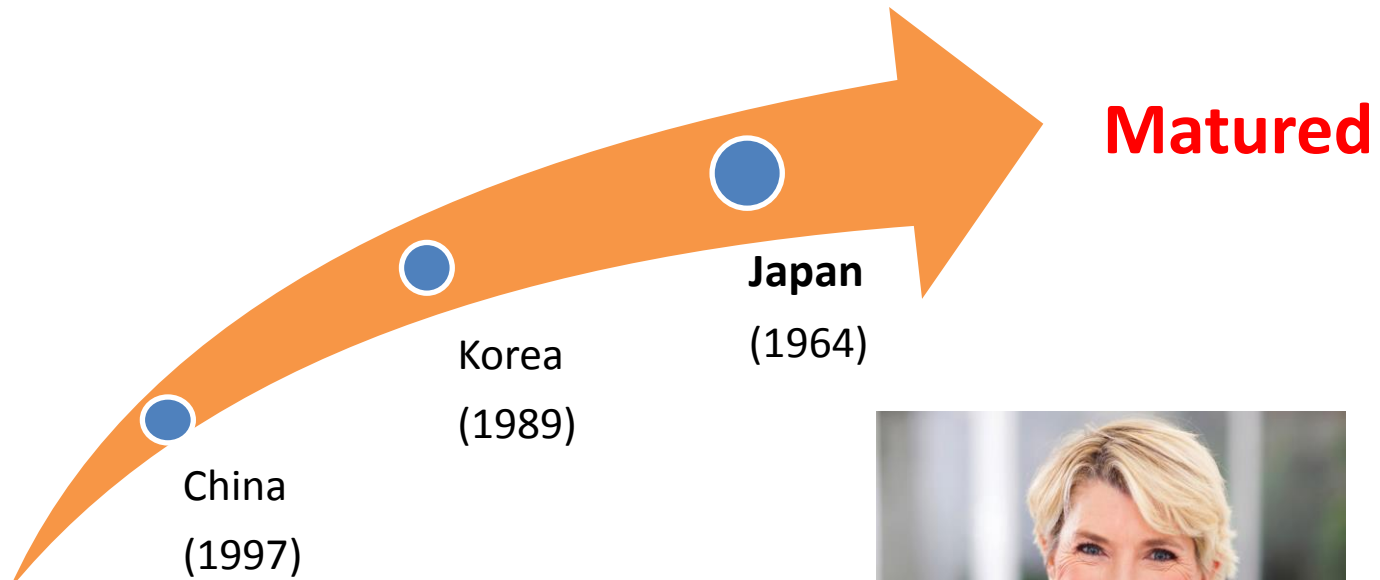
JAPAN AIRLINES

A top-down view of various vintage travel items arranged on a rustic wooden surface. In the upper left, a silver and black vintage camera with a large lens is partially visible. To its right is a round, black compass with a white face and red needle, resting on a small, rectangular, patterned object. Below the camera, a portion of a vintage road map with colorful lines and text is visible. In the center, an open, blank, lined notebook with a black cover lies flat. To the right of the notebook, a red passport with a gold-colored crest and the word "PASSPORT" in red letters is partially open. In the bottom left, a gold-colored pocket watch with a chain is visible. On the right side, a pair of vintage binoculars with brass and black barrels is partially shown. The entire scene is set against a background of a light-colored, textured wooden surface.

