

Survey Outline

Survey method: Special gates for foreigners were set up at each gate, and foreigners who exited from these gates were questioned by category (traveler or resident) and region of residence.

Survey times: North Gate, 12:00 22:00; West Gate, 13:00 22:00; East Gate, 12:00 22:00; Seto Gate, 12:00 18:00

Future schedule: Twice in August, once in September (for a total of six)

Survey Results

July 5 (Tuesday)

No. of foreign visitors 5,197 persons

Ratio of total visitors 5.58% (total no. of visitors: 93,207 persons)

No. and ratio of travelers 4,462 persons (85.9%)

No. and ratio of residents 735 persons (14.1%)

No. of countries and territories 63 countries and territories

July 18 (Monday, national holiday)

No. of foreign visitors 6,059 persons

Ratio of total visitors 5.21% (total no. of visitors: 116,231 persons)

No. and ratio of travelers 5,245 persons (86.6%)

No. and ratio of residents 814 persons (13.4%)

No. of countries and territories 57 countries and territories

(Reference) June 10 (Friday) *Announced on June 30.

No. of foreign visitors 5,302 persons

Ratio of total visitors 4.4% (total no. of visitors: 120,620 persons)

No. and ratio of travelers 3,966 persons (75%)

No. and ratio of residents 1,336 persons (25%)

No. of countries and territories 54 countries and territories

Region	Ratio
Asia	59.1%
North America	22.7%
Latin America	0.6%
Europe	8.6%
Oceania	7.0%
Middle East	1.3%
Africa	0.6%
Unknown	0.1%

Region	Ratio
Asia	62.0%
North America	11.7%
Latin America	4.2%
Europe	14.6%
Oceania	5.8%
Middle East	0.5%
Africa	0.5%
Unknown	0.6%

Country/Territory	No. of visitors	Ratio (%)
South Korea	1,189	22.88%
Taiwan	1,188	22.86%
USA	975	18.76%
China	389	7.49%
Canada	206	3.96%
Australia	148	2.85%
Micronesia	100	1.92%
Bulgaria	91	1.75%
India	82	1.58%
Germany	62	1.19%

Country/Territory	No. of visitors	Ratio (%)
South Korea	1,249	20.61%
Taiwan	1,181	19.49%
USA	592	9.77%
China	522	8.62%
Australia	289	4.77%
Philippines	269	4.44%
France	149	2.46%
Thailand	145	2.39%
Germany	144	2.38%
Brazil	138	2.28%

According to the results of the first three surveys, the average ratio of foreign visitors to total visitors was 5.0% (total no. of visitors: 330,058; no. of foreign visitors: 16,558).

Analysis of Survey Results

In the two surveys of foreign visitors conducted in July, the ratio of foreign visitors to total visitors increased compared with the figure for surveys in June (4.4%) and reached above 5%. Since there are no statistics for the total number of foreign travelers to Japan in July, the following are only estimates. However, an analysis of the survey results with reference to recent statistics and estimates by the Japan National Travel Organization shows the following:

As a result of the Visit Japan campaign, the popularity of trips to Japan is firm and the number of foreigners visiting Japan is increasing. According to estimates by the JNTO, the number of foreign visitors to Japan in the first half of this year (January – June) reached 3.258 million persons, up 8.7% over the same period in the previous year and the highest for the first half of a year since 1964. This suggests that the efforts by EXPO 2005 to attract foreign visitors are going well.

Also, the number of foreigners entering Japan through the Central Japan International Airport from its opening on February 17 to the end of June was 213,300 persons, up 54.8% over the figure for Nagoya Airport for the same period in the previous year (according to preliminary figures by the Central Japan International Airport Branch of the Nagoya Regional Immigration Bureau). Furthermore, according to JNTO materials, the number of foreigners entering Japan through the Central Japan International Airport was up over the same month of the previous year by 28.3% in February, 42.0% in March, 44.2% in April, and also in May and June, showing that the figures increased significantly after the opening of EXPO 2005. (Figures for May and after are not yet available.).

The number of foreign visitors is several times more than the number of foreigners who visited Aichi Prefecture in 2004.

