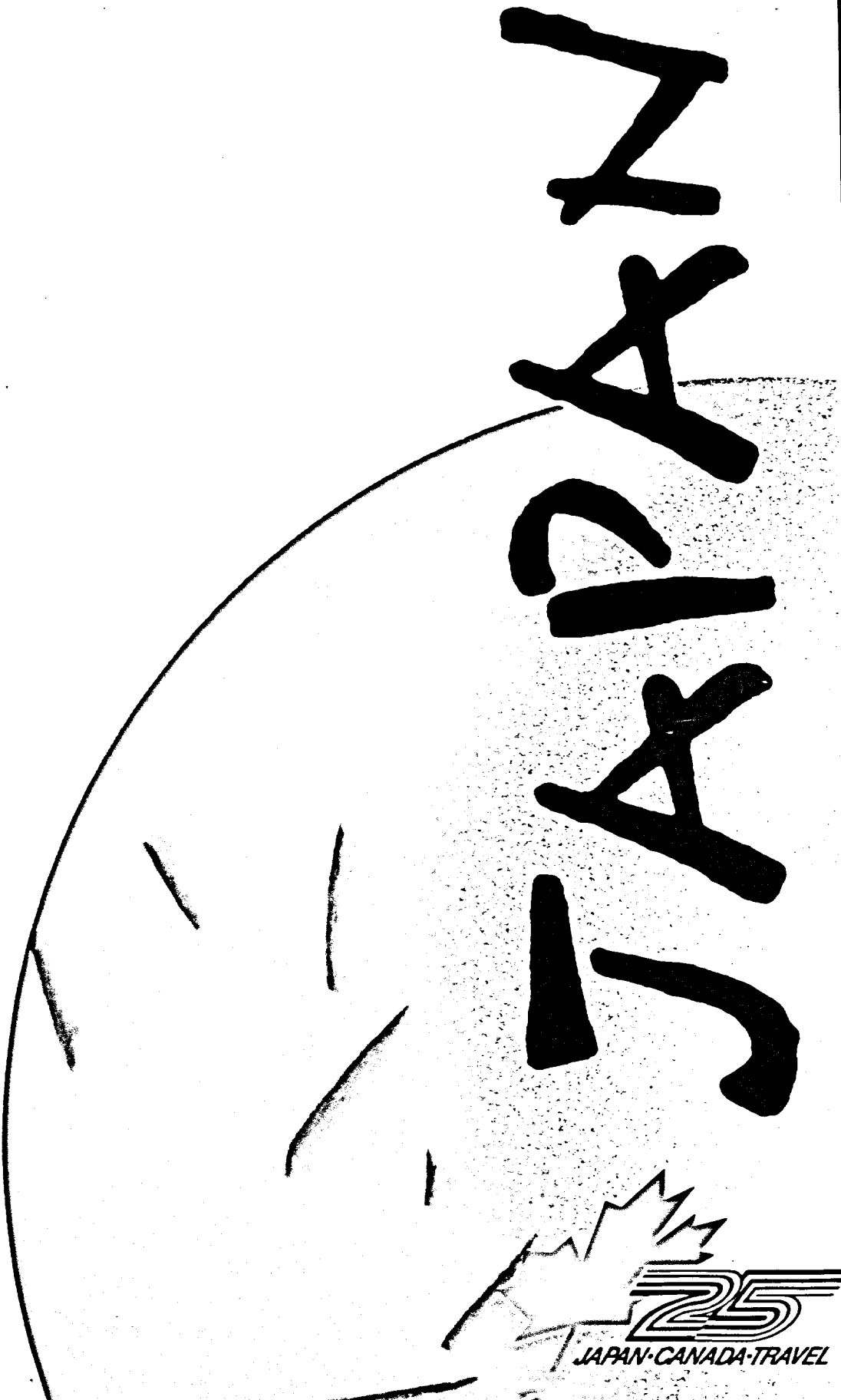


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JAPAN TOURISM MARKET GUIDE



External Affairs and
International Trade Canada

Canada

**JAPAN TOURISM
MARKET GUIDE**

1991

JAPAN

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How to use this publication

The *Japan Tourism Market Guide* is designed for those interested in considerable statistical data with some analysis to study the market for long-term strategic planning, such as staff of medium sized businesses and governments; and those seeking more practical information related to wholesaler/operator liaison leading as quickly as possible to tour arrivals at their specific destination. The former, with a more studied and strategic interest, will find Chapters 1 and 2 of most interest. The latter, more action oriented, will perhaps scan through the statistical information but be more interested in the selected data related to their product/service and then will move to Chapters 2, 3 and 4.

In principle, charts and tables are positioned with the supporting text in this publication. Those readers interested in more detailed statistics should refer to the appropriate numerical data provided at the back of the guide.

Finally, a few points regarding statistical data. Many governments collect tourism data, yet there is not a lot of comparability due to statistical methods. You will find here data from a variety of sources. We caution readers from drawing conclusions that cross over different types of collection and analysis. There is considerable government/private sector data on tourism in Japan. Readers are therefore encouraged to seek other market information as mentioned in this guide and to draw their own conclusions.

Canadian Government Regional Program Delivery — Japan

The Canadian tourism program is directed from the Embassy in Tokyo due to the concentration of travel trade and media in the Tokyo region. However, visiting Canadians who intend to travel beyond Tokyo should take note that the Canadian government has had a Consulate General in Osaka for some years; has recently opened a Consulate in Fukuoka and intends to open another Consulate in Nagoya within the year. Tourism growth potential from these regions will be watched carefully over the next few years, with a view to program delivery requirements, as the Kansai (Osaka) International Airport construction approaches completion in 1994.

Tourism Section staff

The seven locally employed tourism staff at the Embassy in Tokyo have a great deal of "Canada" dedicated service. Tom Suzuki (intelligence/analysis and planning) has 20 years with the section, Sam Yokoyama (trade development operations and PR) has 17 years, and Jun Saito (trade and consumer development) has 14 years. Our secretaries and information clerks have similar long-service commitments to Canadian clients. Their photos are shown here to put a face on our commitment. They look forward to serving you in the future.



Guy R. Simser
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Tourism Program Manager; also responsible for advertising and liaison with Association of National Tourist Office Representatives in Japan (ANTOR-JAPAN).



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Osamu (Sam) Yokoyama
Commercial Officer - Tourism;
responsible for RVC, KANATA,
trade promotion and product development.



Jun Saito
Commercial Officer - Tourism;
responsible for JATA Trade Show, World Travel Fair, Tour Expo, Big Ski Canada, Winter Wonderland, trade promotion and product development.

Invitation to the Japanese market

In 1990, the number of Japanese overseas, travellers reached almost 11 million — 474,132 of whom visited Canada. Clearly, the total Japanese overseas travel market continues to expand at a rapid rate. With the completion of additions to Tokyo's Narita Airport and the planned opening of the new Osaka International Airport in 1994/5, the number of overseas Japanese travellers to Canada could increase considerably from the 1990 figure. Some predict that Japanese overseas travellers will number 20 million by the year 2000. If Canada held its share, this would mean a million Japanese visitors by that time.

Two key questions emerge: can we hold our share against increasing numbers of sophisticated marketing competitors? and can we provide a suitable product and services?

Two years ago, Tourism Canada began its five-year Winter Wonderland Canada strategy to increase travel in the November to April period, in order to get around the major problems of summer peak travel, and to begin the shift of image of Canada to one of a year-round destination. The Japanese travel trade has encouraged this shift and actively support it. It is now the suppliers' challenge to provide the product and service needed to attract Japanese outbound travellers.

We ask marketers to keep the above in mind when weighing the long term benefits of participation in the Japanese travel market: in summary they point to our ability to "manage growth".

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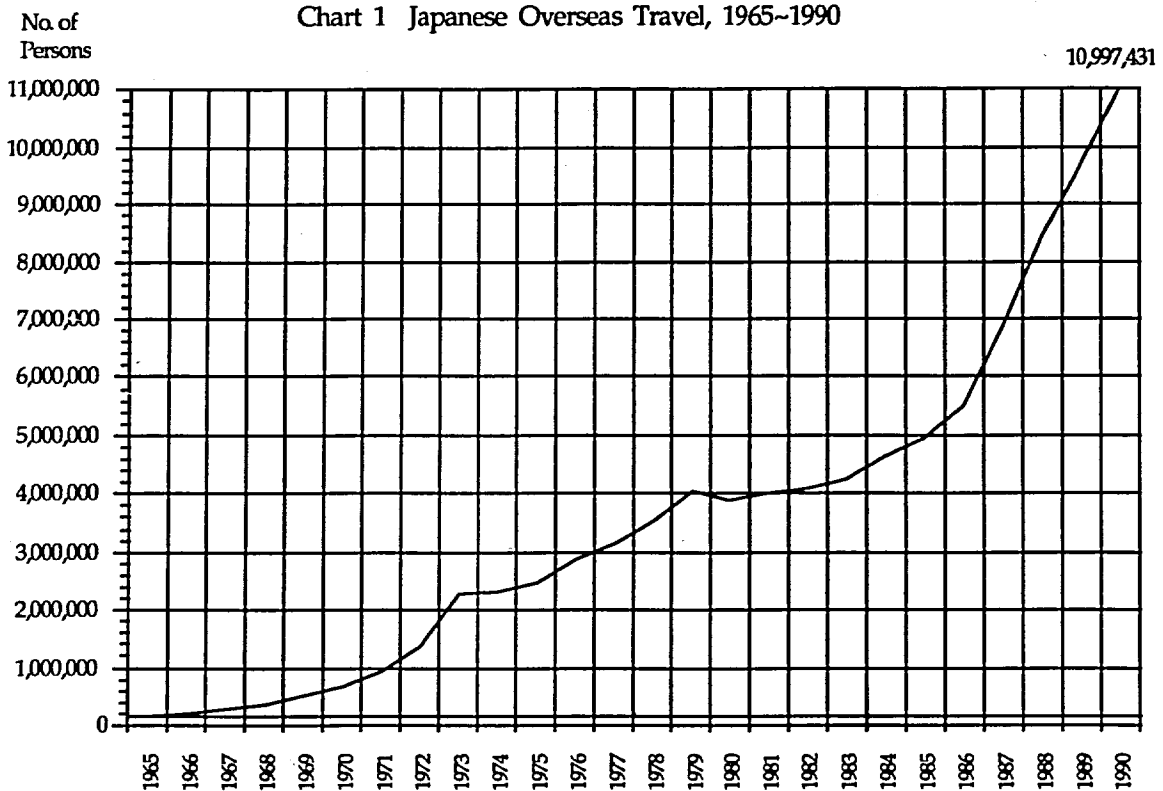
Chapter 1

The Japanese Overseas Travel Market

Japan Liberalizes Travel

In the post war period, Japanese were first granted the freedom to travel abroad in April, 1964, when the government liberalized currency restrictions. Prior to 1964, only government officials, participants in cultural exchange programs, those on special study programs and employees of international trading firms had been allowed to travel overseas.

In the early years of travel, tours were generally operated by consortiums of travel agencies working with a particular airline. One consortium member agency would be chosen to handle all of the arrangements for a particular tour and profits would be shared amongst all members.



Note: For statistical breakdown of overseas travel by growth of pleasure and business sectors see Table 68, page 148 and Chart 37, page 149.

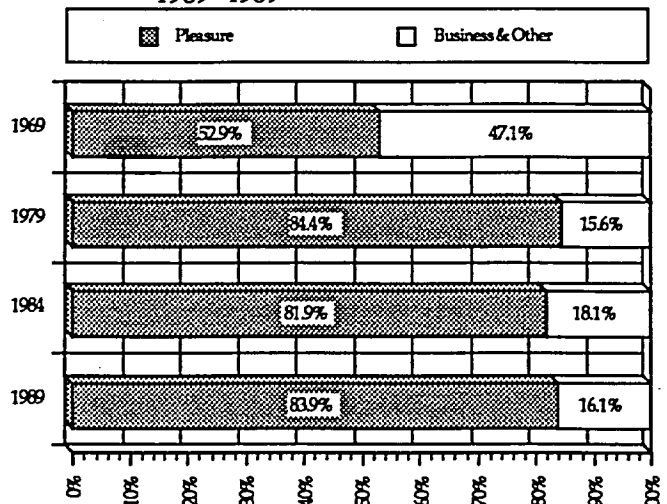
Dramatic Growth in Late 1960s

During the second half of the 1960s overseas travel grew by 20-40% annually despite the fact that overseas travel was considered a "once in a lifetime" experience and tours were very expensive. In the marketplace, overseas travel had to compete with durable goods such as televisions, washing machines and automobiles for the consumer dollar as the Japanese economy burgeoned and the disposable income of the average citizen increased.

By 1967, the market share occupied by pleasure travel had increased from only a few percent of all overseas travel market to 43%. Two years later pleasure travellers accounted for well over half of all those going abroad.

The first packaged tours were introduced in Japan in 1968 and the advent of these "ready-

Chart 2 Changes in Overseas Travel by Purpose, 1969~1989



Source: Ministry of Justice, Japan, 1990

made" products spurred further market growth. Overseas tours could now be sold even by those with little or no background in tour planning and operations. As a result, the number of travel agencies handling overseas travel grew rapidly.

The introduction of the CBIT (Contract Bulk Inclusive Tour) fare system in late 1969 served as a further spur to both the market and the travel industry. Although the new CBIT fares represented discounts of over 50%, group size requirements were extremely strict. Major agencies with the strongest purchasing and retail strengths gradually began to control the lion's share of airline seats to pleasure travel destinations while less powerful agencies, unable to meet the CBIT minimum size requirements on a regular basis, developed into purely retail agencies. The domination of air seat sales by major travel agencies in Japan continues to this day.

Economic Prosperity Spurs Travel Growth

The early 1970s were years of high growth in the Japanese overseas travel market, averaging 40% during the first three years of the decade to reach 1,392,045 persons in 1972. The following year the market increased 64.4% to 2,288,966 persons, with pleasure travellers accounting for 79% of the market.

The rapid growth of the overseas travel market during this period can be traced to three factors: significant increases in the discretionary incomes of the Japanese, an increase in the amount of leisure time available and reductions in air fares.

Structural changes were also taking place within the travel industry. Small wholesalers began organizing into consortiums to strengthen their ability to compete with major firms in the purchasing of air seats and other tour components. Agencies involved in the overseas travel market recognized that consumer differentiation between domestic and overseas tours had by and large disappeared and they began to organize sub-agency networks of domestic travel agencies in order to further expand tour retailing.

By the mid-1970s, the shortage of air seats to popular holiday destinations during the peak travel seasons had developed into a major problem. To obtain peak period air seats from the airlines, travel agencies were expected to purchase greater numbers of off-season seats. The result was a significant change of industry focus, with marketing efforts shifting to the promotion of off-season travel.

In the mid-1970s public opposition to air and noise pollution forced the government to defer or reduce airport expansion programs and to restrict night flights. These restrictions continue today.

The opening of New Tokyo International Airport at Narita (commonly referred to as Narita Airport) in May, 1976 was a major step forward in relieving the congestion which plagued Japan's main international air gateway, Haneda Airport. Close to 60% of all Japanese departing on overseas trips now pass through New Tokyo International Airport. In the Kansai region of Western Japan, the Osaka International Airport has also seen strong growth in international departures, handling just over 25% of all overseas departures.

Market Rebounds from First Decline

In 1980, the Japanese outbound market suffered its first decline in the 16 years since liberalization, a drop of 3.2%. Among the reasons for the decline were the state of political unrest in South Korea which discouraged visitors, increases in ground costs, escalating air fares brought about by rising fuel costs, and a general feeling of uncertainty about the future of the Japanese economy. In retrospect, the decline highlights the sensitivity of the Japanese overseas travel market to events influencing the perception of travel safety.

The market recovered somewhat in 1981 but remained below the 1979 level. New Group Inclusive Tour (GIT) fares and continuation of the Inclusive Tour Charter (ITC) scheme introduced in 1980 contributed to renewed growth, but the market continued to suffer from a general sense of gloom.

The following year the market slump continued, with a minimal growth rate of only 2%. While the travel industry suffered, continued stagnation of the market served to encourage innovation. Many agencies began introducing structural reforms designed to make management and operations more efficient and new marketing methods, such as the recruiting of travellers through mass-circulation newspaper advertising, were introduced. One of the major problems which plagued the market in 1981 was tour dumping, that is the sale of tour packages at excessively discounted price levels during the off season. With the more competitive market environment, this problem has continued to the present day.

As the travel market became more price conscious, major travel agencies began introducing lower priced tour product lines with minimum profit margins which could be offered nationwide and thus compete with the "dumped" products of small agencies.

In 1983 the market showed a slightly improved growth rate of 3.6%. During that year, as a means of improving yields, many small, medium and large travel wholesalers, previously competing with each other,

formed consortiums to jointly plan, book, and operate tour programs to a number of destinations, particularly Canada, Australia and New Zealand. The success of these joint marketing efforts has resulted in consortium tour production becoming a popular business practice.

The year also saw the introduction of a new type of package tour which allowed purchasers to select tour components from among several levels of service (e.g., class of air transport, class of accommodation, full meals, etc.). This "mix and match" package tour concept continues to be used by most of the larger travel agencies with good results.

In 1984 the overseas travel market made a dramatic recovery, growing 10.1% to reach a total 4,658,833 persons as a result of renewed interest in travel, a rebounding economy and stable tour prices. America (including Guam and Hawaii), Taiwan, Korea and Hong Kong continued to be the most popular destinations, while Oceania (mainly Australia and New Zealand) showed a very strong 21% increase to around 180,000 Japanese visitors.

The year also saw the introduction of a new travel law more strictly defining the responsibilities of travel agencies to their customers, regulating against unfair business practices such as exaggerated advertising, and clarifying the terms of travel contracts.

Overseas travel in 1985 showed a continued upward trend with a growth rate of 6.2% over the previous year. Indicative of the sensitivity of the Japanese travel market to external events, overseas travel plunged from a monthly 7-9% growth rate to -1.0% in October following the crash of a Japan Airlines jumbo jet near Tokyo but went on to post positive growth for the remainder of the year.

In 1985 Pan American Airways, one of the oldest carriers serving Japan, sold its transpacific route to United Airlines, which launched service to Japan in February of the following year.

The year 1986 was a momentous one for the Japanese travel industry and market as overseas travel surpassed the five million mark for the first time, enjoying a remarkable annual growth rate of 11.5% overall, due in part to a highly favourable yen exchange rate. While Europe fared poorly during the year due to fears about travelling to the region stemming from the Chernobyl nuclear accident, other regions, particularly Oceania and North America, enjoyed Japanese visitor growth rates of from 20% to as much as 35%, clearly pointing to the emphasis Japanese travellers place on safety while travelling abroad.

In March of 1986, Japan Airlines, until then the only Japanese airline permitted to serve overseas routes, was joined in the international air transport market by All Nippon Airways, which began scheduled service to Guam.

With the overseas travel market enjoying renewed growth following the prolonged slump which began in 1980 and continued until 1985, the travel industry of Japan had another record year in 1987 as the market grew 23.8% to reach 6.8 million travellers. Of interest to tourism marketers, the ratio of pleasure travel to business travel continued to hold annually at about 83% to 14%.

Responding to pressures from abroad concerning Japan's burgeoning balance of payments surplus, the Japanese government introduced the "Ten Million Plan", a series of policies aimed at boosting the annual Japanese overseas travel market to ten million persons by 1991. In addition, a measure was introduced making company vacations overseas of up to three days tax free. This stimulated many companies to arrange employee trips to short haul destinations such as Korea, Taiwan, Hong Kong and Guam.

Two U.S. carriers, Delta Air Lines and American Airlines, began new services to Japan, bringing the total number of airlines offering transpacific services to fifteen.

Also in 1987, construction began on New Kansai International Airport near Osaka in western Japan. It is expected to become operational in 1994/95. The new airport will greatly relieve the stresses experienced by currently operational airports such as the New Tokyo International Airport at Narita, which handles more than 60% of all international takeoffs and landings, and Osaka International Airport in Osaka, which handles around 25%.

Riding on the wave of the strong yen and increasing leisure time, the Japanese overseas travel market continued to climb in 1988, recording a 23.4% increase over the previous year to 8,426,867 travellers. Pleasure travellers accounted for 83.4% of this market. Capitalizing on the growing interest in holiday travel abroad, Australia realized a phenomenal 63.4% increase in Japanese visitors to over 350,000, triple the 110,000 figure recorded in 1985. For most other destinations, however, the growth rate was close to the overall average.

Within the travel industry a major shake-up was taking place in tour pricing following a reduction in transpacific air fares. Tours to Hawaii were being offered by the major wholesalers for as little as ¥98,000⁰⁰.

Despite a 40% slump in travel to China as a result of the Tiananmen Incident and a slump in travel to

⁰⁰ For comparison purposes C\$1.00 = ¥115 (Aug. 1991 approximation).

Australia due to a lengthy pilots' strike in that country, the outbound travel market continued to grow in 1989, surging to 9,662,752 persons, 14.7% above the previous year's level. Travel wholesalers continued to battle it out with cheaper second- and third-brand budget tours; Europe for as little as ¥140,000 and the U.S. West Coast for under ¥100,000.

Meanwhile, the travel industry was undergoing significant change as more firms from other industries, lured by the financial prospects of high travel growth, sought travel agency licenses. Faced with increased competition from these new agencies and the continuing battle to maintain competitive positions with the nation's largest travel agencies, a number of nationally recognized medium-sized travel agencies merged or entered into capital sharing ventures, the most notable among them being the merger of Fuji Tours International and Fujita Travel Service, which joined together to form Japan Amenity Travel.

The year 1990 saw the achievement of the government's "Ten Million Plan" a full year ahead of the 1991 goal as 10,997,431 Japanese travelled abroad.

Changes in Eastern Europe promised to open up new markets for the Japanese travel industry but continued concerns over instability in the region held back market development. The invasion of Kuwait by Iraq in August 1990 also served to dampen interest in overseas travel due to fears of terrorism. As a result, many prospective overseas travellers switched to vacations within Japan and the domestic travel market enjoyed strong growth.

Within the travel industry, notable developments included a heating up of competition between Computer Reservation System (CRS) companies, the establishment of a new charter airline venture by Japan Airlines and All Nippon Airways, and moves by the Fair Trade Commission to eliminate exaggerated and inaccurate information in travel agency tour brochures.

The early months of 1991 saw a significant slowdown in Japanese overseas travel market growth due to fears associated with the initiation of hostilities by multinational forces against Iraq in the Persian Gulf region. Overseas travel is, however, firmly entrenched in the lifestyle of the Japanese people and the market picked up during the later half of the year. During the first half of this decade the Japanese overseas travel market cannot be expected to display the high growth rates that it has in the late 1980s, however.

Completion of expansion work at Narita Airport, originally scheduled for 1993, is now uncertain and limitations on take-offs and landings at the airport will continue to hold back travel growth. Likewise with the New Kansai International Airport now under construction near Osaka, completion has been delayed until the summer of 1994 and the scale of the passenger terminal building at the airport has been cut in half.

With completion of these two major airport projects plus increased international flights into regional airports in Kyushu, Honshu and Hokkaido, dramatic capacity improvements can be expected in late 1994 and early 1995, bringing with them increased competition and likely reductions in the cost of overseas travel. The Kansai market in particular can expect a sudden increase with completion of the new 24-hour airport.

With this in mind, many national tourist offices and the private sector are gearing up promotional activities in order to position themselves for the expected surge in international travel growth in the years to come.

Types of Travel Agencies

By law, travel agencies in Japan are classified into three basic categories: General Travel Agency, which is permitted to handle both domestic and international travel business; Domestic Travel Agency, which is permitted to handle domestic travel only; and Sub-agency (both General Travel Agency Sub-agency and Domestic Travel Agency Sub-Agency), permitted to act on behalf of its parent agency (see Table 1 below).

General Travel Agencies and their Sub-agencies must be registered with the Ministry of Transport. A company wishing to obtain a General Travel Agency license permitting it to sell tickets and organize tours on a request basis must possess pure assets of no less than ¥30 million and post a business guarantee bond (*Eigyō Hoshokin*) of ¥6 million for its main office and ¥300,000 for each additional retail sales outlet. To qualify for a General Travel Agency license permitting operation of agency-organized tours (*Shusai Ryōko*), that is, tours planned by the agency itself and marketed to the general public, a business guarantee bond of ¥37.5 million must be posted for the main office and ¥300,000 for each additional office. In addition, if a General Travel Agency enters into contractual agreements with other travel agencies to sell its organized tours, an additional ¥5 million must be deposited per 1,000 sales outlets.

Domestic Travel Agencies and their Sub-agencies are registered with the government of the prefecture in which they are located. To qualify as a Domestic Travel Agency a firm must have at least ¥3 million in pure assets.

In many cases, Domestic Travel Agencies register as sub-agencies of General Travel Agencies in order to be able to sell international travel programs while avoiding the higher minimum capital and the high business bond required of the General Travel Agency. In its role as a sub-agency, however, the Domestic Travel Agency is not legally permitted to produce and market its own overseas tours but must carry out activities only on behalf of the parent agency or agencies with which it has contractual arrangements.

Until the new travel agency law was passed in 1984, a licensed sub-agency was freely permitted to sell not only the overseas tours of its parent agency but of other agencies as well. Under the new law, individual contracts must be signed between General Travel Agencies and the sub-agencies which handle their products. Since the new law went into effect, two distinct trends in parent/sub-agency dealings have developed. Some agencies have signed contracts with as many sub-agencies as possible in order to maximize their sales networks. Other agencies have sought to limit their sales networks to specific sub-agencies in order to strengthen control and, in some cases, to reduce in-store competition from the products of other agencies.

Every branch of a General Travel Agency and every General Travel Sub-agency must be staffed by at least two employees with *Toriatsukai Shuninsha* qualifications. This qualification, which is roughly equivalent to a travel agent's license in the West, can only be obtained by passing a rigorous examination, and there is a chronic shortage in the industry of qualified people; even General Travel Agencies are sometimes prevented from opening new branch offices because they lack staff with the necessary official qualifications.

Table 1 Registered Travel Agencies in Japan, 1985-1990

Year	General Travel Agencies	Domestic Travel Agencies	Sub-agencies	Total
1985	501	5,208	2,022	7,731
1986	516	5,333	2,209	8,058
1987	552	5,542	2,492	8,586
1988	600	5,765	2,845	9,210
1989	672	6,054	3,208	9,934
1990	733	6,287	3,572	10,569

Source: Tourism Dept., International Transport and Tourism Bureau, Ministry of Transport, 1990

Number of Agencies

As indicated in Table 1, the number of travel agencies in Japan is increasing steadily. During the eight years from 1983 to 1990, a total of 235 new General Travel Agencies began business while another 1,500 firms were licensed as Domestic Travel Agencies.

The number of Travel Sub-Agencies is also increasing. With the development of more and more wholesale tour products in recent years, General Travel Agencies need more sub-agencies for sales promotion and retail sales. Since many Domestic Travel Agencies are interested in becoming involved in the overseas travel market but cannot always meet the requirements for becoming General Travel Agencies themselves, they often register as Travel Sub-Agencies of General Travel Agencies.

Scale of Enterprise

Most travel agencies are small-or medium-sized enterprises. As indicated in Table 2, 77.5% of all General Travel Agencies have fewer than 50 employees.

Business Volume

The business volume handled by General Travel Agencies in 1988 is shown in Table 4. In the domestic travel market, large-scale travel agencies with 1,000 or more employees handled 67.6% of the total business volume, while in the international travel market they handled only 37.3%.

Table 2 General Travel Agencies by Number of Employees, 1988

No. of Employees	No. of Agencies	Share (%)
50 or less	489	77.5
51~100	68	10.8
101~500	61	9.7
501~1,000	6	0.9
1,001 +	7	1.1
Total	631	100

Source: Tourism Department, International Transport, Tourism Bureau, Ministry of Transport, 1989

Table 3 General Travel Agency Scale, 1988

No. of Employees	No. of Agencies	No. of Offices	No. of Sub-agencies	Total No. of Employees
Twenty or less	266	407	272	17,526
21~50	171	591	559	23,541
51~100	63	419	332	13,096
101~300	47	707	758	67,500
301~500	9	345	162	4,945
501~1000	5	253	130	4,785
1,001 +	7	1,374	1,328	69,547
Total	586	4,096	3,541	200,940

Source: Based on General Travel Agencies responding to Ministry of Transport survey, 1989
 Note: As the date in this table is based on survey results, the number of travel agencies by size of agency differs from that given in Table 2, which is based on the actual number of agencies registered.

Table 4 Sales of General Travel Agencies by Number of Employees, 1988 (Unit: ¥10,000)

No. of Employees	Japanese Outbound	Share (%)	Japanese Domestic	Share (%)	Foreign Inbound	Share (%)	Total	Share (%)
50 or less	478,956	20.3	232,458	8.1	5,880	15.7	717,394	13.6
51~100	237,491	10.0	136,501	4.8	3,006	8.0	376,998	7.1
101~500	582,779	24.6	410,736	14.3	5,575	14.9	999,090	19.0
501~1,000	183,756	7.8	150,359	5.2	1,973	5.2	336,088	6.4
1,001 +	882,287	37.3	1,937,931	67.6	21,086	56.2	284,304	53.9
Total	2,365,269	100.0	2,867,985	100.0	37,520	100.0	5,270,774	100.0

Source: Tourism Department, International Transport, Tourism Bureau, Ministry of Transport, 1989

Travel Agency Infrastructure

In the five-year period since 1985, the number of General Travel Agencies has increased 46% from 501 to the current 733 companies while the number of sub-agencies has increased 77% from 2,022 to the current 3,572 companies.

The major increase in sub-agencies points to the steady development of the travel industry into a two-tiered system of travel products suppliers (General Travel Agencies) and travel products retailers (Sub-agencies). We can expect this trend to continue and the number of sub-agencies to increase substantially in the coming years.

As mentioned earlier, in order to be an organizer of *Shusai Ryoko* (agency organized tour), a General Travel Agency must register with the Ministry of Transport and post a special bond. Of the 516 General Travel Agencies carried on the registry of the Ministry of Transport in April, 1986, some 93.4% were authorized to handle *Shusai Ryoko*. This means that 93.4% of all General Travel Agencies can, and probably do, package overseas tour products. If these agencies have consignment sales contracts with other agencies, we could classify them as wholesalers in the strict sense of the word but this would be rather meaningless as we would then have to compare a company which sold a single package tour on a consignment basis with companies whose sole business is selling packages through the retail outlets of other firms.

According to the Ministry of Transport, the total value of all overseas travel handled by General Travel Agencies in 1988 exceeded ¥2,365,269,000,000 (C\$20,567,556,522), accounting for a 44.8% share of all business transactions of General Travel Agencies.

General Travel Agency/Sub-agency Contracts

As mentioned earlier, a Travel Sub-agency must register as the sub-agent of a specific General Travel Agency and act as the sales outlet of that agency. Once registered, a sub-agency may handle any of the tour products produced by the parent firm and any tour products of other agencies for which the parent firm has consignment sales contracts. Sub-agencies cannot themselves make consignment sales contracts directly with other General Travel Agencies (wholesalers). Obviously, to increase its marketing power,

a General Travel Agency wishes to expand its network of sub-agencies. In fact, sub-agency expansion has the highest priority in the management schemes of most agencies.

It is worth reiterating that sub-agencies can only act as the sales agents of the General Travel Agency to which they are contracted. This means that even the air tickets sold by the sub-agency must be issued by the parent firm.

During the 1960s and 1970s, Travel Sub-agencies were not accorded much attention because they were constrained from planning and organizing group travel themselves. With today's market maturity, the position of sub-agencies has gained in importance and recognition. Establishment of a sub-agency is relatively easy and, with proper development, can create strong customer loyalty, hence strong marketing power.

More than 60% of all General Travel Agency Sub-agencies are registered through the 20 General Travel Agencies listed in Table 5.

