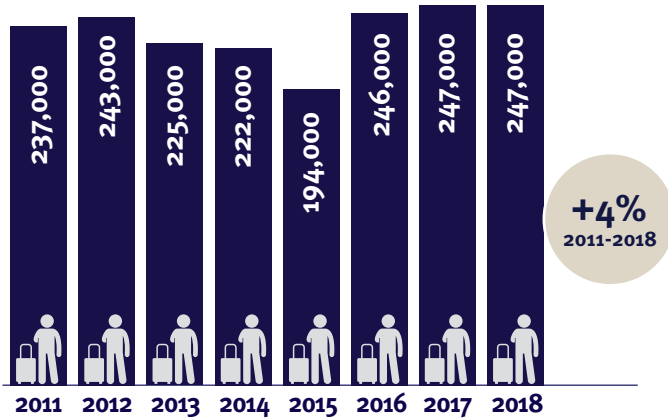




Japan

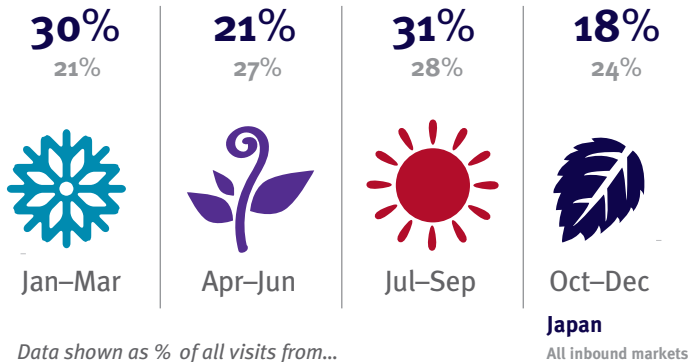
Inbound tourism overview

Annual visits*

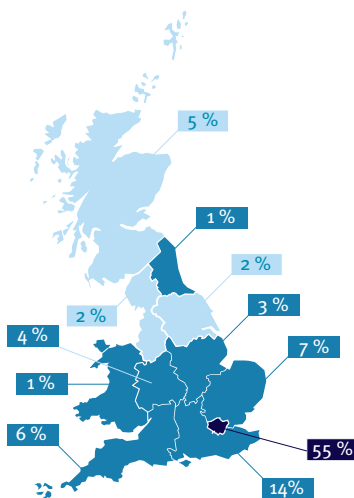


#27 Global ranking for inbound visits to the UK in 2018

Seasonal spread of travel* (2018)

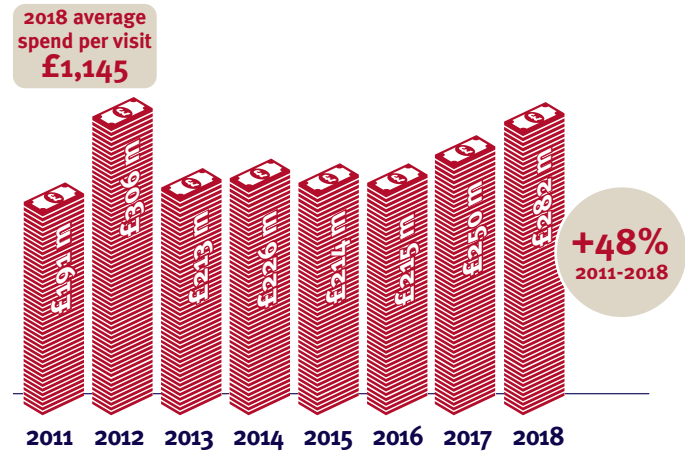


Regional spread of travel* (2016-2018)



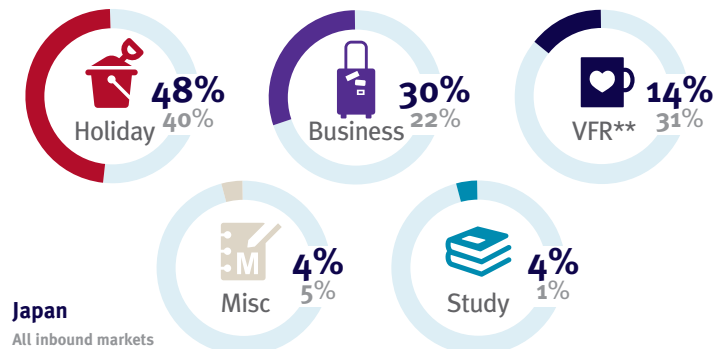
Percentages of visitor nights in the UK; colour indexes against overall inbound average:
 ■ above overall average ■ on par with overall average ■ below overall average

Annual visitor spend*



#22 Global ranking for inbound spend in the UK in 2018

Purpose of travel* (2018)



Departure & destination airports*** (2018)



Average flight seats per week*** (2018)

7,750



Average length of Holiday stay* (2018)

Japan

6



All inbound markets 6

Visit friends and/or relatives, *direct, non-stopping flights only.

Sources: *International Passenger Survey (IPS), **Apex.