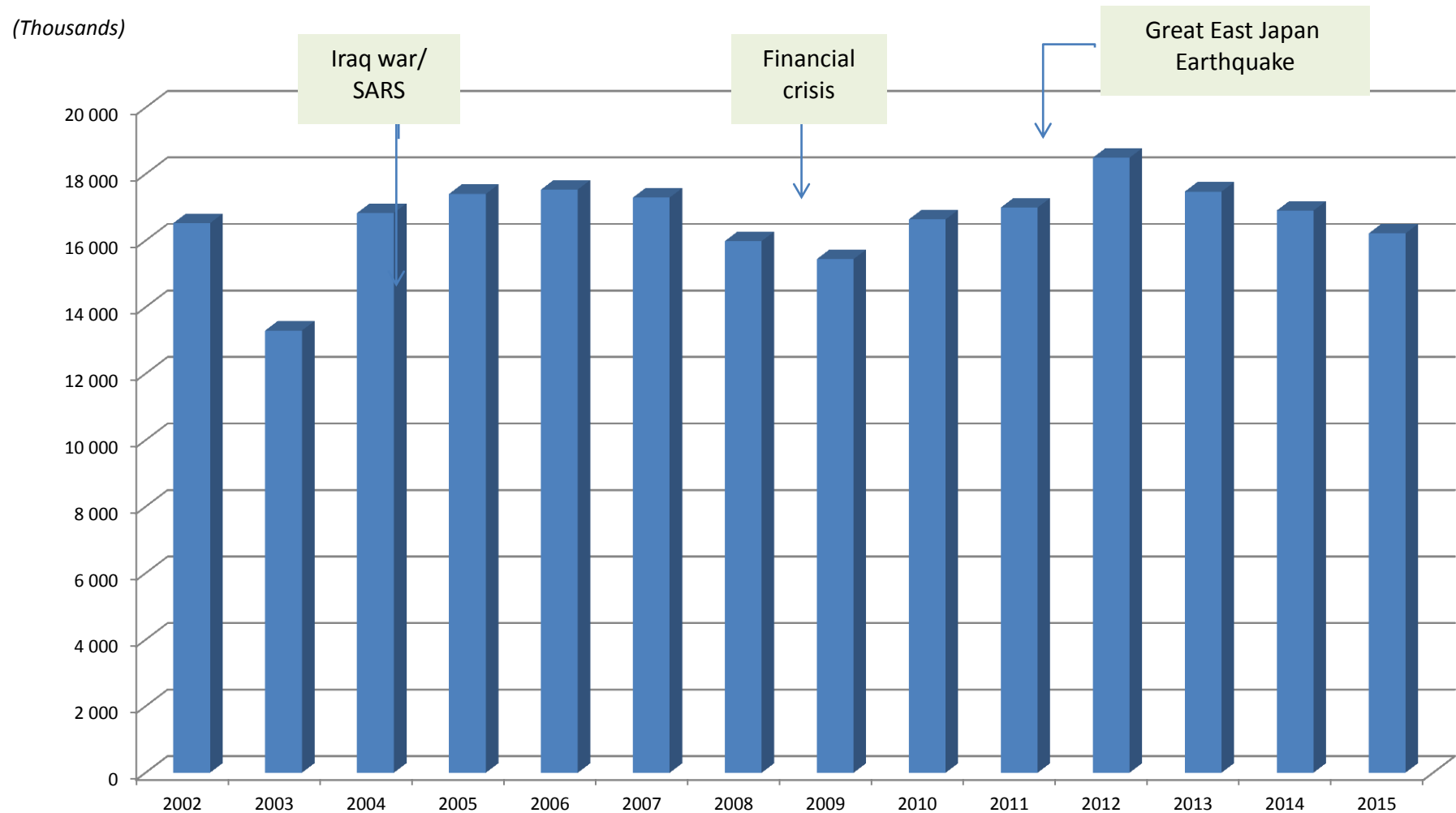
Japanese outbound traveling

The difference between 2 Asian markets

The year of liberalization of overseas traveling

