

# Japan Snapshot

## Country Facts:

### Overall Population:

127,463,611 people (2006 est)<sup>1</sup>

### Capital City/Population:

The capital city of Tokyo serves as the administrative, financial, educational, and cultural center of Japan. As of 2005, the population of Tokyo stood at 12,544,205<sup>2</sup>, making it one of the most populous cities in the world.

### Official Languages:

Japanese (Nihongo)  
English taught in school for 10 years

### Religions:

84 % Shinto/Buddhist  
16 % Others  
(includes 0.7 % Christian)

### Currency:

Japanese Yen (JPY)

### Exchange Rates:

1 USD = JPY 116.22

1 EUR = JPY 148.90

*\*as of August 23, 2006*

### Leave Entitlement:

The typical leave entitlement of Japanese employees is two to four weeks. However, to show company loyalty, many Japanese often spend only half of their annual leave privileges.

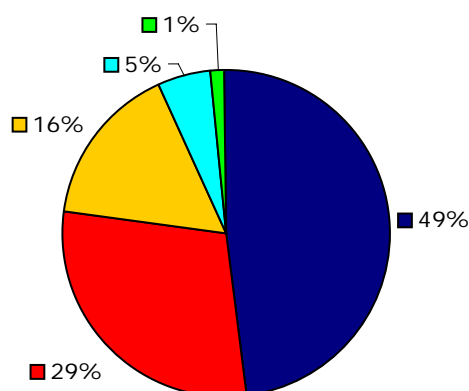


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## Japan 2004 Travel Statistics:

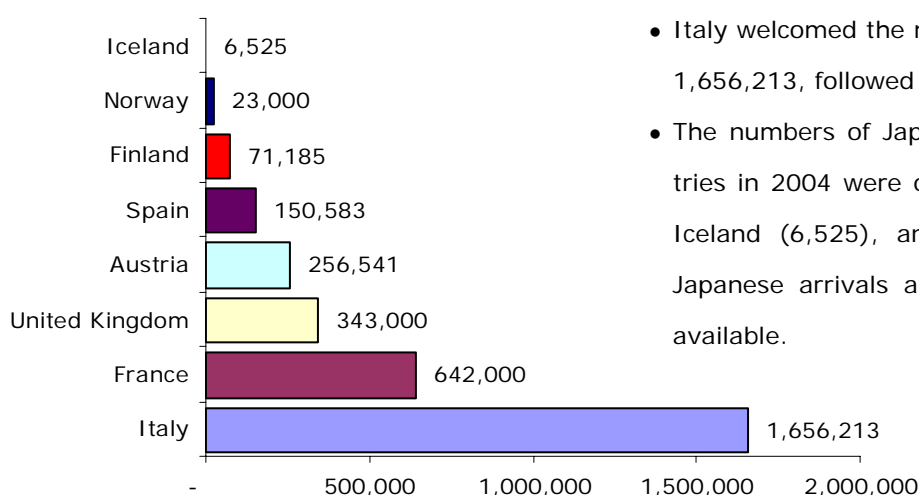
### 2004 Distribution of Outbound Departures per Continent<sup>3</sup>



- The total number of outbound travelers from Japan for 2004 was 16,831,112.
- The majority of Japanese travelers favored Asian destinations particularly China, South Korea, and Thailand.
- The most popular destinations outside Asia was North America (29 %), Europe (16 %), and Oceania (5 %).

■ Asia ■ North America ■ Europe ■ Oceania ■ Others

### 2004 Distribution of Japanese Arrivals in Various European Destinations<sup>4</sup>



- Italy welcomed the most number of Japanese travelers, 1,656,213, followed by France with 642,000 arrivals.
- The numbers of Japanese arrivals to the Nordic countries in 2004 were only available for Finland (71,185), Iceland (6,525), and Norway (23,000). Statistics of Japanese arrivals at Denmark and Sweden were unavailable.

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## Nordic Packages Offered in Japan:

There are several Nordic products offered in Japan. The typical packages include Denmark, Finland, Norway, and Sweden but the itineraries can easily be adjusted to meet the individual traveler's needs. The table below presents two of the most popular itineraries, one low-end and one high-end.

<b>Package</b>	<b>Destinations</b>	<b>Price</b>
10-days/four countries (Low-end Media Sales Product) Example: HEI's Nordic Golden Route (carrier: SK)	Denmark, Finland, Norway, and Sweden	EUR 1,830 - EUR 2,640
10-days/four countries (High-end Wholesale Product) Example: JTB Looks Nordic Highlight: The fjords and the 4 Nordic capitals (carrier: SK)	Denmark, Finland, Norway, and Sweden	EUR 3,250 - EUR 4,340

## Japanese Traveler Profile:

Japanese travelers to the Nordic region belong to many different societal groupings including college students, office ladies, families, housewives, baby boomers, and silvers. The majority of the Japanese visiting the Nordic countries are fully independent travelers (FITs). Baby boomers and former expats/students make up a large share of the repeaters.

### Income

- In 2004, the monthly income of the average salary worker was JPY 530,028 (EUR 3,565) out of which JPY 444,966 (EUR 2,992) was regarded as disposable income.

### Travel Cycle of the Japanese Tourist

- The peak season for traveling to the Nordic region starts in May and slows down by September. However, Sweden enjoys a small peak season in the middle of February.

### Nights spent by Japanese Visitors in the Nordic Countries in 2005

- Japanese visitors to the Nordic region spent the most number of nights in Finland (140,216)<sup>5</sup> followed by Norway (124,724)<sup>6</sup>, Sweden (112,866)<sup>7</sup>, Denmark (104,275)<sup>8</sup>, and Iceland (25,267)<sup>9</sup>.

### Average Daily Expenditure of Outbound Japanese Travelers

- The average daily expenditure of Japanese tourists to the region is between JPY 7,500 to 10,000 (EUR 50 to 70).<sup>10</sup> According to a research conducted by the Japan Travel Bureau (JTB) Foundation, the average expenditure per trip to Europe used to be about EUR 4,000 but has now dropped to less than EUR 3,000. However, this figure excludes shopping expenses, which would be an additional EUR 2,400 (down from EUR 2,800).<sup>11</sup>