

5th EXPO 2005 Survey of Foreign Visitors

Survey Outline

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

Survey date and time: September 7, typhoon

North, East, and Seto Gates: Survey began at 12:00.

West Gate: Survey began at 13:00.

Seto Gate: Survey ended at 18:00 upon dosing of area.

North, West, and East Gates: Survey implemented until dosing time of 22:00.

Survey Results

No. of foreign visitors 5,847 persons

Share of total visitors 3.8% (total no. of visitors: 155,915 persons)

No. and share of travelers 4,962 persons (84.9%)

No. and share of residents 885 persons (15.1%)

No. of countries and territories 57 countries and territories (Composition shown in following tables.)

Region	Share
Asia	53.1%
North America	16.9%
Latin America	1.6%
Europe	14.7%
Oceania	5.9%
Africa	7.5%
Unknown	0.3%

Country/Territory	No. of visitors	Share (%)
China	841	14.4
Taiwan	811	13.9
USA	723	12.4
Korea	718	12.3
Australia	342	5.9
South Africa	331	5.7
France	314	5.4
Canada	268	4.6
Hong Kong	155	2.7
Philippine	124	2.1

(Reference) Previous Survey Results

	June 10 (Fri)	July 5 (Tue)	July 18 (Mon)	Aug 23 (Tue)
No. of visitors	120,620	93,207	116,231	126,162
No. of foreign visitors	5,302	5,197	6,059	5,786
No. of tourists	3,966	4,462	5,245	4,717
No. of residents	1,336	735	814	1,069
%of total visitors	4.4%	5.6%	5.2%	4.6%

Analysis of Survey Results

•The average number of foreign visitors per day in five surveys was 5,668. When this figure is multiplied by the 185 days of the Expo period, the sum is 1,048,580 people. (There were an average 4,693 tourists and 975 residents, or respective sums of 868,205 and 180,375.)

•By country or region, the highest number of visitors came from Taiwan, South Korea, United States, and China. This top group far outnumbered visitors from other countries. Visitors from China grew significantly in the latter half of the Expo's run.

•The number of foreign visitors to EXPO 2005 is 3.5 times that to all of Aichi Prefecture in 2004, and 5.6 times the figure when only tourists are considered.

Average Number of Foreign Visitors to EXPO 2005 in Five Surveys

(adjusted for differences in survey conditions)

•Daily average	5,668
•Of whom tourists	4,963 (82.8%)
•Of whom residents	975(17.2%)
• Share of foreign visitors to the total	4.6%
(28,191 foreign visitors out of a total of 612,135)	

Top 10 countries and territories in Five Surveys

No. of foreign visitors (total)		
Country/Territory	numbers	Share (%)
Taiwan	5,297	18.8%
Korea	4,436	15.7%
USA	3,669	13.0%
China	3,111	11.0%
Australia	1,145	4.1%
Canada	1,117	4.0%
France	895	3.2%
HongKong	848	3.0%
Philippine	731	2.6%
Gemany	573	2.0%

No. of foreign tourists (total)		
Country/Territory	numbers	Share (%)
Taiwan	5,082	21.8%
Korea	3,559	15.2%
China	2,793	12.0%
USA	2,759	11.8%
Australia	870	3.7%
France	859	3.7%
HongKong	848	3.6%
Canada	774	3.3%
Gemany	512	2.2%
UK	402	1.7%

No. of foreign residents (total)		
Country/Territory	numbers	Share (%)
USA	910	18.8%
Korea	877	18.1%
Philippine	439	9.1%
Brazil	353	7.3%
Canada	343	7.1%
China	318	6.6%
Australia	275	5.7%
Taiwan	215	4.4%
UK	123	2.5%
Indonesia	110	2.3%

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

2004	No. of foreigners visiting Japan	Per day	Of whom, no. of foreign visitors to Aichi Prefecture	Comparison with average no. of visitors to EXPO 2005
Total no. (persons)	6,137,905	16,770	1,627	3.5 times
Of whom, tourists (persons)	3,839,661	10,491	1,018	5.6times

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

(Reference) Trends in Top Five Countries and territories of Visitors to Japan

Source: Statistics for March – May by the Japan National Tourist Organization; statistics for June and July by the Korea National Tourism Organization and the China Tourism Bureau.

	March	April	May	June	July
Taiwan (Compared with same month of previous year)	89,753 (8.2%)	120,279 (24.5%)	114,392 (22.8%)	106,543 (9.6%)	139,513 (12.5%)
Korea (Compared with same month of previous year)	130,963 (16.4%)	122,084 (1.4%)	114,151 (-1.3%)	134,001 (18.3%)	170,007 (10.4%)
USA (Compared with same month of previous year)	80,916 (17.8%)	76,971 (15.3%)	73,094 (2.5%)		
China (Compared with same month of previous year)	50,649 (-8.5%)	56,321 (-0.8%)	50,721 (6.6%)		

(Reference) No. of Foreign Visitors in past expos in Japan

	Flower Expo '90 Osaka	Tsukuba Expo '85	Osaka Expo'70
No of Visitors	23,120,000	20,330,000	64,210,000
No of Foreign Visitors	1,059,000 (4.6%)	755,000(3.7%)	1,703,000(2.7%)
No. of Tourists	721,000 (68.1%)	630,000 (82.7%)	1,180,000(69.3%)
No. of Residents	338,000 (31.9%)	130,000 (17.3%)	523,000 (30.7%)
Share of 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%
Others	1.9%	5.4%	5.3%
Reference			
No of visitors to Japan	1,706,000	1,164,000	427,000
% of Foreign visitors	42.3%	54.1%	276.3%