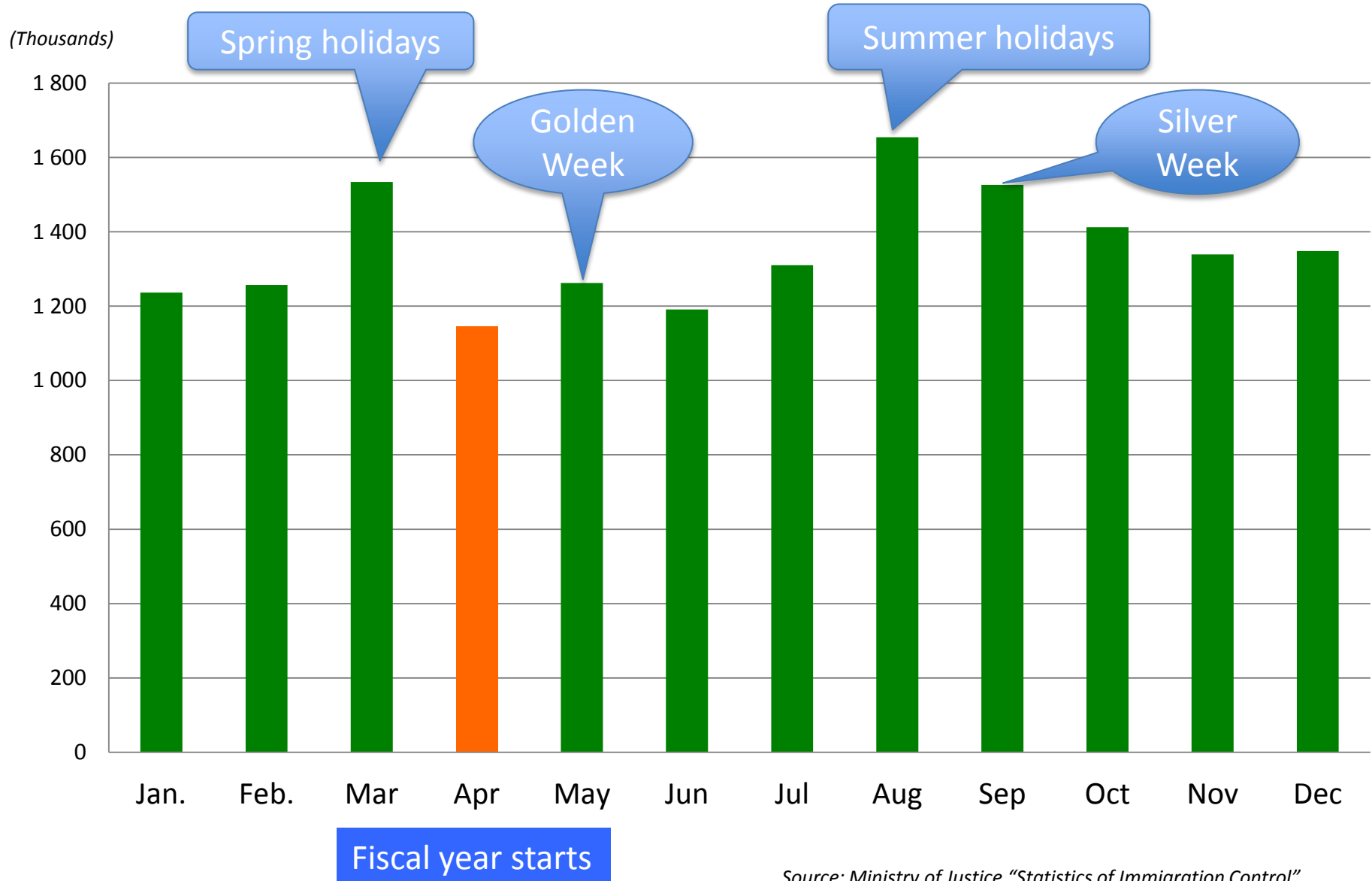


The number of Japanese travelling abroad



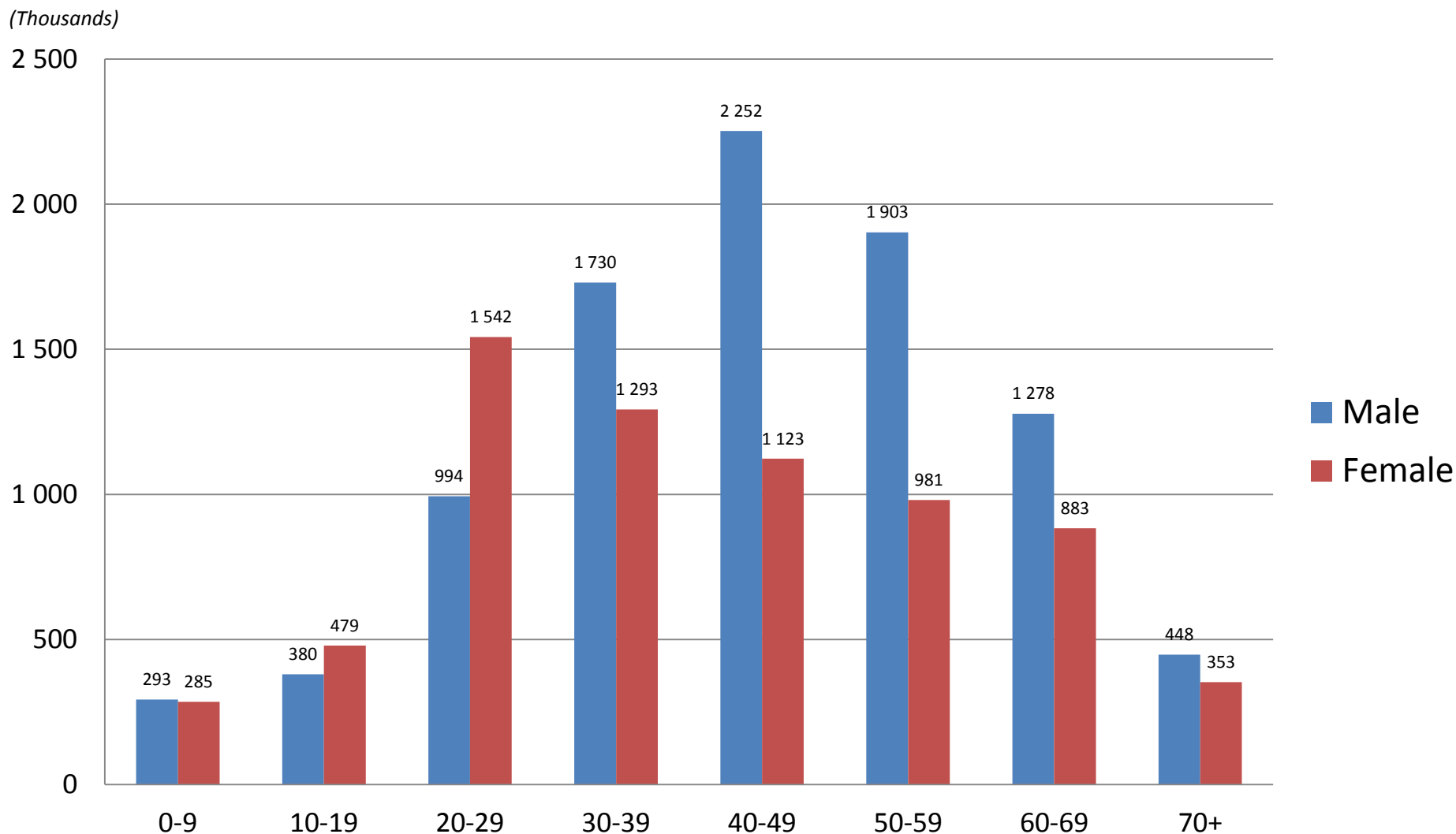
Source: Ministry of Justice "Statistics of Immigration Control"

