



## Japan - Market Profile



Aran Islands, Galway

### Country Profile

**Population:**

128 million

**Major Cities:**

Tokyo (Capital), Osaka, Nagoya, Fukuoka

**Religion:**

Buddhism, Christianity, Shinto

**Language Spoken:**

Japanese

**Currency:**

Japanese Yen (JPY)

€1 : JPY 165.95

£1 : JPY 246.38

(June 07)

### Successful island of Ireland Tourism Products

- EFL - English as a foreign language
- Walking
- Shopping
- Food
- Sightseeing & Culture
- Festivals, Music and Dance

### Access to the island of Ireland

**Main departure city:**

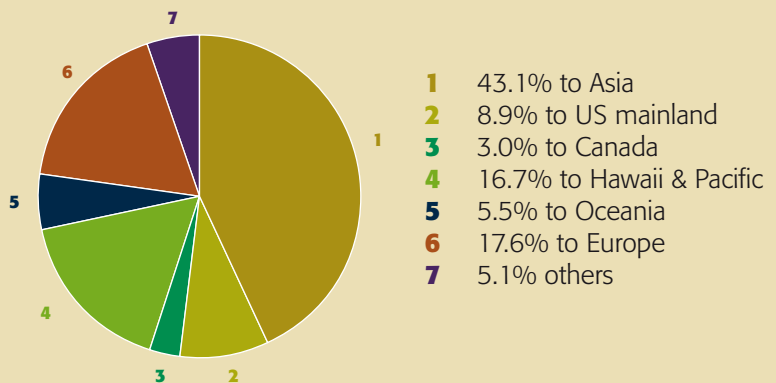
Tokyo (Narita)

**Main Airlines:**

- British Airways
- Virgin Atlantic Airways
- KLM
- JAL
- ANA
- LH

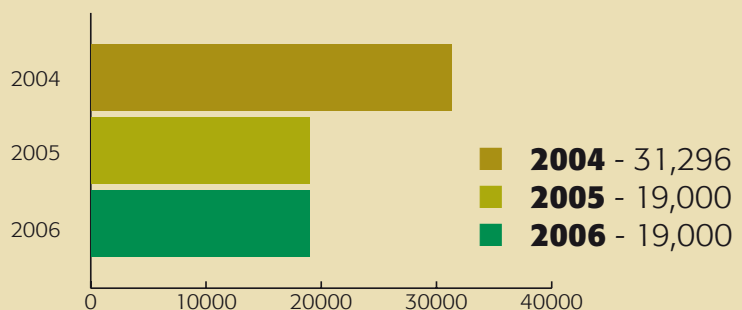
### Outbound Travel from Japan

2006, 17.5million outbound travellers



### Japan to the island of Ireland

**Japan to the island of Ireland\***



- **Main months of visit – July & August**
- **Average length of stay is 8 – 10 nights**
- **Average spend is €185 per day**

**TOP 5 EUROPEAN DESTINATIONS**

- 1. France, 2. Italy, 3. Germany, 4. Switzerland, 5. UK**

\* Market estimates are provided for visitor arrival figures to the island of Ireland



## Trade Structure

### Main industry players

**LAND OPERATORS:** Miki Tourist, JTB Europe, Gullivers Travel, Kuoni

**TRAVEL AGENTS:** World Air Service, Asahi Sun tours, N.O.E., and Hankyu Express

**AIRLINES:** British Airways, Virgin Atlantic Airways, KLM, JAL, AF, LH, ANA

## Planning a sales trip to Japan

- Prepare well in advance of your visit
- Ensure you understand the basics of Japanese culture and business methods
- January, May, September and November are the best times for sales visits
- Commitment to Japan - take a long term view and persevere in the market for at least 3 years
- Business cards, gifts, bowing & handshaking are extremely important in Japan

## Technology

- 78.6 million Internet users (61% of the population in Japan in 2005). 48.5% of households have broadband access
- The preferred methods of obtaining travel information are web searches (53%), personal recommendation (52%), travel agencies (33%), TV (26%), newspapers (12%) and other methods (7%)
- Main online travel companies
  1. Yahoo!Travel
  2. H.I.S.
  3. JTB
  4. Rakuten Travel

## Taking care of our Japanese Visitor

- **Accommodation** - Japanese couples prefer twin beds to doubles - Standardisation - groups like to have the same type of room
- **Attention to detail** - a little goes a long way
- **Authentic Ireland** - the Japanese come in search of authentic Irish experiences
- **Dining** - light, small portioned, well presented, fresh meals
- **Safety** - Japanese travellers are very sensitive about safety issues
- **Service** - Japanese travellers expect polite, efficient service
- **Translation** - Japanese versions of literature, menus, instructions and travel info would be appreciated

## Trade Promotions

### September 2008 JATA/World Travel Fair in Tokyo

The Biggest Trade & Consumer Travel Show in Japan. Tourism Ireland will have a stand. (Attendance 100,000 over 3 days)

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Christmas shopping

