

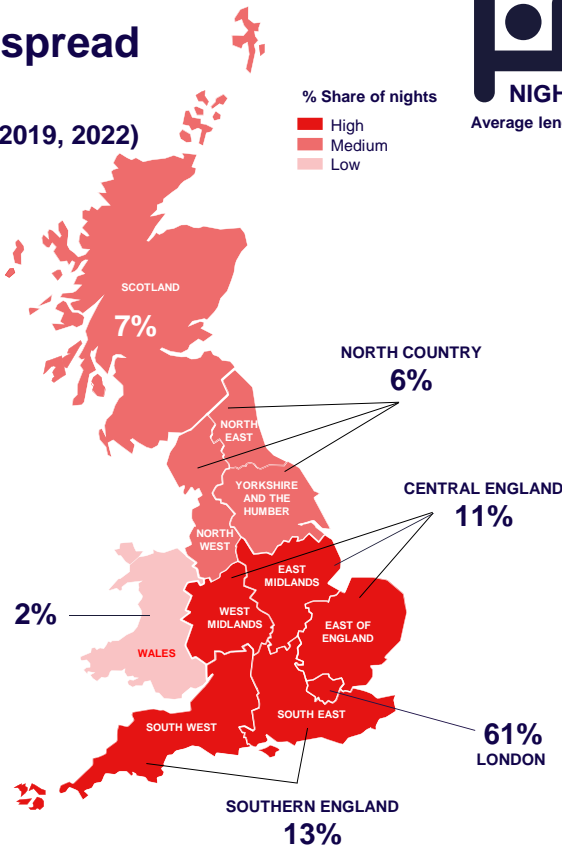


JAPAN

Market snapshot Visitor Profile



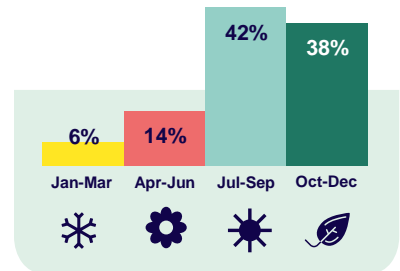
Regional spread of travel* (average 2018, 2019, 2022)



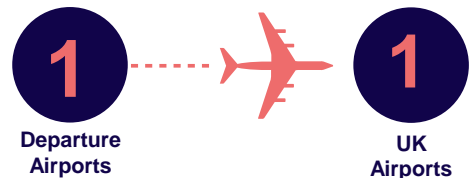
Japanese visitors who took an English language course spent a total of **£139 million** during their visits, making Japan the second most valuable source market for English language study.***



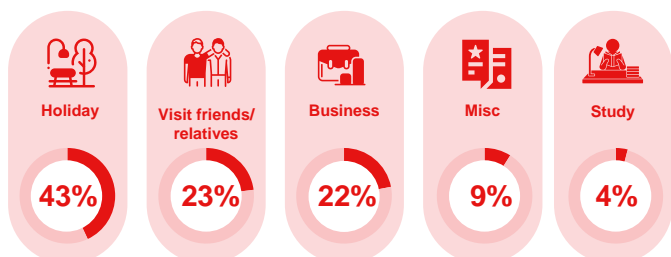
Seasonal spread of travel* (2022)



Departure & Destination Airports** (2022)



Purpose of travel* (2022)



Sources: *International Passenger Survey (IPS) by ONS; All spend is stated in nominal terms.
repeat visits stated exclude UK nationals, 2015, small base size.
**Apex as of August 2023.
***International Passenger Survey by ONS 2018.



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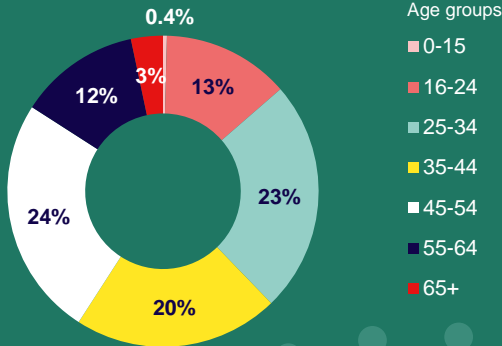