Number of Overseas Travelers by Month



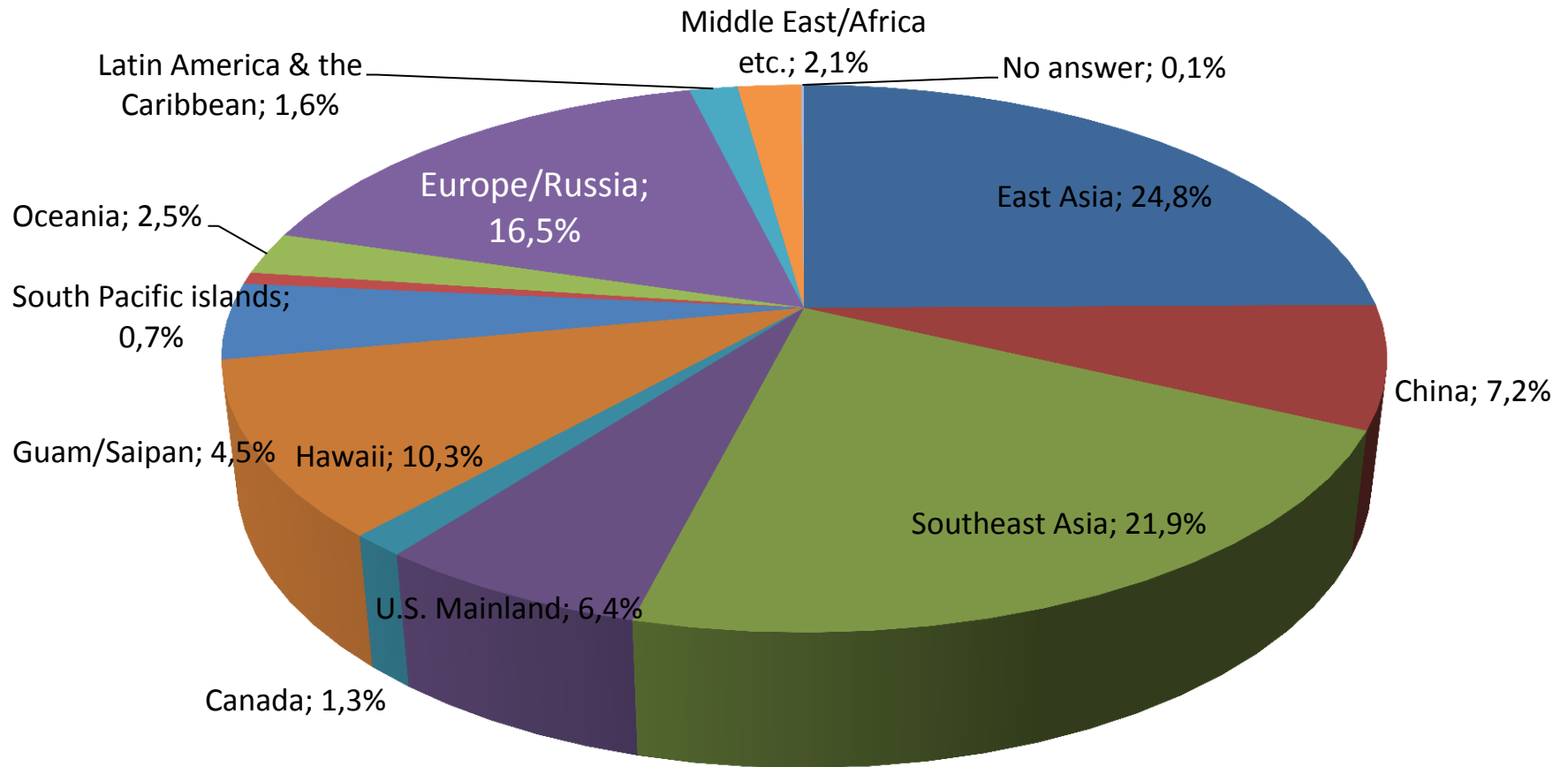
Source: Ministry of Justice "Statistics of Immigration Control"