Table 5 Top Twenty General Travel Agencies by No. of Sub-agencies, 1989

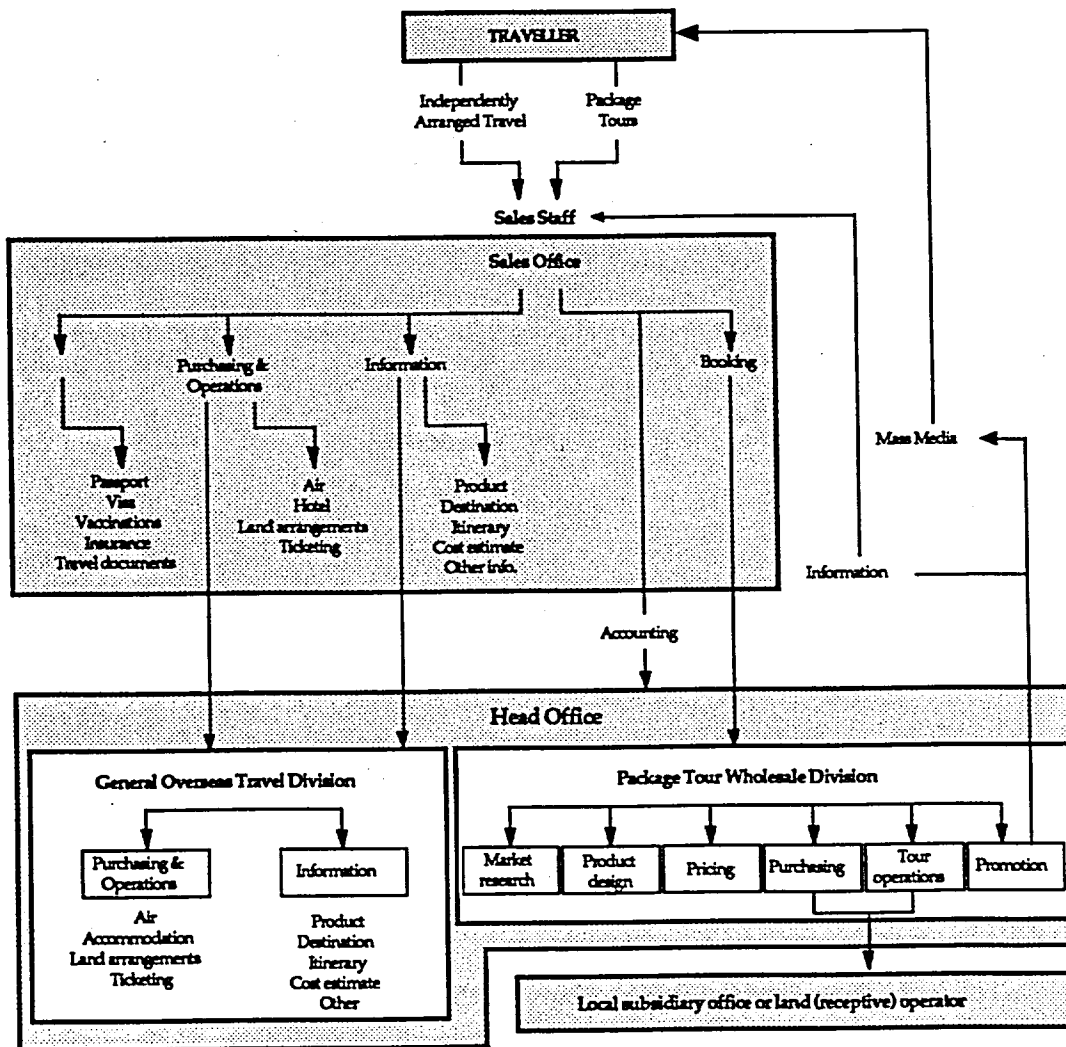
Rank	General Travel Agency	No. of Sub-agencies
1	Japan Travel Bureau	432
2	Kinki Nippon Tourist	162
3	Japan Tour System	147
4	Nippon Express	140
5	Nippon Travel Agency	135
6	You I Tour Inc.	118
7	Co-op Travel	91
8	Travel Nippon	55
9	University Co-op Tourism	53
10	Tokyu Tourist Corp.	51
11	Tokyo Tours	50
12	Naigai Travel Service	50
13	Nisshin Air Service	47
14	Hankyu Express	42
15	Meitetsu World Travel	42
16	M.O. Air System	39
17	Yusen Air & Sea Service	35
18	Seichi Kankou	28
19	Hato Bus Travel	27
20	Gloria Tourist	25

Source: Ministry of Transport, Japan, 1989

Typical General Travel Agency

The chart below outlines the structure of a typical Japanese General Travel Agency.

Chart 3 Structure of Typical General Travel Agency



Travel Agency Organizational Patterns

Broadly speaking, there are five distinct General Travel Agency organizational patterns.

- General Travel Enterprise**
 This type of agency offers a full range of travel services. In addition to distributing tickets and providing order-made tours, it markets its own brand-name package tours and solicits customers for the wholesale products of other agencies under contract through a retail network of branch offices.
- True Travel Wholesaler**
 This type of agency produces, markets and operates its own brand-name package tours. Such a company does not have a retail function but relies on a network of contracted agencies and sub-agencies for sales. This type of agency is most similar to the travel wholesaler found in Canada and the U.S.
- Tour Consolidator**
 This third type of agency does not have brand-name package tours of its own but instead consolidates the packages of other wholesalers for sale through its retail network.

- **Specialized Agency**
This type of agency deals primarily with a specific market, e.g., business corporations, industrial organizations, religious groups, etc. It usually develops order-made tours but may also retail the package tours of wholesalers.
- **In-house Agency**
The fifth and last type of agency is basically an in-house travel firm of a major enterprise. Typically, it will handle the business travel arrangements of its parent firm and may distribute the package tours of contracted wholesalers to meet non-business travel demand in the market it serves.

Tokyu Tourist Corp. is a typical example of a large-scale General Travel Agency enterprise. The agency ranked fifth for total travel sales (including both domestic and overseas) in fiscal 1988. Thirty percent of the company's total sales were from overseas travel, of which just over one fifth resulted from sales of the agency's brand-name TOP TOUR packages. The TOP TOUR sales division of Tokyu has consignment sales contracts which allow it to sell package tours through 5,781 sales outlets in addition to its own 144 sales outlets and 51 sub-agency outlets. Despite the large number of retail sales outlets used by the company, consignment sales accounted for just 35% of all Top Tour sales.

Table 6 Case Study of a Typical General Travel Agency

Tokyu Tourist Corp. (as of fiscal 1988)

Capital:	¥2,436,150,000	
No. of Employees:	2,898	
No. of Own Outlets:	144	
No. of Sub-agents:	51 Companies	
Total Sales in 1988	¥274,520,000,000	
Of which:		
	Domestic:	¥187,874,000,000 (68.4%) (C\$2.39 billion)
	Overseas:	¥83,495,000,000 (30.4%) (C\$1.63 billion)
	Inbound:	¥2,537,000,000 (9.2%)
TOP TOUR Clients:	82,306	
TOP TOUR Consignment Sales Outlets:	794 companies with 5,781 sales outlets	
Share of Sales by Consignment Sales Outlets:	35%	

Tour Wholesalers

With the liberalization of Japanese overseas travel 25 years ago, a need developed in the travel industry for an organization which could purchase air seats in bulk and make block accommodation arrangements at destinations for incorporation in ready-made tours to replace the custom-made itineraries and arrangements common in the past. The agencies which undertake such operations are called "wholesalers."

There are 30 major and 100 minor travel wholesalers operating in Japan today. The best known wholesale package tours marketed at present include I'll (formerly JALPAK), operated by a Japan Airlines subsidiary; LOOK JTB, operated by Japan Travel Bureau (JTB); LOOK WORLD, handled by Nippon Express (NEC); JETOUR, owned by a consortium of medium-sized travel agencies; MACH; HOLIDAY TOUR; TOP TOUR; DIAMOND; GREENING TOUR; SMILE TOUR; PLAYGUIDE TOUR, and a host of other "brand-name" products.

The Japanese use of the term "wholesaler" does not correspond precisely with the same industry term used in North America or Europe. In those markets, the wholesaler does not have its own retail sales outlets; tour products are packaged and marketed through independent retail travel agencies. In contrast, the majority of Japanese travel wholesalers maintain their own networks of retail outlets and depend on these

for the bulk of their sales (see Table 7, page 13).

Sorting out the many marketing channels of the Japanese wholesale travel business is a complicated matter, but wholesalers can be roughly categorized into four types according to the relationship they have with airlines and retail sales outlets.

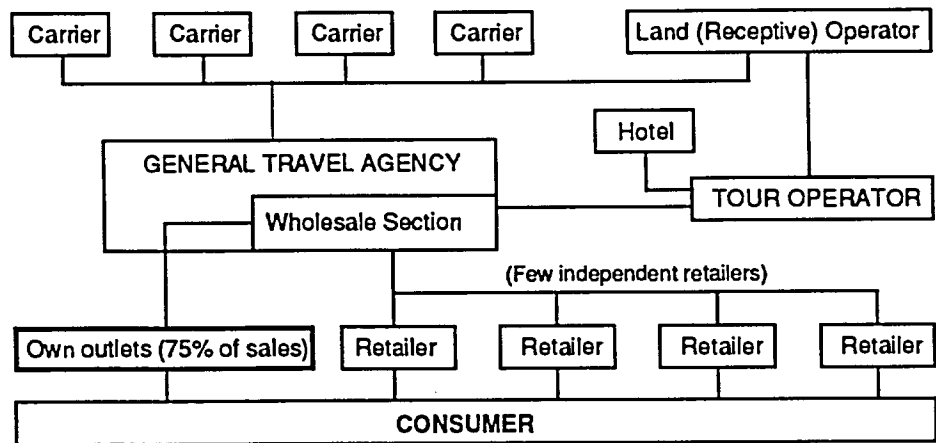
• "HOLIDAY" Type Wholesaler

Wholesalers of this type sell over 75% of their package tours through their *own* retail outlets. The remaining 25% is sold through independent retail travel agencies with which the wholesaler has contract arrangements.

The best-known wholesalers in this category are Kinki Nippon Tourist with HOLIDAY brand products, JTB with LOOK JTB, NEC with LOOK WORLD, Nippon Travel Agency with MACH, and Tokyu Tourist Corporation with TOP TOUR.

Most wholesalers operating in Japan are in this category. These agencies have traditionally relied for most of their business on the sale of one-off group tours but since the early 1970s, package tours have grown to become very significant money earners for them.

Chart 4 HOLIDAY Type Wholesaler

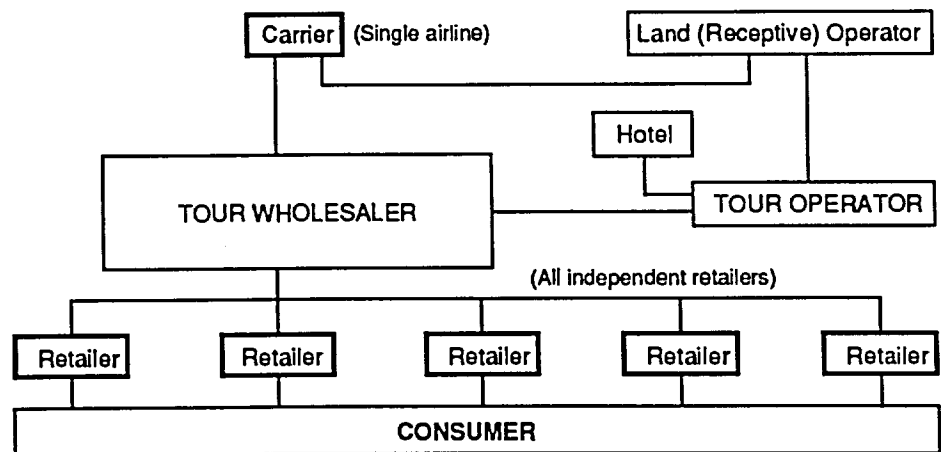


• "I'll" Type Wholesaler

Wholesalers in this category have special arrangements with particular airlines. These are termed "pure" wholesalers because they sell their tour products only through outside travel agencies. Japan Creative Tours, which markets I'll (formerly JALPAK), was for many years a wholesaler of this type because of its special relationship with Japan Air Lines. Recently, however, the company has begun using other carriers for tours to destinations not served by Japan Air Lines.

Other wholesalers in this category are ANA WORLD, a subsidiary of All Nippon Airways which wholesales HELLO tours, and Asia Creative Tours, which wholesales CENTURY tour products using Japan Asia Airways.

Chart 5 I'll Type Wholesaler

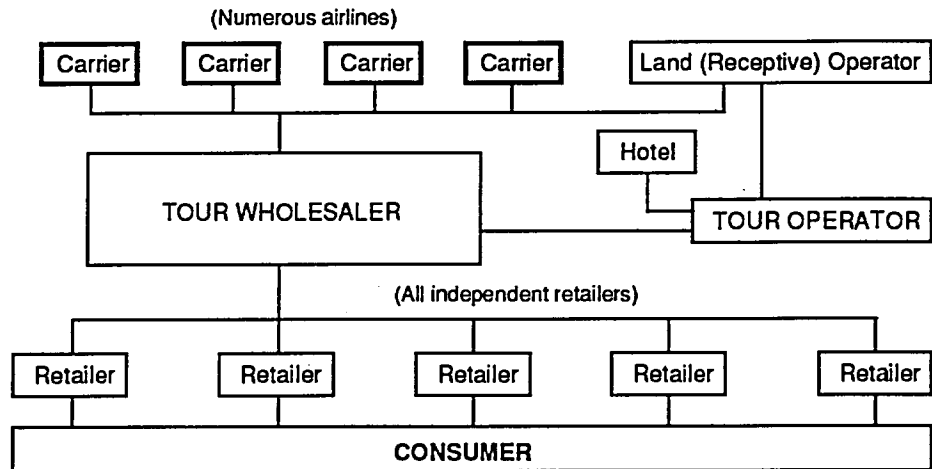


• **JETOUR Type Wholesaler**

Companies in this category can also be categorized as "pure" wholesalers because they do not have their own retail sales networks. They differ from the "JAL-PAK" type, however, in that they are not committed to a single airline. Originally, these wholesalers sold what is termed "air only" (only the air portion of an overseas tour) to retail agencies. Over the years, however, they have grown into full-fledged wholesalers offering broad product lines.

JETOUR, INC. is an example of a wholesaler in this category.

Chart 6 JETOUR Type Wholesaler



• **DIAMOND TOUR Type Wholesaler**

Wholesalers in this category are medium-sized travel agencies with only a few of their own retail sales outlets. These companies rely heavily on contracted independent retail travel agencies for sales.

Yusen Air & Sea Service is a major wholesaler of this type. Over 75% of its package tour sales are made through *independent* retail outlets.

Chart 7 DIAMOND TOUR Type Wholesaler

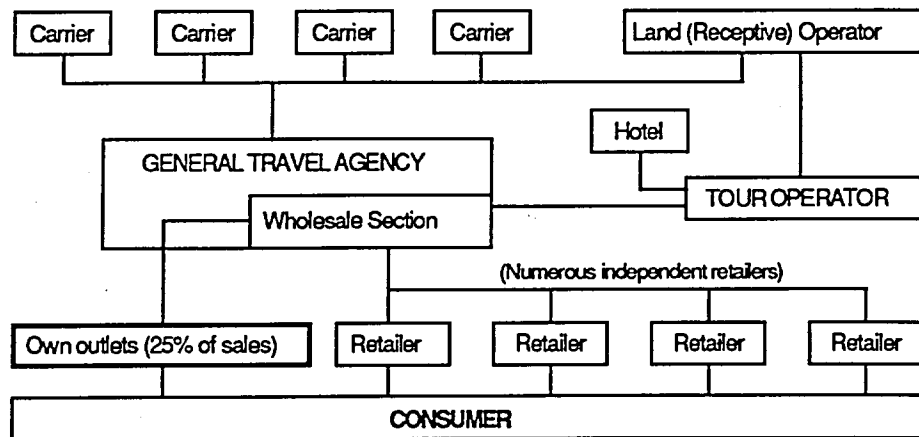


Table 7 Share of Wholesale Package Tours Sold
by Consignment Contracted Travel Agencies, 1989

Wholesaler	Brand Name	Contracted Travel Agency Sales
JALPAK	TL, (formerly JALPAK), AVA	100%
Jetour	Magnus/Dynamic	100%
I Transport Inc.	Sawayaka Tour	100%
Playguide Tours	Playguide Tours	90%
Nissin Travel Service	Lets Go Tour	82%
Hankyu Express International	Greening Tour, Time	79%
Yusen Air & Sea Service	Diamond Tour, Trip, You Pack, Lovely Vacance	75%
Asahi Sun Tours	Asahi Sun Tours	55%
JTB World Vacations	Look JTB, Palette, Navi	44%
Tokyu Tourist Corp.	Top Tour, Memory	35%
Nippon Travel Agency	Mach	30%
Kinki Nippon Tourist	Holiday Tour, My Tour	25%
Global Youth Bureau	Global	15%

Source: Mile Post Consultants, 1990

Wholesale Tour Planning

Most Japanese wholesalers divide the fiscal year (April to March) into two six-month terms and arrange separate tour programs for the April-to-September and October-to-March periods.

Market research, information collection, tour planning and brochure printing for the first half of the fiscal year (April-September) are commenced a year ahead and completed by December. Products are introduced to the travel trade and general public from around January. Cost calculations are generally carried out in the primary stage of tour development so this is the time when suppliers of local services must submit their costings. Tour planning continues until around mid-August, when the airlines provide rates for the particular period covered by the tours.

Arrangements for second-half tours follow the same pattern, with tour brochures on travel agency racks some time in August as a rule (see Chart 8, page 14).

It is said that the minimum target per tour program or destination for major wholesalers is 1,000 participants per term. Once a destination has been selected, the wholesaler will in most cases develop a wide variety of products designed to attract participants from the prime market sectors, e.g., young working women, youth travellers, honeymoon couples, middle-aged and elderly travellers, etc. Ground arrangements at a destination are therefore not restricted to a certain class or price range but cover the whole spectrum needed to make the destination and the tour products offered attractive to the multiple markets being targeted.

Tour Component Selection

In selecting tour components, Japanese travel agencies use a number of criteria, most of them similar to those applied by travel agencies elsewhere when packaging tours. The budget available as well as the cost of the product are, of course, the most important considerations. The quality of the facilities, and equipment as well as the reputation of the operator are also extremely important.

Japanese agencies look for aggressiveness and sincere long-term commitment in those developing and promoting tours for the Japanese market. In this respect, they seek operators who make a sincere effort to understand the Japanese market and adapt to it when necessary.

Methods for selecting a product will vary depending upon the size and type of agency, the size of the market for the product, and the nature of the product itself. Wholesalers generally use land (receptive) operators to select components for their packages when markets are small. They often set up their own liaison or branch office abroad when the market for a particular destination becomes significant and they wish to improve quality control or tour variety.

Agencies without wholesale tour operations generally work through land (receptive) operators because the market size does not warrant the establishment of a branch or liaison office. Also, considering the difficulty of keeping up to date on travel and tour information for every destination from a distance, it makes sense to use local ground operators who are most knowledgeable about the location in which they work.

Refer to page 89 for a partial list of land (receptive) operators in Canada.

Chart 8 Production Schedule for Wholesale Series Tours

April	May	June	July	August	September	October	November	December	January	February	March
FIRST HALF TOURS											
Market research Basic tour planning & pricing				Final tour planning & pricing				Brochure layout & printing			
								Presentation to agents			
SECOND HALF TOURS											
Tour Operations						Market research, Product review & pricing					
Final tour planning & pricing		Brochure layout & printing								Final tour planning & pricing	
				Presentation to agents							
						Tour Operations					

Source: Mile Post Consultants, 1990

Travel Agency Law

The travel industry of Japan is governed by a number of different laws, including the Basic Law on Tourism, the Law of Aids to International Industry, the Japan National Tourist Organization Law, the Guide-Interpreter Business Law, the Travel Agency Law for Improvement of International Facilities and a number of others. Activities of travel agencies are governed by the Travel Agency Law administered by the Ministry of Transport. In April 1983 the Basic Law on Tourism was amended to guarantee and protect the interests of travellers. The revised Law requires travel agencies to display the fees they charge customers in a conspicuous place in all offices. Rules were introduced to standardize customer travel contracts and business bond conditions were revised. A clause was also introduced prohibiting exaggerated advertising in order to ensure that consumers are not misled.

The Law classifies agency-handled travel into two types; "Agency-organized Tours" and "Arranged Tours." An agency-organized tour is a tour originally created, advertised and sold by an agency as its own product. Extensive rules define the responsibilities of the agency in the event of a change of itinerary, change of participant, tour cancellation, accident, etc. Cancellation charges and penalties for alterations in a tour are clearly specified under the law. An arranged tour is a tour prepared by a travel agency at the request of the customer. In other words, if a customer approaches a travel agency and requests the agency to arrange the air and land components of a trip, this is considered an arranged tour. In such cases the responsibility of the travel agency in case of itinerary changes, cancellations, accidents, etc. are significantly less demanding than in the case of an agency-organized tour because the travel agency is acting simply as an agent on behalf of the customer.

Regarding the relationship between agency-organized tour producing travel agencies and the retail sales outlets which sell such tours, the law requires that agencies enter into contractual agreements with all retail enterprises to which they entrust the sale of their tours and a bond must be posted by the producing agency on behalf of each retail sales outlet.

The Japan Association of Travel Agents (JATA) has available several publications in English on Japanese travel law. "Travel Agency Law" and "General Terms and Conditions for Travel Contracts" may be obtained at a cost of ¥3,090 each by writing to:

Japan Association of Travel Agents
Zen-Nittsu Kasumigaseki Bldg., 3F.
3-3-3, Kasumigaseki, Chiyoda-ku, Tokyo 100, Japan
Tel:(03)3592-1271 Fax: (03)3592-1268

Scale of the Japanese Overseas Travel Market

A total of 10,997,431 Japanese traveled abroad in 1990, an increase of 13.8 % or 1,334,679 persons more than in 1989. Given Japan's national population of 123,612,000 persons (Ministry of Welfare estimate for 1990 based on 1985 national census), this means that approximately one out of every 11.2 persons traveled overseas during the year.

Over the five-year period since 1986, the rate of travel (number of overseas travellers as share of national population) changed from one out of every 22 persons to one out of every 11.2 in 1990.

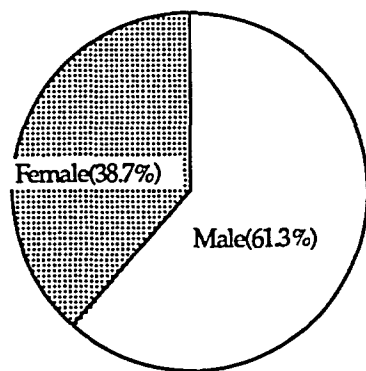
In 1986, as one means of correcting a perceived imbalance in international trade (in Japan's favor), the Japanese government set a national goal of achieving an annual overseas travel market of ten million travellers by 1991.

Given the 10,997,431 traveller figure reached in 1990, that goal has been reached and surpassed a full year ahead of schedule. Obviously, the market is growing at a faster rate than envisioned by the government when it established the ten million goal in 1986.

While all indications point to continued growth during the first five years of the 1990s, analysis of historical departure data and evaluation of external factors affecting market growth, e.g., yen/dollar exchange rate trends, suggest that annual growth will stabilize at around 10-15% annually.

Gender Characteristics of the Japanese Overseas Travel Market

Chart 9 Japanese Overseas Travellers by Gender, 1990



The 1990 overseas travel market of 10,997,431 persons consisted of 6,743,572 males or 61.3% and 4,253,859 females or 38.7%, with the female share of the total increasing fractionally compared to 1989. The proportion of male travellers in 1990 increased 12.8% over the 1989 figure while the proportion of female travellers increased 15.3%.

Table 9 Japanese Overseas Travellers by Gender, 1990

	No. of Travellers	Share of All Travellers	National Population	Rate of Travel
Total	10,997,431	100.00%	123,612,000	8.89%
Male	6,743,572	61.30%	60,692,000	11.10%
Female	4,253,859	38.70%	62,920,000	6.76%

Source: Ministry of Justice, Japan, 1990

Table 8 Japanese Overseas Travel, 1964-1990

Year	No. of Travellers	Growth
1964	127,749	-
1965	158,827	24.33%
1966	212,409	33.74%
1967	267,537	25.95%
1968	343,542	28.41%
1969	492,880	43.47%
1970	663,467	34.61%
1971	961,135	44.87%
1972	1,392,045	44.83%
1973	2,288,966	64.43%
1974	2,335,530	2.03%
1975	2,466,326	5.60%
1976	2,852,584	15.66%
1977	3,151,431	10.48%
1978	3,525,110	11.86%
1979	4,038,298	14.56%
1980	3,909,333	-3.19%
1981	4,006,388	2.48%
1982	4,086,138	1.99%
1983	4,232,246	3.58%
1984	4,658,833	10.08%
1985	4,948,366	6.21%
1986	5,516,193	11.48%
1987	6,829,338	23.81%
1988	8,426,867	23.39%
1989	9,662,752	14.67%
1990	10,997,431	13.81%

Source: Ministry of Justice, Japan, 1990

One out of nine, or 11.1% of the male population of Japan travelled overseas in 1990. The rate of overseas travel for females was one in every fifteen; 6.8% of the female population.

Dynamic growth in the female sector has been the hallmark of the overseas travel market since it rebounded from a major slump in 1984. During the five years between 1986 and 1990, while the number of male travellers increased by 180%, the number of female travellers increased by 220%.

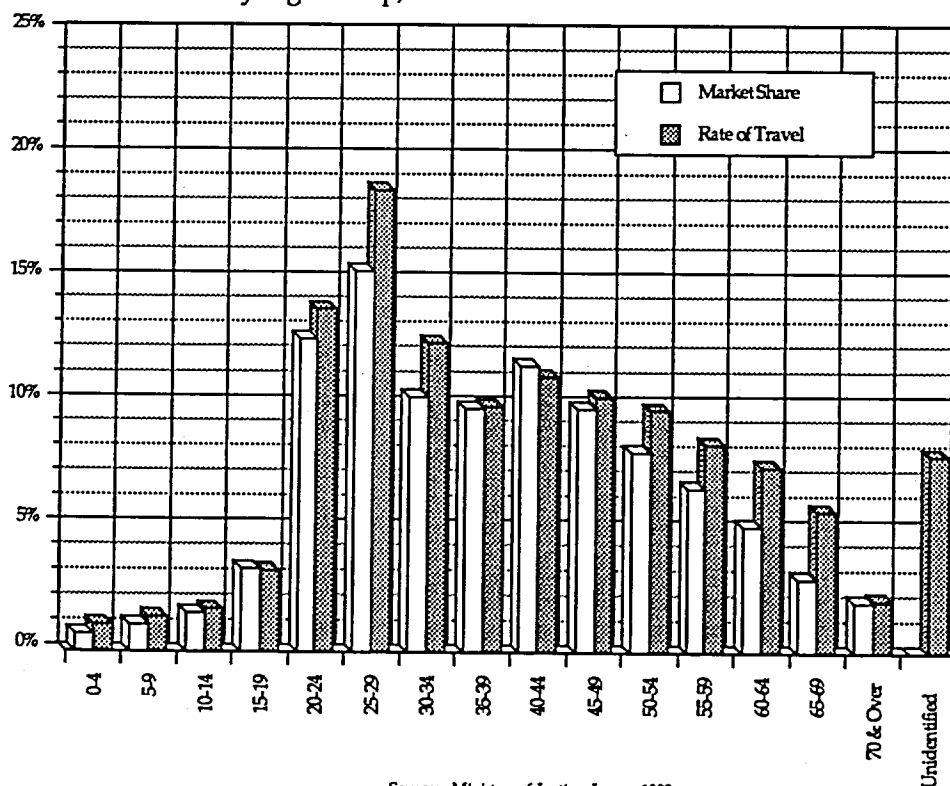
Considering the fact that the female travel sector has been consistently growing at a faster rate than the male sector, it is anticipated that the male to female ratio of the market will stabilize at around 60/40 over the next several years.

Age Characteristics of the Japanese Overseas Travel Market

Some 70% of all Japanese who travelled abroad in 1989 were between 20 and 49 years of age. By standard ten-year age grouping, those in their 20s accounted for the largest share of the market with 27.9%. The 25-29 segment accounted for the largest five-year age grouping at 15.3% and registered a rate of travel of 18.6%. In other words, one out of every 5.4 Japanese aged between 25 and 29 traveled abroad in 1989 as compared to the overall rate of one out of every 12.7.

Travellers in their forties accounted for the second largest travel sector at 21.2%, with those aged 40-44

Chart 10 Rate of Overseas Travel and Market Share by Age Group, 1989



Source: Ministry of Justice, Japan, 1989

Note: For numerical breakdown of market share and rate of overseas travel by age group, see Table 69 page 149 and Table 70, page 150.

accounting for 11.5% and ranking as the third largest five-year age group. One out of every eleven persons aged between 40 and 44 traveled abroad in 1989.

Those aged 50 and over, what may be termed the "Silver Age" sector (an exception to the ten-year age grouping), accounted for 23.6% of the total overseas travel market. Within this age sector, identified socially by retirement from work, those in the 55-59 group accounted for the highest share at 6.5% and had the highest rate of travel at 8.27% or one out of every twelve persons. As age increases, however, the market share and the rate of travel decrease.

The single five-year age group showing the highest growth was the 15-19 year group with a 277% increase

over the six-year period from 1984. This high rate of increase is due to the increased popularity of overseas travel amongst the older members of this age group, who have completed their education and entered the workforce, as well as the steady growth of the family travel market. Considering the 15-19 age sector contribution to growth together with the contribution of the 20-24 age sector, it is evident that the low end of the market, the discretionary youth travel market, is expanding.

In the past, it was generally been believed that the 40-49 age sector of the population faced considerable difficulty in traveling abroad because of the burden of educating children and purchasing homes. Current market data, however, shows that this sector of the market is growing at a higher rate than the market as a whole.

On the other hand, the "Silver Age" sector, that is those aged 50 and over, is expanding at a rate comparable to the overall market, with the exception of the 60-64 age sector.

Although the 30-39 age sector accounted for only a 24% share of the market in 1983, by 1989 this had fallen to 19.9%, with market growth lagging behind all other age sectors by a significant margin.

Overall, when considered in terms of the age of travellers, the market has expanded significantly at the top and bottom ends, suggesting that overseas travel has become more deeply rooted in the modern lifestyle of the Japanese.

For detailed figures on number of travellers, market share and rate of travel by age group refer to Table 70, page 150.

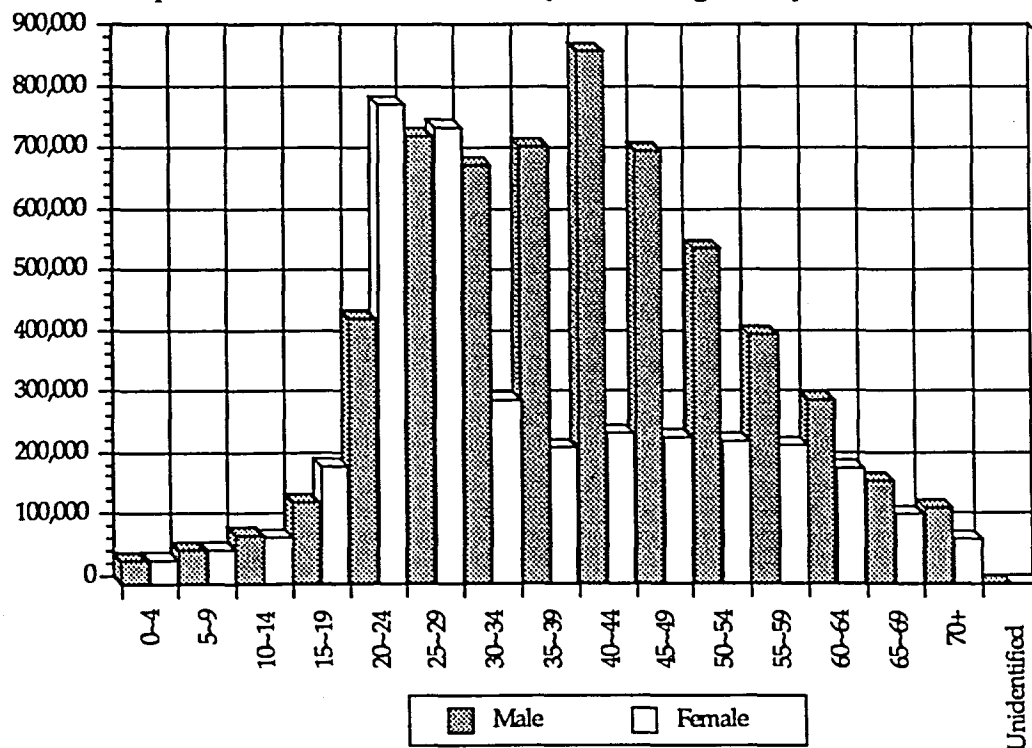
Gender/Age Characteristics of the Japanese Overseas Travel Market

The female travel market is concentrated to an extraordinary degree in the 20-24 and 25-29 year age groups, with fully 41.4% of all women traveling abroad being within this age range.

In contrast, the male travel market, influenced by travel for business purposes, is rather evenly distributed throughout all five-year age sectors between 25 and 49, with the age sectors below and above this range holding somewhat smaller market shares.

The largest market in real terms by gender/age is the male 40-44 age sector, numbering in 1989 some

Chart 11 Japanese Overseas Travel Market by Gender, Age Group, 1989



Source: Ministry of Justice, Japan, 1989

Table 10 Japanese Overseas Travel Market by Gender, Age Group, 1989

	All Ages	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39
Actual Nos.									
Total	9,662,752	71,420	104,828	148,429	319,900	1,214,873	1,477,297	981,639	934,420
Male	5,974,982	35,839	52,581	75,170	132,138	432,125	732,931	685,744	715,154
Female	3,687,770	35,581	52,247	73,259	187,762	782,748	744,366	295,895	219,266
Share by sex									
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Male	61.8%	50.2%	50.2%	50.6%	41.3%	35.6%	49.6%	69.9%	76.5%
Female	38.2%	49.8%	49.8%	49.4%	58.7%	64.4%	50.4%	30.1%	23.5%
Share by Age									
Total	100.0%	0.7%	1.1%	1.5%	3.3%	12.6%	15.3%	10.2%	9.7%
Male	100.0%	0.6%	0.9%	1.3%	2.2%	7.2%	12.3%	11.5%	12.0%
Female	100.0%	1.0%	1.4%	2.0%	5.1%	21.2%	20.2%	8.0%	6.0%
	40-44	45-49	50-54	55-59	60-64	65-69	70+	Unidentified	
Actual Nos.									
Total	1,114,165	941,662	776,515	627,130	482,553	275,997	191,846	78	
Male	869,996	707,131	547,656	404,585	296,598	166,090	121,201	43	
Female	244,169	234,531	228,859	222,545	185,955	109,907	70,645	35	
Share by sex									
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Male	78.1%	75.1%	70.5%	64.5%	61.5%	60.2%	3.2%	55.1%	
Female	21.9%	24.9%	29.5%	35.5%	38.5%	39.8%	36.8%	44.9%	
Share by Age									
Total	11.5%	9.7%	8.0%	6.5%	5.0%	2.9%	2.0%	0.0%	
Male	14.6%	11.8%	9.2%	6.8%	5.0%	2.8%	2.0%	0.0%	
Female	6.6%	6.4%	6.2%	6.0%	5.0%	3.0%	1.9%	0.0%	

Source: Ministry of Justice, Japan, 1989

869,996 persons and accounting for 9% of the overall market. Second in size is the female 20-24 age sector with 782,748 persons, accounting for 8.1% of the market. Following this is the female 25-29 age sector with 744,366 persons or 7.7%. Fourth through eighth positions are all held by males ranging, in order, from 25-29 (732,931 persons, 7.59%), 35-39 (715,154 persons, 7.4%) to 45-49 (707,131 persons, 7.32%). Together, the top six gender/age groups number 4,552,326 persons and account for a 47.1% share of the market.

