



Japan and South Korea Market Overview by Shoko Hirao, Global Consulting

MARKET OVERVIEW- JAPAN

In 2017, Japan was the second largest overseas source of inbound travelers to the US attracting 3.6 million visitors. The US continues to be one of the most popular destinations for Japanese visitors with a 20% market share in Japan. Japanese spending in the US remained high with travel and tourism receipts totaling \$16.7 billion, second after China.

Currently Japan Airlines is the only airline that services Boston from Tokyo with a daily non-stop flight using 787-9 Dreamliner with a total of 196 seats.

Leading sectors for US travels

- **Senior Travel Market**

Within the Japanese outbound travel market, the senior travel segment shows especially good growth potential for US destinations. Currently, one out of every four people in Japan is over the age of 65, which is over 33 million people (of the total population of 127 million). These individuals have time, money and energy to spend on leisure travel and are the best match for long-haul destinations such as New England

- **Special Interest Tours (SIT)**

While the majority of Japanese travelers still enjoy nature/scenery, shopping, gourmet food, history and culture, SIT with more specific purpose in mind such as attending sporting events or engaging in favorite activities such as hobbies are increasing. These tourists are interested in traveling with others who share the same interests and have the potential to become repeat travelers. The following are examples of themes that appeal to Japanese travelers

- Spectator sports- baseball, golf, soccer, football and Olympics or World Cups
- Participating in sports activities- golfing, hiking, fishing, diving, skiing and marathons
- Hobby tours- quilting, photo taking, drawing, dancing and cooking

- **Cruise Travel**

The number of Japanese cruise travelers in 2017 was 315,000, a 27% increase over the previous year. Out of 315,000 people, 197,000 people traveled overseas. The interests in Fly/Cruise trips are increasing for the US.

MARKET OVERVIEW- S KOREA

Korean market to the US grew 229% since the VISA waiver has placed in 2009. In 2009 US visitation was 0.7 million where in 2017 was 2.3 million. Currently Korean arrivals to the US is the 4th largest after UK, Japan and China.

Korean Air inaugurated Seoul/Boston non-stop flight on April 12, 2019. The flight operates 5 times weekly using 787-9 Dreamliner with a total of 269 seats.

Korean Travelers

- Average trip duration to the US is 9.95 days.
- Korean travelers are already coming to New England. While they are in New England, they will try to visit as many states as possible.
- Education is very important for Korean families. 90% of Koreans go to colleges. Many Korean families will bring their children on "inspiration tours" to the US to show them ivy league colleges. New England cities with ivy league colleges will be very attractive for Korean families.
- Korean travelers will drive in the US since driving in Korea is same with the US. Fly/drive for FIT will be a definite possibility