

● Overview of the International Visitor Survey (IVS) (from January-March in 2018)

A: National Survey

Purpose: Assessing consumption trends by **nationality/region** in detail

- **Surveyees:** Foreign nationals leaving Japan (after staying in the country for less than a year)
- **Survey spots:** Boarding waiting lobbies for international flights/navigation at 17 air/sea ports
- **Target sample size:** 7,830 samples per quarter
- **Survey method:** Interview survey by surveyors who can converse in a foreign language

B1: Regional Survey

Purpose: Assessing consumption trends by **prefecture**

- **Surveyees:** Foreign nationals leaving Japan (after staying in the country for less than a year)
- **Survey spots:** Boarding waiting lobbies for international flights/navigation at 25 air/sea ports
- **Target sample size:** 26,174 samples per quarter
- **Survey method:** Interview survey by surveyors who can converse in a foreign language

B2: Cruise Survey

Purpose: Assessing consumption trends by **cruise** visitors

- **Surveyees:** People with landing permission for cruise ship tourism
- **Survey spots:** Hakata Port, Nagasaki Port, Naha Port
- **Target sample size:** 960 samples per quarter
- **Survey method:** Interview survey by surveyors who can converse in a foreign language

● Survey spots for the National Survey

New Chitose Airport, Hakodate Airport, Sendai Airport, Haneda Airport, Narita Airport, Komatsu Airport, Mt. Fuji Shizuoka Airport, Chubu Airport, Kansai Airport, Hiroshima Airport, Kanmon (Shimonoseki) Port, Takamatsu Airport, Fukuoka Airport, Hakata Port, Izuhara Port, Kagoshima Airport, Naha Airport (17 air/sea ports in total)

● Survey spots for the Regional Survey

New Chitose Airport, Hakodate Airport, Aomori Airport, Sendai Airport, Ibaraki Airport, Haneda Airport, Narita Airport, Komatsu Airport, Toyama Airport, Mt. Fuji Shizuoka Airport, Chubu Airport, Kansai Airport, Yonago Airport, Okayama Airport, Hiroshima Airport, Sakai Port, Kanmon (Shimonoseki) Port, Takamatsu Airport, Fukuoka Airport, Hakata Port, Saga Airport, Izuhara Port, Miyazaki Airport, Kagoshima Airport, Naha Airport (25 air/sea ports in total)

● Survey spots for the Cruise Survey

Hakata Port, Nagasaki Port, Naha Port (Three seaports in total)

Survey spots



Definitions

- **The number of international visitors to Japan (or the number of visitor arrivals to Japan according to JNTO)** is classified into two types: (i) cruise visitors with landing permission for cruise ship tourism and (ii) other international visitors to Japan. Survey is designed in accordance with these types of visitors.
- In IVS, visitors with landing permission for cruise ship tourism are referred to as **“cruise visitors.”** Consumption trends of cruise visitors are assessed by **B2: Cruise Survey.**
- Other international visitors to Japan are referred to as **“general visitors.”** Consumption trends of general visitors are assessed by **A: National Survey** and **B1: Regional Survey.**

No. of international visitors to Japan

=

No. of general visitors

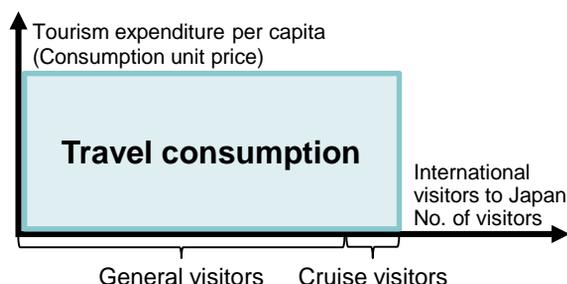
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No. of cruise visitors

Supplementary note: Changes to the statistical method from January-March 2018

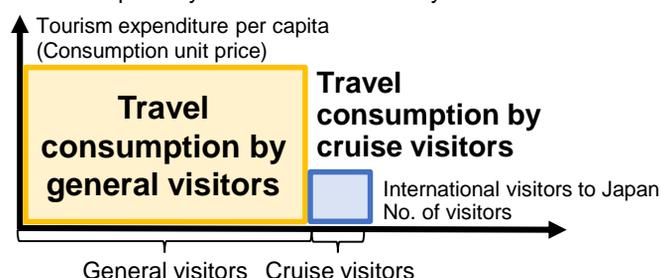
- The number of cruise visitors, which was negligible in 2010 when IVS was launched, has been soaring in recent years. The number jumped from about 0.2 million in 2013 to more than one million in 2015, when landing permission for cruise ship tourism was established. It further shot up to about 2.5 million in 2017.
- Consumption trends of cruise visitors are not necessarily comparable to consumption trends of general visitors. To estimate consumption trends of international visitors to Japan more accurately, the Japan Tourism Agency (JTA) launched a new survey on cruise visitors from January-March 2018.
- In line with scaling up the Regional Survey, JTA has refined the statistical method. For secondary preliminary results, for example, JTA now estimates the travel expenditure per capita more accurately by factoring in the number of foreign nationals leaving Japan by port, nationality, and region during the survey period.
- It should be noted that travel consumption and travel expenditure per capita up to 2017 are not directly comparable to the corresponding figures after January-March 2018. This is because the new surveying and estimating method cannot be applied retrospectively. For example, travel expenditure per capita cannot be estimated for cruise visitors before January-March 2018, when the Cruise Survey was launched.

Traditional method (up to 2017)



New method after Cruise Survey was launched (from 2018)

Consumption by cruise visitors is newly estimated.

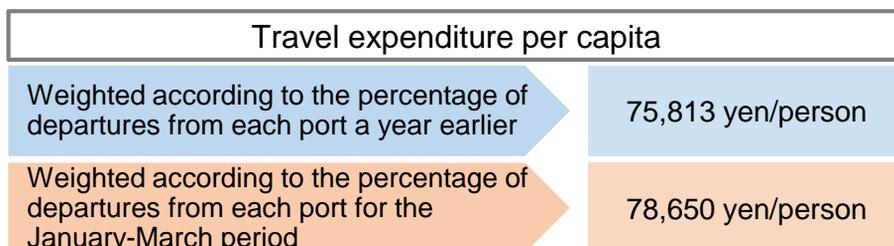


Example of the refined statistical method

Estimating travel expenditure per capita that factors in the number of departures by port, nationality, and region.

e.g. South Korea (January-March 2018)

Survey air/sea ports	Travel expenditure per capita	No. of completed questionnaire forms ^{Note}	No. of departures in January-March 2018 (percentage)
Narita Airport	105,672 yen	99 samples (11.7%)	14.1%
Kansai Airport	75,393 yen	208 samples (24.5%)	33.4%
Hakata Port	59,119 yen	50 samples (5.9%)	2.3%
...



Note: The targeted sample sizes are distributed according to the percentage of departures from each port a year earlier