

# Tourism Flows Domestic in Japan

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## Abstracts

Tourism flows domestic increased by 2% in terms of the number of trips in 2013, while domestic tourist expenditure rose by 5% to reach ¥10 trillion. The Abenomics policy in Japan improved consumer confidence and bolstered the demand for domestic travel. More people took short trips to domestic destinations by using weekends and longer public holidays, such as Golden Week and Obon (summer break) and New Year's holidays. Greater air seating capacity and expanded routes due to low cost carriers...

Euromonitor International's Tourism Flows Domestic in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

**Product coverage:** Domestic Tourism By Destination, Domestic Tourism Travel By Purpose Of Visit.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Tourism Flows Domestic market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

Travel and Tourism in Japan Sees Continuous Growth in 2013

Tokyo To Host 2020 Summer Olympic Games

Japan Attracts More Muslim Tourists From Southeast Asia

Global Cruise Companies Expand Rapidly in Japan

Mt Fuji Becomes A Unesco World Heritage Site

SWOT

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