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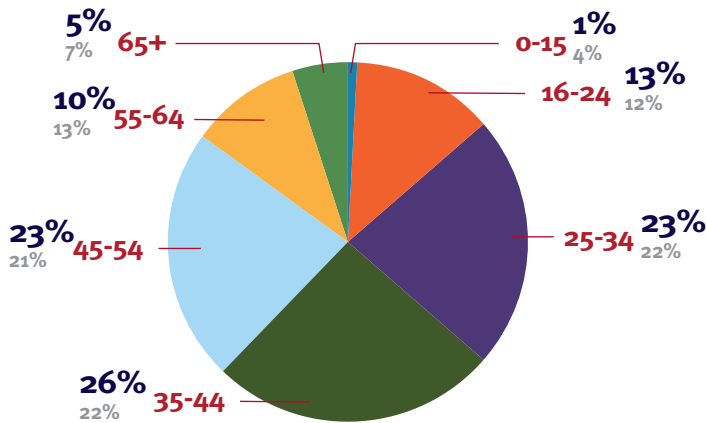
Consumer website: visitbritain.com/jp/ja
 Corporate website: visitbritain.org
 Image library: visitbritainimages.com
 Trade website: trade.visitbritain.com
 Media centre: media.visitbritain.com



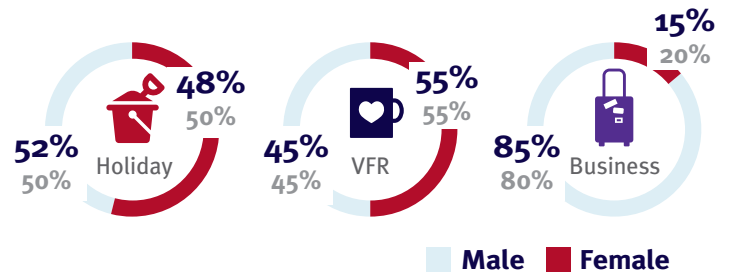
Japan

Visitor profile

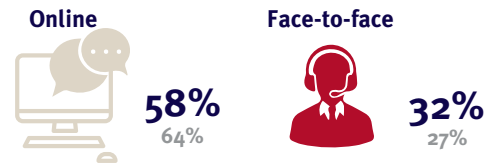
Key demographics: age* (2016-2018)



Key demographics: gender* (2016-2018)

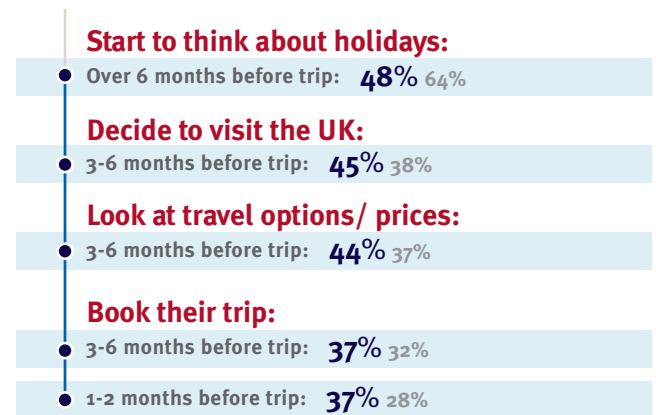


Holiday booking habits** (2016)



Applicable to those who booked transport and accommodation together.

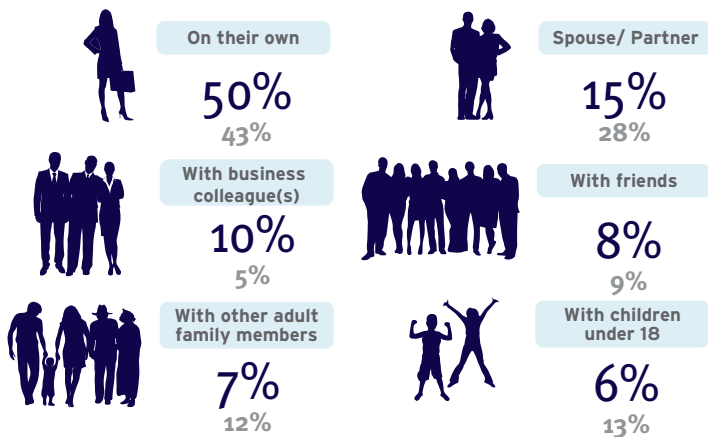
Planning and booking lead times** (2016)



All above data shown as % of all respondents who visited Britain from...

Japan
All inbound markets

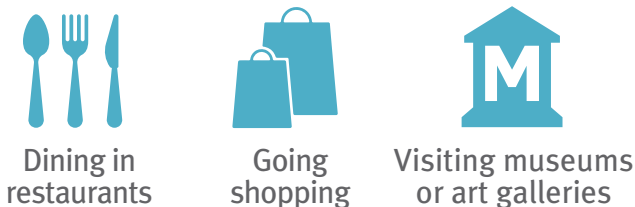
Travel companions* (2017)



All above data shown as % of all respondents who visited Britain from...

Japan
All inbound markets

Top three activities in the UK* (2007-2017)



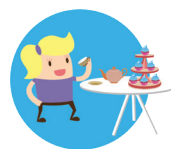
Top influences in choosing a holiday destination** (2016)



Priority market segments & attributes



Buzzseekers
Drawn to big cities, looking for a balance of famous sites vs new experiences, indulging vs challenging activities



Culture Buffs
Image-conscious and food-lovers that look for relaxing, slow-paced holidays, visiting famous, iconic sites

77% of staying holidaymakers from Japan were "extremely likely" to recommend Britain in 2017*