In terms of rate of travel, females in their twenties, obviously, show the highest figure, with one out of every 5.25 women in this age group going abroad.

Interestingly, the rate of travel for males in the 20-24 age sector is half that for females of the same age while in the 25-29 age sector the male and female rates are almost the same. Males in the 20-24 age sector have just entered the workforce and, in contrast to their female counterparts, who on the whole do not intent to pursue lifetime business careers, have little time or inclination to travel as they establish themselves in their careers. The similar rates for males and females in the 25-29 age sector reflect the influence of overseas honeymoon travel.

In the higher age sectors the female rate falls to one-half and then to one-third the male rate.

Table 11 Top Eight Market Sectors by Rate of Travel, 1989

Rank	Gender	Age Group	Rate of Travel
1	Female	25-29	19.04%
2	Female	20-24	18.18%
3	Male	25-29	18.18%
4	Male	40-44	17.22%
5	Male	30-34	17.16%
6	Male	45-49	15.42%
7	Male	35-39	14.91%
8	Male	50-54	13.74%

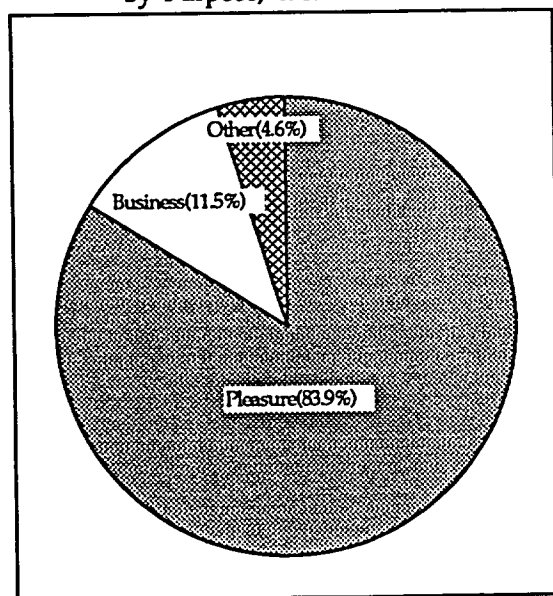
Source: Mile Post Consultants, 1989

Purpose Characteristics of the Japanese Overseas Travel Market

Some 8,106,523 persons or 83.9% of all Japanese who traveled abroad in 1989 were tourists while 1,112,195 or 11.5% traveled overseas on business. The ratio of pleasure to business travel has shown little change over the past five years.

Although representing only a minuscule share of the market, travel for training or academic purposes has shown a phenomenal increase. Travel for training purposes, for example, increased from 23,830 persons in 1985 to 113,234 in 1989, clearly indicative of the growing internationalization of Japanese society.

Chart 12 Japanese Overseas Travellers by Purpose, 1989



Source: Ministry of Justice, Japan, 1989

Table 12 Japanese Overseas Travellers by Purpose, 1989

Purpose	No. of Travellers	Share
Total	9,662,752	100.0%
Pleasure	8,106,523	83.9%
Business	1,112,195	11.5%
Spouse	91,543	0.9%
Posting	97,752	1.0%
Emigration	58,164	0.6%
Diplomatic	8,144	0.1%
Government	27,332	0.3%
Training	113,234	1.2%
Academic	33,254	0.3%
Volunteer	14,533	0.2%
Unknown	78	0.0%

Source: Ministry of Justice, Japan, 1989

Seasonality Characteristics of the Japanese Overseas Travel Market

Because of the high temperature and humidity of Japanese summers, most educational institutions and companies have adopted a summer vacation system. In order to accommodate the desire of many to visit the graves of their ancestors during the traditional *O-bon* season, most companies schedule annual vacations in the middle of August. For these reasons, out-bound travel tends to be concentrated in August.

Though there are slight differences from region to region, the summer holidays of elementary, junior-high and senior-high schools are scheduled between July 20 and the end of August while colleges and universities offer two months' vacation in July and August.

All schools and most companies have holidays during the year end/new year period (last week of December through first week of January). This is also a peak period for overseas travel.

Christmas is not considered an important occasion in Japan, therefore no Christmas holidays are provided. In fact, because regular holidays are provided at the year end/new year, the number of people travelling overseas immediately

Table 13 Japanese National Holidays

Date	Name	
January 1	New Year's Day	
January 15	Adult's Day	
February 11	National Foundation Day	
March 20 or 21	Vernal Equinox Day	
April 29	Green Day	
Golden Week	May 3	Constitution Memorial Day
	May 4	People's Day
	May 5	Children's Day
September 15	Respect for the Aged Day	
September 23 or 24	Autumnal Equinox Day	
October 10	Health-Sports Day	
November 3	Culture Day	
November 23	Labor Thanksgiving Day	
December 23	Emperor's Birthday	

preceding and following this period is below average.

The fiscal year for Japanese enterprises is generally April to March. In addition, educational institutions offer student holidays at the end of March and beginning of April, generally of two weeks' duration. This is a prime travel period for students and families.

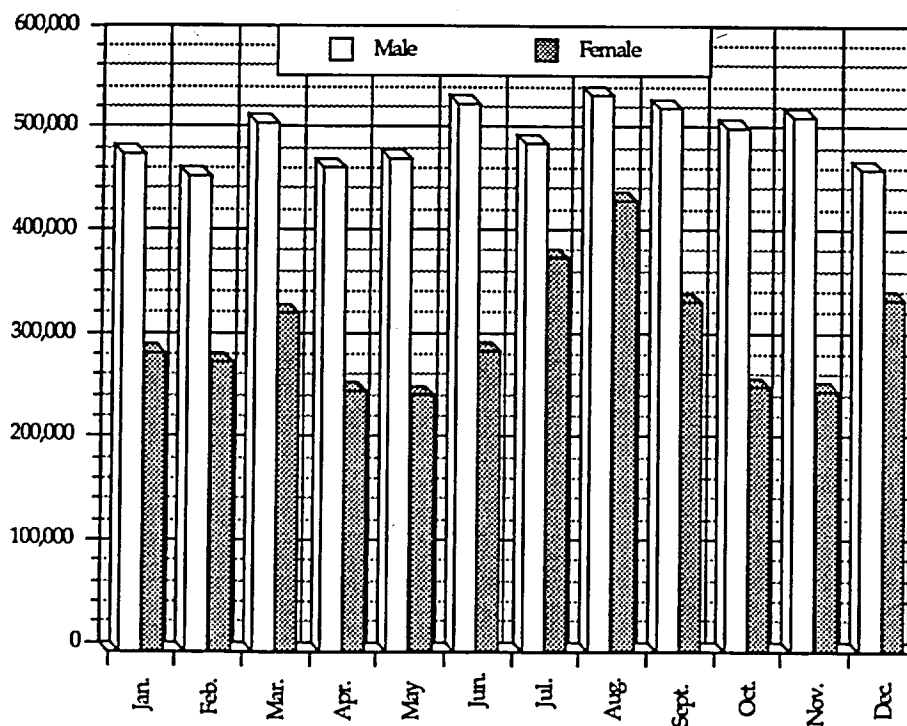
Because of the work demands associated with the beginning of the fiscal year, company employees find it difficult to travel abroad in April. During most of this month, daily outbound figures remain low. The monthly total is, however, supported by a mini-boom in travel at the end of the month. Numerous national holidays at the end of April and the beginning of May (*Golden Week*) allow many workers to take as many as seven consecutive days off without using too much of their allotment of discretionary paid holidays.

Table 14 Japanese Overseas Travellers by Month, 1989

Month	Total	Share	Male	Share	Female	Share
January	770,297	100.0%	481,431	62.5%	288,866	37.5%
February	739,671	100.0%	460,122	62.2%	279,549	37.8%
March	837,386	100.0%	511,119	61.0%	326,267	39.0%
April	719,827	100.0%	467,399	64.9%	252,428	35.1%
May	725,567	100.0%	477,689	65.8%	247,878	34.2%
June	821,463	100.0%	530,247	64.5%	291,216	35.5%
July	872,138	100.0%	491,853	56.4%	380,285	43.6%
August	975,450	100.0%	538,407	55.2%	437,043	44.8%
September	864,238	100.0%	526,761	61.0%	337,477	39.0%
October	761,635	100.0%	506,063	66.4%	255,572	33.6%
November	770,044	100.0%	517,544	67.2%	252,500	32.8%
December	805,036	100.0%	466,347	57.9%	338,689	42.1%
Total	9,662,752	100.0%	5,974,982	61.8%	3,687,770	38.2%

Source: Ministry of Justice, Japan, 1989

Chart 13 Japanese Overseas Travellers by Gender, Month, 1989



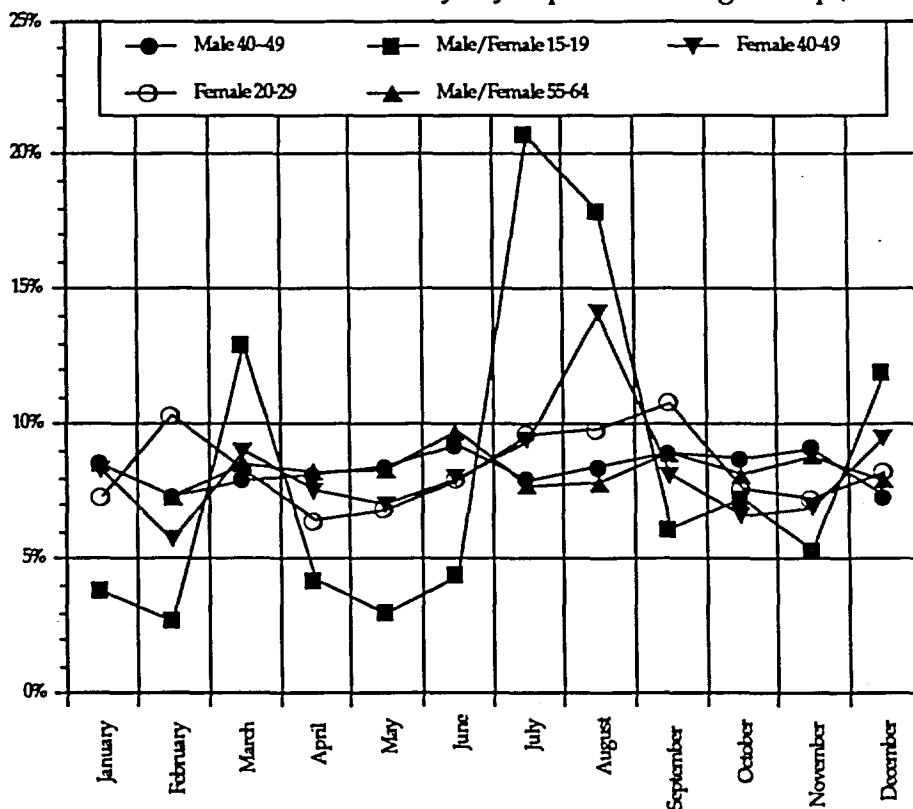
Source: Ministry of Justice, Japan, 1989

When the seasonality of male and female overseas travel is analyzed, an interesting difference comes to light. In the male travel sector, there is only a minimal difference of 80,000 persons between the peak month of August and the slowest month of February.

In contrast, there is a significantly larger difference in the female travel sector of 190,000 persons between the peak month of August and the slowest month of May. Also, the tendency among females to travel during historically popular periods is clearly evident in that August, July, December and March are the peak travel months for women.

Analysis of key age and gender groups also reveals distinct market trends. In the male 40-44 and 45-49 groups, the largest single market sectors, overseas travel is very evenly distributed throughout the 12 months of the year. The rate of travel appears to be lowest during the historical peak travel seasons and high during off-peak seasons. Increased participation in incentive tours, commonly operated during off-peak periods when air fares and other costs are lowest, is the most probable reason for this trend.

Chart 14 Overseas Travel Seasonality by Representative Age Groups, 1989



Source: Ministry of Justice, Japan, 1989
 Note: For detailed statistics on seasonality by representative age group see Table 71, page 150.

In the female 20-29 age groups, the largest single female market sector, there is also a trend toward even distribution of overseas travel throughout the year but peaks can be observed in February and September. From this we may surmise that this market sector is relatively price conscious in that many avoid expensive peak travel periods. The data also suggests that members of this group have lifestyles which allow them, timewise, to travel abroad freely.

On the other hand, for the male and female 15-19 group, the market sector showing the highest growth rate, overseas travel is concentrated during the educational institution holiday periods of March, July, August and December.

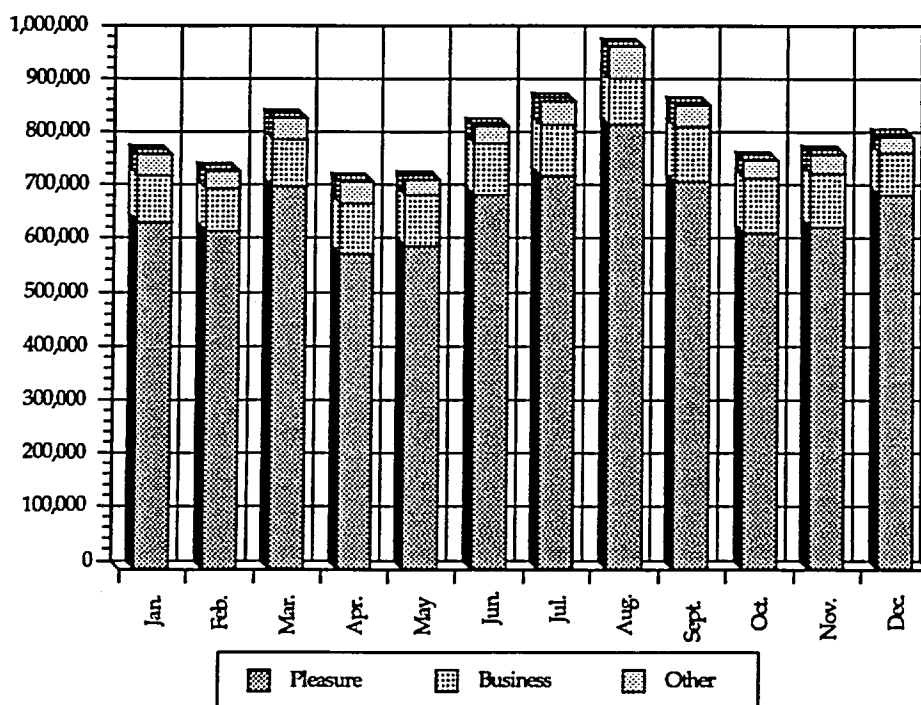
In the male and female 55-64 group, the so-called "Silver Age" market, there is a tendency to avoid peak periods and travel most during off-peak seasons. Senior citizens have considerable leeway in the timing of trips and can avoid the rush and choose the best season for the destination they plan to visit.

For the female 40-49 group, seasonality compares closely with that of the 15-19 age group, influenced no doubt by school holidays.

As pleasure travel accounts for 83.9% of the market, the seasonality of this purpose sector naturally follows that of the market as a whole.

Business travel, on the other hand, tends to peak in April and May, influenced, no doubt, by the fiscal year system, and in the non-peak months of September, October and November after members of this sector have taken their own vacations.

Chart 15 Overseas Travel Seasonality by Purpose, 1989



Source: Ministry of Justice, Japan, 1989
 Note: For detailed statistics on seasonality by purpose see Table 72, page 150.

Origin Characteristics of Japanese Overseas Travel Market

Japan is divided into 47 administrative regions (see map on page 24) with a total population of 123,610,000 (Ministry of Welfare estimate for 1990 based on 1985 national census). Residents of Tokyo, the capital, account for 9.7% of the total population.

In 1989, travellers originating in Tokyo numbered 2,125,690 persons or 22% of the total overseas travel market. The second largest market was Kanagawa Prefecture with 978,984 travellers or 10.1% of the total market, followed by Osaka with 825,483 travellers or an 8.5% share, Chiba with 580,007 travellers or a 6.0% share, and Saitama with 536,968 persons or a 5.6% share.

Administrative regions having the highest rates of travel are those with major metropolitan centers. Compared to the national average rate of travel of 7.9%, Tokyo shows a rate of 17.9%, Kanagawa Prefecture (adjacent to Tokyo) a rate of 12.5%, Chiba Prefecture (adjacent to Tokyo) 10.6%, Osaka (Osaka City) a rate of 9.4%, and Kyoto (Kyoto City) has 9.1%. This suggests that the popularization of overseas travel as a part of the lifestyle is proceeding at a more rapid rate in metropolitan areas than in rural areas.

By gender, the data also shows that the rate of travel for females is higher than that for males in administrative regions with large metropolitan centers.

During the six-year period from 1984 to 1989, the annual overseas travel market grew by 128.3% or 5,003,919 persons. Some 54.3% (2,720,771 persons) of this increase originated in the so-called Kanto region encompassing Tokyo and the highly urbanized prefectures of Saitama, Chiba and Kanagawa. Saitama Prefecture showed the highest growth rate in the nation with 176.6%, followed by Chiba Prefecture with 160.4%.

Areas showing above average growth were all prefectures in the Kanto district, prefectures surrounding the city of Nagoya (Gifu, Shizuoka, Aichi, Mie) and Miyagi Prefecture (in which is located the largest city in the Tohoku region).

Okinawa Prefecture recorded the lowest growth over the six-year period, with travellers from this southern island increasing by just 55.9%. Prefectures such as Aomori, Akita, Yamaguchi, Kochi and Oita, all distant from major metropolitan centers and international air gateways, all showed below average growth.

Analysis of the growth of various regions shows that while the rates for large metropolitan areas have been moderate, surrounding areas have shown a striking increase. Outside these zones of high growth, increases in overseas travel are minimal in comparison with the national average.

In general, the growth of overseas travel in western Japan is lower than in eastern Japan.

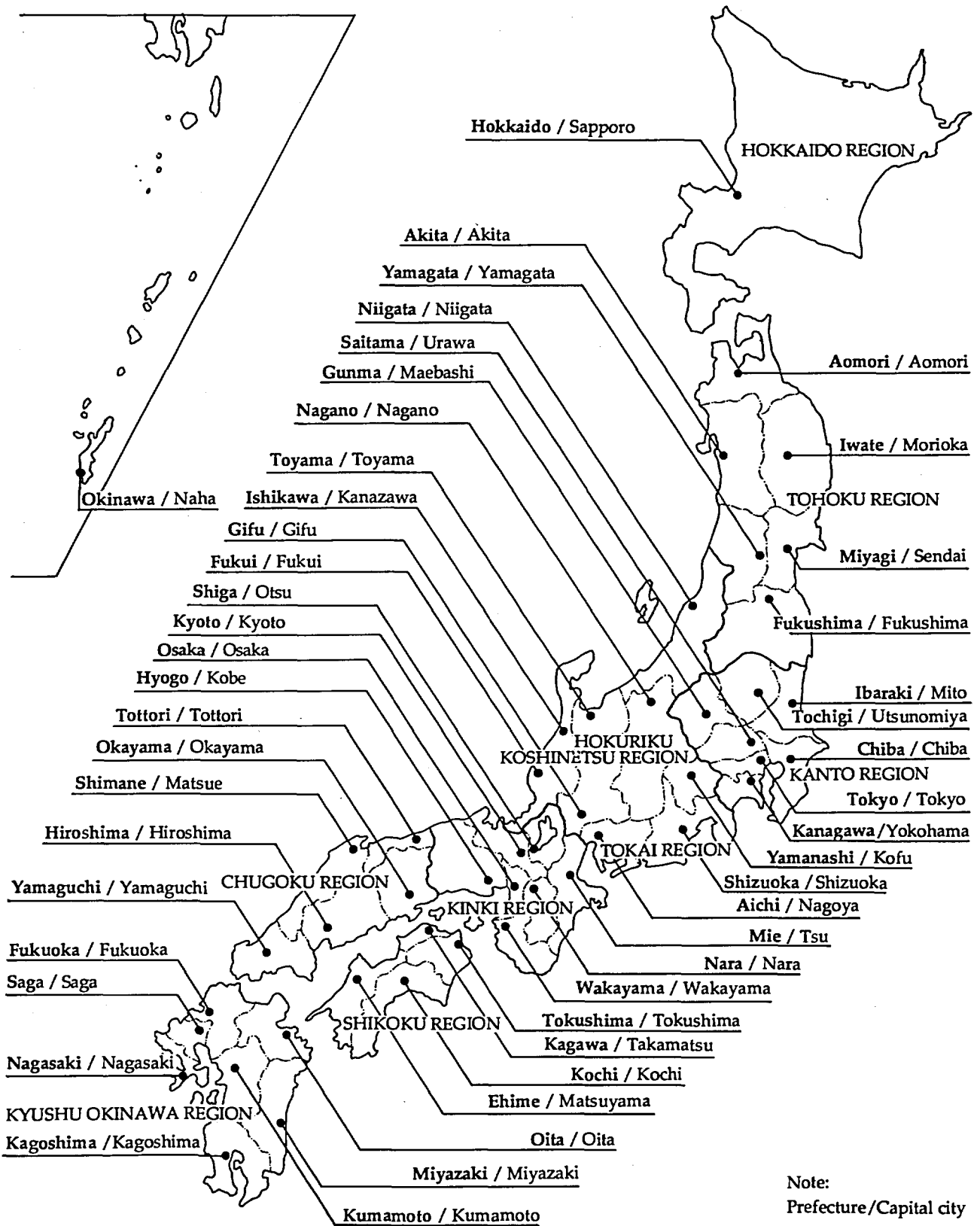
Table 15 Overseas Travel by Origin, 1989

Administrative Region	No. of Travellers	Market Share	Population	Rate of Travel
TOTAL	9,662,752	100.0%	122,783,000	7.9%
HOKKAIDO	190,345	2.0%	5,670,000	3.4%
TOHOKU	301,929	3.1%	9,750,000	3.1%
Aomori	29,017	0.3%	1,502,000	1.9%
Iwate	35,124	0.4%	1,419,000	2.5%
Miyagi	92,593	1.0%	2,236,000	4.1%
AKITA	27,790	0.3%	1,234,000	2.3%
Yamagata	45,784	0.5%	1,260,000	3.6%
Fukushima	71,621	0.7%	2,099,000	3.4%
KANTO	4,600,544	47.6%	38,183,000	12.0%
Ibaraki	160,280	1.7%	2,821,000	5.7%
Tochigi	107,711	1.1%	1,915,000	5.6%
Gunma	110,904	1.1%	1,955,000	5.7%
Saitama	536,968	5.6%	6,290,000	8.5%
Chiba	580,007	6.0%	5,471,000	10.6%
Tokyo	2,125,690	22.0%	11,885,000	17.9%
Kanagawa	978,984	10.1%	7,846,000	12.5%
HOKURIKU/KOSHINETSU	440,141	4.6%	8,592,000	5.1%
Niigata	93,159	1.0%	2,481,000	3.8%
Toyama	53,685	0.6%	1,121,000	4.8%
Ishikawa	59,927	0.6%	1,161,000	5.2%
Fukui	45,683	0.5%	823,000	5.6%
Yamanashi	55,602	0.6%	849,000	6.5%
Nagano	132,085	1.4%	2,157,000	6.1%
TOKAI	1,000,430	10.4%	14,123,000	7.1%
Gifu	133,431	1.4%	2,059,000	6.5%
Shizuoka	243,835	2.5%	3,652,000	6.7%
Aichi	523,772	5.4%	6,628,000	7.9%
Mie	99,392	1.0%	1,784,000	5.6%
KINKI	1,770,667	18.3%	20,392,000	8.7%
Shiga	80,429	0.8%	1,208,000	6.7%
Kyoto	237,265	2.5%	2,606,000	9.1%
Osaka	825,483	8.5%	8,747,000	9.4%
Hyogo	455,888	4.7%	5,380,000	8.5%
Nara	123,425	1.3%	1,370,000	9.0%
Wakayama	48,177	0.5%	1,081,000	4.5%
CHUGOKU	344,716	3.6%	7,779,000	4.4%
Tottori	21,273	0.2%	618,000	3.4%
Shimane	20,352	0.2%	789,000	2.6%
Okayama	86,507	0.9%	1,931,000	4.5%
Hiroshima	151,488	1.6%	2,853,000	5.3%
Yamaguchi	65,096	0.7%	1,588,000	4.1%
SHIKOKU	148,141	1.5%	4,218,000	3.5%
Tokushima	28,514	0.3%	834,000	3.4%
Kagawa	47,193	0.5%	1,027,000	4.6%
Ehime	50,115	0.5%	1,525,000	3.3%
Kouchi	22,319	0.2%	832,000	2.7%
KYUSHU/OKINAWA	650,283	6.7%	14,546,000	4.5%
Fukuoka	304,789	3.2%	4,790,000	6.4%
Saga	38,599	0.4%	880,000	4.4%
Nagasaki	55,988	0.6%	1,577,000	3.6%
Kumamoto	79,237	0.8%	1,848,000	4.3%
Oita	43,417	0.4%	1,243,000	3.5%
Miyazaki	29,909	0.3%	1,176,000	2.5%
Kagoshima	45,850	0.5%	1,810,000	2.5%
Okinawa	52,494	0.5%	1,222,000	4.3%
OTHER	215,556	2.2%	-	-
Non-resident Japanese	215,478	2.2%	0	0.0%
Unidentified	78	0.0%	2,000	

Source: Ministry of Justice, Japan, 1989

Note: For detailed statistics on rate of overseas travel by prefecture of origin and gender of overseas travellers by region, see Chart 38 and Table 73, page 151, and Table 74, page 152.

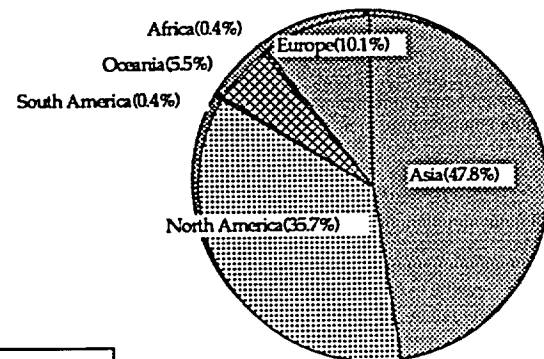
Map of Standard Japanese Geographic Marketing Sectors



Destination Characteristics of Japanese Overseas Travel Market

Due to the manner in which the Japanese Ministry of Justice calculates Japanese overseas travel to country destinations, government data on this aspect of travel needs to be read carefully with a clear understanding of the recording methods. While the number of overseas travellers is an actual headcount, destination figures are based on the "first or main destination" recorded on passport applications. Thus, if an individual obtains a

Chart 16 Share of Japanese Overseas Travel Market by Region, 1989



Source: Ministry of Justice, Japan, 1989
 Note: For detailed statistics on major destination regions and countries, see Table 75, page 153.

Table 16 Comparison of Japanese Outbound & Destination Inbound Traveller Counts, 1989

Country	Ministry of Justice Data 1989		Year Applicable	Destination Country Japanese Visitor Count	
	No. of Travellers	Market Share		No. of Travellers	Market Share
China	394,887	4.1%	1989	358,800	3.7%
Taiwan	1,012,220	10.5%	1989	964,631	10.0%
Hong Kong	846,146	8.8%	1989	1,176,189	12.2%
Korea	1,112,764	11.5%	1989	1,379,523	14.3%
Philippines	170,661	1.8%	1989	215,634	2.2%
Thailand	268,456	2.8%	1989	546,967	5.7%
Singapore	495,274	5.1%	1989	841,371	8.7%
Malaysia	57,254	0.6%	1985	117,250	-
Indonesia	151,490	1.6%	1987	160,168	-
India	39,322	0.4%	1989	58,707	0.6%
Canada	136,818	1.4%	1989	462,699	4.8%
U.S.A.	3,300,868	34.2%	1989	3,080,396	31.9%
(Hawaii)	/	/	1989	1,319,340	13.7%
(Guam)	/	/	1989	555,748	5.8%
Brazil	28,293	0.3%	1986	24,728	-
Australia	292,601	3.0%	1989	349,500	3.6%
New Zealand	52,797	0.5%	1989	97,322	1.0%
North Mariana	145,858	1.5%	1989	249,299	2.6%
U.S.S.R.	42,210	0.4%	1989	-	-
Greece	15,251	0.2%	1988	105,000	-
Italy	3,422	0.0%	1986	401,279	-
Spain	5,497	0.1%	1989	216,466	2.2%
Switzerland	8,118	0.1%	1989	472,278	-
France	292,644	3.0%	1988	631,518	-
Great Britain	24,511	0.3%	1987	297,000	-
Austria	19,730	0.2%	1989	191,980	-
W. Germany	140,948	1.5%	1988	621,363	-
Netherlands	75,035	0.8%	1986	71,383	-
Denmark	6,804	0.1%	1989	118,700	-
Finland	4,508	0.0%	1987	51,318	-
Norway	16,832	0.2%	1989	82,000	-
Sweden	52,773	0.5%	1989	84,000	-

Source: Ministry of Justice, 1989, National Tourist Offices, WTO and OECD

* No. of hotel check-ins (assumed to be larger than actual visitor count)
 ** WTO or OECD data
 *** Bednights

passport and travels abroad two or more times, Ministry of Justice records indicate that the individual has visited the same destination each time he or she travelled abroad. Likewise with multiple destination trips, only the "first or main" destination indicated on the passport application is recorded. Nevertheless, taking into account other historic data sources, a rough division of Japanese overseas travel by region can be calculated.

Some 48% of all Japanese overseas travellers visit Asia (approx. 4.5 million in 1989), another 36% visit North America (comprised of Canada, the continental U.S., Hawaii and Guam) (approx. 3.5 million), 10% travel to Europe (approx. 1 million) and 5% travel to Oceania (approx. 500,000).

Table 16 gives a comparison of the destination figures of the Japanese Ministry of Justice and the Japanese visitor counts of national immigration offices or other official sources.

The United States (including Guam) received 3,080,395 Japanese visitors in 1989, according to U.S. immigration statistics (31.9% of all Japanese overseas travellers), making it the single

largest country destination. Of this number, 1,319,340 visited Hawaii and another 555,748 visited Guam. It is surmised that approximately 1,200,000 visit the continental U.S.

The second largest single country destination for Japanese travellers is Korea with 1,379,523 persons or 14.3% of the total market, followed by Hong Kong with 1,176,189 Japanese visitors or a 12.2% market share.

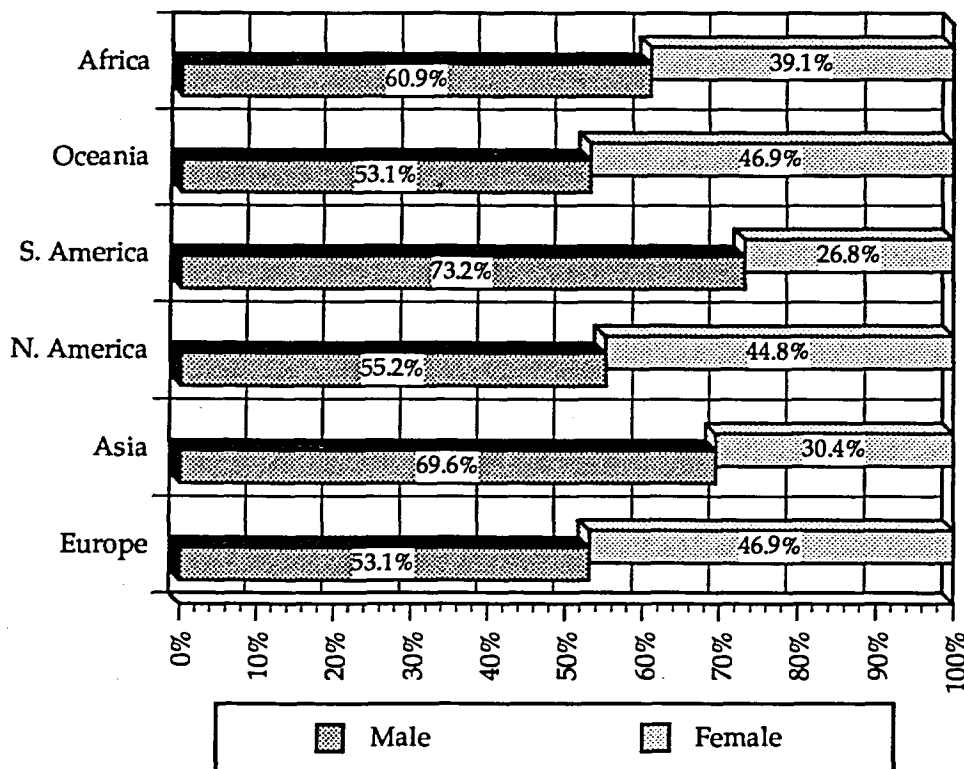
Because Hong Kong is the sole gateway to Macao, Japanese visiting this Portuguese territory are counted a second time when they re-enter Hong Kong. As Macao has a Japanese visitor count of 329,057 persons, we can estimate Hong Kong's actual Japanese visitor count at around 850,000 persons.

