

Overview

Methodology: Special gates for foreigners were set up at each of the main gates.

When leaving, foreigners were asked their nationality and whether they were tourists or residents of Japan.

Date and times of survey: June 10, 2005

From 13:00 at each gate

The survey was concluded at 18:00 at the Seto Gate, with the closing of the Seto Area. The survey ended at 22:00 at the North, West, and East Gates with the closing of the Nagakute Area.

Total visitors on June 10: 120,620

Weather: cloudy

Results

Foreign visitors	5,302
Tourists	3,966 (75%)
Residents	1,336 (25%)
Countries and regions	54 countries
By location	
Asia	48%
North America	23%
Latin America	6%
Europe	17%
Oceania	5%
Africa	1%
Unknown	1%
Total visitors on June 10	120,620
Foreign visitors as a percentage of the total	4.40%

Country/ region	Visitors to EXPO	Share(%)
Republic of Korea	1,020	19.2%
United States	962	18.1%
Taiwan	935	17.6%
China (includes Hong Kong)	366	6.9%
Canada	275	5.2%
Brazil	250	4.7%
Australia	238	4.5%
France	170	3.2%
Germany	159	3.0 %
United Kingdom	92	1.7%

Analysis of Survey Results

The survey examined foreign visitors to EXPO 2005. It included not only foreign tourists but also foreign residents of Japan. As there are not yet statistics on the overall number of foreign visitors to Japan in June, there are problems in making a simple comparison. However, by making calculations using statistics and estimates from the Japan National Tourist Organization, the following analysis is possible.

*** In addition to the increasing popularity of travel to Japan through the Visit Japan Campaign, the temporary waiving of visa requirements to visit Japan during EXPO 2005 has resulted in a good number of foreigners visiting EXPO 2005.**

*** We can estimate that just under 30% of foreign visitors to Japan and just under 50% of foreign tourists coming to Japan are visiting EXPO 2005.**

*** In comparison with the percentage of foreign visitors going to Aichi Prefecture in 2004 (9.7%), the percentage of foreigners going there now is several times greater.**

Foreign Visitors

2005	January-March	January-March Tourists	April-May	January-May
Total	1,593,380	974,866	1,123,000	2,716,000
Growth (year on year)	10.3%	12.4%	7.2%	9.0%
Per day	17,704	10,832	18,410	17,987

Percentage visiting EXPO2005	29.9%	48.0%	28.3%	28.9%
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2004	Foreigners	Per day	Visitors to Aichi Pref.	Visitors to EXPO 2005 by comparison
Total	6,137,905	16,770	1,628	3.2 times
Tourists	3,839,661	10,491	1,018	5.1 times

1 Calculations based on "Foreign Tourists Visiting Japan / Japanese Leaving Japan" (June 24, 2005, edition and April 8, 2005, edition), as well as "Survey of Foreign Visitors to Japan 2003-2004" (released on March 29, 2005), all published by the JNTO.

2 Figures for January-March 2005 are estimates.

3 These are figures provided by the JNTO.

4 Percentage visiting EXPO 2005 calculated by dividing the number of visitors counted in the survey (5,302) by the number of foreign visitors per day.

Similarly, analysis of foreign visitors by country or region is also possible.

* The top five countries and regions in terms of visitors to Japan accounted for the top four countries and regions in terms of visitors to EXPO 2005, indicating a great deal of overlap.

* In comparison with the number of visitors to Japan in general, the share of foreign visitors to EXPO 2005 occupied by the United States exceeds that of Taiwan. The reason for this is that many US residents of Japan have come to EXPO 2005, while not many Taiwanese residents of Japan have done so. (While only 0.2% of Taiwanese visitors to EXPO 2005 are residents of Japan, 35% of US visitors are.)

* Likewise, while Brazil does not make the list of top countries in terms of visitors to Japan, it ranked sixth in terms of visitors to EXPO 2005. The reason is that many Brazilian residents of Japan came to the Expo. (97.6% of Brazilian visitors to the Expo are residents of Japan.)

* The Republic of Korea accounts for the largest share of foreign visitors to Japan (38%). It accounted for only 19.2% of foreign visitors to EXPO 2005, however. This is thought to be due to the fact that there was a high number of people from Europe and other areas visiting the Expo in relation to the overall number visiting Japan and also because the share of Koreans visiting Japan as tourists (15.9%) is not as high as their share of all visitors to Japan (25.9%). Additionally, while the number of Taiwanese visiting Japan shows steady growth beginning in April, the number of Korean visitors is not increasing.

Foreign Visitors to Japan by Country or Region (top 10)

Total foreign visitors in 2004			Foreign tourists in 2004		
Country/ region	Growth (%)	Share(%)	Country/ region	Growth (%)	Share(%)
Republic of Korea	8.8	25.9	Republic of Korea	13.1	27.0
Taiwan	37.6	17.6	Taiwan	41.2	25.1
United States	15.8	12.4	United States	27.1	11.6
China	37.3	10.0	Hong Kong	19.0	7.1
Hong Kong	15.4	4.9	China	97.6	4.9
United Kingdom	7.6	3.5	Australia	18.0	3.8
Australia	12.9	3.2	United Kingdom	11.3	3.2
Philippines	12.4	2.5	Canada	16.4	2.7
Canada	12.7	2.3	Thailand	43.8	1.6
Germany	13.6	1.7	Singapore	20.1	1.6

Foreign visitors to EXPO2005	
Country/ region	Share(%)
Republic of Korea	19.2
United States	18.1
Taiwan	17.6
China (includes Hong Kong)	6.9
Canada	5.2
Brazil	4.7
Australia	4.5
France	3.2
Germany	3.0
United Kingdom	1.7

Tourists from Republic of Korea and Taiwan

(sources: Korea National Tourism Organization and Taiwan's Tourism Bureau)

2005	March	April	May
Visitors to Japan from Korea (increase over the previous year)	130,963 (16.1%)	123,702 (2.1%)	117,536 (0.0%)
Visitors to Japan from Taiwan (increase over the previous year)	87,116 (4.75%)	109,656 (17.83%)	106,511 (20.55%)

Foreign Visitors at Previous World EXPO in Japan

	International Garden and greenery Exposition, Osaka, (1990)	Tsukuba Expo'85 (1985)	Osaka Expo (1970)
Total visitors	23.12 million	20.33 million	64.21 million
Foreign visitors	1.059 million (4.5%)	755,000 (3.7%)	1.703 million (2.6%)
Tourists	721,000 (68.1%)	630,000 (82.7%)	1.18 million (69.3%)
Residents	338,000 (31.6%)	130,000 (17.3%)	523,000 (30.7%)
By region			
Asia	59.2%	56.5%	25.5%
North America	22.6%	22.2%	54.8%
Europe	13.4%	10.3%	11.9%
Oceania	2.9%	5.6%	2.8%
Other	1.9%	5.4%	5.3%
Foreign visitors to Japan	1.706 million	1.164 million	427,000
Rate of foreign visitors to Exposition compared with total foreign visitors	42.3%	54.1%	276.3%

For further information;

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