Table 1	Registered Travel Agencies in Japan 1985~1990	
Table 2	General Travel Agencies by No. of Employees, 1988	······································
Table 3	General Travel Agency Scale, 1988	
Table 4	Sales of General Travel Agencies by Number of Employees, 1988	
Table 5	Top Twenty General Travel Agencies by No. of Sub-agencies, 1989	
Table 6	Case Study of a Typical Travel Agency	10
Table 7	Share of Wholesale Package Tours Sold	
	by Consignment Contracted Travel Agencies, 1989	13
Table 8	Japanese Overseas Travel, 1964~1990	15
Table 9	Japanese Overseas Travellers by Gender, 1990	15
Table 10	Japanese Overseas Travel Market by Gender, Age Group, 1989	18
Table 11	Top Eight Market Sectors by Rate of Travel, 1989	18
Table 12	Japanese Overseas Travellers by Purpose, 1989	19
Table 13	Japanese National Holidays	19
Table 14	Japanese Overseas Travellers by Month, 1989	20
Table 15	Overseas Travel by Origin, 1989	23
Table 16	Comparison of Japanese Outbound &	
T 11 45	Destination Inbound Traveller Counts, 1989	25
Table 17	Growth of Japanese Visitors by Destination, 1983/1989	28
Table 18	Overseas Educational Tours by Number of Schools and Participating Students	31
Table 19	Purpose of Travel Abroad (%)	32
Table 20	Share of Overseas and Domestic Honeymoon Trips, 1983~1989	33
Table 21 Table 22	Top Five Spring Honeymoon Destinations, March~May 1983~1990	33
Table 23	Honeymoon Travel Duration, 1990	33
Table 23	Travel Costs Paid by Honeymoon Couples, Spring 1990	33
Table 25	Single Japanese as Share (%) of National Population by Age Group, 1970-1985	34
Table 26	Comparison of Overseas Travel Experience of Females in 20s and 30s, 1989	34
Table 27	Average Travel Expenditure by Gender, Age, 1988	35
Table 27	Individual Travellers as Share of All Pleasure Travellers,	
Table 28	by Gender, Age, 1987~1989	36
Table 29	Rate (%) of Desire to Participate in New Forms of Leisure	36
Table 30	Countries or Places Which Have Been Visited	37
Table 31	Countries or Places One Would Like to Visit	38
Table 31	Total Travel Expenses For Overseas Trip, 1989	38
Table 33	Overseas Travel One Would Like to Experience, 1989	39
Table 34	Travel Companions, 1989 (%)	39
Table 35	Utilization of Package Tours, 1989 (%)	39
Table 36	What Was Done During Overseas Travel by 50 and Over Age Group, 1989	40
Table 37	Factors Deterring Overseas Travel Demand	40
Table 38	Desire to Travel Abroad, 1987	41
Table 39	Participation in Leisure Activities by Urban and Rural Seniors (50 & Over)	42
uoic 57	Desired Participation (%) in New Forms of Leisure	
Table 40	by Urban and Rural Seniors (50 & Over)	42
Table 40	Male Japanese Image of Canada as a Travel Destination	44
able 41	Female Japanese Image of Canada as a Travel Destination	44
able 42 able 43	Non-resident Travellers Entering Canada by Country of Residence, 1985–1990	46
able 43 able 44	Canada's Top Ten Foreign Visitor Markets, 1986~1990	47
able 45	Japanese visitors by Province of Entry, 1985~1990	48
udic 40	Length of Stay of Japanese Visitors, 1980~1990	48