It is difficult to establish precisely the scale of the European market. If we divide the total market roughly into short-, medium- and long-haul destination sectors, the short-haul market numbers approximately 3.8 million travellers while the medium- and long-haul markets total about 5.9 million. If we deduct the Japanese visitor counts of destinations other than in Europe from this 5.9 million figure, taking into account double counts for multi-destination travellers, we can surmise that the size of the European market is approximately 800,000 persons.

Destination Characteristics by Gender, Purpose

The male share of the Asia and South America destination travel markets is comparatively large while for Europe, North America and Oceania, female travellers account for a larger share of the market than average (see Chart 17 below).

Chart 17 Destinations of Japanese Overseas Travellers, by Gender, 1989

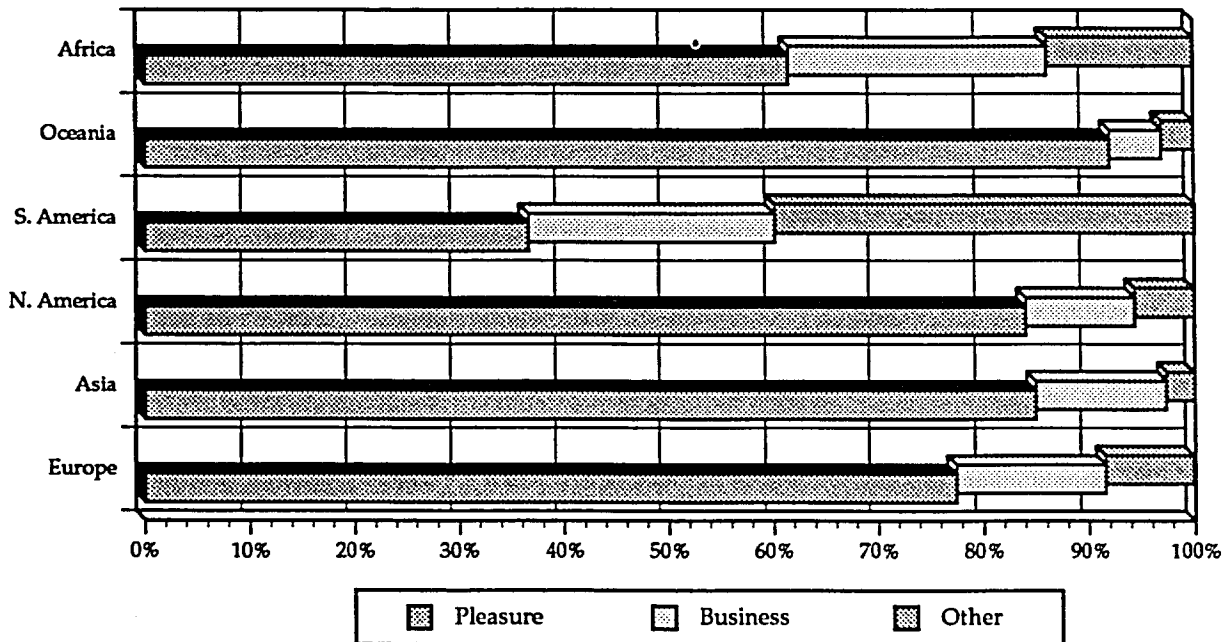


Source: Ministry of Justice, Japan, 1989
 Note: For detailed statistics on destinations of overseas travellers by gender, see Table 76, page 154.

Fully 92% of all Japanese visiting Oceania do so for pleasure purposes, the highest rate for any destination region. North America and Asia show rates comparable to the market average of 83.9%, while for Europe the share of pleasure travellers is 6.5% below the average.

The remarkable 40% of travel to South America in the "Others" category includes an exceptional number of Japanese emigrating to South America (see Chart 18 on page 27).

Chart 18 Destinations of Japanese Overseas Travellers, by Purpose, 1989

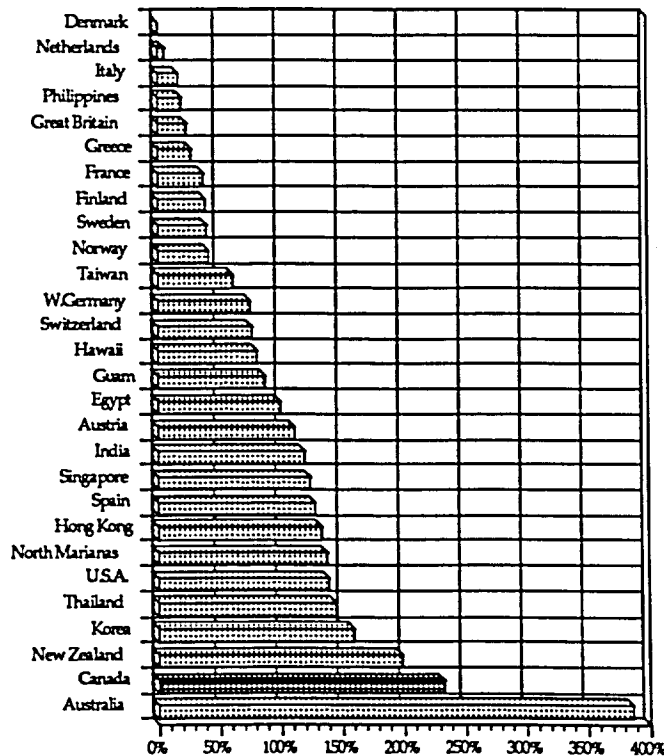


Source: Ministry of Justice, Japan, 1989
 Note: For detailed statistics on destinations of overseas travellers by purpose, see Table 77, page 154.

Destination Growth

Based on Japanese Ministry of Justice statistics, the single destination showing the greatest absolute increase in Japanese visitors was the U.S. Compared to 1983, the annual market increased by 1,797,521 persons in 1989, fully 33.1% of the overall annual Japanese outbound increase of 5,430,506 persons for the same period.

Chart 19 Growth of Japanese Visitors by Destination, 1983/1989



Source: Ministry of Justice, Japan, 1989

Table 17 Growth of Japanese Visitors by Destination, 1983/1989

Destination	1983		1989		1983/1989	
	No. of Travellers	Share	No. of Travellers	Share	No. of Travellers	Increase/Decrease
Total	4,232,246	100.0%	9,662,752	100.0%	5,430,506	128.3%
Taiwan	598,272	14.1%	964,631	10.0%	366,359	61.2%
Hong Kong	503,175	11.9%	1,176,189	12.2%	673,014	133.8%
Korea	528,326	12.5%	1,379,523	14.3%	851,197	161.1%
Philippines	178,873	4.2%	215,634	2.2%	36,761	20.6%
Thailand	223,614	5.3%	546,967	5.7%	323,353	144.6%
Singapore	375,639	8.9%	841,371	8.7%	465,732	124.0%
India	26,662	0.6%	58,707	0.6%	32,045	120.2%
Canada	138,714	3.3%	462,699	4.8%	323,985	233.6%
U.S.A.	1,282,875	30.3%	3,080,396	31.9%	1,797,521	140.1%
of which Hawaii	729,000	17.2%	1,319,340	13.7%	590,340	81.0%
of which Guam	294,429	7.0%	555,748	5.8%	261,319	88.8%
Australia	71,745	1.7%	349,400	3.6%	277,655	387.0%
New Zealand	32,481	0.8%	97,322	1.0%	64,841	199.6%
North Marianas	104,581	2.5%	249,299	2.6%	144,718	138.4%
Egypt	25,942	0.6%	52,000	0.5%	26,058	100.4%
Greece	82,029	1.9%	105,000	1.1%	22,971	28.0%
Italy	327,133	7.7%	384,850	4.0%	57,717	17.6%
Spain	94,963	2.2%	216,535	2.2%	121,572	128.0%
Switzerland	267,510	6.3%	472,278	4.9%	204,768	76.5%
France	457,159	10.8%	631,518	6.5%	174,359	38.1%
Great Britain	238,492	5.6%	297,200	3.1%	58,708	24.6%
Austria	90,755	2.1%	192,038	2.0%	101,283	111.6%
W.Germany	354,876	8.4%	621,363	6.4%	266,487	75.1%
Netherlands	66,900	1.6%	71,383	7.0%	4,483	6.7%
Denmark	82,100	1.9%	82,900	9.0%	800	1.0%
Finland	36,807	0.9%	51,318	5.0%	14,511	39.4%
Norway	52,997	1.3%	75,131	8.0%	22,134	41.8%
Sweden	54,330	1.3%	76,564	8.0%	22,234	40.9%

Source: Applicable National Tourist Offices, 1989

Following the U.S. in terms of Japanese traveller figures was Korea, which hosted the Olympic Games in 1988, Hong Kong and Hawaii.

The country showing the highest annual market growth was Australia with a 387% increase in 1989 compared to 1983. Following closely behind were Canada, with a 233.6% growth rate, and New Zealand with 199.6%.

With the exception of Korea, which recorded very strong growth, all destinations in Asia recorded increases closely approximating the 128.3% overall growth of the Japanese market. Due to continuing political uncertainty in the Philippines, that country attained an increase of just 20.1%.

The growth rates for Hawaii and Guam were below the average U.S. figure, which includes visitor counts for these two destinations, but the continental U.S. showed a 364.6% increase in 1989 compared to 1983.

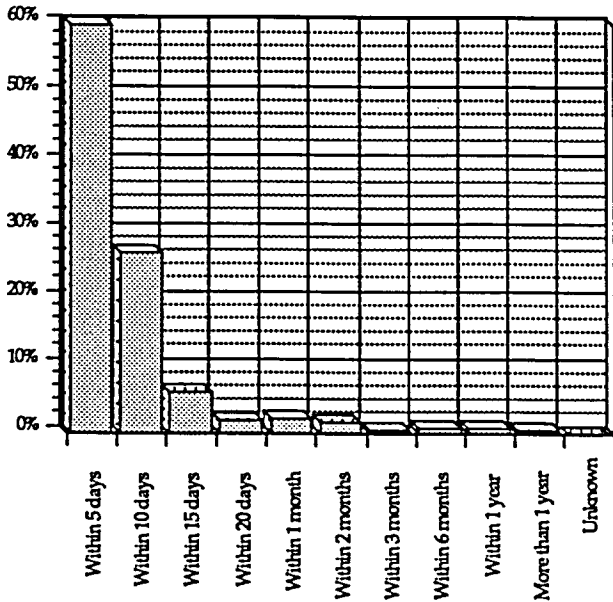
Judging from data obtained from WTO and OECD, the increase in Japanese visitors for European nations was, on the whole, below average.

When destination figures are evaluated by purpose, destinations with high growth such as Oceania and relatively undeveloped destinations such as South America and Africa are enjoying significant increases in the share of pleasure travellers. In contrast, there is little change in the pleasure and business market shares of well-developed destinations such as North America, Europe and Asia.

Duration Characteristics of Japanese Overseas Travel Market

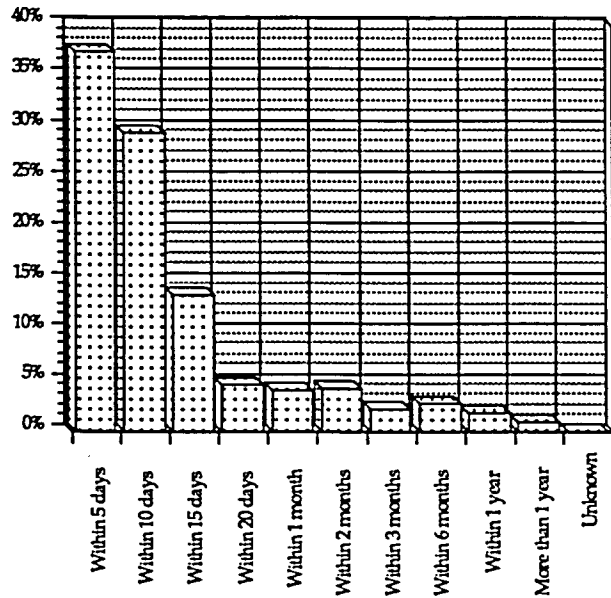
Fully 81.6% of all trips abroad last no longer than ten days, with the figure for pleasure travel being somewhat larger than for business travel. Despite increases in the number of holidays available to the average Japanese, the average duration of overseas trips has remained steady at just over eight days for the past seven years. Short duration trips appear to be a fundamental characteristic of the Japanese market.

Chart 20 Overseas Pleasure Travel by Duration (Share), 1989



Source: Ministry of Justice, Japan, 1989
 Note: For detailed statistics on duration of overseas pleasure travel see Table 78, page 154.

Chart 21 Overseas Business Travel by Duration (Share), 1989



Source: Ministry of Justice, Japan, 1989
 Note: For detailed statistics on duration of overseas business travel see Table 78, page 154.

Market Segmentation

Traditionally, Tourism Canada and Canadian tourism operators have targetted three main market segments; Office Ladies, Silver Age and Skiers. There is increasing evidence of emerging sub-segments within these segments and also new segments now generating sufficient travellers to warrant careful observation by tourism marketers.

Market Segmentation by Age and Gender

Based on a study of the current overseas travel market profile and changes which have occurred in the market over the past six years, Mile Post considers that there are eight characteristic market segments.

These are:

- 1) Teen/Preteen Market
 - 18 years of age and under
 - both sexes

- 2) Single Youth Market
 - 18 to age of marriage
 - both sexes

- 3) Honeymoon Market
 - average age: males 28, females 25

- 4) "Sophisticated" Single Woman Market
 - aged 25 to 40

- 5) Married Young & Middle-aged Market
 - age of marriage to 40
 - both sexes

- 6) Early 40s Market
 - both sexes

- 7) Older Middle-aged Market
 - 45 to 60
 - both sexes

- 8) Elderly Market
 - both sexes

Teen/Preteen Market

- The current scale of this market sector is estimated at 500,000 travellers annually, accounting for some 5% of the total overseas travel market.
- This market sector has increased 170% in size over the past six years and enjoyed a growth rate of 17.6% in 1989.
- Members of this sector travel with their family or as part of school educational tours. Statistical data suggests that these forms of travel, i.e., family travel and educational travel, are expected to increase significantly in the coming years.
- Apart from educational travel, members of this market sector travel only during school holidays. For this reason, overseas travel by this sector is extremely seasonal.

Table 18 Overseas Educational Tours by Number of Schools and Participating Students

Note: data for Canada not available.

Destination	1985		1986		1987		1988		1989	
	No. of schools	No. of students	No. of schools	No. of students	No. of schools	No. of students	No. of schools	No. of students	No. of schools	No. of students
Korea	48	12113	59	16766	98	19969	96	25954	108	38804
Taiwan	9	3106	9	2630	13	4390	15	5470	11	3830
China	11	4672	17	7474	29	8804	45	11419	41	11230
Hong Kong	2	466	2	68	1	200	6	1480	9	1720
Oceania	1	800	2	295	2	185	3	740	7	2170
N.America	7	300	6	311	4	1640	6	2940	10	3240
Hawaii	3	599	7	2216	7	1350	10	2780	6	1590
Europe	6	441	6	460	3	120	3	178	3	120
Total	87	22497	108	30220	157	36658	184	50961	195	62704
Index(school)	100		124		180		211		224	
Index(student)		100		134		163		227		279

Source: Japan School Educational Travel Association, 1989

Chart 22 Growth of Overseas Educational Tours, 1985-1989

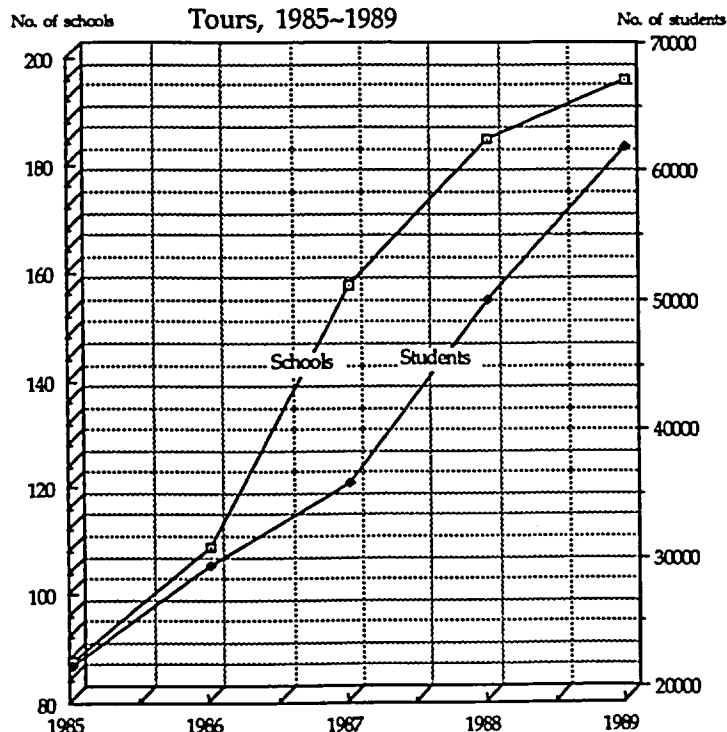
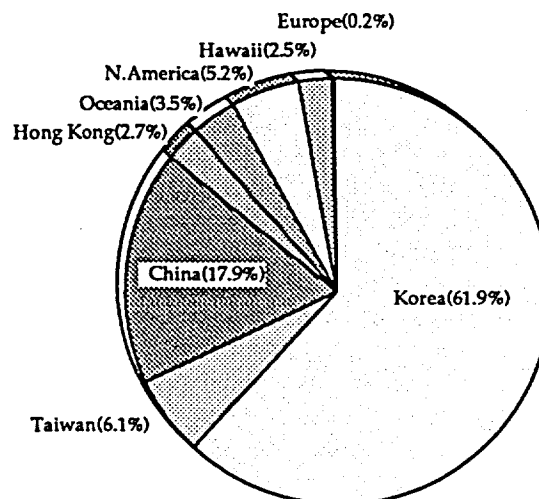


Chart 23 Overseas Educational Tours by Destination Share (Students), 1989



Single Youth Market

- This is one of the most rapidly growing sectors of the Japanese overseas travel market. The current scale of the market is estimated at 2,000,000 travellers, divided equally between males and females.
- This market sector enjoyed a growth rate of 14.7% in 1989.
- Members of this sector have become independent of parental control and are free to travel any time they are able to obtain holidays from school or work.
- Generally speaking, members of this sector have little money, are extremely price conscious, and tend to choose short-haul destinations. As they grow older and marry, however, they represent significant potential for long-haul destination travel to destinations such as Canada. See Table 30, page 38, for data on the desire to visit Canada (by age group).

Table 19 Purpose of Travel Abroad (%)

Purpose	All market segments	Single women	Single men
To enjoy nature and scenery	75	71	73
To see famous historical sites and works	55	60	49
To taste food I like or try delicacies of the country	52	52	47
To enjoy shopping	47	77	46
To relax and rest	45	39	40
To experience a different culture	38	50	48
To visit museums	29	36	28
To stay in a famous hotel	24	31	26
To enjoy marine sports (windsurfing, scuba diving)	13	29	33
To enjoy sports (tennis, golf, etc.)	12	13	23
To experience the latest fashions and trends	12	34	9
To travel abroad with my own money	10	9	16
Dislike group travel	4	4	6

Source: JTB Foundation, 1990

Honeymoon Market

- This segment of the overseas travel market has been a major source of customers for the travel industry since the early 1980s. The current scale of the market is estimated at 1,200,000 travellers.
- The ratio of overseas to domestic travel of honeymooners has increased steadily year by year. According to a 1989 Sanwa Bank survey, over 85% of all newly-married couples choose to travel overseas on their honeymoons.
- The average age of Japanese males marrying for the first time is 28.4 while the average age for females is 25.8. Females in the 20-29 age group account for 85% of the female component of the honeymoon market while males in the same age group account for 70% of the male component, the remainder generally being in their 30s. For detailed statistics on annual number of marriages and average age at first marriage, see Table 79, page 155.
- The March-June and October-December periods are the most popular seasons for weddings in Japan. This characteristic of the honeymoon market has contributed significantly to the levelling off of overall overseas travel seasonality.
- Given the fact that more than 60% of Japanese honeymoon trips have itineraries of eight or more days and a very high 81.8% of honeymooners travelling abroad spend a minimum of ¥600,000 for their trips (tour cost only, excluding local expenditures for shopping, dining, etc.), the Japanese honeymoon market offers considerable potential for Canadian travel. See Table 30, page 38, for data on the desire to visit Canada (by age group).

Table 20 Share of Overseas and Domestic Honeymoon Trips, 1983~1989 (%)

Year	Overseas	Domestic	No Trip
1983	63.6	33.8	2.6
1984	77.2	19.7	3.1
1985	75.4	20.9	3.7
1986	78.1	19.7	2.2
1987	84.5	13.4	2.1
1988	78.1	17.9	4.0
1989	86.1	10.0	3.9

Source: Sanwa Bank, 1989

Table 21 Top Five Spring Honeymoon Destinations, March~May 1983~1990

Ranking	1st		2nd		3rd		4th		5th	
	Year	Destination Share	Destination	Share	Destination	Share	Destination	Share	Destination	Share
1983	Hawaii	35.0%	Guam/Saipan	14.3%	Europe	13.8%	N. America	13.2%	SEAsia	9.2%
1984	Hawaii	30.9%	Europe	16.2%	Guam/Saipan	13.0%	N. America	11.9%	Australia/ New Zealand	10.7%
1985	Hawaii	22.8%	Europe	19.7%	Australia/New Zealand	12.7%	N. America	12.6%	Guam/ Saipan	11.6%
1986	Hawaii	24.5%	Europe	18.9%	Australia/New Zealand	13.0%	SEAsia	8.6%	Guam/ Saipan	7.7%
1987	Hawaii	20.8%	Europe	19.3%	Australia/New Zealand	18.7%	USA	15.5%	Canada	8.2%
1988	Australia	23.0%	USA	19.3%	Hawaii	17.0%	Europe	16.2%	Canada	7.9%
1989	Europe	21.5%	Australia	16.1%	Hawaii	16.0%	USA	14.6%	SEAsia	7.9%
1990	Hawaii	23.5%	Europe	23.0%	Australia	15.4%	USA	12.9%	Canada	8.6%

Source: JTB Foundation, 1990

Table 22 Honeymoon Travel Duration, 1990

No. of days	Within 4	5	6	7	8	9	10	11 & more	Average
Share	1.8%	4.3%	13.5%	18.8%	34.6%	11.5%	9.8%	5.7%	7.9 days

Source: JTB Foundation, 1990

Table 23 Travel Costs Paid by Honeymoon Couples, Spring 1990

Travel costs	Less than ¥400,000	¥400,000~599,999	¥600,000~799,999	¥800,000~999,999	¥1,000,000~1,999,999	¥1,200,000 and over
Share (100%)	5.9%	12.2%	28.7%	25.6%	17.4%	10.1%

Source: JTB Foundation, 1990

"Sophisticated" Single Woman Market

- The current scale of this market sector is estimated at approximately 500,000 travellers. A very large number of members of this market sector live in the Tokyo metropolitan area and the surrounding prefectures of Kanagawa, Saitama and Chiba.
- This market is composed primarily of female office workers with salaries that permit them to fully enjoy their lives, or young women who are not employed and are awaiting marriage. In the latter case, these women receive considerable financial support from their parents. Both employed and unemployed women in this market sector are referred to as *Dokushin-kizoku*, which translates as "single aristocrat." They can spend their earnings freely without concern about family or housing.
- Members of this sector are generally experienced travellers (see Table 25 below) who look for a balance between investment and return. They look for quality in the travel products they purchase.
- See Table 30, page 38, for data on the desire to visit Canada (by age group).

Table 24 Single Japanese as Share (%) of National Population by Age Group, 1970-1985

Age	15-19		20-24		25-29		30-34		35-39	
Year	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
1970	99.3	97.9	90.1	71.1	46.5	18.1	11.6	7.2	4.7	5.8
1975	99.5	98.6	88.0	69.2	48.3	20.9	14.3	7.2	6.1	5.3
1980	99.6	99.0	91.5	77.7	55.1	24.0	21.5	9.1	8.5	5.5
1985	99.4	98.9	92.1	81.4	60.4	30.6	28.1	10.4	14.2	6.6

Source: National Census Bureau, 1985

Table 25 Comparison of Overseas Travel Experience of Females in 20s and 30s, 1989

Overseas Travel Experience	20s (%)	30s (%)
First Time	22.6	5.0
2nd time	21.0	10.1
3rd time	15.4	9.7
4th or 5th time	20.3	15.1
6th ~ 10th time	15.2	31.0
More than 10 times	5.5	29.1
Average	4.1 times	8.4 times

Source: Social Research Institute "Airport Survey", 1989

Married Young & Middle-aged Market

- The current scale of this market sector is estimated at 2,000,000 travellers.
- Despite the relatively large size of this sector (females aged 25-40, males aged 29-40), the rate of travel is low in comparison to adjacent sectors, i.e., single youth and early 40s. This anomaly is due to the very large population of this market sector.
- Members of this sector are of an age which makes overseas travel quite difficult. Spending priority is placed on housing and children's education, not on overseas travel. While the average income level of this group steadily increases over the levels of younger age groups, the overseas travel expenditure level remains flat.
- See Table 30, page 38, for data on desire to visit Canada (by age group).

Table 26 Average Travel Expenditure by Gender, Age, 1988

Male	Fares, hotel charges, food expenses	Shopping and other expenditures	Total travel expenditures
10 - 19	Y360,000	Y160,000	Y520,000
20 - 29	Y320,000	Y180,000	Y500,000
30 - 39	Y340,000	Y180,000	Y520,000
40 - 49	Y360,000	Y180,000	Y540,000
50 - 59	Y360,000	Y200,000	Y560,000
60 -	Y350,000	Y180,000	Y530,000
Female			
10 - 19	Y240,000	Y160,000	Y400,000
20 - 29	Y250,000	Y180,000	Y430,000
30 - 39	Y260,000	Y170,000	Y430,000
40 - 49	Y280,000	Y200,000	Y480,000
50 - 59	Y300,000	Y220,000	Y520,000
60 -	Y340,000	Y210,000	Y550,000

Source: JTB Foundation, 1988

Early 40s Market

- The current scale of this market sector is estimated at 1,100,000 travellers.
- Members of this sector were born after WWII and their attitudes are not shaped as strongly by conventional Japanese philosophy as older Japanese. Generally speaking they have an interest in international affairs and place more importance on their own pleasure than on work or the nation.
- The population of this group accounts for the largest share of the total Japanese population. These so-called "Baby Boomers" have considerable influence on the creation of new trends in the marketplace.
- Throughout the 1980s, those members of society who have now reached the age of 45 held the initiative in leading society in terms of work ethic, common sense personal relationships, etc. In the 1990s, however, those under the age of 45 will gradually take over the leadership role, significantly affecting Japanese lifestyle concepts.
- Beginning in the mid-1970s individuals currently belonging to this group were responsible for the explosive growth of overseas honeymoon travel. Older now, they are responsible for the increasing popularity of overseas family travel.
- This market sector has contributed significantly to the diffusion of resort type tours, individual travel and Special Interest Tour (SIT) travel and will continue to do so in the years to come.
- See Table 30, page 38, for data on the desire to visit Canada (by age group).

Table 27 Individual Travellers as Share of All
Pleasure Travellers* by Gender, Age,
1987-1989

		1987	1988	1989
		Average	14.9%	17.3%
All	Male	19.6%	20.2%	22.4%
	Female	10.7%	14.3%	15.7%
20s	Male	14.7%	19.5%	22.9%
	Female	9.3%	15.4%	15.3%
30s	Male	22.6%	21.4%	22.9%
	Female	14.4%	17.6%	19.6%
40s	Male	32.4%	30.5%	28.9%
	Female	21.4%	16.4%	18.2%
50s	Male	29.8%	19.9%	26.5%
	Female	10.5%	9.7%	15.2%
60 & Over	Male	12.5%	12.0%	13.3%
	Female	7.0%	6.6%	6.4%

Source: Social Research Institute "Airport Survey", 1989
* (Pleasure travellers making bookings
with travel agencies)

Table 28 Rate (%) of Desire to Participate
in New Forms of Leisure

Leisure Activity	30s	Early 40s	Late 40s	50s
Auto camping	72.6%	56.1%	38.8%	37.4%
Sports resort	60.4%	58.4%	42.5%	35.7%
Second home	44.6%	49.6%	30.2%	18.5%
Home theatre	34.2%	39.7%	19.8%	17.7%
Overseas resort life	41.2%	25.4%	20.3%	15.6%
Time-share villa	31.9%	19.7%	14.4%	9.6%
City hotel	22.0%	21.2%	18.5%	15.8%
Overseas SIT	23.7%	23.7%	15.0%	8.9%
Marine sports	22.2%	19.5%	8.0%	2.7%
Short cruises	17.3%	10.0%	4.4%	7.6%
Log cabin	19.3%	15.2%	57.0%	5.3%
Casino	10.5%	13.8%	6.1%	3.3%

Source: Leisure White Paper '90
by Leisure Development Center, 1990

Older Middle-aged Market (45-60 years)

- The current scale of the market, including both pleasure and business travellers, is estimated at 2,300,000⁽¹⁾.
- The children of the members of this sector have grown up sufficiently to allow the parents to travel relatively freely.
- Members of this group feel that it is important to become more internationalized themselves. They look on international travel as one way of accomplishing this, although they are reluctant to become involved in inconveniences such as being forced to speak a foreign language.
- Because they are reluctant to speak a foreign language and because they had little or no individual foreign travel experience in their youth, members of this market sector tend to use all-inclusive package tour products, generally of high quality and high price.
- Canada ranks among the top ten destinations visited only in the female sector while it is cited as a place which travellers would like to visit in future in both male and female sectors, ranking highest in the male sector among those in their forties and in the female sector among those in their thirties, forties and fifties.
- See Table 30, page 38, for data on the desire to visit Canada (by age group).

Table 29 Countries or Places Which Have Been Visited (%)

1989, Male	Under 29		30s		40s		50 and over	
1	Hawaii	22.6	Hawaii	37.6	U.S. West Coast	50.7	Hong Kong	58.6
2	U.S. West Coast	21.7	U.S. West Coast	34.8	Hong Kong	49.9	Taiwan	56.5
3	France	15.1	Hong Kong	34.7	Hawaii	45.9	France	50.8
4	Guam	13.4	France	31.5	Taiwan	43.7	U.S. West Coast	50.4
5	Hong Kong	12.8	England	27	U.S. East Coast	41.9	Hawaii	49.3
6	Singapore	12.8	Taiwan	25.5	France	41.6	England	46.2
7	U.S. East Coast	12.1	Singapore	24.7	Singapore	38.1	Singapore	45.6
8	Italy	11.9	Thailand	24.6	W.Germany	37	W.Germany	44.2
9	England	11.5	W.Germany	24.5	England	36.8	Switzerland	42.6
10	W.Germany	10.6	U.S. East Coast	24.1	Korea	36.2	U.S. East Coast	42.5
12	Canada	9.6	Canada (13)	16.5	Canada (14)	29.5	Canada (13)	37.4
Outbound Market Scale	1,460,784		1,400,898		1,577,127		1,536,130	
1989, Female								
1	Hawaii	30.4	Hawaii	49.6	Hawaii	39.9	Hong Kong	48.2
2	U.S. West Coast	22.4	Hong Kong	45.8	Hong Kong	38.3	Hawaii	45.1
3	Guam	21.9	France	42.2	France	33.2	France	44.4
4	France	21.7	U.S. West coast	37.3	U.S. West Coast	28.9	Italy	39.2
5	Hong Kong	20.5	Singapore	31.8	Singapore	27.7	Switzerland	36.6
6	England	17.5	Switzerland	30.4	Italy	27.3	England	34.3
7	Singapore	17.4	England	29.9	England	26.5	Singapore	33.3
8	Italy	16.5	Italy	29.9	Switzerland	26.1	China	32
9	Switzerland	14.2	Guam	26.6	Canada	20.6	Taiwan	31.6
10	W.Germany	13.3	W.Germany	24.7	W.Germany	20.2	W.Germany	30.1
12	Canada	9.3	Canada (13)	15.9	Taiwan	20.6	Canada (11)	27.8
Outbound Market Scale	1,875,963		515,161		478,700		817,911	

Source: Mainichi Shimbun Survey 1990

⁽¹⁾ The number of male and female travellers in the 50-59 year age group is estimated by the Ministry of Justice to be approximately 1.4 million while the number of male and female travellers in the 45-49 age group is estimated at 941,662. Based on these figures, Mile Post estimates the number of travellers in the 45-60 age group as shown. Please note that in Table 29 above, based on a 1990 Mainichi Shimbun survey, the age groups of travellers differ from those of the Japanese Ministry of Justice. In particular, older travellers are grouped as "50 and over".

