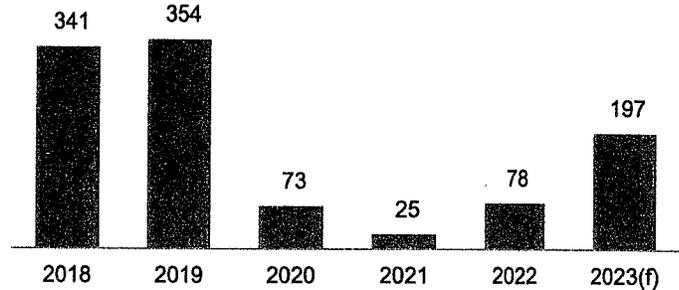


# Japan: Visitor Profile

## Market Overview

- Japan is one of the traditional core visitor markets to New York City.
- Japanese visitation recovered to 78,000 in 2022. Visitation is expected to more than double in 2023 reaching 197,000. Visitation from Japan will recover to the pre-pandemic levels by 2026.
- In 2022, Japanese visitors spent \$191 million in NYC.
  - \$2,500 Spending Per Visitor Per Trip
- Compared to all overseas visitors to NYC, Japanese are more likely to be business travelers, have a higher income and spend more in NYC. They tend to have long booking windows and are likely to use the travel trade.
- Visitors from Japan are more likely than other overseas visitors to Experience Fine Dining and Sightseeing.
- Japan's overall economic risk score of 2.9 is in line with the advanced economy average. Risk scores are from 1 to 10, with 10 representing the highest risk as evaluated by Oxford Economics.

## Japanese Visitors to NYC (thousands)



f=forecast

All estimates are subject to revision as new data become available

Source: Tourism Economics

## NYC Visitor Profile (2022)

- **54%** traveled for **Leisure** (including 30% VFR)
- Average party size: **1.5 people**
  - **68%** traveled alone
  - **7%** traveled with children
  - **8%** traveled with their spouse/partner
- **74%** stayed at a hotel
- Average stay: **12 days**
- Largest demographic: **35-54 years (21% < 30)**
- Average age: **45 years old**
- Average household income: **\$120,500** (with 13% earning \$200,000 and over)
- Main information sources: **Airlines (54%)** and **Online Travel Agency (20%)**
- Main air booking services: **Airlines (42%)** and **corporate Travel Dept. (22%)**
- Average decision time to travel: **158 days** prior to departure
- Japanese travelers primarily book air travel to NYC in the Spring.

Source: US Department of Commerce/NTTO (2022)

Activity Participation	% Share	Index vs Overseas Average
Sightseeing	84%	101
Shopping	73%	86
Art Galleries/Museums	37%	74
Experience Fine Dining	32%	118
Concert/Plays/Musicals	20%	83
Historical Locations	19%	51
National Parks/Monuments	16%	33
Cultural/Ethnic/Heritage	8%	41
Sporting Event	8%	51
Guided Tours	7%	33
Nightclubbing/Dancing	4%	24

Source: US Department of Commerce/NTTO (2022)