

The 2023-2028 Outlook for Travel Arrangement and Reservation Services in Japan

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Abstracts

This study covers the latent demand outlook for travel arrangement and reservation services across the prefectures and cities of Japan. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across over 1,000 cities in Japan. For each city in question, the percent share the city is of its prefecture and of Japan as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a city vis-à-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each prefecture and city, latent demand estimates are created for travel arrangement and reservation services. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

This study covers travel arrangement and reservation services as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for travel arrangement and reservation services is 5615. It is for this definition that aggregate latent demand estimates are derived. Travel arrangement and reservation services is specifically defined as follows:

5615 Travel Arrangement and Reservation Services

56151 See industry description for 561510.

56152 See industry description for 561520.

56159 This industry comprises establishments (except travel agencies and tour operators) primarily engaged in providing travel arrangement and reservation services.

561510 This industry comprises establishments primarily engaged in acting as agents in selling travel, tour, and accommodation services to the general public and commercial clients.

561520 This industry comprises establishments primarily engaged in arranging and assembling tours. The tours are sold through travel agencies or tour operators. Travel or wholesale tour operators are included in this industry.

561591 This U.S. industry comprises establishments primarily engaged in marketing and promoting communities and facilities to businesses and leisure travelers through a range of activities, such as assisting organizations in locating meeting and convention sites; providing travel information on area attractions, lodging accommodations, restaurants; providing maps; and organizing group tours of local historical, recreational, and cultural attractions.

561599 This U.S. industry comprises establishments (except travel agencies, tour operators, and convention and visitors bureaus) primarily engaged in providing travel arrangement and reservation services.

5615101 Airline arrangements

5615102 Other travel arrangements, except airline

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