Table 30 Countries or Places One Would Like to Visit (%)

1990, Male	Under 29		30s		40s		50 and over	
1	Australia	523	Australia	516	Australia	444	Australia	335
2	Canada	469	Canada	454	Canada	366	Canada	318
3	New Zealand	430	New Zealand	400	Switzerland	356	Switzerland	287
4	Switzerland	404	Switzerland	362	New Zealand	339	New Zealand	272
5	U.S. East Coast	401	Italy	304	Spain	328	Spain	260
6	France	324	U.S. West Coast	297	Greece	312	Greece	250
7	Hawaii	324	Hawaii	296	Italy	268	France	239
8	U.K.	322	S.Pac Islands	288	France	235	Austria	238
9	Spain	315	U.K.	286	W. Germany	227	W. Germany	233
10	W. Germany	312	France	284	U.S. West Coast	220	U.K.	229
1990, Female								
1	Australia	535	Australia	448	Canada	432	Canada	402
2	Canada	517	Canada	424	Australia	381	Switzerland	333
3	Switzerland	436	Spain	413	France	377	Spain	323
4	U.S. West Coast	425	Greece	378	Switzerland	374	Australia	309
5	France	408	Italy	378	Spain	359	Holland	299
6	Italy	402	Switzerland	366	Greece	352	U.K.	276
7	New Zealand	395	France	308	Italy	333	Italy	274
8	U.K.	392	W. Germany	277	U.K.	304	Greece	272
9	Spain	389	New Zealand	275	Austria	300	France	270
10	Greece	360	U.K.	273	U.S. East Coast	264	Austria	249

Source: Mainichi Shimbun Survey 1990

Table 31 Total Travel Expenses for Overseas Trip, 1989 (%)

Expenditure	Male				Female			
	Under 29	30s	40s	50& over	Under 29	30s	40s	50& over
Up to ¥100,000	19	13	0.8	0.7	35	27	12	0.8
¥100,000-¥200,000	20.0	18.3	12.8	13.0	29.0	22.7	18.6	14.9
¥200,000-¥300,000	20.9	18.5	18.7	18.2	22.0	19.7	19.0	16.8
¥300,000-¥400,000	13.6	13.6	12.9	10.8	13.0	17.5	13.8	15.4
¥400,000-¥500,000	12.8	9.9	9.4	10.1	10.9	12.9	11.1	12.0
¥500,000-¥700,000	12.1	15.2	11.0	13.5	9.0	11.2	15.8	16.8
¥700,000-¥1,000,000	4.7	7.4	11.5	8.9	4.1	1.6	4.7	7.8
¥1,000,000-¥2,000,000	2.6	4.8	8.5	6.1	0.7	1.4	1.2	1.1
Over ¥2,000,000	0.6	0.6	0.6	0.5	0.2	0.3	1.2	0.2
No answer	10.9	10.5	13.9	18.2	7.6	9.9	13.4	14.2

Source: Mainichi Shimbun Survey 1990

Table 32 Overseas Travel One Would Like to Experience, 1989 (%)

Type of Tour	Male				Female			
	Under 29	30s	40s	50& over	Under 29	30s	40s	50& over
Leisurely-stay tours	74.3	74.3	65.1	49.7	77.2	82.7	68.4	54.5
Tours to representative sightseeing spots	31.1	27.7	31.1	52.4	43.1	33.4	44.7	55.8
Tours to historic sites and ancient ruins	27.9	30.1	35.4	44.4	36.1	40.0	45.5	52.6
Shopping tours	32.1	28.4	24.9	20.5	53.8	44.9	39.9	33.1
Local life and customs familiarization tours	26.3	23.8	26.6	26.1	37.1	36.7	43.1	32.0
Sports tours	51.5	39.3	25.4	12.6	47.5	33.7	20.2	10.1
Gourmet tours	20.9	26.6	26.3	22.2	25.9	23.8	31.2	26.7
Folk entertainment, art and music tours	15.5	16.2	16.6	19.6	26.5	29.0	37.2	26.9
Tours to the sea and mountains	27.0	23.2	16.6	12.2	27.8	21.6	13.4	11.8
Adventure and tours to remote places	17.4	14.8	11.3	9.0	18.2	16.7	17.8	13.5

Source: Mainichi Shinbun Survey 1989

Table 33 Travel Companions, 1989 (%)

Companion	Male				Female			
	Under 29	30s	40s	50& over	Under 29	30s	40s	50& over
Husband or wife	53.2	47.1	23.0	54.6	26.3	21.6	20.2	24.7
With friends, acquaintances	24.4	15.5	18.4	17.4	46.3	33.2	29.8	39.1
With family	6.2	18.5	26.7	9.3	11.5	26.9	24.2	13.9
With company peers	10.1	15.7	20.3	5.7	8.9	9.3	10.6	5.1
Alone	8.4	6.2	11.1	10.3	7.8	12.6	14.6	11.8
With relatives	1.4	1.0	2.3	2.9	1.8	2.3	5.1	9.4
Others	-	1.0	1.8	3.5	0.7	0.7	2.5	1.1

Source: Mainichi Shinbun Survey 1989

Table 34 Utilization of Package Tours, 1989 (%)

	Male				Female			
	Under 29	30s	40s	50& over	Under 29	30s	40s	50& over
Used	62.8	48.1	29.2	51.0	71.7	65.2	60.9	72.0
Did not use	34.7	46.7	63.0	40.5	26.1	29.6	31.2	18.7
No answer	2.6	5.2	7.8	8.4	2.3	5.2	7.9	9.3

Source: Mainichi Shinbun Survey 1989

Table 35 What Was Done During Overseas
Travel by 50 and Over Age Group, 1989 (%)

Activities	Male	Female
Shopping	68.9	74
Sightseeing in cities	77.5	81
Sightseeing at other noted places	69.6	70.8
Eating at various restaurants	28.9	28.4
Swimming	13.4	12.3
Visits to art galleries and museums	43.4	41.3
Pure leisure	15.9	15.3
Night tours	14.8	15
Driving	5.3	8.3
Other sports	1.8	1.6
Theatres, concerts, movies	12.1	12.9
Visits to family and friends	9.5	6.7
Golf	7.9	3.5
Gambling	4.2	3.2
Scuba diving	1.3	1.3
Mountain climbing	3.5	3.6
Tennis	0.2	0.3
Skiing	0.7	1.1
Fishing	1.5	1.1
Wedding ceremony	0.5	0.8
Others	3.8	2.4

Table 36 Factors Deterring Overseas Travel Demand (%)

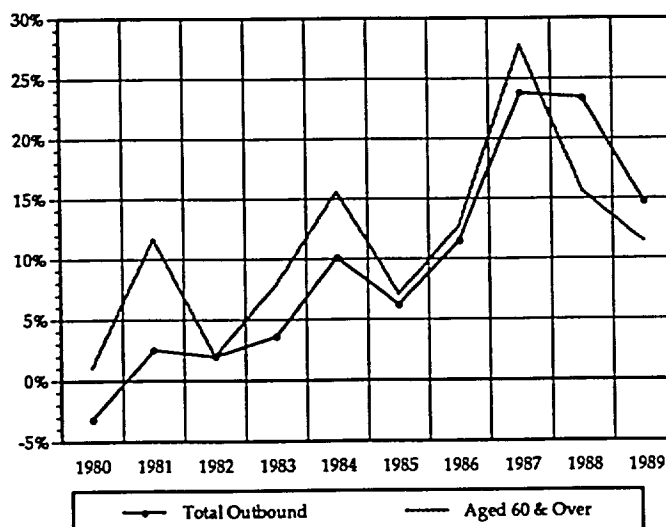
Factors	All Market Sectors	Middle- aged Females	Middle- aged Males
Great expense	62	68	67
Language barrier	25	32	24
No vacation time available	37	30	55
Anxiety about security in other countries	15	20	13
Need to take care of family member(s)	14	17	4
Dislike airplanes, fear of flying	11	14	9
Dislike foreign travel	9	11	5
Foreign travel too luxurious	9	11	9
Dislike foreign food	10	10	7
No one to accompany me	8	9	5
Travel application and procedures bothersome	8	9	10
Do not want to travel abroad at own expense	10	9	16
Dislike group travel	4	4	6

Source: JTB Foundation 1989

Elderly Market

- The current size of this market sector is estimated at 1,000,000 travellers.
- Members of this group are generally retired and can afford to engage in leisure pursuits, having substantial savings.
- For those who like to travel, inability to communicate in a foreign language is a significant handicap.
- Because the elderly prefer to participate in fully arranged package tours, they are an attractive business target for travel agencies.
- Until 1987, this market expanded at a steady pace, enjoying a rate of increase above the overall outbound market figure. Over the past several years, the rate of growth has declined, however, and the market is now growing at a pace slightly below the average.
- Members of this market sector who reside in urban areas are much more enthusiastic about leisure pursuits than their rural counterparts. This also applies to overseas travel. The rate of travel for those resident in urban areas is twice that for those who reside in the country.

Chart 24 Growth Rate of Elderly Travellers, 1980-1989 (%)



Source: Ministry of Transport, Japan, 1989
 Note: For detailed statistics on growth rate of overseas travel by elderly travellers see Table 80, page 155.

Table 37 Desire to Travel Abroad, 1987

	Would like to travel		Don't want to travel		Don't know
	No matter what	If opportunity presents itself	Very much	Not at all	
Age Group	(%)	(%)	(%)	(%)	(%)
20-24	32.7	50.3	11.8	4.6	0.7
25-29	26.2	59.3	11.0	3.5	0.6
30-39	20.6	51.0	18.6	9.3	0.6
40-49	14.8	49.2	23.6	10.9	1.5
50-59	12.1	41.8	25.7	18.7	1.7
60-69	9.7	32.4	26.6	29.6	1.7
Total	16.8	46.1	21.6	14.3	1.2

Source: National Poll, 1987

Table 38 Participation in Leisure Activities
by Urban and Rural Seniors (50 & Over) (%)

Activity	Urban Seniors	Rural Seniors
Swimming in pool	10.6	6.8
Golf	18.8	6.1
Tennis	5.9	2.3
Skiiing	7.1	1.3
Attending concerts	18.8	8.7
Art appreciation	17.6	9.2
Overseas travel	12.9	6.0

Source: Leisure White Paper '90
by Leisure Development Center, 1990

Table 39 Desired Participation in New Forms of
Leisure by Urban and Rural Seniors (50 & Over) (%)

Activity	Urban Seniors	Rural Seniors
Sports resort	32.9	11.6
Dinner show	31.8	16.6
Artistic activities	29.4	15.2
Second home	18.8	9.4
Home theatre	18.8	11.5
Overseas resort leisurely stay	16.5	5.7
Long-term stay overseas	14.1	3.2
Long-term cruising	14.1	9.0

Source: Leisure White Paper '90
by Leisure Development Center, 1990

Chapter 2

Canada's Japanese Visitor Market

Image of Canada as a Travel Destination for Japanese

The Japanese have a very positive image of Canada as a travel destination. Canada has consistently ranked high in surveys such as the Mainichi Shimbun Survey "On Japanese Overseas Travellers" (annual survey carried out for past 22 years). It is recognized for its scenic beauty, ranking only behind Switzerland in this category in the 1990 survey. It also enjoys a strong image as a safe place to visit, a major factor in destination selection by Japanese travellers. It is a country that many people wish to visit, ranking only behind Australia in this category.

The high ranking of Canada as a place Japanese would like to visit is further supported by a JTB Foundation survey carried out in 1990 which ranks Canada fourth.

For further information regarding surveys conducted in 1986 and 1989, readers are directed to the publication "Pleasure Travel Markets to North America: Japan", available through Tourism Canada, Ottawa.

Table 40 Male Japanese Image of Canada as a Travel Destination

Rank	Image of Friendliness		Scenic Beauty		Safe to Visit		Kind to Travellers		Want to Visit	
1	Hawaii	273	Switzerland	477	Hawaii	282	Hawaii	202	Australia	424
2	U.S. West Coast	266	Canada	465	Australia	247	Australia	139	Canada	377
3	Australia	213	Australia	334	Singapore	255	Singapore	136	Switzerland	331
4	Canada	197	New Zealand	323	Switzerland	254	Taiwan	163	New Zealand	333
5	Taiwan	246	S. Pacific	237	Canada	229	W. Germany	132	Spain	287
6	W. Germany	207	Finland	192	U.K.	228	Canada	12	Greece	278
7	Singapore	168	Sweden	188	W. Germany	242	Switzerland	127	Italy	262
8	U.S.A.	171	Austria	188	New Zealand	191	U.S. West Coast	114	France	258
9	Switzerland	154	Hawaii	155	Taiwan	226	New Zealand	98	U.K.	242
10	U.K.	137	W. Germany	124	Austria	149	U.K.	8	U.S. West Coast	245

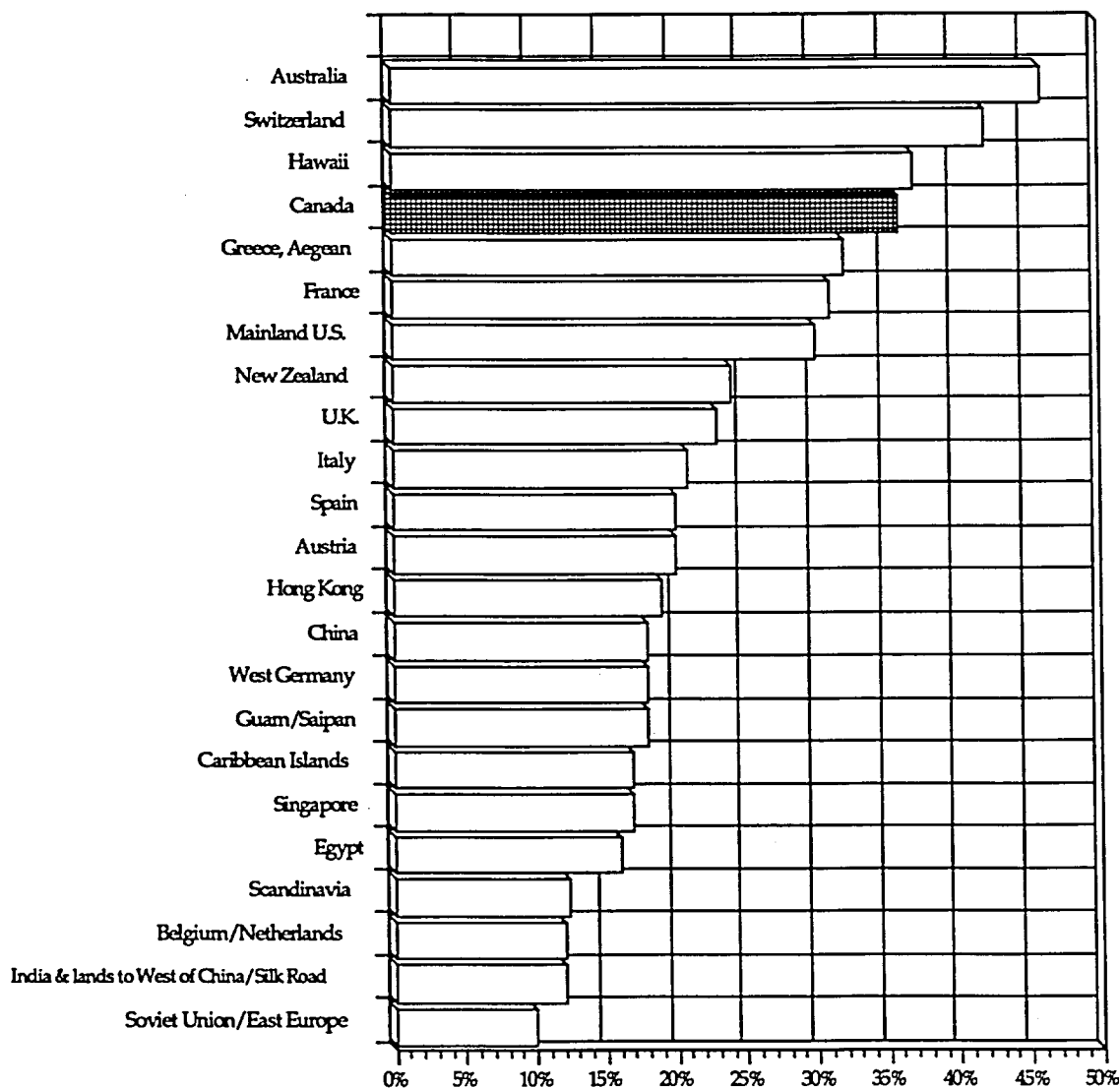
Source: Mainichi Shimbun Survey "On Japanese Overseas Travellers, 1990"

Table 41 Female Japanese Image of Canada as a Travel Destination

Rank	Image of Friendliness		Scenic Beauty		Safe to Visit		Kind to Travellers		Want to Visit	
1	Hawaii	374	Switzerland	545	Hawaii	412	Hawaii	281	Australia	446
2	Australia	21	Canada	528	Australia	281	Australia	185	Canada	459
3	U.S. West Coast	203	Australia	392	Singapore	211	Singapore	115	Switzerland	389
4	Canada	159	New Zealand	343	Canada	219	Taiwan	62	New Zealand	323
5	Taiwan	88	S. Pacific	226	Switzerland	218	W. Germany	95	Spain	373
6	W. Germany	108	Finland	204	U.K.	179	Canada	10	Greece	343
7	Singapore	119	Sweden	202	W. Germany	16	Switzerland	89	Italy	359
8	U.S.A.	112	Austria	175	New Zealand	167	U.S. West Coast	98	France	351
9	Switzerland	92	Hawaii	131	Taiwan	76	New Zealand	98	U.K.	332
10	U.K.	109	W. Germany	12	Austria	116	U.K.	82	U.S. West Coast	317

Source: Mainichi Shimbun Survey "On Japanese Overseas Travellers 1990"

Chart 25 Destinations Japanese Desire to Visit, 1989



Source: JTB Foundation, 1989

Position of Japan in the Canadian Overseas Visitor Market

Excluding visitors from the United States, in 1990 Canada received 3,256,391 visitors from abroad, down 0.6% from the previous year's visitor total. Of this total, Japanese visitors numbered 474,132, up 2.5% from the previous year and accounting for 14.6% of the market, according to statistics compiled by Statistics Canada.

While annual growth of the Japanese market in 1990 showed a slowdown from the double-digit rates recorded between 1986 and 1989, it stood in sharp contrast to the 2% decline recorded for the United Kingdom, Canada's top overseas visitor source, and the 5.8% drop in visitors from the Federal Republic of Germany, the third largest visitor supplier. In fact, of Canada's seven 100,000 plus overseas visitor markets, only France and Hong Kong showed higher growth, with both markets recording 5.3% annual growth rates.

Within Canada's Asian visitor market, which generated close to one million visitors in 1990, Japan occupies a dominant position, supplying fully 50% of all Asian visitors and almost four times as many as second-ranked Hong Kong.

Table 42 Non-resident Travellers Entering Canada by Country of Residence, 1985-1990

Country	1985	1986	1987	1988	1989	1990
Europe						
Belgium	16,700	21,737	29,255	32,234	30,542	32,534
Denmark	16,766	21,268	25,654	24,820	24,647	21,929
France	116,617	155,254	210,039	249,405	261,825	275,714
Germany (Federal Republic)	181,998	235,936	298,670	321,704	308,511	290,539
Greece	15,571	17,506	19,750	20,046	19,287	19,511
Italy	65,121	80,505	103,459	107,462	107,409	101,090
Netherlands	63,921	75,660	88,490	98,942	96,789	93,280
Portugal	14,344	19,575	16,332	16,136	18,258	15,993
Spain	13,688	18,238	22,159	24,613	24,429	26,983
Sweden	22,119	25,018	31,207	36,813	35,626	31,924
Switzerland	49,028	59,637	70,234	83,286	81,722	79,728
United Kingdom	345,054	439,319	506,626	585,838	614,771	602,401
Other Europe	121,261	135,157	142,361	169,452	180,968	187,699
Total	1,042,188	1,304,810	1,564,236	1,770,751	1,804,784	1,779,325
Africa						
Total	41,835	44,730	42,726	47,096	48,461	51,019
Asia						
Hong Kong	43,272	64,545	66,694	87,785	123,080	129,609
India	34,553	46,199	53,031	66,739	63,076	54,621
Israel	37,546	58,152	65,175	71,566	69,451	63,717
Japan	174,503	235,185	311,687	404,592	462,699	474,132
Other Asia	130,718	160,153	151,723	192,909	230,182	239,983
Total	420,592	564,234	648,310	823,591	948,488	962,062
North, Central America, Caribbean						
Jamaica	15,222	16,600	18,242	22,736	27,547	27,547
Mexico	42,136	47,879	56,427	65,726	72,783	70,992
Trinidad & Tobago	29,850	25,454	27,603	45,549	22,331	17,479
Other N, C, Carib.	59,644	65,403	69,205	82,000	79,114	77,846
Total	146,852	155,336	171,477	216,011	201,775	189,619
South America						
Brazil	13,683	19,171	23,495	31,511	33,986	35,475
Other S. America	46,122	52,811	58,766	72,201	71,592	73,238
Total	59,805	71,982	82,261	103,712	105,578	108,713
Oceania & Other Ocean Islands						
Australia	76,028	85,021	89,686	100,841	120,316	122,294
New Zealand	15,682	27,381	35,067	39,416	42,555	39,529
Other Oceania	5,056	6,333	8,873	4,442	4,881	3,830
Total	96,766	118,735	133,626	144,699	167,752	165,653
Grand Total	1,808,038	2,259,827	2,642,636	3,105,860	3,276,838	3,256,391

Note: Includes all visits of less than and more than 24 hours.

Source: Statistics Canada, 1990

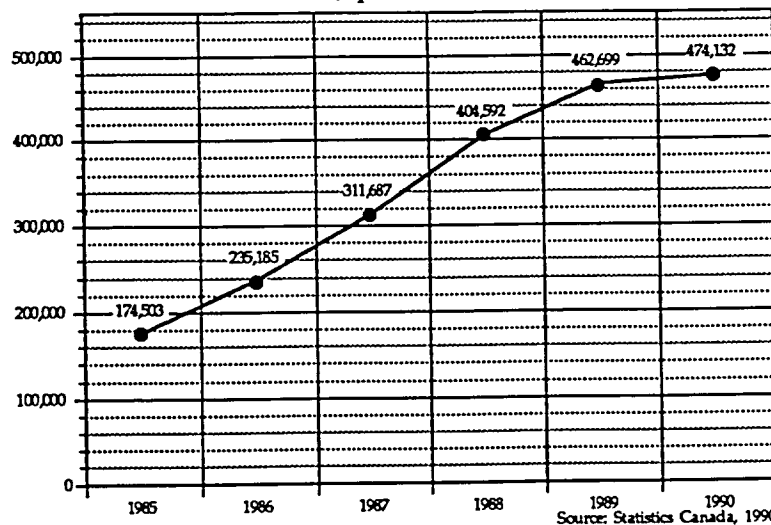
Table 43 Canada's Top Ten Foreign Visitor Markets, 1986-1990

Country	1986	Growth	1987	Growth	1988	Growth	1989	Growth	1990	Growth
United Kingdom	439,319	27.3%	506,626	15.3%	585,838	15.6%	614,771	4.9%	602,401	-2.0%
Japan	235,185	34.8%	311,687	32.5%	404,592	29.8%	462,699	14.4%	474,132	2.5%
Germany (Federal Republic)	235,936	29.6%	298,670	26.6%	321,704	7.7%	308,511	-4.1%	290,539	-5.8%
France	155,254	33.1%	210,039	35.3%	249,405	18.7%	261,825	5.0%	275,714	5.3%
Hong Kong	64,545	49.2%	66,694	3.3%	87,785	31.6%	123,080	40.2%	129,609	5.3%
Australia	85,021	11.8%	89,686	5.5%	100,841	12.4%	120,316	19.3%	122,294	1.6%
Italy	80,505	23.6%	103,459	28.5%	107,462	3.9%	107,409	0.0%	101,090	-5.9%
Netherlands	75,660	18.4%	88,490	28.5%	98,942	11.8%	96,789	-2.2%	93,280	-3.6%
Switzerland	59,637	21.6%	70,234	17.8%	83,286	18.6%	81,722	-1.9%	79,728	-2.4%
Mexico	47,879	13.6%	56,427	17.8%	65,726	16.4%	72,783	10.7%	70,992	-2.5%

Note: Includes all visits of less than and more than 24 hours.

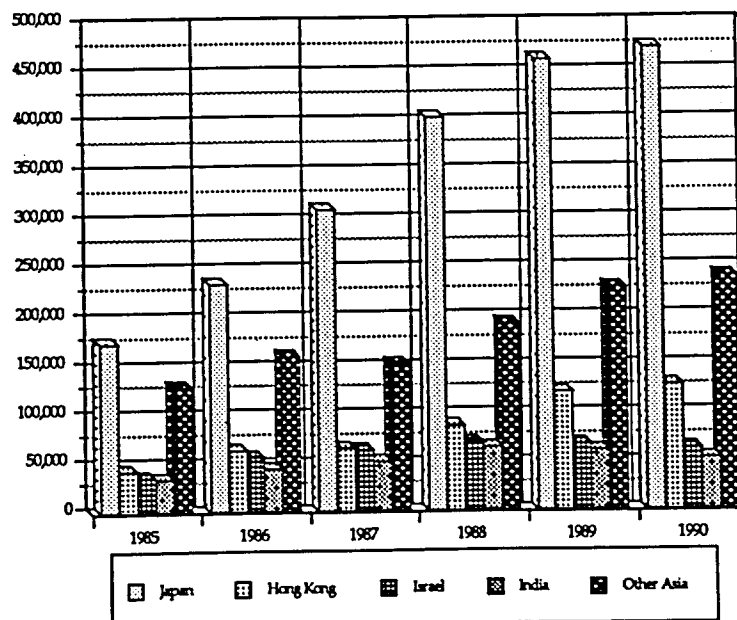
Source: Statistics Canada, 1990

Chart 26 Growth of Japanese Travel to Canada, 1985-1990



Source: Statistics Canada, 1990

Chart 27 Non-resident Asian Travellers Entering Canada, 1985-1990



Source: Statistics Canada, 1990

Note: For statistical data on non-resident Asian travellers visiting Canada see Table 42, page 46.

Port of Entry, Length of Stay and Itinerary of Japanese Visitors

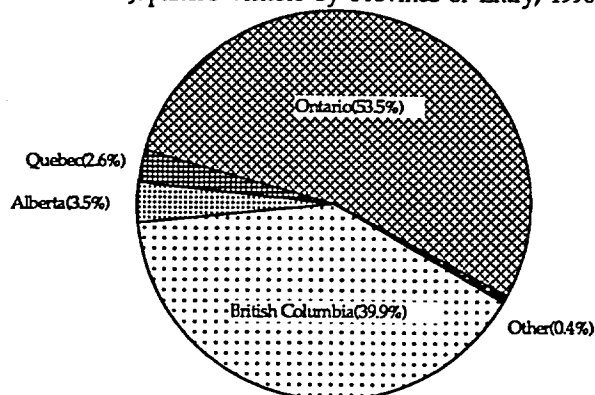
Well over half of all Japanese visitors enter Canada through Ontario while about 40% enter the country through British Columbia, according to Statistics Canada. While much smaller in number, Japanese entering the country through Alberta and Quebec are steadily increasing, with these two provinces holding shares of 3.5% and 2.6%, respectively.

The inauguration in 1989 of direct Tokyo-Edmonton and Nagoya-Vancouver flights as well as a joint CP/JL (Japan Airlines) direct service to Toronto have yet to show any significant effects on the access patterns of Japanese visiting Canada. With the increased seat capacity which these routes offer as well as access to a second gateway in Japan (Nagoya) and second and third gateways in Canada (Toronto, Edmonton), the province of entry trend is expected to undergo changes in the future.

Japanese visiting Canada can be divided into three distinct groups: those who enter the country directly from Japan by air; those who enter the country via the United States and remain for less than 24 hours; and those who enter the country via the United States and remain for one day or more.

According to statistics compiled by Statistics Canada, of the 474,132 Japanese who visited Canada in 1990, fully 68.9% entered the country via the United States, down from 72.9% in 1989. Of the 326,694 Japanese entering

Chart 28 Japanese Visitors by Province of Entry, 1990



Source: Statistics Canada, 1990

Table 44 Japanese Visitors by Province of Entry, 1985-1990

Province	1985	1986	1987	1988	1989	1990
Ontario	80,073	121,782	186,570	243,964	269,423	253,807
British Columbia	83,287	100,333	104,296	133,676	162,283	189,255
Alberta	3,467	4,374	10,446	14,806	17,848	16,799
Quebec	6,912	7,880	9,272	10,575	11,466	12,158
Manitoba	253	307	475	586	498	846
Nova Scotia	289	227	251	363	637	604
Yukon	42	101	151	249	265	320
New Brunswick	121	128	173	284	205	257
Saskatchewan	50	37	41	76	59	58
Newfoundland	9	16	11	10	15	28
Prince Edward Island	0	0	1	3	0	0

Source: Statistics Canada, 1990

Table 45 Length of Stay of Japanese Visitors, 1980-1990

	A	B	C	D	E	F
	Total No. of Japanese Visitors	Japanese Visitors entering Canada via U.S.	Share (B/A)	Japanese entering Canada via U.S. by land for less than 24 hrs.	Japanese visiting Canada for 24 hrs or more (A-D)	Share of Japanese remaining in Canada for more than 24 hrs. (A-D)/A
1980	162,253	112,915	69.6	38,175	124,078	76.5
1981	146,461	97,862	66.8	31,121	115,340	78.8
1982	139,447	92,153	66.1	22,547	116,900	83.8
1983	138,716	89,800	64.7	19,630	119,086	85.8
1984	162,246	104,674	64.5	23,161	139,085	85.7
1985	174,503	113,367	65.0	26,134	148,369	85.0
1986	235,185	162,440	69.1	33,525	201,660	85.7
1987	311,687	235,917	75.7	58,901	252,786	81.1
1988	404,592	308,953	76.4	75,044	329,548	81.5
1989	462,699	337,311	72.9	72,968	389,711	84.2
1990	474,132	326,694	68.9	61,593	412,539	87.0

Source: Mile Post Consultants based on Statistics Canada data, 1990

Canada from the U.S. by land, 18.8% remained in the country for less than 24 hours. The majority of these "day trippers" appear to enter and leave Canada at Niagara Falls.

Overall, 87% of all Japanese visiting Canada remain in the country for more than one day.

Upon arrival in Canada, Japanese travel extensively throughout the country. According to Statistics Canada data, Ontario, British Columbia and Alberta receive the largest numbers of visitors, although the Atlantic provinces, Manitoba and Saskatchewan have shown increased popularity in recent years.

Table 46 Japanese Visitors to Canada by Province Visited, 1980-1989

Visits of One or More Nights to Canadian Provinces by Japanese Residents								
	Atlantic provinces	Quebec	Ontario	Manitoba	Saskatchewan	Alberta	British Columbia	Canada*
1980	2,000	17,000	53,000	3,000	2,000	46,000	72,000	195,000
1981	3,000	170,000	55,000	2,000	2,000	41,000	65,000	185,000
1982	3,000	16,000	53,000	3,000	1,000	35,000	68,000	179,000
1983	3,000	20,000	54,000	1,000	2,000	37,000	63,000	180,000
1984	7,000	25,000	57,000	3,000	1,000	43,000	81,000	217,000
1985	5,000	23,000	68,000	4,000	2,000	48,000	79,000	229,000
1986	6,000	23,000	93,000	4,000	3,000	46,000	104,000	279,000
1987	6,000	24,000	130,000	4,000	3,000	64,000	139,000	370,000
1988	11,000	37,000	176,000	9,000	5,000	93,000	170,000	501,000
1989	10,000	37,000	205,000	10,000	8,000	91,000	198,000	559,000

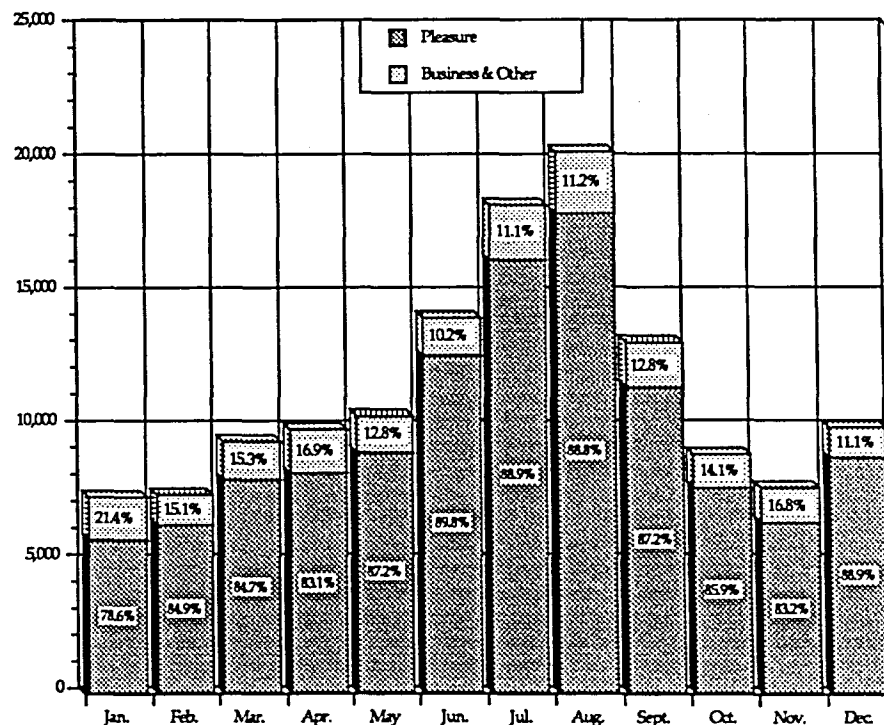
* Each time a traveller crosses into a province on a trip, he is recorded as making a visit to that province. Therefore, province visit totals are greater than the number of over night person trips to Canada since travellers generally visit more than one province.