Numbers of Overseas Travelers by Gender and Age Group (2015)

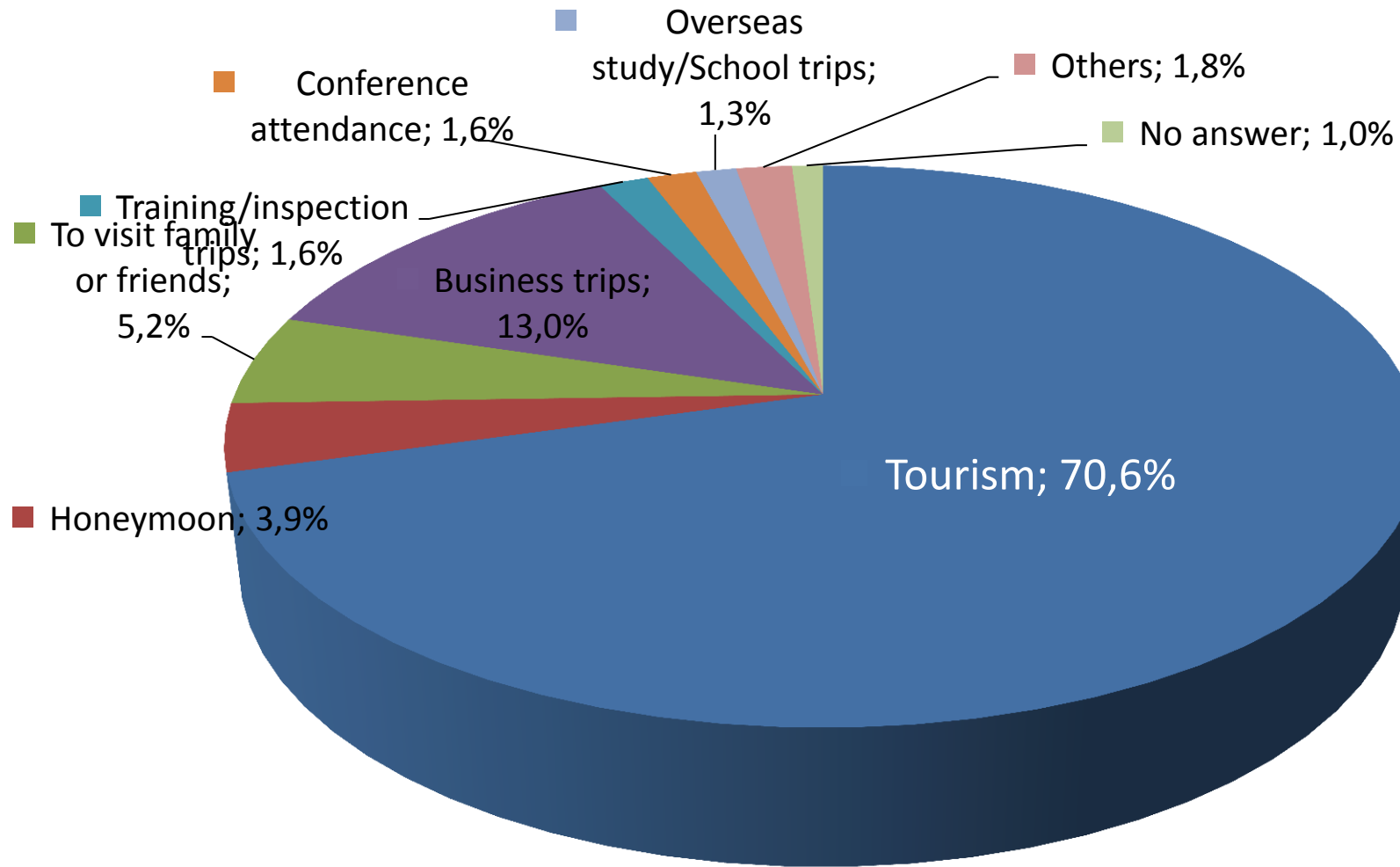


Source: Ministry of Justice "Statistics of Immigration Control"

