

Global Consulting



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Discover New England – Market Update

Japan

1. Would you consider your geo-political-economic condition of your market to be stable (eg. inflation, gdp, health of mid-upper class, relations with USA, consumer confidence)?

Please briefly explain:

Is somewhat transitional right now. The country is still recovering from COVID and there is high public debt. Also weak Yen against US dollar.

2. What is trending for long-haul travel interests (eg. sports/events, readaways/hospitality, adventure, nostalgia, luxury, budget, astrotourism/nature-based, solo, etc)

1. **Top interest:** Baseball, LA Dodgers. Despite the weak Yen, consumers still went to Los Angeles last baseball season to see Shohei Ohtani. They are not sure about this season, but tour operators are suspecting it'll be the same. Consumers are waiting to see what happens with the war
2. **Interest:** Solo travel is increasing in interests among women. However, since their top concern is safety, many tour operators are creating groups for solo travelers

3. Major industry news/announcements since last Summit (eg major travel company changes and/or flights to Boston/New York gateways):

1. American relaunched daily JFK/Tokyo on June 2025.
2. Air Canada relaunched Toronto-Tokyo flight in August 2025. They are operating 3 flights/week. Air Canada also operates daily between Montreal-Tokyo. The frequency of this flight was decreased to 3/weekly after COVID, but in 2024 it was reinstated as daily.

4. Rank top three concerns affecting future travel to New England (eg. Sentiment towards USA, sentiment towards New England, fuel prices impacting cost of travel, competition, affordability of destination, airline availability, availability of product, esta/visa process, source market political environment, source market economics/politics stability, trends, etc.):

1. **Top Concern:** Not only to New England, but to USA. The Yen against US\$ has been weak since COVID and with the recent war, the Yen has become even worse.
2. **Concern:** With the war, many Japanese feel unsafe in the US

5. What advice do you have for New England's tourism suppliers to succeed in your market over the next two years (hotels, attractions, dmos, transportation, etc)?

Be patient for time being. Japanese are very safety conscious; consumers will not want to travel if they think the US is in danger with the war. Also, because of the weak Yen, it is extremely expensive for them to travel to the US right now.