Source: Statistics Canada, 1990

Japanese Visitors by Purpose

In the Japanese travel market Canada is overwhelmingly a destination for pleasure travellers. According to 1989 Japanese Ministry of Justice data (based on "First or Main Destination" indicated in passport applications), 86.6% of all Japanese travelling to Canada do so for pleasure purposes and 13.3% travel for business and other reasons. The pleasure traveller share for Canada is higher than both the 83.9% figure for Japanese outbound travel overall and the 84.0% figure for Japanese travel to North America. This indicates the importance to Canada of the tourist sector of this market. Still, the 86.6% figure for pleasure travellers to Canada is much lower than the figure for Oceania, where 92.0% visit for pleasure.

Chart 29 Japanese Visitors to Canada by Purpose and Month, 1989



Source: Ministry of Justice, Japan, 1989
 Note: For detailed statistics on visitors by purpose and month, see Table 82, page 156.

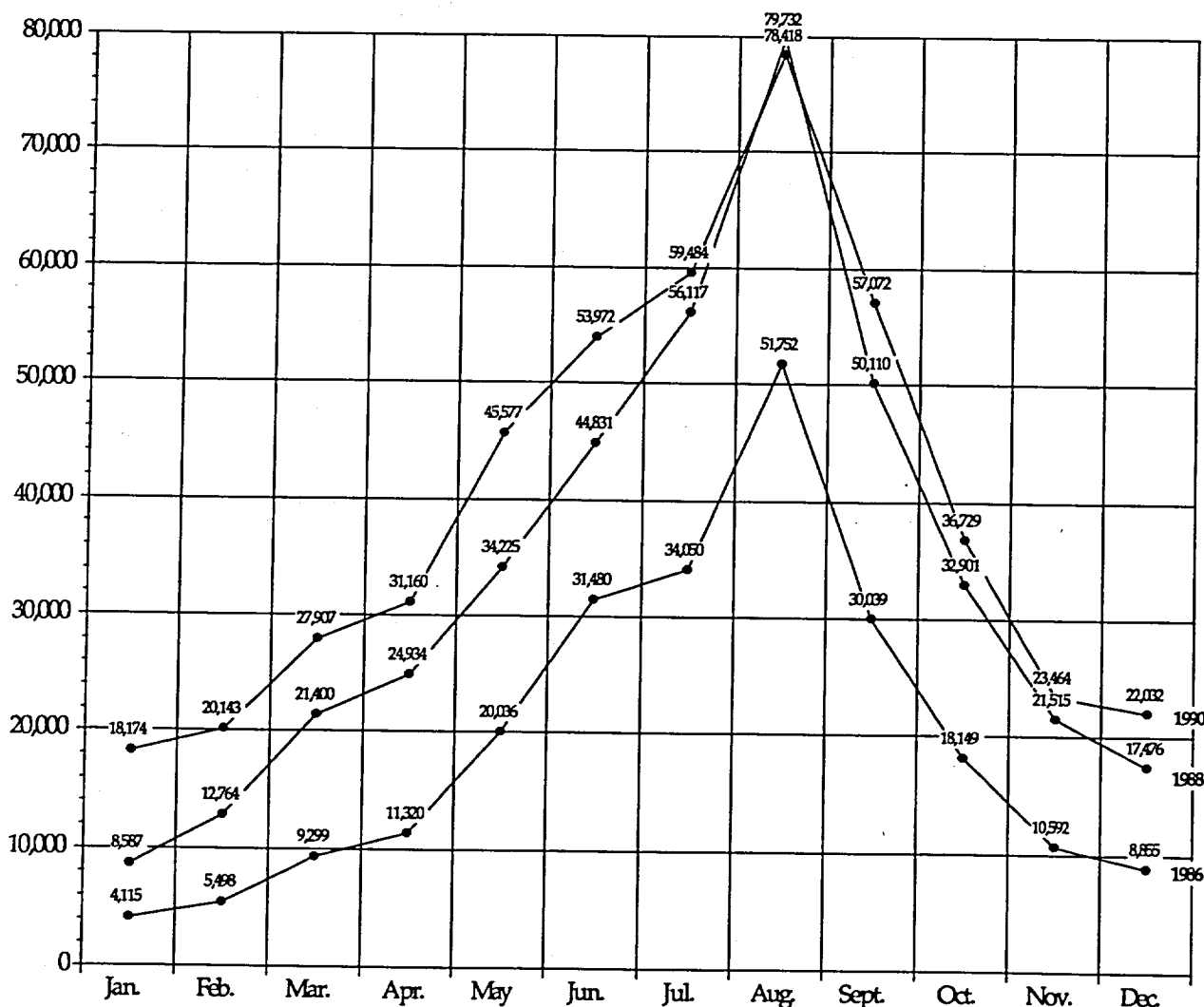
Seasonality of Japanese Visitors

Japanese travel to Canada is largely concentrated in the summer months of June, July, August and September. August was the most popular month in 1990, with visitors accounting for 17.2% of the annual total, followed by July with 13.1% and September with 12.1%. The slowest months of the year for Japanese visitors were January, with 3.2%, and December, with 4.4%.

Travel during the most popular month of August appears to have peaked in 1988, with growth held down, no doubt, by the air transport capacity limitations that plague the overall Japanese outbound market. This situation should ease with opening of the New Kansai International Airport expected in 1994 and completion of Narita Airport expansion around the same time.

Improved visitor counts during the off-season, particularly the winter months, can be attributed to past efforts made by the Tourism Section of the Canadian Embassy and its partners in Japan to promote Canadian ski holidays, and perhaps more recently, to a shift in marketing strategy that places the major portion of marketing efforts on the November-April season and product in order to capitalize on more readily available air and hotel capacity and lower costs.

Chart 30 Seasonality of Japanese Travel to Canada, 1986-1990



Source: Statistics Canada, 1990
 Note: For comparison of total Japanese outbound and Japanese visitors to Canada (%), see Chart 39, page 157.

Japanese Visitors by Gender

While Statistics Canada provides no data on the gender of Japanese visiting Canada, an approximate breakdown can be determined from Japanese Ministry of Justice Statistics and data obtained from Japanese travel wholesalers operating tours to Canada.

According to the Ministry of Justice, 61.3% of all Japanese travelling abroad in 1990 were males while 38.7% were females. By destination region the male/female ratio in 1989 for Japanese travelling to North America was 55.2/44.8. Meanwhile, according to travel wholesaler statistics, the overall male/female ratio for those visiting Canada on package tours in 1990 was 41.2/58.8.

From the above, it can be deduced that Canada is particularly attractive to female Japanese travellers, who account for a larger share of the Canadian travel market than they do for the total Japanese outbound market.

Japanese Visitors by Age, Occupation

The only discrete information available on the age and occupation of Japanese travelling to Canada is that provided by the Japanese travel wholesalers responding to a questionnaire distributed by the Canadian Embassy in Japan in May, 1990 (see page 60 for further information). When extrapolating from this tour wholesaler data, please take into consideration the fact that package tours are particularly popular with specific market sectors, e.g., honeymoon travellers and single females (for reasons of security).

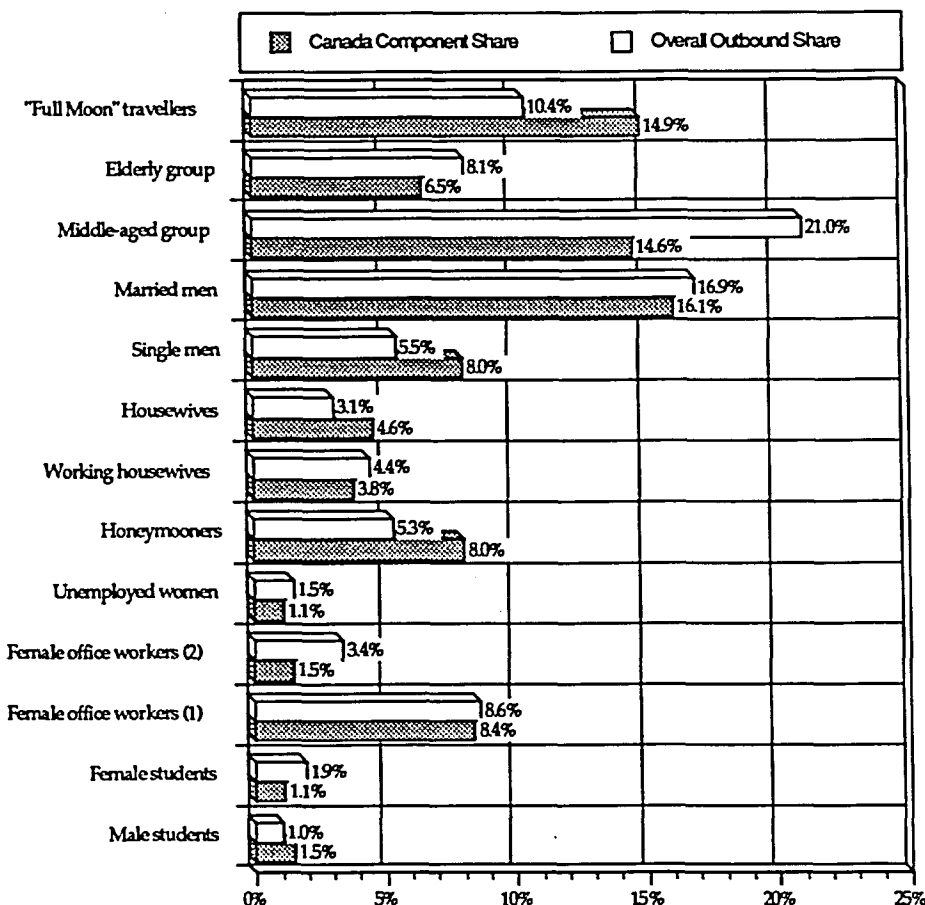
According to a JTB Foundation survey carried out in 1989, married men aged 18-44 account for 16.1% of all Japanese visiting Canada, followed by "Full Moon" travellers

Table 47 Gender of Japanese Visitors to Canada, 1990

Source	Male	Female
Total Japanese Outbound Market	61%	39%
North America Travel Market	55%	45%
Canadian Package Tour Market	41%	59%

Source: Mile Post Consultants, 1990

Chart 31 Market Component Ratio of Japanese Visitors to Canada, 1989



Definitions:

- Female office workers (1) Single, aged 18-29
- Female office workers (2) Single, aged 30-44
- Single unemployed women Single, aged 18-44
- Working Housewives Married, aged 18-44
- Housewives Married, aged 18-44
- Single men Single, aged 18-44
- Married men Married, aged 18-44
- Middle-aged group Aged 45-49
- Elderly group Aged 60-
- "Full Moon" Travellers Married, travel as couple, aged 45-

Source: JTB Foundation, 1989

45 and over with 14.9% and middle aged group in the 45-49 age bracket with 14.6%.

Spending in Canada by Japanese Visitors

According to Statistics Canada data, Japanese visiting Canada spent an average of \$116.80 per day or \$766.10 (excluding international transportation fares) each for trips lasting an average of 6.6 days. While the

data shows that the average number of nights spent in Canada has decreased recently and is rising considerably.

While the average number of nights spent in Canada has declined what in years, it has considered

Table 48 Number and Expenditures of Japanese Residents Entering Canada and Staying One or More Nights, 1980-1989

Year	Person-trips (000)	Average number of nights	Spending in Canada* (\$000,000)	Average spending per person-trip (\$)	Average spending per person-night (\$)
1980	122.7	7.2	55.7	454.00	63.00
1981	113.6	8.0	61.5	541.40	68.00
1982	114.9	7.5	69.8	607.50	81.40
1983	116.7	6.3	63.3	542.40	85.40
1984	135.2	7.5	84.6	635.70	83.30
1985	145.8	6.4	85.3	585.10	91.80
1986	197.1	7.7	135.9	689.40	89.00
1987	249.2	7.1	185.1	742.70	105.10
1988	324.1	6.9	245.1	756.10	109.90
1989	387.0	6.6	296.5	766.10	116.80

*Excluding international transportation fares

Source: Statistics Canada, 1990

Japan-Canada Direct Air Travel Access

The following data covers only direct flights to Canada.

Japan - Canada Flight Schedule (as of June 1, 1991)

Canadian Airlines International (CP)	
<u>Route</u>	<u>Flights per Week</u>
Tokyo/Vancouver/Toronto	7
Tokyo/Vancouver	1
Tokyo/Toronto	3 (CP, JL joint operation)
Tokyo/Edmonton	1 (Launched May 3, 1989)
Nagoya/Vancouver	2 (Launched May 5, 1989)

Japan Airlines (JL)	
<u>Route</u>	<u>Flights per Week</u>
Tokyo/Vancouver	4
Tokyo/Toronto	3 (CP, JL joint operation)

Thai Airways International (TG)	
<u>Route</u>	<u>Flights per Week</u>
Tokyo/Seattle/Toronto	3 (As of June 1, 1991)

Capacity

<u>Airline</u>	<u>Aircraft</u>	<u>Class Offered</u>	<u>Seats per Flight</u>
CP	B 747-400	F	16
		J	60
		Y	316
	Sub-total		392
	DC10	F	12
		J	34
Y		209	
Sub-total		255	
JL	B 747*	F	22
		C	94
		Y	216
	Sub-total		332
	B747*	F	22
		C	62
Y		256	
Sub-total		340	
TG	B747-200B	F	16
		J	42
		Y	318
		Sub-total	376

*Seat configuration depends on flight number.

Package Tour Travel to Canada

In the spring of 1991, survey questionnaires were sent by the Tourism Section, Canadian Embassy (Tokyo) to those overseas tour wholesalers offering packaged tours to Canada. A total of 11 tour wholesalers responded to the questionnaire, providing information on 53,078 Japanese visiting Canada on package tours in fiscal 1989 (April-March) and 59,598 in fiscal 1990. The wholesalers responding to the survey, in no particular order, were Yusen Air & Sea Service (Diamond Tour brand name), Odakyu Travel Service (Fresh Tour), Hankyu Express International (Greening Tour), TEC Air Service (Groovy Tour), I'll (JALPAK), Japan Travel Bureau (LOOK JTB), Nippon Express (LOOK World), Nippon Travel Agency (MACH), Naigai Travel Service (Maple Vacance), Playguide Tours (Playguide Tours) and Vivre International (Value Tour).

Number of Package Tour Travellers

The 11 wholesalers providing valid data handled a total of 59,598 travellers on tours to Canada in fiscal 1990, up 12.2% over the 53,078 figure recorded in fiscal 1989. The number of travellers handled in both years by these wholesalers represents approx. 12% of Canada's total annual inbound Japanese market.

The growth rate compares favourably with the 13.8% rate for the overall outbound market in calendar 1990 but exceeds by far the 5.9% overall increase in Japanese visiting Canada for more than 24 hours in fiscal 1990.

With the exception of Wholesaler A, which offered no 89/90 winter program and Wholesaler G, the tour companies did well with tours to Canada in 1989 and 1990.

Package Tour Participants by Gender

Well over half of all Japanese visiting Canada on package tours are females. The ratio of males to females in 1990 was 41.2:58.8, with the female share increasing by 0.4% over the 1989 share.

When compared with the overall Japanese outbound market male/female ratio of 61.8:38.2, Canada clearly stands out as a destination appealing more to women than to men.

Package Tour Participants by Age, Gender

Age/gender data on 14,605 package tour participants in fiscal 1989 found that close to 50% of all Japanese travellers visiting Canada were under the age of 30 and fully 33% were within the 25-29 age group. The breakdown for fiscal 1990 on 16,547 tour participants is consistent with the 1989 picture.

Compared with the national average for male overseas travel, the large share of those in the 25-29 age bracket visiting Canada (33.2% for male package tour participants as opposed to the national average of 7.2%) is the most notable feature. A similar trend is noticeable in the share for females in the 25-29 age bracket visiting Canada (33.4% for female package tour participants as opposed to the national average of 20.2%).

The very significant wholesale tour market share of Japanese in this age group is attributed to the popularity of Canada as a honeymoon destination.

Table 49 Japanese Package Tour Participants to Canada, FY1989, 1990

	FY1989	FY1990	Growth
Wholesaler A	1,923	1,500	-22.0%
Wholesaler B	14,780	16,350	10.6%
Wholesaler C	5,400	6,200	14.8%
Wholesaler D	2,852	3,177	11.4%
Wholesaler E	1,500	2,000	33.3%
Wholesaler F	5,500	5,600	1.8%
Wholesaler G	609	360	-40.9%
Wholesaler H	8,330	9,870	18.5%
Wholesaler I	1,580	2,130	34.8%
Wholesaler J	1,340	2,010	50.0%
Wholesaler K	9,264	10,401	12.3%
Total	53,078	59,598	12.3%

Source: Canadian Embassy, Tokyo, 1991

Table 50 Japanese Package Tour Participants to Canada by Gender FY 1989, 1990

	Total	Male	Share	Female	Share
FY1989	18,134	7,539	41.6%	10,595	58.4%
FY1990	21,047	8,674	41.2%	12,373	58.8%

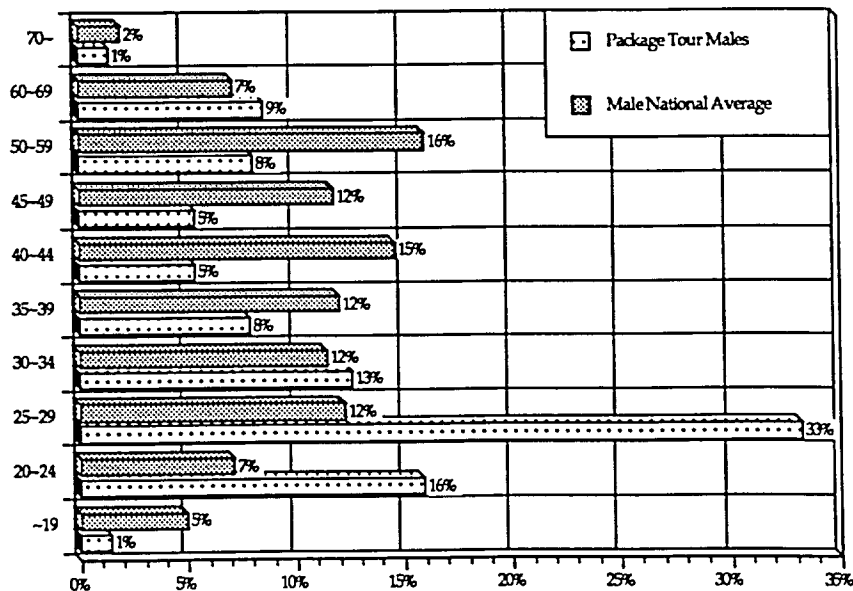
Source: Canadian Embassy, Tokyo, 1991

Table 51 Japanese Package Tour Participants to Canada by Age, Gender, FY1989, 1990

FY 1989	Male	Female	Total	FY 1990	Male	Female	Total
Total	6,134	8,471	14,605	Total	6,766	9,781	16,547
-19	89	85	174	-19	96	110	206
Share	1.5%	1.0%	1.2%	Share	1.4%	1.1%	1.2%
20-24	976	1,459	2,435	20-24	996	1,797	2,793
Share	15.9%	17.2%	16.7%	Share	14.7%	18.4%	16.9%
25-29	2,039	2,829	4,868	25-29	2,341	3,302	5,643
Share	33.2%	33.4%	33.3%	Share	34.6%	33.8%	34.1%
30-34	772	1,029	1,801	30-34	954	1,091	2,045
Share	12.6%	12.1%	12.3%	Share	14.1%	11.2%	12.4%
35-39	487	748	1,235	35-39	661	785	1,446
Share	7.9%	8.8%	8.5%	Share	9.8%	8.0%	8.7%
40-44	331	485	816	40-44	353	447	800
Share	5.4%	5.7%	5.6%	Share	5.2%	4.6%	4.8%
45-49	332	538	870	45-49	343	552	895
Share	5.4%	6.4%	6.0%	Share	5.1%	5.6%	5.4%
50-59	492	787	1,279	50-59	459	790	1,249
Share	8.0%	9.3%	8.8%	Share	6.8%	8.1%	7.5%
60-69	525	643	1,168	60-69	467	519	986
Share	8.6%	7.6%	8.0%	Share	6.9%	5.3%	6.0%
70-	85	108	193	70-	98	89	187
Share	1.4%	1.3%	1.3%	Share	1.4%	0.9%	1.1%

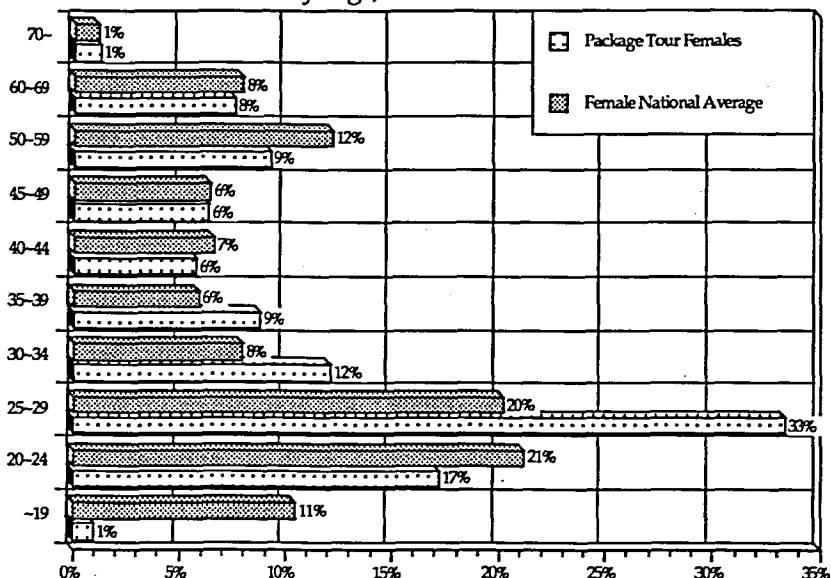
Source: Canadian Embassy, Tokyo, 1991

Chart 32 Male Japanese Package Tour Participants to Canada by Age, FY1989



Source: Canadian Embassy, Tokyo, 1991

Chart 33 Female Japanese Package Tour Participants to Canada by Age, FY1989



Source: Canadian Embassy, Tokyo, 1991

Seasonality of Package Tour Participants

As might be expected, the summer and early autumn months are the most popular time to visit Canada. August is the single most popular month, followed by June, September and July, in that order.

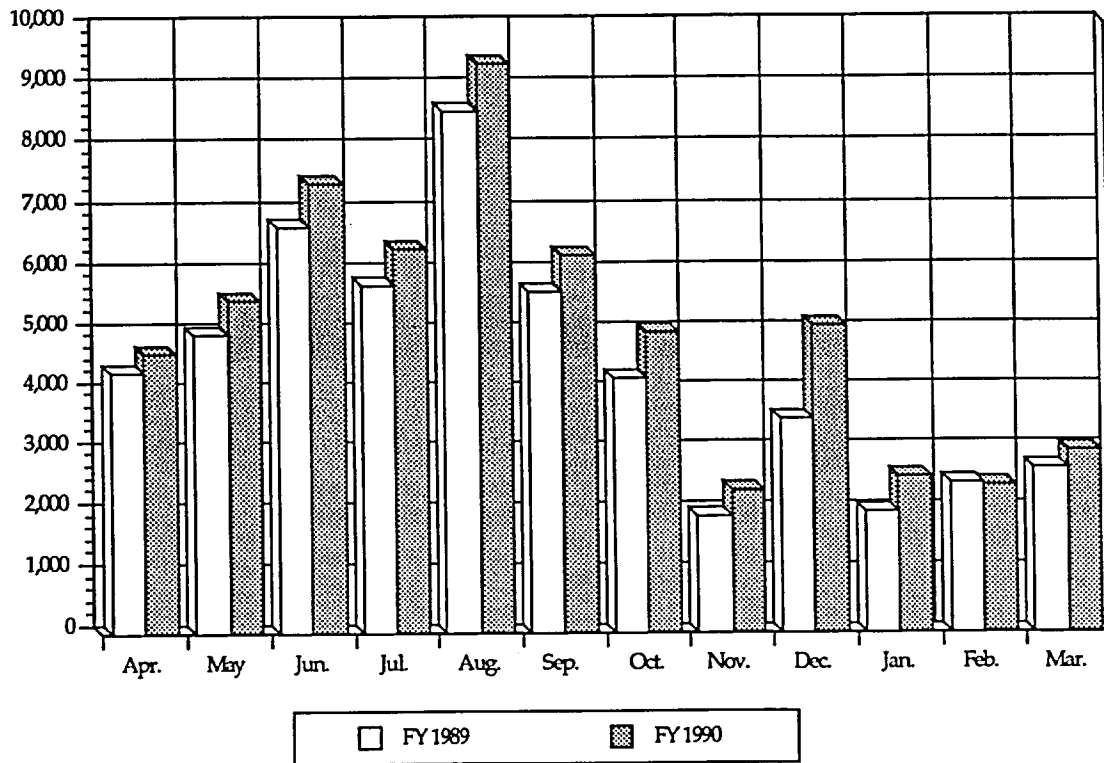
When the monthly figures for package tour participants are compared with figures for Canada's total inbound market, the significant role of package tours in off-season travel to Canada becomes evident. In December, 1989, for example, 23% of all Japanese visitors were package tour participants as compared to just 12% during the peak month of August. Similarly in December 1990, 23% of all visitors were package tour participants.

Table 52 Package Tour Participants to Canada by Month, FY1989, 1990

	Total	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
Fiscal 1989													
Tour participants (A)	52,478	4,260	4,933	6,710	5,739	8,590	5,636	4,185	1,900	3,509	1,948	2,422	2,678
Share	100%	8.1%	9.4%	12.8%	10.9%	16.4%	10.7%	8.0%	3.6%	6.7%	3.7%	4.6%	5.1%
Total Japanese Visitor Count (B)	469,062	27,984	43,712	55,123	60,639	79,711	55,780	34,886	24,700	20,406	18,174	20,143	27,902
Share	100%	5.9%	9.3%	11.8%	12.9%	17.0%	11.9%	7.4%	5.3%	4.4%	3.9%	4.3%	5.9%
Package Tour Market Share (A)/(B)	12.6%	14.8%	12.0%	13.8%	10.6%	12.0%	10.9%	13.5%	9.9%	23.0%	11.2%	13.5%	11.7%
Fiscal 1990													
Tour participants (A)	59,598	4,606	5,482	7,426	6,331	9,372	6,219	4,963	2,312	5,060	2,543	2,382	2,945
Share	100%	7.7%	9.2%	12.5%	10.6%	15.7%	10.4%	8.3%	3.9%	8.5%	4.3%	4.0%	4.9%
Total Japanese Visitor Count (B)	473,414	31,160	45,577	53,972	59,484	78,418	57,072	36,729	23,464	22,032	22,725	17,660	25,121
Share	100%	6.6%	9.6%	11.4%	12.6%	16.6%	12.1%	7.8%	5.0%	4.7%	4.8%	3.7%	5.3%
Package Tour Market Share (A)/(B)	12.6%	14.8%	12.0%	13.8%	10.6%	12.0%	10.9%	13.5%	9.9%	23.0%	11.2%	13.5%	11.7%

Source: Canadian Embassy, Tokyo, 1991

Chart 34 Growth of Japanese Package Tour Travellers Visiting Canada by Month, FY1989, 1990



Package Tour Participants by Travel Companion

Canada's popularity as a honeymoon destination as well as the popularity of package tours with honeymooners is highlighted by the data provided by wholesalers responding to the survey. In fiscal 1989 close to 49% of all package tour participants were honeymooners while in fiscal 1990 over 45% visited Canada using honeymoon package tours.

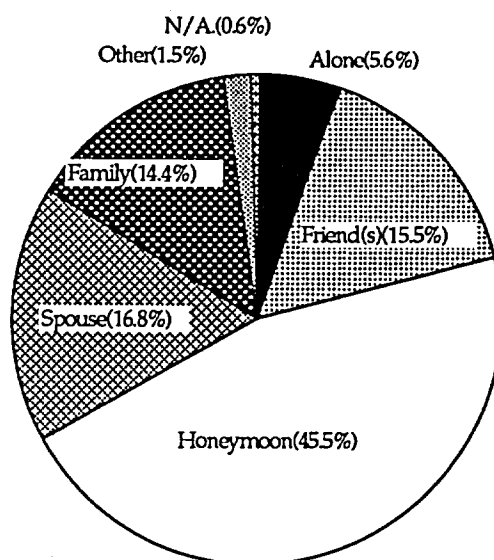
Travel with friends and/or spouse is also popular among Japanese visiting Canada on package tours.

Table 53 Package Tour Participants to Canada by Companion, FY 1989, 1990

	Total	Alone	Friend(s)	Honey moon	Spouse	Family	Other	N/A
FY 1989	23,197	531	4,591	11,313	3,327	2,663	556	216
Share	100.0%	2.3%	19.8%	48.8%	14.3%	11.5%	2.4%	0.9%
FY 1990	42,674	2,407	6,596	19,435	7,186	6,138	645	267
Share	100.0%	5.6%	15.5%	45.5%	16.8%	14.4%	1.5%	0.6%

Source: Canadian Embassy, Tokyo, 1991

Chart 35 Package Tour Participants to Canada by Companion, FY 1990



Package Tour Participants by Occupation

The majority of Canadian package tour participants are company employees.

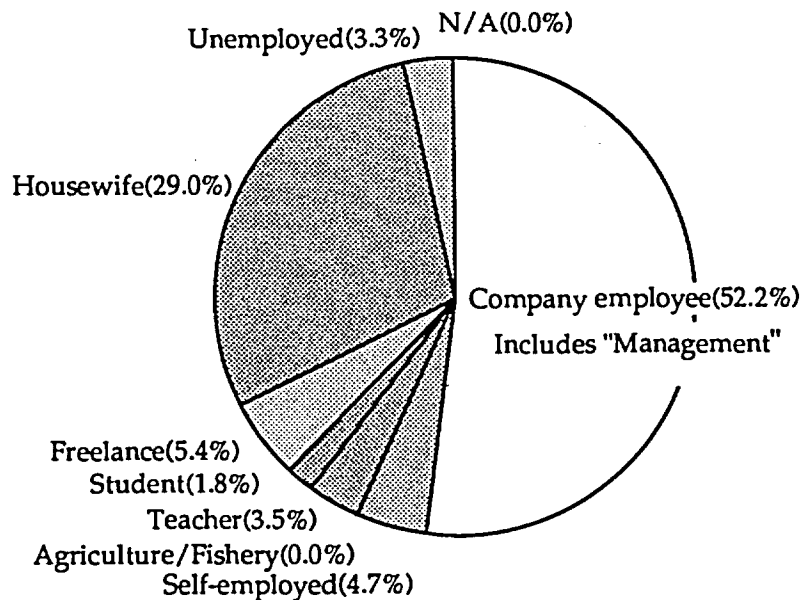
Those listing their occupation as "housewife" include a large number of newly-wed women on their honeymoons.

Table 54 Package Tour Participants to Canada by Occupation, FY 1989, 1990

	FY 1989	Share	FY 1990	Share
Total	6,275	100.0%	23,017	100.0%
Company Employee	2,612	41.6%	11,549	50.2%
Management	504	8.0%	455	2.0%
Self-employed	379	6.0%	1,075	4.7%
Agriculture/Fishery	116	1.8%	11	0.0%
Teacher	427	6.8%	809	3.5%
Student	317	5.1%	424	1.8%
Freelance	289	4.6%	1,254	5.4%
Housewife	1,276	20.3%	6,673	29.0%
Unemployed	336	5.4%	767	3.3%
N/A	19	0.3%	0	0.0%

Source: Canadian Embassy, Tokyo, 1991

Chart 36 Package Tour Participants to Canada by Occupation, FY 1990



Package Tour Participants by Tour Price

A very high 64% of all tour participants spent in excess of ¥400,000 on their tours in fiscal 1989 and 1990. Comparison of the fiscal 1989 and 1990 data points to an increase in the popularity of tours in both the lower and higher price ranges.

Table 55 Package Tour Participants to Canada by Tour Price, FY 1989, 1990

	FY 1989	Share	FY 1990	Share
Total Number	36,094	100.0%	41,207	100.0%
~¥149,999	20	0.0%	50	0.1%
¥150,000~¥199,999	570	1.6%	699	1.7%
¥200,000~¥249,999	1,890	5.2%	2,789	6.8%
¥250,000~¥299,999	1,922	5.3%	2,823	6.9%
¥300,000~¥349,999	2,556	7.1%	3,209	7.8%
¥350,000~¥399,999	6,253	17.3%	5,508	13.4%
¥400,000~¥449,999	7,115	19.7%	6,239	15.1%
¥450,000~¥499,999	7,578	21.0%	8,186	19.9%
¥500,000~	8,190	22.7%	11,704	28.4%

Source: Canadian Embassy, Tokyo, 1991

Package Tour Participants by Tour Duration

Some 85% of all Japanese visiting Canada on package tours spent between six and eight days in Canada in fiscal 1989. This figure declined to 75% in fiscal 1990, with the difference taken up by tours of longer duration.