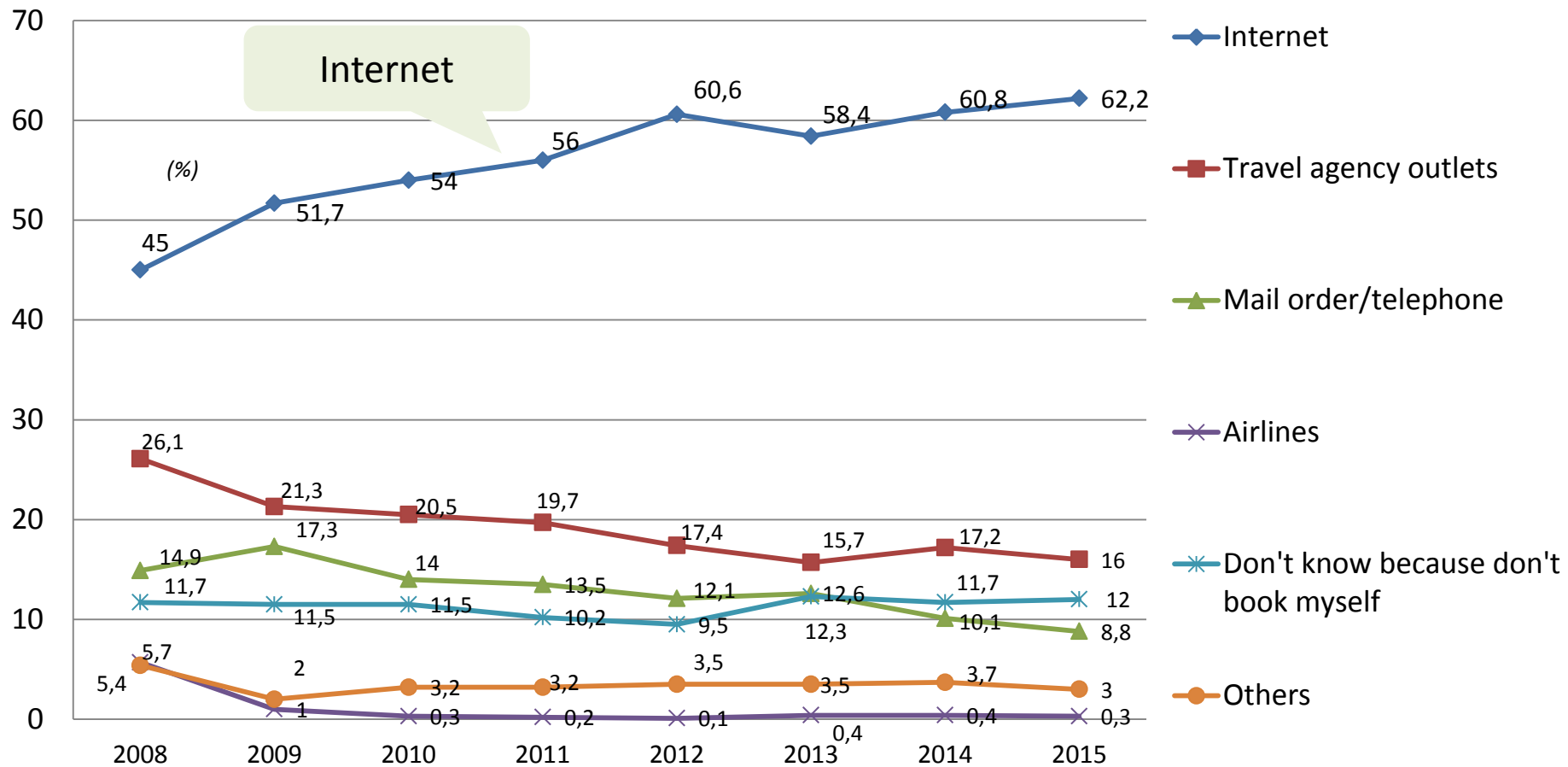
Destinations by Market Segment



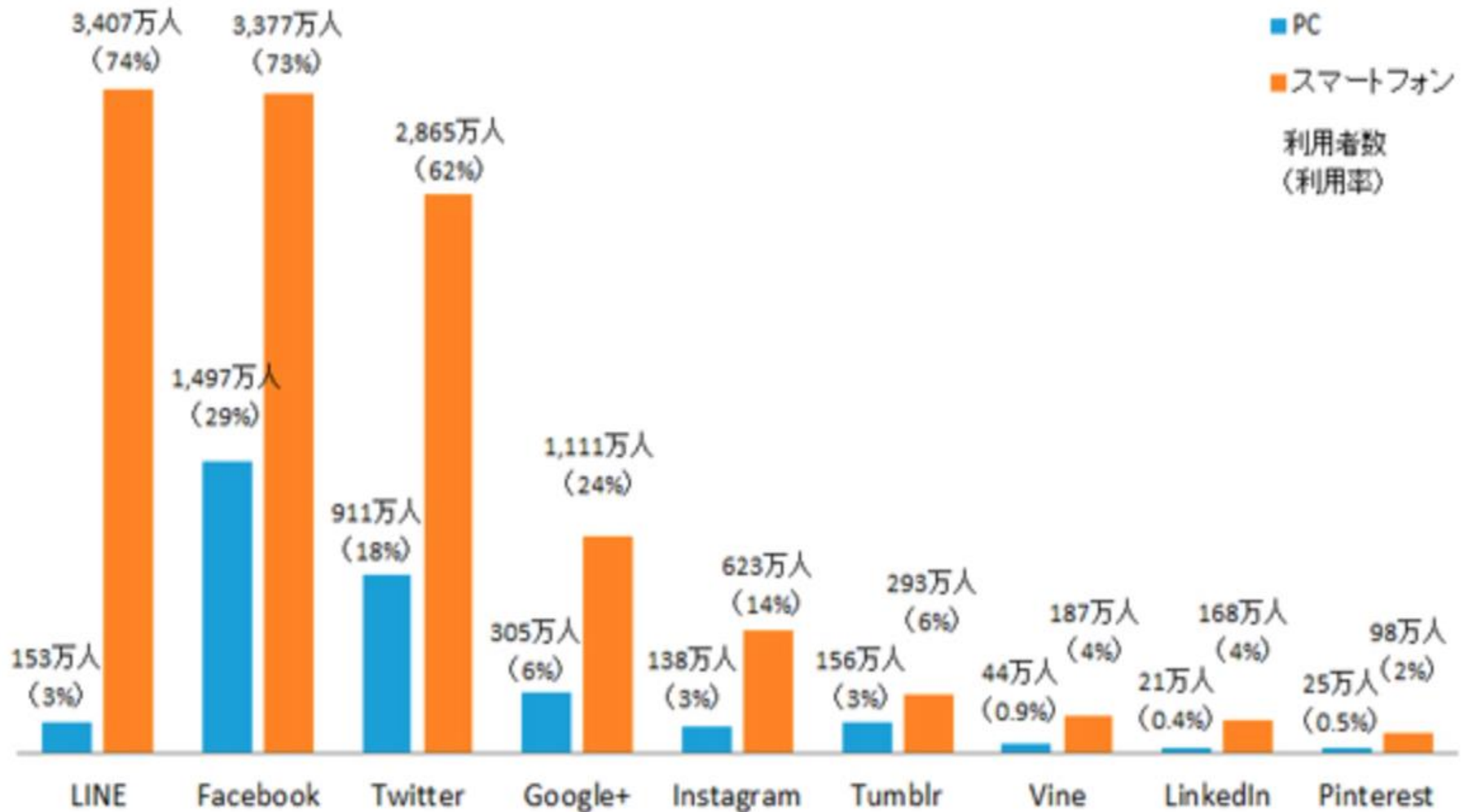
Purpose of Travel



Travel Reservation Methods



SNS in Japan Jan, 2016

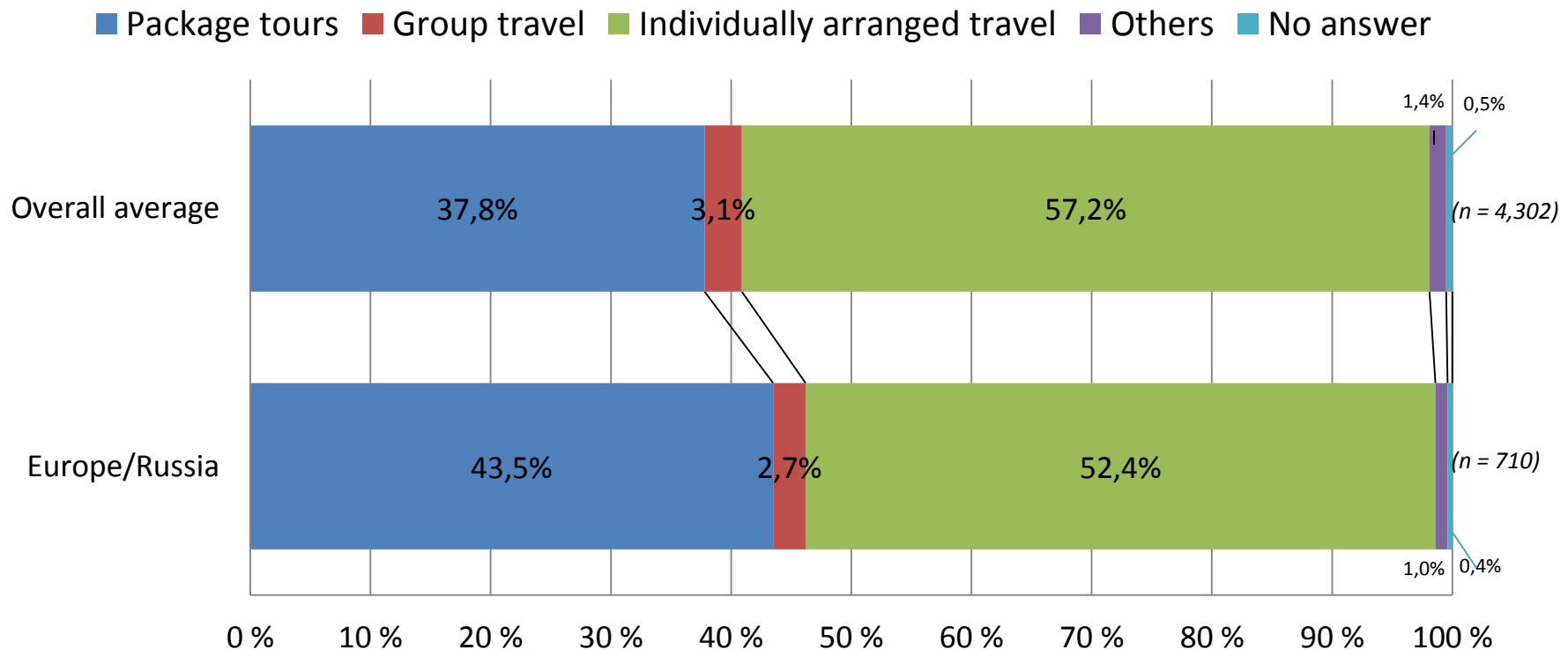


Travel Arrangement by Destination

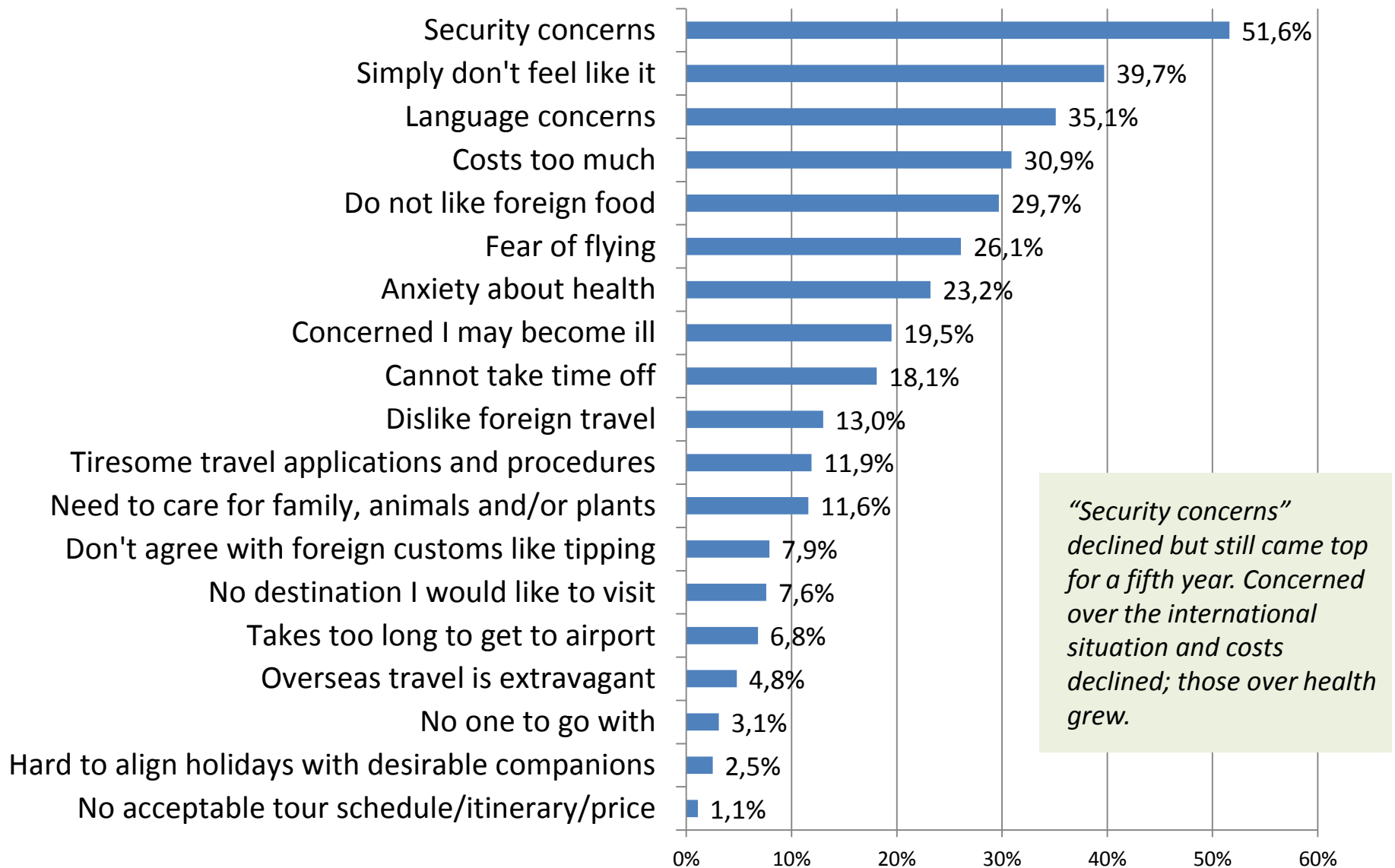
Europe/Russia

Package tour usage was high for both resort-type and touring destinations. The proportion of individually arranged travel did decline from the previous year (2014) and there was a noticeable increase in package-tour usage.

Travel Arrangement by Destination (2015)



Factors Hindering Overseas Travel



Source: JTB Tourism Research & Consulting Co. "Opinion Survey of Overseas Travel Preference"

Japanese Travel Trade



How many travel agencies in Japan ?