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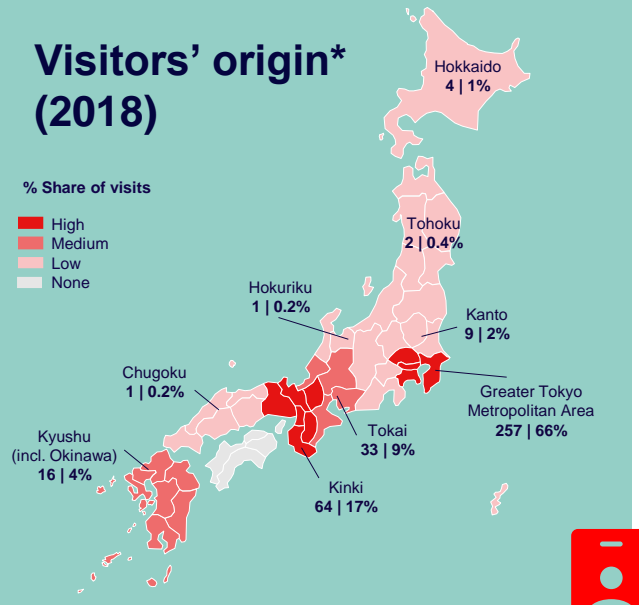
Market snapshot Visitor Profile



Key demographics* (2022)



Visitors' origin* (2018)



Top drivers for destination choice*** (2022)

- 1 Is good for relaxing, resting, recharging
- 2 There is a good variety of food and drink to try
- 3 I can roam around visiting many types of places
- 4 Is a place where I can explore history and heritage
- 5 Has a thriving arts and contemporary culture scene



Perceptions of Britain*** (2023)

The UK ranks within the top 6 out of 60 nations for:



Vibrant cities



Contemporary culture



Culture



Tourism



Sports



Cultural heritage

Top sources of inspiration*** (2022)

#1



Imagery, advertising or ideas through an online travel web site/agent

#2



Travel websites via search engines

#3



Recommendations from friends and family

Travel companions*** (2022)



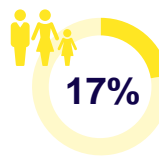
On their own



Spouse / Partner



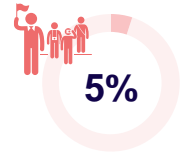
With adult friends



With children under 18



With other adult family members



Part of a tour group

Sources:

*International Passenger Survey (IPS) by ONS

*** VisitBritain/Kubi Kalloo MIDAS research project 2022

****Anholt-Ipsos Nation Brands Index 2023



Top 5 activities desired on a holiday/short break abroad

- 1 Explore local food and beverage specialities
- 2 Visit famous/iconic tourist attractions and places
- 3 Explore history and heritage
- 4 Experience coastal places and scenery
- 5 Visit museums or galleries

Share who state holidays benefit their wellbeing

71%

Top 5 sustainable actions by visitors to Britain¹

- 1 Buying local when I can
- 2 Choosing destinations committed to preserving natural/cultural heritage
- 3 Enjoying unpolluted nature
- 4 Supporting tourism businesses investing in local people/economies
- 5 Using public/greener transport

Likelihood to combine Britain with other destinations



Travel only to Britain



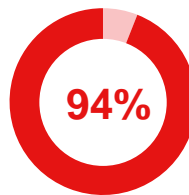
Combine a trip to Britain and other places in Europe



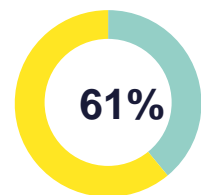
Undecided



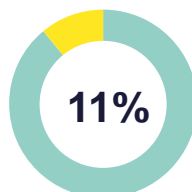
Share of Japanese visitors “likely” or “extremely likely” to recommend Britain*



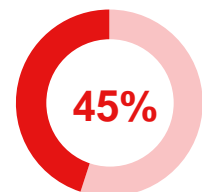
Share of Japanese visits which were repeat visits*



Share of Japanese travellers with accessibility requirements



Share of Japanese who would return to the UK to visit a different part**



Sources:

*International Passenger Survey: recommendation: 2017, repeat visits stated exclude UK nationals, 2015

**Anholt-Ipsos Nation Brands Index: reasons to return to the UK, 2019

All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022 based on international leisure travellers ¹ based on previous visitors to Britain