(Reference) Number of Foreign Visitors to Japan

Source: JNTO

2005	Jan	Feb	Mar	Apr	May	June
Total no. (persons)	516,280	519,460	557,640	584,406	533,000	547,000
Change from same month in previous year	-4.1%	24.4%	14.1%	6.9%	6.4%	8.3%

(Reference) Number of Foreigners Entering Nagoya Airport and Central Japan International Airport

Compiled by: JNTO Source: Ministry of Justice

	Jan	Feb	Mar	Apr
Total no. (persons)	30,601	29,818	36,358	50,805
Change from same month in previous year	4.2%	28.3%	42.0%	44.2%

(Reference) Comparison with Number of Foreign Visitors to Aichi Prefecture in 2004

Source: JNTO, Survey of Foreign Travelers to Japan, 2003–4.

2004	No. of foreigners visiting Japan	Per day	Of whom, no. of foreign visitors to Aichi Prefecture (ratio: 9.7%)	Comparison with average no. of visitors to EXPO 2005 (see note)
Total no. (persons)	6,137,905	16,770	1,628	3.07 times
Of whom, tourists (persons)	3,839,661	10,491	1,018	4.9 times

Note: Calculated by multiplying the total number of visitors as of the end of July by the average ratio of foreigners and dividing this by the number of days as of the end of July (12,887,030 × 5% ÷ 129=4,995).

Regarding the number of foreign visitors by country or territory, the following can be surmised:

The top four countries/territories for foreigners visiting Japan last year correspond to the top four for foreign visitors to EXPO 2005.

Compared with the previous survey on June 10, both the ratio and number of foreign visitors from South Korea and Taiwan increased. In particular, the growth in the number of visitors to Japan from South Korea, which had been low in April and May, jumped by nearly 20% over the same month in the previous year in June.

Regarding China and Hong Kong, although the number of visitors to Japan is decreasing, the number of visitors to EXPO 2005 increased over the June 10 survey.

(Reference) Trends in the Number of Foreign Visitors to Japan by Country/Territory (Top 10)

Foreign visitors to Japan in 2004: total number			Foreign visitors to Japan in 2004: no. of tourists		
Country/Territory	Change from previous year	Ratio (%)	Country/Territory	Change from previous year	Ratio (%)
South Korea	8.8	25.9	South Korea	13.1	27.0
Taiwan	37.6	17.6	Taiwan	41.2	25.1
USA	15.8	12.4	USA	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
UK	7.6	3.5	Australia	18.0	3.8
Australia	12.9	3.2	UK	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 on July 5	
Country/Territory	Ratio (%)
South Korea	22.9
Taiwan	22.9
USA	18.8
China	7.5
Canada	4.0
Australia	2.9
Micronesia	1.9
Bulgaria	1.8
India	1.6
Germany	1.2

Foreign visitors on July 18	
Country/Territory	Ratio (%)
South Korea	20.6
Taiwan	19.5
USA	9.8
China	8.6
Australia	4.8
Philippines	4.4
France	2.5
Thailand	2.4
Germany	2.4
Brazil	2.3

Foreign visitors on June 10	
Country/Territory	Ratio (%)
South Korea	19.2
USA	18.1
Taiwan	17.6
*China	6.9
Canada	5.2
Brazil	4.7
Australia	4.5
France	3.2
Germany	3.0
UK	1.7

(Reference) Trends in Top Four Countries/Territories of Origin of Foreign Travelers to Japan

Source: JNTO statistics for January – April; Korea National Tourism Organization and Taiwan Tourism Bureau statistics for May – June

	Jan	Feb	Mar	Apr	May	June
No. of visitors from South Korea (change from same month in previous year)	174,775 (6.1%)	148,946 (4.4%)	130,963 (16.4%)	122,084 (1.4%)	117,536 (0.0%)	134,001 (18.3%)
No. of visitors from Taiwan (change from same month in previous year)	76,413 (-21.0%)	96,399 (56.2%)	89,753 (8.2%)	120,279 (24.5%)	106,511 (20.6%)	106,543 (9.6%)
No. of visitors from USA (change from same month in previous year)	57,704 (10.0%)	53,128 (11.9%)	80,916 (17.8%)	76,971 (15.3%)		
No. of visitors from China (change from same month in previous year)	48,412 (-18.8%)	51,101 (34.8%)	50,649 (-8.5%)	56,321 (-0.8%)		