10,145
companies in
2013



Category I
701

Organize packages

- Overseas
- Domestic

Sell packages

- Overseas
- Domestic

Ordered

- Overseas
- Domestic

Category II
2,869

Organize packages

- Domestic

Sell packages

- Overseas
- Domestic

Ordered

- Overseas
- Domestic

Category III
5,378

Sell packages

- Overseas
- Domestic

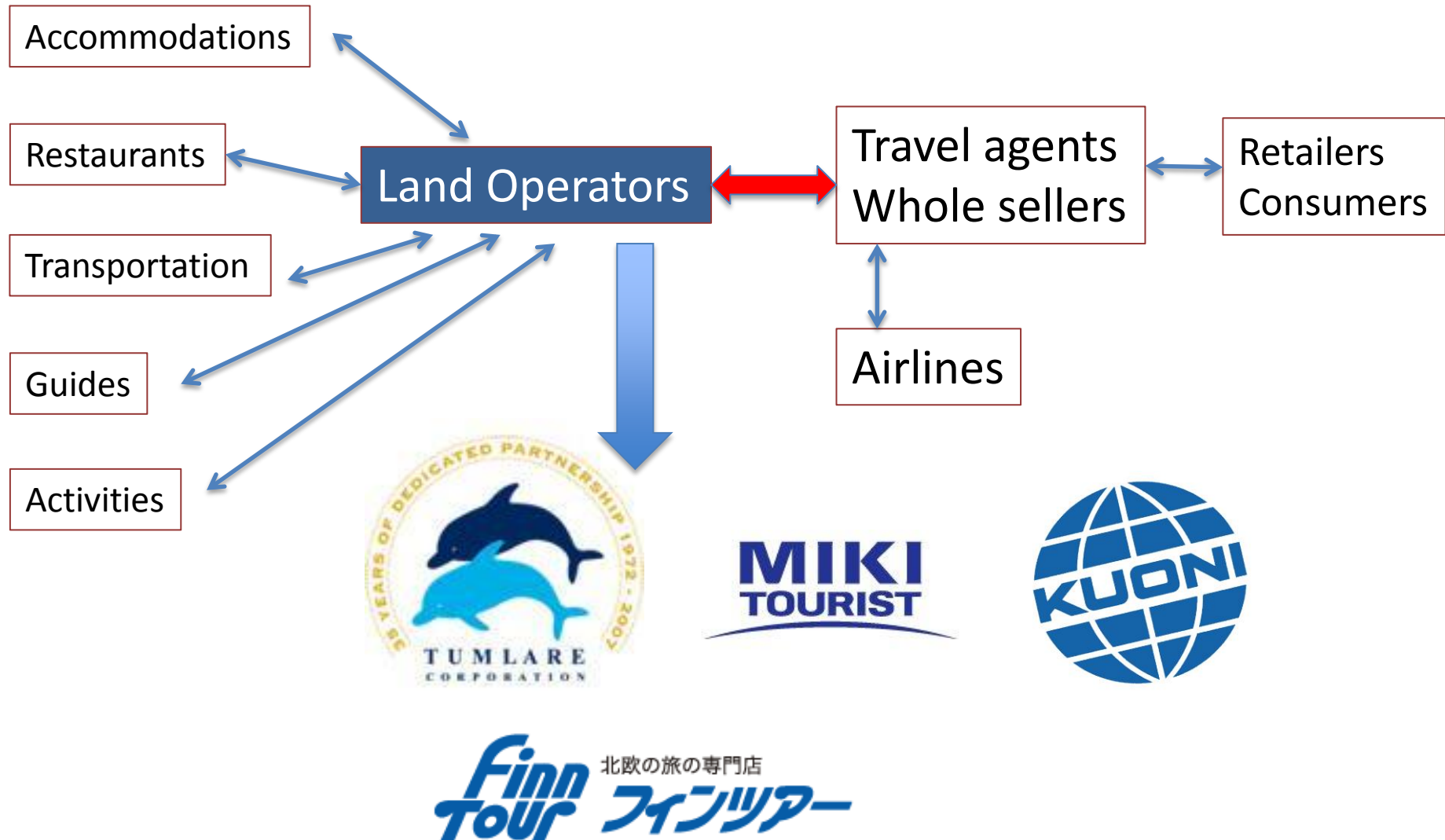
Ordered

- Overseas
- Domestic

Referral Agent
837

Consignment
sales under the
name of travel
agents.

Structure



Role of Land (Tour) Operators

A white double-decker bus is shown driving on a multi-lane highway. The bus is viewed from a front-three-quarter angle, moving towards the viewer. The background features a clear blue sky with scattered white clouds and a distant horizon line. The overall scene is bright and clear.

- Offices in Japan
- Communication in Japanese
- Frequent sales calls
- Interpretation between local and Japanese culture
- Control package tour itineraries
- Support sales events of agents

Possibility to shift toward direct consumer sales

Travel Agency Act

- Strict consumer protection law
- Indirect influence to you



New trend and new comers

Trippiece (<http://trippiece.com>)



Veltra (<http://www.veltra.com/jp/>)



Japanese consumer behavior



Japanese generally

- They have very limited linguistic ability
- Well known as good manner people
- Their holidays are quite short

Trend going on

- Group traveling → Individual traveling
- Ordinary sightseeing → Purpose led programs
- Touring around → Single destination

Important Segment – Travel Savvy Seniors



Demographics

- 60s +
- Rich senior couples
- Retired

“I don’t want to miss the world’s must-see touching sites/experiences in my life”

Who they travel with

- Travel on her own
- With Husband, or Female friends



Important Segment - Culture oriented girls

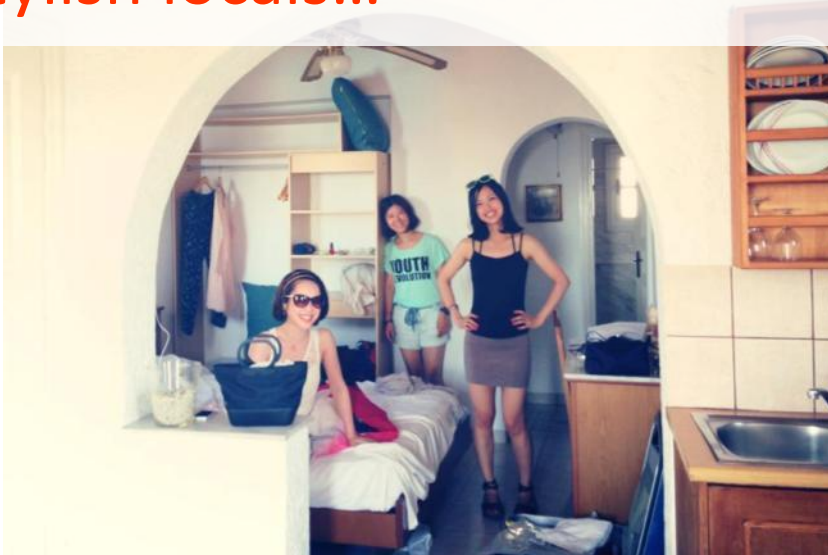


Demographics

- 25 – 45 year old female
- mid to high income
- Living in metropolitan areas



“I like to travel as if I were living like stylish locals...”



- Travel on her own
- With Husband, or Female friends

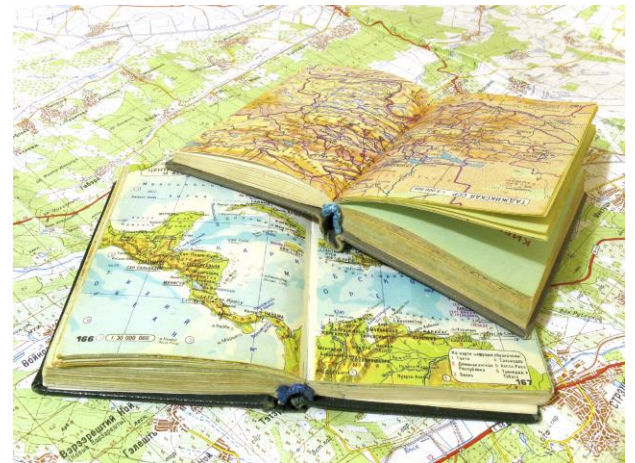
Decision making process

- Ladies are decision makers
- Influence by
 - short-haul destination: word of mouth
 - long-haul destination: HP of tourist offices & agents



Preparation period

- Japanese still appreciate printed materials in Japanese
- They want to get as much as practical information such as weather, cloths, transportations, map e.t.c.
- Concrete proposals are more attractive for them.



During trip

- Smiling is worth while million euro promotion
- Japanese are not so active people.
- Wifi is must service in accommodation
- “Enjoy yourself “ doesn’t work
- We can treat them in local way, but a bit more explanation



After trip

- They are potential repeat travelers
- Complaints come afterward



THANK YOU