Table 56 Package Tour Participants to Canada by Tour Duration, FY1989, 1990

	Fiscal 1989	Share	Fiscal 1990	Share
5 days or less	3,029	6.9%	3,621	6.1%
6 days	15,723	35.7%	17,855	30.0%
7 days	11,491	26.1%	14,378	24.1%
8 days	9,732	22.1%	12,578	21.1%
9 days	1,956	4.4%	5,229	8.8%
10 days	1,308	3.0%	2,610	4.4%
11 days	183	0.4%	1,142	1.9%
12 days	539	1.2%	537	0.9%
13 days	4	0.0%	172	0.3%
14 days	10	0.0%	110	0.2%
15 days	0	0.0%	79	0.1%
16 days or more	22	0.1%	80	0.1%
N/A	2	0.0%	1,214	2.0%
Total	43,997	100.0%	59,605	100.0%

Source: Canadian Embassy, Tokyo, 1991

Chapter 3

Your Sales Visit to Japan

Guidelines for Doing Business in Japan

Have the Right Attitude

The Japanese travel market is unlike any other; keep an open mind and be flexible.

Be Prepared

Analyze the industry structure to determine what is really happening. What destinations and tour products are currently popular? How are products and destinations being promoted? What are the trends? Does your product meet Japanese travel consumer needs? If not, can you change it or introduce other products to suit the market? What sort of investment in time and money is realistically required to gain a foothold in the Japanese market?

Consider consulting with provincial tourism officials, airlines serving Japan, the Tourism Section, Canadian Embassy (Tokyo) and inbound operators currently serving the Japanese market for further information.

Make the Approach

Consider your first visit as "reconnaissance." Be prepared to return. Make the most of airline contacts to arrange your visit and provide introductions. Notify the Tourism Section, Canadian Embassy of your visit and objectives so that they can provide market advice and assistance in setting up appointments.

Follow-up

A single sales visit is of little use; follow up your initial contacts with sales letters, season's greetings and "personal" letters. Plan on visiting Japan at least annually to further develop the contacts you have established.

Sales Development

Look for ways to assist Japanese travel agencies in marketing the final tour product. Absorbing some of the cost of advertising or brochure production might be one way. Providing give-aways and premiums for customers might be another.

Seek out a local representative in Japan who will exemplify your commitment to the Japanese market and strive to develop business. Don't be fooled by size or exclusive sales arrangements; a small hungry operator (or several) may press your case more diligently. Give your local representative your full support. Be prepared to spend money to develop your market.

Deliver the Goods

Make sure that customers get what they pay for. Emphasize quality. If you introduce any changes in your services, be sure to advise the Japanese travel industry and the trade media.

If customer problems arise, handle them honestly and quickly. If you are at fault, assume your responsibility and offer compensation. These are considered redeeming values.

If problems develop in working relationships with your Japanese partners, very often language and communications difficulties or cultural misunderstandings are the root cause. Try to improve these aspects rather than changing partners.

Japanese Visa Requirements

Canadian nationals not engaging in remunerative activities in Japan are not required to obtain a visa prior to entering the country. A tourist visa is granted for a period of up to three months upon arrival in Japan to those holding a return or onward ticket, proof of sufficient funds for the intended stay and all documents required for the next destination. Collective passports issued to groups are not recognized except in the case of immediate family travelling together.

If you are in doubt as to whether the activities you plan to engage in during your visit are permitted under Japanese immigration law, contact the Japanese Embassy in Ottawa.

Embassy of Japan
255 Sussex Drive
Ottawa, Ontario
K1N 9E6, Canada
☎ 613-236-8541
Fax 613-563-9047

More About Doing Business In Japan

Japanese Name Cards

Name cards are indispensable in Japan because one's officially defined position in the hierarchy of a company influences both access to decision-makers and negotiating strength. Name cards also play an important role in general social intercourse.

The typical name card of a Japanese businessman is 9cm by 5.5 cm in size. On it are printed the person's name, rank, company name and company address in Japanese. Businessmen engaged in international affairs will have the equivalent information printed in English on the reverse side of the card.

When a Japanese businessman introduces himself he will present his name card (with the appropriate language side facing up and oriented so that the person receiving it can read it without turning it over), accompanied by a brief self-introduction such as "I am Nihon Corporation's Sato." Unlike in the West where one gives one's name first, then the name of one's company, Japanese first introduce their company, then their name. When introducing yourself or being introduced, offer your card to the person with your name oriented with respect to the recipient so that he can readily read it. Avoid passing out cards as though you were dealing a hand of poker; the exchange of business cards in an important part of the introduction process. Cards should therefore be exchanged one at a time and with a sense of formality and protocol.

Business cards provide a valuable record of the people you meet and a file of cards is an important asset for doing business in Japan. Likewise, your card will go into the files of any Japanese you meet and whenever you make another call that person has a record of the fact that you have already met and will not regard you as a complete stranger.

The typical business card will have your name, title, company name, address, telephone number and fax number on one side and a *transliteration* of the same in Japanese on the reverse.

Airlines serving Japan may be able to assist you in arranging to obtain Japanese-language name cards. You might also contact the Japan External Trade Organization (JETRO), which has offices in Vancouver, Toronto and Montreal, to obtain the name of a firm in Canada which can provide such cards.

Table 57 Title Equivalents in Japanese & English

Japanese		English
Kaicho	会長	Chairman
Shacho	社長	President
Fuku Shacho	副社長	Vice President
Senmu Torishimariyaku	専務取締役	Senior Managing Director
Torishimariyaku	取締役	Director
Bucho	部長	General Manager / Division Manager
Bucho Dairi	部長代理	Deputy General Manager
Kacho	課長	Department Manager / Section Chief
Kacho Dairi	課長代理	Deputy Department Manager
Kakaricho	係長	Chief

Business Card

President
John Doe

ACB Company

7-3-38, Akasaka, Minato-ku, Tokyo 107 Japan
Tel: 03-3479-5851 Fax: 03-3470-7278

Title 社長

Name ジョン ドウ

Company Name エーシービー カンパニー

Address 〒107 東京都港区赤坂7-3-38

Telephone No. 電話 03-3479-5851 ファックス 03-3470-7278

Japanese Business Negotiations

Business negotiations in Japan are conducted in a manner somewhat different from those in the West. A Western representative is generally accustomed to knowing at least approximately where one stands with regard to the other side's point of view. In Japan, however, the tendency during negotiations is for each side to sound out the opinions of the other, in some cases not being completely sure which position will be taken in later discussions.

The Japanese word for yes, *hai*, does not always signify agreement. Rather, it may indicate merely that the person understands what is being said, not necessarily that the person agrees with or accepts something. Many foreign visitors have come away from meetings in Japan with the impression that they have commitments from the Japanese side when, in fact, the Japanese have simply been acknowledging their statements.

Decision making in Japan tends to be a rather long process and you should not expect to obtain agreement with your first approach to an agency. Expect to spend some time pursuing business. Perseverance over the long term will pay off if you have a product suitable for the Japanese market. In time, your Japanese business counterpart will recognize that you are sincere and committed to long-term development of the Japanese market and that one can profit by using your services.

What Sales Materials to Bring

- ✓ Ten business cards for each travel agency/wholesaler you visit.
 - ✓ A small supply of brochures, tariff cards, etc. Five to ten brochures or cards for each travel agency/wholesaler you visit should be sufficient. Obviously, brochures in Japanese would be preferable, but preparation is an expensive undertaking. An alternative would be to prepare a simple Japanese black and white insert quoting the main features of your product. Going to the trouble of preparing information in Japanese will impress potential clients with your commitment to the Japanese market.
 - ✓ Maps, photos, etc. showing the location and character of your product (one set per agency should be sufficient).
 - ✓ Videos showing operations can also be useful but be sure you bring tapes that will run in Japan.

Tape type: Both half-inch Beta and VHS are used but VHS is the more common. Three-quarter-inch tape (U-matic) is usually only for TV/professional use.
Signal type: Be sure your tape is NTSC (North American standard)
Speed: Be sure tapes operate at normal speed.
 - ✓ Company History: This would include information such as how many years you have been in business, how many people you handle annually, information on facilities, products, accommodation, other attractions, etc. in the area where you operate. If you offer Japanese interpreting, cuisine or other special services or these are available in the area, be sure to emphasize this. Japanese travellers are also very interested in the unique food, souvenirs, night life, etc. of the places they visit so you should certainly mention these in your presentations.
 - ✓ Sample itineraries of tours which could include your product and tours which could use your product as an optional tour.
 - ✓ Posters, pins, give-aways, etc.
-

When to Visit Japan

Scheduling a sales visit to Japan at the ideal time depends on many factors. Naturally, the seasonality of your own business activities is most important but it is also necessary to choose a time suitable for those you are calling upon.

December is not a good month for making business calls in Japan. Agencies are finalizing activities in preparation for the peak year-end travel season and are particularly busy ironing out tour details.

The same goes for the latter part of March and the beginning of April; the fiscal year for most Japanese companies is April to March and, therefore, these two periods are very busy for agencies.

July and August should also be avoided if possible because agencies are busy dealing with the summer travel rush while staff fit in their own vacations.

Try to schedule your visit during one of the following periods:

- ✓ Late January, February, early March
- ✓ Late May, June
- ✓ September
- ✓ October, November

Generally speaking, tour announcements and brochures for spring and summer tours are published between September and December of the preceding year while those for fall and winter tours are published between May and August. Refer to "Wholesale Tour Planning" in Chapter 1 for details.

National Holidays in Japan

Table 58 National Holidays in Japan

New Year's Day	January 1	Children's Day	May 5
Adult's Day	January 15	Respect for the Aged Day	September 15
National Foundation Day	February 11	Autumnal Equinox Day	September 23 or 24
Vernal Equinox Day	March 20 or 21	Health-Sports Day	October 10
Green Day	April 29	Culture Day	November 3
Constitution Memorial Day	May 3	Labor Thanksgiving Day	November 23
People's Day	May 4	Emperor's Birthday	December 23

Note: When a national holiday falls on a Sunday, the following Monday is taken as a holiday instead. Also note that many companies extend holiday periods by providing employees with extra days off during Golden Week (April 29-May 5), and in mid-August (*Obon*).

Entertainment

Entertainment plays a unique and very important function in Japanese business development and society. If you are invited out for dinner, drinks or golf, view this as a positive sign in the business relationship. Your Japanese counterpart is attempting to learn more about you in a relaxed atmosphere most likely to encourage frankness.

In most cases, "after five" entertainment is for men only; if your host is male, he will probably not be accompanied by his wife.

Entertainment is very expensive in Japan and the visitor or newcomer often cannot hope to match the host's generosity. Bars and restaurants in the famous Ginza area, for example, may charge C\$50 for a single drink! The best advice is to restrict your entertainment in Japan to hotel restaurants and bars, which have internationally acceptable prices. Extend to your host an open invitation for dinner, drinks, golf, etc. when he next visits Canada, where you know your way around.

Domestic Airlines

Flights connecting all major and medium-sized cities are operated by Japan's three main carriers; Japan Air Lines (JL), All Nippon Air (NH), and Japan Air System (JD). The phone numbers of airline offices in major cities as well as selected domestic air fares are listed below for guidance only.

Table 59 Japanese Domestic Airline Reservations (June, 1991)

All Nippon Airways (NH)		
	International	Domestic
Tokyo	(03)3272-1212	(03)5489-8800
Osaka	(06)372-1212	(06)534-8800
Nagoya	(052)971-5588	(052)962-6211
Sapporo	(011)281-1212	(011)231-5131
Fukuoka	(092)474-1212	(092)411-2211
Okinawa	(098)861-1212	(098)866-5111
Japan Air Lines (JL)		
	International	Domestic
Tokyo	(03)5489-1111	(03)5489-2111
Osaka	(06)203-1212	(06)201-1231
Nagoya	(052)563-4141	(052)563-4121
Sapporo	(011)231-4411	(011)231-0231
Fukuoka	(092)733-3111	(092)733-1111
Japan Air System (JD)		
	International	Domestic
Tokyo	(03)3438-1151	(03)3432-6111
Osaka	(06)345-2828	(06)345-8111
Nagoya	(052)212-1155	(052)201-8111
Sapporo	(011)232-1515	(011)222-8111
Fukuoka	(092)272-5511	(092)271-5111

Table 60 Japanese Domestic Air Fares (June, 1991)

	Round Trip	One Way
Tokyo-Sapporo	¥43,100	¥23,850
Sapporo-Osaka	¥57,300	¥31,750
Sapporo-Fukuoka	¥72,100	¥39,950
Tokyo-Osaka	¥26,500	¥14,600
Tokyo-Fukuoka	¥45,800	¥25,350
Osaka-Fukuoka	¥26,100	¥14,400

New Tokyo International Airport (Narita Airport)

Passenger Terminal

The 4-story passenger Terminal at Narita consists of a central building with shops, restaurants and offices, and North and South Wings.

Each wing has immigration and customs inspection facilities.

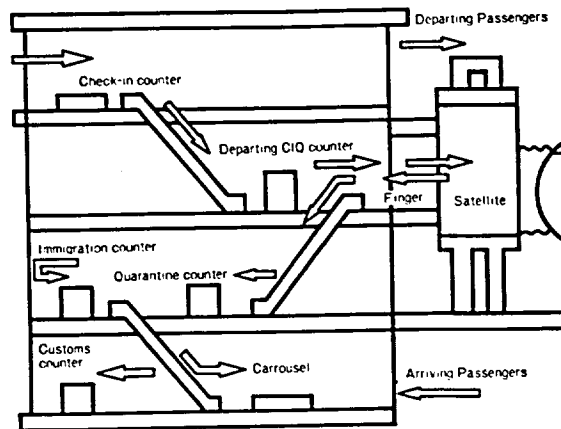
The diagram below shows how passenger flow is directed. The second floor of the central building is used for arrivals. Passengers pass from the satellites on the third floor down to immigration and then to the first floor to claim their baggage and pass through customs.

For departures, check-in is on the fourth floor, from which passengers makes their way to the third floor for all necessary emigration procedures before passing through to the satellites and embarkation gates. Duty-free shopping and restaurant facilities are located on the third and fourth floors.

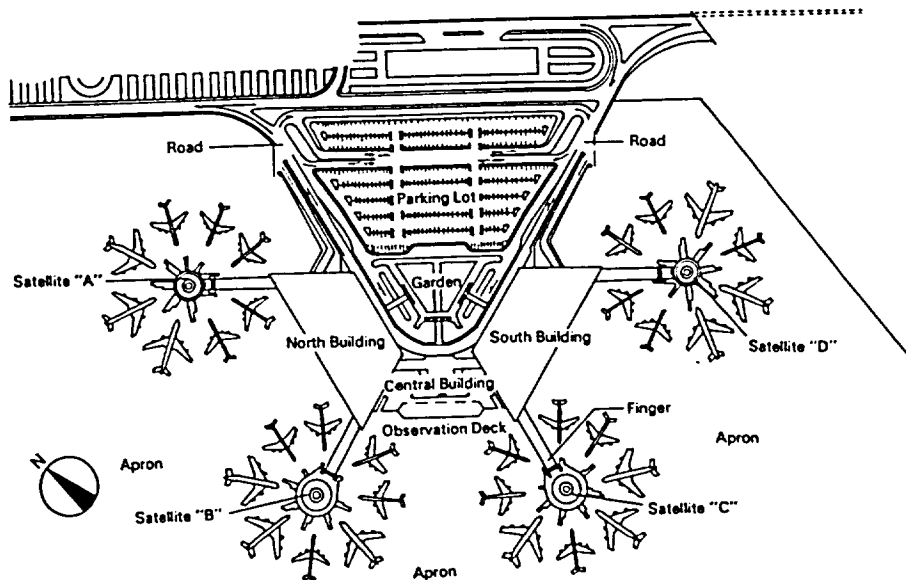
Information Services at Narita Airport

- Flight Information ☎(0476)32-2800
- General Informaton, Lost & Found ☎(0476)32-2802

Passenger Terminal



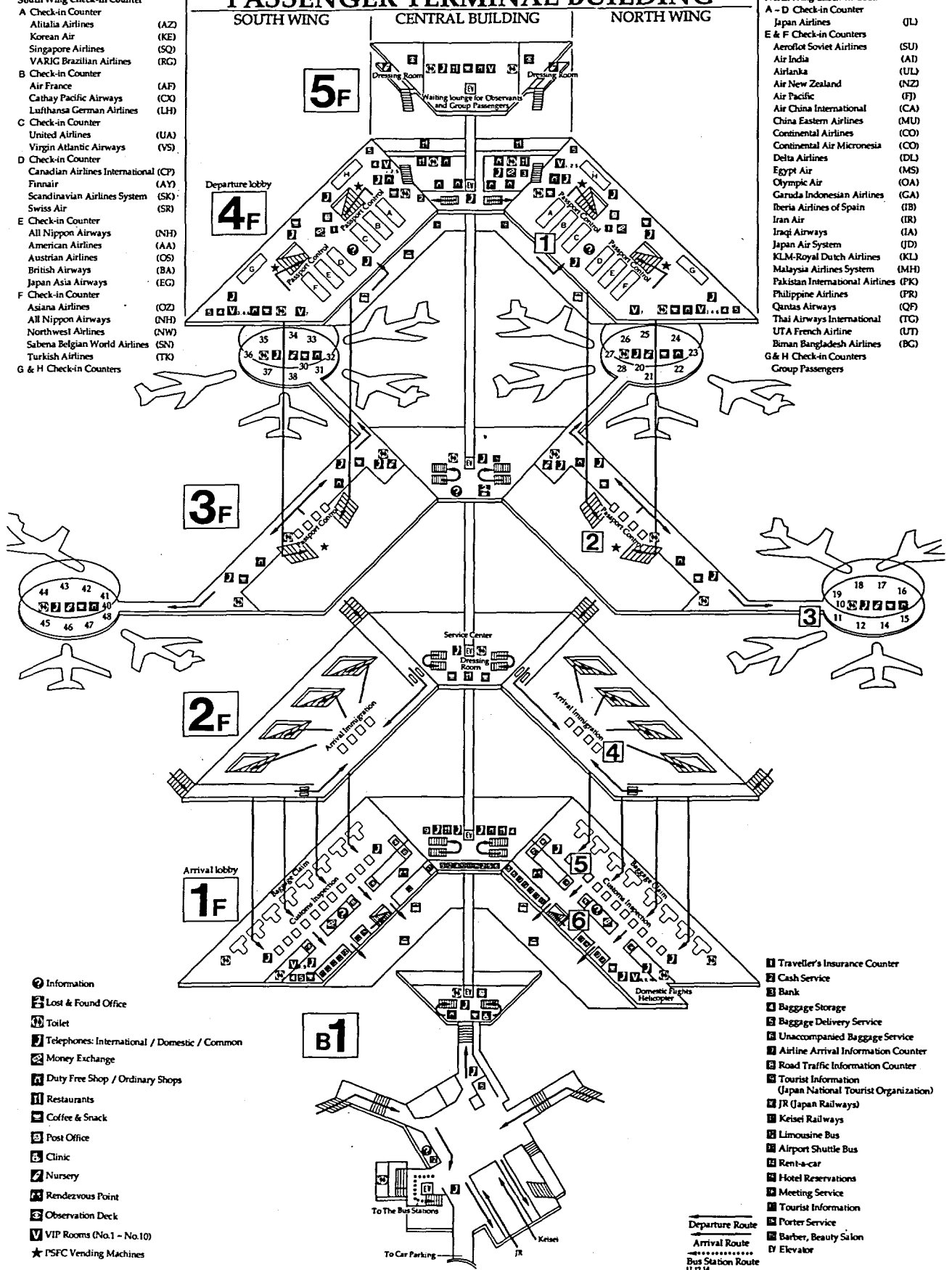
Layout of Main and Satellite Terminal



PASSENGER TERMINAL BUILDING

- South Wing Check-in Counter**
- A Check-in Counter
 - Alitalia Airlines (AZ)
 - Korean Air (KE)
 - Singapore Airlines (SQ)
 - VARIG Brazilian Airlines (RG)
 - B Check-in Counter
 - Air France (AF)
 - Cathay Pacific Airways (CX)
 - Lufthansa German Airlines (LH)
 - C Check-in Counter
 - United Airlines (UA)
 - Virgin Atlantic Airways (VS)
 - D Check-in Counter
 - Canadian Airlines International (CP)
 - Finnair (AY)
 - Scandinavian Airlines System (SK)
 - Swiss Air (SR)
 - E Check-in Counter
 - All Nippon Airways (NH)
 - American Airlines (AA)
 - Austrian Airlines (OS)
 - British Airways (BA)
 - Japan Asia Airways (EG)
 - F Check-in Counter
 - Asiana Airlines (OZ)
 - All Nippon Airways (NH)
 - Northwest Airlines (NW)
 - Sabena Belgian World Airlines (SN)
 - Turkish Airlines (TK)
 - G & H Check-in Counters

- North Wing Check-in Counter**
- A - D Check-in Counter
 - Japan Airlines (JL)
 - E & F Check-in Counters
 - Aeroflot Soviet Airlines (SU)
 - Air India (AI)
 - Airlanka (UL)
 - Air New Zealand (NZ)
 - Air Pacific (PF)
 - Air China International (CA)
 - China Eastern Airlines (MU)
 - Continental Airlines (CO)
 - Continental Air Micronesia (CO)
 - Delta Airlines (DL)
 - Egypt Air (MS)
 - Olympic Air (OA)
 - Garuda Indonesian Airlines (GA)
 - Iberia Airlines of Spain (IB)
 - Iran Air (IR)
 - Iraqi Airways (IA)
 - Japan Air System (JA)
 - KLM-Royal Dutch Airlines (KL)
 - Malaysia Airlines System (MH)
 - Pakistan International Airlines (PK)
 - Philippine Airlines (PR)
 - Qantas Airways (QF)
 - Thai Airways International (TG)
 - UTA French Airline (UT)
 - Biman Bangladesh Airlines (BC)
 - G & H Check-in Counters
 - Group Passengers

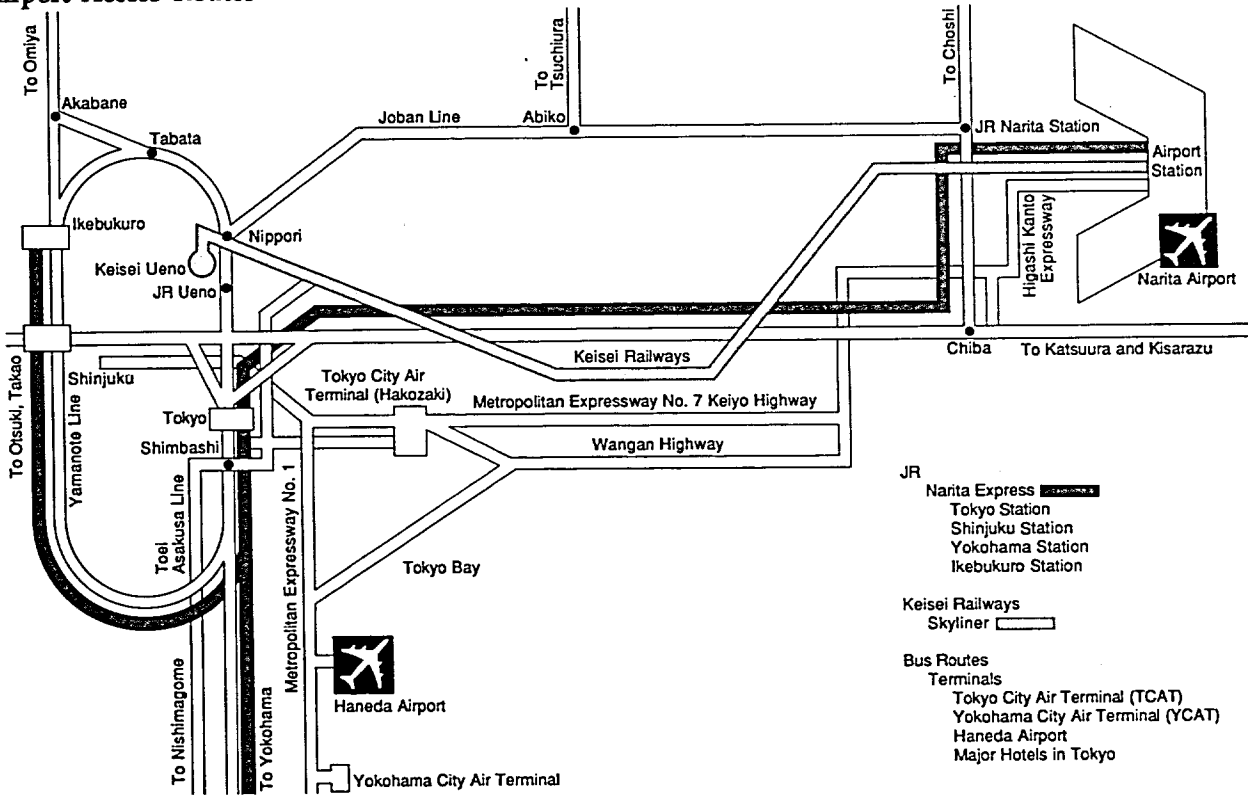


- Information
- Lost & Found Office
- Toilet
- Telephones: International / Domestic / Common
- Money Exchange
- Duty Free Shop / Ordinary Shops
- Restaurants
- Coffee & Snack
- Post Office
- Clinic
- Nursery
- Rendezvous Point
- Observation Deck
- VIP Rooms (No.1 - No.10)
- ★ PSFC Vending Machines

- Traveller's Insurance Counter
- Cash Service
- Bank
- Baggage Storage
- Baggage Delivery Service
- Unaccompanied Baggage Service
- Airline Arrival Information Counter
- Road Traffic Information Counter
- Tourist Information (Japan National Tourist Organization)
- JR (Japan Railways)
- Keisei Railways
- Limousine Bus
- Airport Shuttle Bus
- Rent-a-car
- Hotel Reservations
- Meeting Service
- Tourist Information
- Porter Service
- Barber, Beauty Salon
- Elevator

Departure Route
 Arrival Route
 Bus Station Route
 11 12 14

Airport Access Routes



Access & Fares: Tokyo/Yokohama - Narita Airport

				Time	Time	Per Person
				Required	Between	Fare
					Departures	
Railways	JR Narita Express	Ikebukuro Shinjuku Tokyo Airport	TYO ~ NRT	53 min.	30 min.	¥2,890
		Yokohama	Ikebukuro, Shinjuku	75 min. ~ 88 min.		¥3,050
	Keisei Line Skyliner	Keisei Ueno Airport		62 min.	30 ~ 40 min.	¥1,630
	Keisei Line Regular Train	Keisei Ueno Airport		90 ~ 100 min.	10 ~ 30 min.	¥910
Limousine	Tokyo City Air Terminal (TCAT)			70 ~ 90 min.	15 min.	¥2,500
	Major Hotels (Tokyo)			70 ~ min.	60 min.	¥2,600 ~ ¥2,700
	Haneda Airport		Via Expressway	105 ~ 150 min.	20 ~ 30 min.	¥2,700
	Yokohama (YCAT)			120 ~ 150 min.	20 min.	¥3,000
Hire Car & Taxi	Tokyo Airport			75 min.		¥20,000 & up

TCAT (Tokyo City Air Terminal)

The Tokyo City Air Terminal (TCAT), located at Hakozaki in downtown Tokyo, offers a convenient means of access to the New Tokyo International Airport at Narita. Limousine buses depart TCAT in time for the first flight departures in the morning and from Narita following the last arrival in the evening. Similar bus services are available from the Yokohama City Air Terminal (YCAT), Haneda Airport (domestic airport) and major hotels in Tokyo.

Many airlines have check-in counters at TCAT and departing passengers can check their baggage through to their destination and pre-clear customs at the terminal rather than at the airport.

Canadian Airlines International has a check-in counter at TCAT.

Limousine bus services operate on a fixed schedule, with buses leaving every 2-5 minutes during peak hours.

If someone is meeting you in Tokyo, it's a good idea to arrange to meet at TCAT rather than at the airport as the Tokyo-Narita roundtrip takes at least 2 1/2 hours. The same applies for send-off meetings.

TCAT	☎(03)3665-7156
YCAT	☎(045)459-4800
Haneda Flight Information	☎(03)3747-8010

Other Access to Narita Airport

JR Narita Express (N'EX) and Keisei Skyliner rail services are also available between Tokyo and Narita Airport. As baggage space aboard the trains is limited, if you have excess baggage, you may want to utilize the transport service available at the airport to send your bags to your hotel.

The Narita Express (N'EX) runs between Tokyo, Shinjuku, Ikebukuro, Yokohama Station and Narita Airport. Express trains depart from Narita Airport and Tokyo Central Station every 30-60 minutes. Travelling time is 53 minutes and reservations are necessary. Keisei Skyliner trains depart from Ueno Station and Narita Airport every 30-40 minutes. Travelling time is 62 minutes.

Railways

The most important means of transportation in Japan is the railway. From the short- and middle-distance lines that provide commuter service to those living in and around metropolitan areas to the many long-distance routes going from the northern-most tip of Hokkaido to the southern end of Kyushu, there is an amazingly extensive network of track spanning the nation.

JR (Japan Railways) lines link most of the country's cities and larger towns while privately-owned railways are more extensive around the major cities such as Tokyo, functioning primarily as commuter

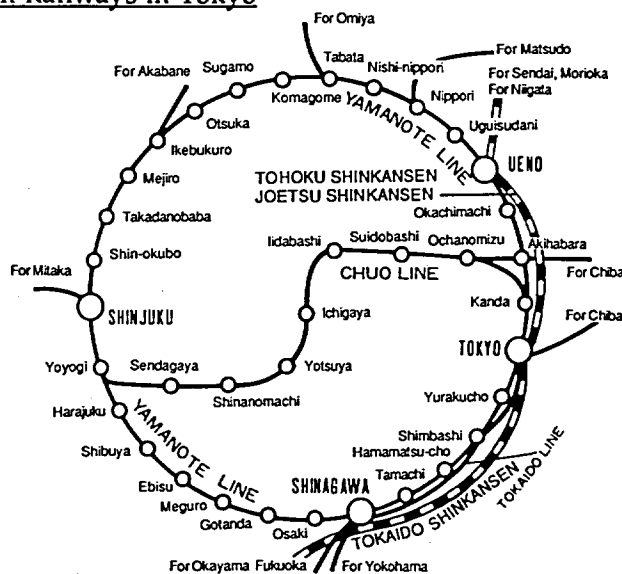
services. If you want to travel to cities on the main island of Honshu, you'll find train travel far more convenient than travel by car. Trains will get you where you want quickly and on time whereas congested roads make travel by car inconvenient. If you have excessive baggage, it would be wise to arrange separate shipment of all but a garment bag plus carry on due to coach luggage space limitations.

The *Shinkansen* "Bullet Train" is best for travel on the Tokyo-Nagoya-Kyoto and Osaka route, Tokyo-Fukushima-Sendai and Morioka route and the Tokyo-Ohmiya-Nagaoka and Niigata routes.

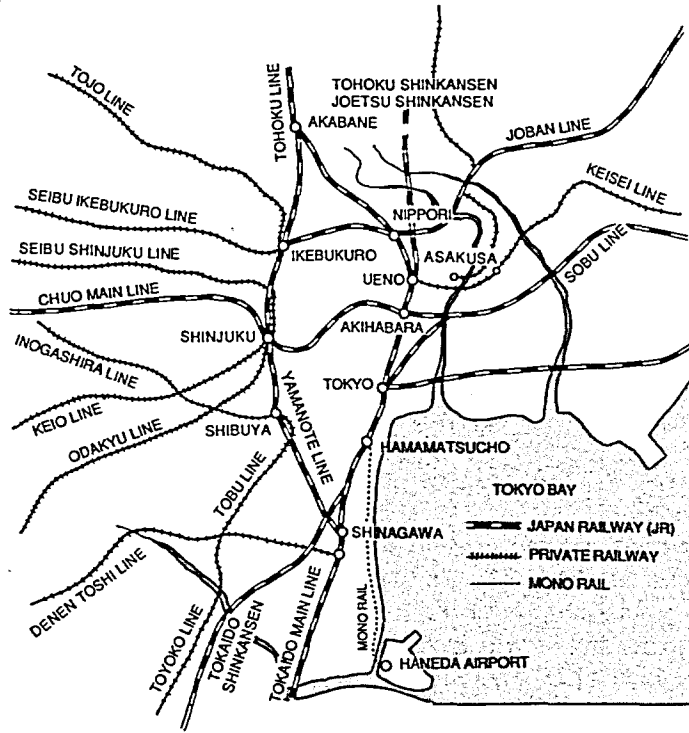
For travel to Hokkaido, Kyushu and Okinawa, air travel is best.

JR Information ☎(03)3423-0111

Japan Railways in Tokyo

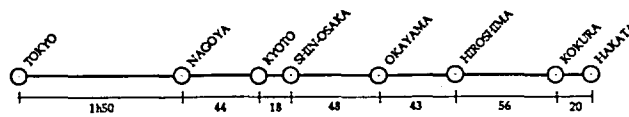


Tokyo Railways

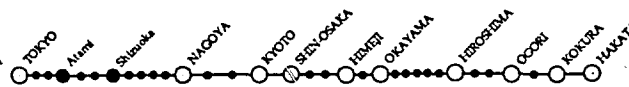


Bullet Train (Shinkansen)

Traveling times between each stop by A-schedule HIKARI:



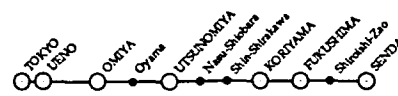
Major stations between TOKYO and HAKATA by KODAMA



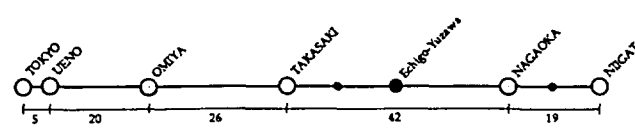
Traveling times between each stop by A-schedule YAMABIKOI:



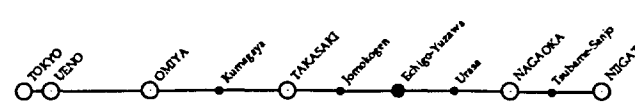
All Stations between Tokyo and SENDAI by AOBA:



Traveling times between each stop by A-schedule ASAHI:



All stations between Tokyo and NIIGATA by TOKI:



Subways & Buses

As in most other countries, in the major cities of Japan, subways and buses are a practical, everyday, and popular means of transportation. For those who have just arrived, however, it's difficult to use buses because of the lack of English identification.

If you're going to be in Tokyo or Osaka for a few days, there's no reason to not learn your way around the subways. It's not very difficult and it pays off in the long run, for even when road traffic is heavy, with the subway you're sure of getting where you want to on time. The subways are well marked with English signs. You may not be able to read the map over the ticket machine which gives prices to all the stations but just push the button for the cheapest ticket; when you arrive at your destination, go to the "Fare Adjustment" window before passing through the wicket.

Your vending machine ticket will be punched at the subway gate before you board the subway. Be sure to hold on to your ticket; it will be collected when you get off at your destination.

Tokyo Subway Telephone Centre ☎(03)3837-7111

Osaka Subway Telephone Centre ☎(06)582-1400

Taxis

Taxis are plentiful in the major cities of Japan (except on rainy days and after 11:30 p.m. in entertainment districts such as Roppongi and Akasaka). You'll also find taxi lines at all major hotels and at railway stations and other central locations in the various districts of the city. The taxi driver will issue a receipt (*ryoshusho*) if requested. Tipping is not customary unless you have asked for extra service.

Passenger-less vehicles can be identified by a red light in the right-hand corner of an approaching taxi's front windshield.

As taxi drivers generally don't speak English, it's best to have the address of the place you want to go written in Japanese to show to the driver (someone at the front desk of your hotel can write it down for you).

Fares are charged according to the taxi meter reading. In Tokyo they are based on a fixed minimum charge and an additional time/mileage rate as follows (as of June, 1991):

Minimum charge:	¥540
Each additional 355 meters:	¥80
Late Night Surcharge (11:00 p.m. to 5:00 a.m.):	Meter reading plus 30%

Unlike in Canada, Japanese automobiles travel on the left side of the road (as in Britain). One interesting feature of Japanese taxis is the automatic doors. When a taxi pulls up, it would be wise to stand clear of the rear left side passenger door; the driver opens and closes it from the right front seat. The same applies when you leave the cab; the driver will close it from the front seat.

Rent-a-car

Many types of rental vehicles are available in Japan. Prices naturally vary according to the type of vehicle but the cost of an economy-sized passenger car ranges from ¥5,000 (not including insurance) for six hours to ¥8,000 for twenty-four hours, plus approximately ¥6,000 per additional day. The larger car rental firms offer a wide variety of models, including deluxe sedans and even sports cars. All rental vehicles in Japan except for American and European imports have the steering wheel on the right-hand side. Your hotel can help you make arrangements, but will probably advise you not to use a rental car unless you are very familiar with city. English road signs are limited and parking is at a premium. Major credit cards are generally accepted. For reservations contact the well-known rental car companies below, which have offices throughout Japan.

Toyota Rent A Car ☎(03)3264-2834

Nippon Rent A Car ☎(03)3508-0641

Nissan Rent A Car ☎(03)3287-0777

Hertz ☎(03)3796-8002

Hotels

Tokyo

Apart from price and other basic considerations, choosing a hotel based on its location in the city is very important. Tokyo, for example, is a city of over 10 million people and is spread out over a vast area. Within Tokyo are cities within cities; urban centres, often larger than an entire Canadian city, with perhaps four or five major department stores, a dozen movie theaters, hotels, and all of the sundry shops and facilities needed for a population of a million or two. These major centres are generally transfer points for local commuter trains and subways and offer quick access to other parts of the city.

When choosing a hotel, map out what travel agencies you'll be visiting and select a hotel which offers the best access to the greatest number of agencies. Many agencies are located in the Ginza-Nihonbashi-Shinjuku area so hotels such as the Marunouchi, the Imperial, and the Dai-Ichi are well-situated. In Shinjuku, another major commercial centre, the Tokyo Hilton, the Keio Plaza and the Hyatt Regency are well-located. Midway between the two and perhaps most convenient to all parts of the city is the Akasaka area, where can be found the New Otani, the Hotel Okura, the Akasaka Prince, the Akasaka Tokyu and the Capitol Tokyo. The hotel list given is by no means complete but offers a fairly good selection and range of prices.

Osaka

In Osaka, You'll find the Osaka Grand, Hotel Hanshin, the New Hankyu and the Osaka Royal near the Trade Center in the heart of the business district to be the most convenient hotels.

Table 61 Hotels, Hotel Rates in Tokyo (June, 1991)

Hotel Name	No. of Rooms	Single	Double	Telephone
Akasaka Prince Hotel	761	¥22000	¥32000	(03)3234-1111
Akasaka Tokyu Hotel	566	¥18000	¥26000	(03)3580-2311
ANA Hotel Tokyo	900	¥20000	¥27000	(03)3505-1111
Capitol Tokyo Hotel	459	¥23500	¥32000	(03)3581-4511
Century Hyatt Tokyo	778	¥18000	¥26000	(03)3349-0111
Ginza Dai-Ichi Hotel	801	¥15000	¥18000	(03)3542-5311
Imperial Hotel	1138	¥26000	¥30000	(03)3504-1111
Keio Plaza Hotel	1485	¥19500	¥24000	(03)3344-0111
Hotel New Otani	1971	¥18000	¥24000	(03)3265-1111
Hotel Okura	888	¥24000	¥33500	(03)3582-0111
Hotel Pacific Tokyo	954	¥18000	¥22000	(03)3445-6711
Palace Hotel	404	¥20000	¥26000	(03)3211-5211
Royal Park Hotel	450	¥16000	¥20500	(03)3667-1111
Sunshine City Prince Hotel	1166	¥13000	¥19000	(03)3988-1111
Tokyo Hilton International	836	¥21000	¥34000	(03)3344-5111
Tokyo Prince Hotel	484	¥20000	¥21000	(03)3432-1111

Table 62 Hotels, Hotel Rates in Osaka (June, 1991)

Hotel Name	No. of Rooms	Single	Double	Telephone
Miyako Hotel Osaka	608	¥13,000	¥19,000	(06)773-1111
Hotel New Hankyu	947	¥9,000	¥16,000	(06)372-5101
Hotel New Otani Osaka	610	¥13,000	¥22,000	(06)941-1111
Hotel Nikko Osaka	655	¥12,000	¥20,000	(06)244-1111
Hotel Osaka Grand	348	¥9,300	¥16,000	(06)202-1212
Osaka Hilton	553	¥22,000	¥27,000	(06)347-7111
Hotel Plaza	536	¥9,500	¥18,000	(06)453-1111
Royal Hotel	1,166	¥12,500	¥24,000	(06)448-1121
Osaka Terminal Hotel	671	¥12,000	¥22,000	(06)344-1235

Other Cities

If you're visiting other Japanese cities serving as regional focal points for the travel market, consider the hotels given below.

Table 63 Hotels, Hotel Rates Outside Tokyo, Osaka (June, 1991)

Hotel Name	No. of Rooms	Single	Double	Telephone
Sapporo				
Century Royal Hotel	324	¥9,500	¥17,000	(011)221-2121
Sapporo Grand Hotel	585	¥10,000	¥16,500	(011)261-3311
Sapporo Park Hotel	227	¥9,500	¥17,500	(011)511-3131
Sapporo Prince Hotel	322	¥8,000	¥17,000	(011)241-1111
Keio Plaza Hotel Sapporo	525	¥10,000	¥18,000	(011)271-0111
ANA Hotel Sapporo	460	¥9,500	¥15,500	(011)221-4411
Hotel New Otani Sapporo	340	¥11,000	¥19,000	(011)222-1111
Sendai				
Sendai Hotel	123	¥11,000	¥14,000	(022)225-5171
Hotel Sendai Plaza	186	¥8,500	¥16,500	(022)262-7111
Hotel Metropolitan Sendai	300	¥9,000	¥16,000	(022)268-2525
Nagoya				
Hotel Nagoya Castle	241	¥9,500	¥18,000	(052)251-2121
Nagoya Kanko Hotel	505	¥9,800	¥18,000	(052)231-7711
Nagoya Kokusai Hotel	260	¥7,500	¥18,000	(052)961-3111
Nagoya Tokyu Hotel	568	¥10,500	¥18,500	(052)251-2411
Nagoya Hilton	453	¥15,000	¥22,000	(052)212-1111
Kyoto				
Holiday Inn Kyoto	270	¥7,900	¥10,900	(075)721-3131
Kyoto Grand Hotel	561	¥8,000	¥14,000	(075)341-2311
Kyoto Royal Hotel	331	¥9,000	¥16,000	(075)223-1234
Miyako Hotel	364	¥10,000	¥15,000	(075)771-7111
Kyoto Shin Hankyu Hotel	319	¥8,500	¥15,000	(075)343-5300
Kyoto Kokusai Hotel	388	¥7,000	¥10,000	(075)222-1111
Kyoto ANA Hotel	303	¥10,000	¥21,000	(075)231-1155
Fukuoka/Hakata				
ANA Hotel Hakata	354	¥8,500	¥16,000	(092)471-7111
Nishitetsu Grand Hotel	301	¥9,500	¥18,500	(092)771-7171
Hakata Tokyu Hotel	266	¥8,800	¥14,500	(092)781-7111
Hotel New Otani Hakata	421	¥13,000	¥20,000	(092)714-1111
Narita/Narita Airport				
ANA Hotel Narita	442	¥14,500	¥19,000	(047)633-1311
Hotel Nikko Narita	528	¥11,000	¥13,000	(047)632-0032
Narita Airport Rest House	210	¥9,500	¥14,300	(047)632-1212
Holiday Inn Tobu Narita	250	¥10,000	¥14,000	(047)632-1234
Narita Tokyu Inn	406	¥12,100	¥21,000	(047)633-0109
Narita View Hotel	503	¥11,000	¥14,000	(047)632-1111

Tipping

Tipping is not a common practice in Japan and is neither expected nor encouraged. Restaurants and hotels generally include a service charge of 10-20% in their bills.

Local Telephone Calls

Yellow and green colored telephones found in street phone booths accept both ¥10 coins and ¥100 coins, while blue and red telephones, found in office buildings, stores, train stations, etc., accept ¥10 coins only. Green telephones also accept magnetic prepaid telephone cards. A local call costs ¥10 for three minutes. If you hear a warning chime while talking on the telephone, insert more coins so as not to be disconnected. Green telephones are recommended for distance calls as they accept ¥100 yen coins and prepaid cards. You may purchase prepaid telephone cards at your hotel, kiosks at train stations or from vending machines often located adjacent to banks of telephones. Regular home and office phones can be used for long distance calls, both domestic and overseas. Green public phones have recently been provided in urban areas for telephone card-holders.

Postal Services

If you're staying in a hotel, the easiest way to mail letters and post cards is to give them to a desk clerk. *Sokutatsu* express delivery service is generally available at hotels but for registered mail a trip to the post office is necessary. The major, or *Ku*, post offices in Tokyo and other cities are open daily from 9 a.m. to 7 p.m. except on Saturdays, Sundays and national holidays. On Saturdays, they are open from 9 a.m. to 3 p.m. Small neighborhood post offices are open from 9 a.m. to 5 p.m. on weekdays only. The Central Post Office in Tokyo is open 24 hours a day except on Sundays and holidays.

1991 postal rates within Japan are ¥62 for letters up to 25g, and ¥72 for mail up to 50g if the envelope is between 9cm x 14cm and 12 x 23.5cm. Mail which does not conform to the above costs ¥120 for letters up to 50g, and ¥175 for letters up to 100g. Postcard postage is ¥41. Air Mail rates to Canada are ¥70 for postcards and ¥100 for letters up to 10g (plus ¥70 for each extra 10g).

Telegrams

Telegrams can be sent from KDD (*Kokusai Denshin Denwa*) offices in all the major cities, local telephone-telegraph offices and hotels. The minimum rate for ordinary telegrams gives you seven words. The minimum charge for letter telegrams (LT) entitles you to twenty-two words. For under eleven words, ordinary telegrams are cheaper.

KDD Information Center Tokyo ☎(03)3270-5111

Overseas Telephone Calls

Telephone calls abroad cannot be made from most public phones; your hotel room or office phone must be used. When calling from the hotel, ask the operator to assist you. When calling from other phones, the multilingual KDD overseas operators are available to assist you. From any where in Japan the overseas operator may be reached by dialing 0051.

For further information, call the KDD Information Center: ☎(03)3270-5111.

Some green-colored public telephones (recognizable by a gold front panel upon which are inscribed the words "International & Domestic Card/Coin Telephone") can be used to make direct ISD calls. These telephones can be found at hotels, airports and other central locations.

From 1989, two new telecommunication firms began service in Japan. Their rates are quite competitive with KDD, especially during off-peak hours and on weekends. You may wish to inquire whether these firms can be used for your calls. Their names and dial prefixes are given below:

International Telecom Japan (ITJ) ☎0041
International Digital Communications (IDC) ☎0061

The best way to call Canada, and to get services in an accustomed Canadian manner (billing in C\$, etc.), is to call "Canada Direct". From anywhere in Japan, dial (003)9161. You will be connected with an operator in Canada. This is by far the easiest way.

Business and Banking Hours

All Japanese banks and most national and local government offices are closed on Saturdays and Sundays.

Most shops, department stores and supermarkets are closed on one weekday every week but are open on Sundays and Holidays. In general, shops do not open until 10:00 a.m. but stay open until 7:00 or 8:00 p.m. Some convenience stores such as "7-11" open earlier and/or close later.

Table 64 Business and Banking Hours in Japan

	Weekdays	Saturdays	Sundays & Holidays
Banks	9:00-15:00	Closed	Closed
Post Offices	9:00-17:00	Closed	Closed
Department Stores	10:00-19:00	10:00-19:00	10:00-19:00
Shops	10:00-20:00	10:00-20:00	10:00-20:00

TV, Radio and Newspapers

In addition to government-run N.H.K. stations, there are 84 private radio broadcasting stations, 48 VHF and 65 UHF television stations in Japan.

Since 1979, multilingual television sets have been available enabling viewers to enjoy many foreign movies, TV series, and some news shows in either Japanese or the original language, generally English. Most major hotels have an English-language cable TV service carrying well-known programs as well as local news of interest, features, movies, etc.

The American Armed Forces Radio Network FEN (Far East Network)-AM 810 is the only English-language broadcasting station in Japan.

There are four daily English language newspapers in Japan: *Asahi Evening News* (☎(03)3543-3321), *Mainichi Daily News* (☎(03)3212-0321), *The Daily Yomiuri* (☎(03)3242-1111) and *The Japan Times* (☎(03)3453-5311). These papers are available at most hotels and at the news stands of major train stations.

Advertising in Japan, Consumer & Travel Trade Media

TV, Radio & Newspaper Advertising

Advertising on TV and in consumer publications is an extremely expensive proposition in Japan. A 15-second spot commercial on any of the major television networks costs from ¥310,000 to ¥1,050,000 (1991 rates) depending upon the time of broadcast (C\$1.00 = approx. ¥115 as of Aug. 1991). If one adds to this the cost of ad creation and production, advertising is out of the question for all but the largest of companies.

Newspaper advertising is also extremely expensive, with a full-page ad in a major daily such as the *Asahi Shimbun* costing ¥40 million for national coverage and ¥23 million for publication in the Tokyo area alone. The smallest ad, a 1/15, page costs ¥590,000 per insertion.

General consumer magazines such as *Cosmopolitan* (Japanese edition), *More*, *Non No* and *Asahi Graph*, while much less expensive than newspapers, are also too costly for most tour operators; a full-page ad costs from ¥500,000 to ¥2,500,000, depending upon the circulation of the particular magazine.

All in all, because of the very high costs involved, consumer media advertising cannot be recommended in the Japanese market unless conducted as part of a Canadian Embassy tourism campaign such as the winter/summer/ski image campaigns or their "hard sell" joint trade ads, often carried out in cooperation with industry partners.

Travel Trade Media in Japan

The Japanese travel industry is served by six Japanese-language trade publications, including two weeklies (*Travel Journal*, *Wing Travel Weekly*), two biweeklies (*Travel Management*, *Travel Times*) and two monthlies (*Modern Tourism*, *Travel Digest*).

Listed below are the names, addresses and advertising rates of the six trade publications.

Table 65 Travel Trade Publications in Japan

Publication	Publisher
Travel Journal (<i>weekly</i>)	Travel Journal, Inc. Izumiya Tokyoten Bldg., 3-1, Kojimachi, Chiyoda-ku, Tokyo 102 Tel:(03)3264-2091 Fax:(03)3261-9025
Travel Times (<i>biweekly</i>)	Ohta Publications Co., Ltd. DAME GINZA Bldg., 6-7-18, Ginza, Chuo-ku, Tokyo 104 Tel:(03)3571-1181 Fax:(03)3574-1650
Travel Management (<i>biweekly</i>)	Travel Consultants of Japan, Ltd. Kono Bldg., 1-23-9, Nishi-Shimbashi, Minato-ku, Tokyo 105 Tel:(03)3595-0125 Fax:(03)3580-5619
Modern Tourism (<i>monthly</i>)	Arrow Public Relations, Inc. No.6 Kogyo Bldg., 1-4-3, Ginza, Chuo-ku, Tokyo 104 Tel:(03)3562-3481 Fax:(03)3562-3480
Wing Travel Weekly (<i>weekly</i>)	The Wing Aviation Press Sun Heights Kanda Kitamura Bldg. 3F 30, Higashikonya-cho, Chiyoda-ku, Tokyo 101 Tel:(03)3258-9840 Fax:(03)3258-5004
Travel Digest (<i>monthly</i>)	Travel Digest Publishing Co., Ltd. Cast Anchor Bldg., 3-4-7, Minami-Aoyama, Minato-ku, Tokyo 107 Tel:(03)3405-7011 Fax:(03)3405-7973

Table 66 Circulation & Representative Advertising Rates of Japanese Travel Trade Publications

	Travel Journal	Travel Times	Travel Management	Modern Tourism	Wing Travel Weekly	Travel Digest
Circulation	9,812	8,300	8,347	8,900	8,000	22,000
Full Page (Inside)						
4 Color	¥570000	¥500000	¥463000	¥508000	¥520000	¥540000
Non-bleed Size (cm)	32.2 x 22.5	25.5 x 18.5	26.7 x 20.0	25.0 x 17.5	36.0 x 24.1	23.0 x 15.5
Bleed Size (cm)	36.4 x 25.7	28.0 x 21.0	29.7 x 23.0	28.0 x 21.0	37.0 x 26.5	25.7 x 18.2
B&W	¥350000	¥300000	¥292000	¥363000	¥313000	¥360000
Non-bleed Size	32.2 x 22.5	25.5 x 18.5	26.7 x 20.0	25.0 x 17.5	36.0 x 24.1	23.0 x 15.1
Bleed Size	36.4 x 25.7	28.0 x 21.0	29.7 x 23.0	28.0 x 21.0	37.0 x 26.5	/
2/3 Page						
4 Color	¥502000	/	/	¥435000	/	/
B & W	¥282000	/	/	¥254000	/	/
Size (cm)	32.2 x 14.6	/	/	25.0 x 11.5	/	/
1/2 Page Vertical						
B&W	¥231000	¥210000	¥177000	¥205000	¥190000	/
Size (cm)	23.8 x 14.6	24.0 x 8.8	26.7 x 6.7	18.0 x 11.5	24.6 x 17.5	/
1/2 Page Horizontal						
4 Color	¥429000	¥300000	¥634000	¥411000	¥394000	/
B&W	¥209000	¥210000	¥177000	¥205000	¥190000	¥210000
Size (cm)	15.8 x 22.5	11.4 x 17.8	12.3 x 20.0	12.0 x 17.5	17.2 x 23.7	11.5 x 15.5
1/3 Page Vertical						
4 Color	¥374000		¥330000	¥367000	/	/
B&W	¥154000	¥160000	¥125000	¥161000	/	¥140000
Size (cm)	32.2 x 6.9	24.0 x 6	26.7 x 6.7	25.0 x 6.0	/	23.0 x 5.5
1/3 Page Horizontal						
4 Color	¥364000	/	/	¥367000	/	/
B&W	¥144000	¥160000	/	¥161000	¥146000	/
Size (cm)	10.4 x 22.5	7 x 17.8	/	8 x 17.5	10.5 x 23.7	/
1/4 Page						
4 Color	/	/	¥314000	/	/	/
B&W	¥120000	¥150000	¥99000	¥108000	¥128000	¥120000
Size (cm)	7.8 x 22.5	5.5 x 17.8	5.7 x 20.0	6.0 x 17.5	17.12 x 11.6	5.5 x 15.5

Notes: Rates as of April, 1991.
Publications listed above offer other advertising sizes not listed.
Reservation and material deadlines are generally 4-6 weeks prior to publication.
Frequency discounts on advertising rates are also offered by publications.

While large organizations such as hotel chains may find it to their advantage to advertise regularly in the Japanese travel trade media, smaller operators will get best value for money by restricting their advertising to special supplements on Canada carried in most of the above publications at least once a year. Information on these supplements (dates and advertising rates) can be obtained from the Tourism Section, Canadian Embassy (Tokyo).

In order to develop and back up overall promotion of Canada as a travel destination, operators should also feed information and stories to the Tourism Section, Canadian Embassy (Tokyo) so that they can be issued in PR form to both the travel trade and consumer press.

Sister City Relationships, Canada & Japan

Japanese cities, towns, ports and even national parks are very active in the development of "twinning" relationships with similar entities abroad. Some 527 municipal entities in Japan (as of April 1, 1991) have established sister-city relationships with overseas towns to promote cultural exchange, the exchange of students and, most importantly, a general raising of international consciousness among their citizens.

Smaller towns and villages in rural areas of Japan are the most active in carrying forward exchanges once sister-city ties have been established. This does not mean that the ties between large cities are not fruitful. Rather, greater "grass roots" participation can be expected. If a Japanese sister city is located in an agricultural area, more time is available for its citizens to visit Canada after harvest time.

Table 67 Canada/Japan Sister City Relationships

City	Province	City(town,ward, village)	Prefecture	Date of Affiliation
Banff	Alberta	Obama-shi	Nagasaki-ken	May 19, 1976
Camrose	-	Kamifurano-cho	Hokkaido	September 5, 1985
Jasper	-	Hakone-machi	Kanagawa-ken	July 4, 1972
Lacombe	-	Rikubetsu-cho	Hokkaido	July 5, 1986
Rocky Mountain House	-	Kamikawa-cho	Hokkaido	June 21, 1984
Stony Plain	-	Shikaoi-cho	Hokkaido	August 26, 1985
Taber	-	Notogawa-cho	Shiga-ken	March 27, 1981
Wetaskiwin	-	Ashoro-cho	Hokkaido	September 15, 1990
Canmore	-	Higashikawa-cho	Hokkaido	July 12, 1989
Stettler	-	Okoppe-cho	Hokkaido	June 26, 1990
Burnaby	British Columbia	Kushiro-shi	Hokkaido	September 9, 1965
Kamloops	-	Uji-shi	Kyoto-fu	July 1, 1990
Kelowna	-	Kasugai-shi	Aichi-ken	February 5, 1981
Campbell River	-	Ishikari-cho	Hokkaido	October 24, 1983
Castlegar	-	Embetsu-cho	Hokkaido	June 21, 1989
New Westminster	-	Moriguchi-shi	Osaka-fu	December 12, 1962
North Vancouver	-	Chiba-shi	Chiba-ken	January 1, 1970
Lake Cowichan	-	Ohtaki-mura	Hokkaido	October 8, 1989
Nelson	-	Shuzenji-machi	Shizuoka-ken	May 1, 1987
Port Alberni	-	Abashiri-shi	Hokkaido	February 9, 1986
Prince Rupert	-	Owase-shi	Mie-ken	September 26, 1968
Quesnel	-	Shiraoi-machi	Hokkaido	July 13, 1981
Richmond	-	Wakayama-shi	Wakayama-ken	March 31, 1973
Salmon Arm	-	Azuma-mura	Ibaraki-ken	April 11, 1990
Sparwood	-	Kamisunagawa-cho	Hokkaido	September 23, 1980
Summerland	-	Tsukuba-shi	Ibaraki-ken	September 7, 1985
Surrey	-	Koto-ku	Tokyo	April 20, 1989
Vancouver	-	Yokohama-shi	Kanagawa-ken	July 1, 1965
Vernon	-	Towa-cho	Miyagi-ken	August 22, 1986
Victoria	-	Morioka-shi	Iwate-ken	May 23, 1985
Oliber	-	Bandai-machi	Fukushima-ken	April 23, 1988
Penticton	-	Ikeda-cho	Hokkaido	May 19, 1977
Winnipeg	Manitoba	Setagaya-ku	Tokyo	October 5, 1970
Halifax	Nova Scotia	Hakodate-shi	Hokkaido	November 25, 1982
Collingwood	Ontario	Katano-shi	Osaka-fu	November 3, 1981
Dundas	-	Kaga-shi	Ishikawa-ken	March 21, 1968
Burlington	-	Itabashi-ku	Tokyo	May 12, 1989
Mississauga	-	Kariya-shi	Aichi-ken	July 7, 1981
Oakville	-	Neyagawa-shi	Osaka-fu	April 6, 1984
Hamilton	-	Fukuyama-shi	Hiroshima-ken	October 4, 1976
Lindsay	-	Nayoro-shi	Hokkaido	August 1, 1969
Timmins	-	Naoshima-cho	Kagawa-ken	August 28, 1981
Windsor	-	Fujisawa-shi	Kanagawa-ken	December 2, 1987
Whitehorse	Yukon	Ushiku-shi	Ibaraki-ken	April 19, 1985
Sister Prefecture		Hokkaido		September 15, 1990
Province of Alberta				

Canadian Government Offices (Federal and Provincial) in Japan

The Canadian Embassy
7-3-38, Akasaka,
Minato-ku, Tokyo 107
Tel:(03)3479-5851
Fax:(03)3470-7278

The Consulate General of Canada
2-2-3 Nishi Shinsaibashi
Chuo-ku, Osaka 542
Tel:(06)212-4910
Fax:(06)212-4914

Government of Alberta
Place Canada 3F, 7-3-37, Akasaka,
Minato-ku, Tokyo 107
Tel:(03)3475-1171
Fax:(03)3470-3939

Government of Ontario
Suite 1219, World Trade Center Bldg.,
2-4-1, Hamamatsu-cho, Minato-ku,
Tokyo 105
Tel:(03)3436-4355
Fax:(03)3436-2735

Canadian Consulate
F.T. Bldg., 9F, 4-8-28, Watanabe-Dori
Chuo-ku, Fukuoka-shi 810
Tel:(092)752-6055
Fax:(09)752-6077

Government of British Columbia
Place Canada 3F, 7-3-37, Akasaka,
Minato-ku, Tokyo 107
Tel:(03)3408-6171
Fax:(03)3408-6340

Government of Quebec
Kojimachi Hiraoka Bldg. 5F, 1-3
Kojimachi, Chiyoda-ku, Tokyo 102
Tel:(03)3239-5137
Fax:(03)3239-5140

Travel Related Organizations**International Airlines**

Canadian Airlines International
Hibiya Park Bldg., 1-8-1,
Yurakucho, Chiyoda-ku, Tokyo 100
Tel:(03)3281-7426

Air Canada
New Akasaka Bldg. 6F
3-2-3, Akasaka, Mianto-ku, Tokyo 107
Tel:(03)3586-3891

American Airlines, Inc.
Kokusai Bldg. 203
3-1-1, Marunouchi, Chiyoda-ku, Tokyo 100
Tel:(03)3214-2111

Delta Air lines, Inc.
Kioicho Bldg. 9F,
3-12, Kioicho, Chiyoda-ku, Tokyo 102
Tel:(03)5275-7000

Northwest Airlines, Inc.
5-12-12, Toranomom,
Minato-ku, Tokyo 105
Tel:(03)3432-6000

Thai Airways International, Ltd.
Asahiseimei Hibiya Bldg. 1F,
1-5-1, Yurakucho, Chiyoda-ku, Tokyo 100
Tel:(03)3503-3311

United Airlines Inc.
Kokusai Bldg., 3-1-1, Marunouchi,
Chiyoda-ku, Tokyo 100
Tel:(03)3817-4411

Japan Airlines
Tokyo Bldg., 2-7-3, Marunouchi,
Chiyoda-ku, Tokyo 100
Tel:(03)5489-1111

Canada Tour Operators Committee in Japan

The Canada Tour Operators Committee in Japan is an affiliation of tour operators dealing exclusively with Japan/Canada tourism dedicated to helping the Canadian industry achieve long-term success in Japan.

BCJ Service Canada Inc.
Head Office

BCJ Services Canada Inc.
842 Thurlow Street, Suite 304
Vancouver, B.C. V6E 1 W2
Tel:604-689-5722
Fax:604-689-5715

Tokyo Office

BCJ Japan Ltd.
#320 Yurakucho Bldg.,
1-10-1, Yurakucho,
Chiyoda-ku, Tokyo 100
Tel:(03)3216-2401
Fax:(03)3201-6040

Canadian Co Co Tours
Head Office

Canadian Co Co Tours Inc.
205 Bear Street
Banff, Alberta T0L 0C0
Tel:4(03)762-5600
Fax:4(03)762-5223

Tokyo Office

Canadian Co Co Tours Inc.
Daiichi Kyoritsu Bldg. 6F,
2-22-8, Nishi-Shimbashi,
Minato-ku, Tokyo 105
Tel:(03)3578-9639
Fax:(03)3578-9659

Other Offices

Vancouver

Canada Hotel Coupon System
Head Office

Canada Hotel Coupon System Inc.
510 W. Hastings Street, Suite 1307
Vancouver, B.C. V6B 1L8
Tel:604-3681-4247
Fax:604-3681-1757

Tokyo Office

Canada Hotel Coupon System Inc.
Urban Bldg. 5F,
1-2-6, Yotsuya,
Shinjuku-ku, Tokyo 160
Tel:(03)3226-5996
Fax:(03)3356-8604

Other Offices

Osaka

Japan Travel Corporation
Head Office

Japan Travel Corporation
510 W. Hastings Street
Vancouver, B.C. V6B 1L8
Tel:604-681-9747
Fax:604-681-1757

Tokyo Office

Japan Travel Corporation
Urban Bldg. 5F,
1-2-6, Yotsuya,
Shinjuku-ku, Tokyo 160
Tel:(03)3356-8026
Fax:(03)3356-8504

Other Offices

Osaka

Maple Fun Tours
Head Office

Maple Fun Tours Ltd.
1030 W. Georgia Street, Suite 902B
Vancouver, B.C. V6E 2Y3
Tel:604-683-5244
Fax:604-683-1497

Tokyo Office

Maple Fun Tours Ltd.
Towa Akasaka Co-op 1F,
2-21-5, Akasaka,
Minato-ku, Tokyo 107
Tel:(03)3589-2886
Fax:(03)3589-2876

Skyland Tours
Head Office

Skyland Tours Ltd.
1201 W. Pender Street, Suite 205
Vancouver, B.C. V6E 2V2
Tel:604-669-2521
Fax:604-683-7814

Tokyo Office

Skyland Tours Ltd.
Taishido Highland Bldg. 3F,
2-8-7, Taishido,
Setagaya-ku, Tokyo 154
Tel:(03)3411-4647
Fax:(03)3411-9192

Other Offices

Kyoto

Transpacific Tours
Head Office

Transpacific Tours (Canada)Ltd.
885 Dunsmuir Street, Suite 670
Vancouver, B.C. V6C 1N5
Tel:604-687-9911
Fax:604-688-7122

Tokyo Office

Transpacific Tours (Canada) Ltd.
Yotsuya Kobayashi Bldg. 6F,
14, Yotsuya 2-chome
Shinjuku-ku, Tokyo 160
Tel:(03)3356-9371
Fax:(03)3356-9374

Other Offices

Toronto, Banff

Other Canada Related Organizations**Canadian Chamber of Commerce
in Japan**

Saita Bldg. 2F, 2-16-1,
Nishi Azabu, Minato-ku,
Tokyo 106
Tel:(03)3498-9745
Fax:(03)3498-9385

**Council of Forest Industries of
British Columbia**

6F. "Tameike Annex"
1-5-15, Akasaka, Minato-ku,
Tokyo 107
Tel:(03)3584-4302
Fax:(03)3586-8804

Canadian Wheat Board

3F., #3 Kowa Bldg., 1-11-45,
Akasaka, Minato-ku,
Tokyo 107
Tel:(03)3583-4291
Fax:(03)3587-1593

Canada-Japan Society

Laurel Nagata-cho 302,
2-17-5, Nagata-cho, Chiyoda-ku
Tokyo 100
Tel:(03)3581-0925
Fax:(03)3581-1694

**Canadian Centre Sophia University
Institute of American & Canadian Studies**

7-1, Kioi-cho, Chiyoda-ku,
Tokyo 102
Tel:(03)3238-3534
Fax:(03)3238-3908

**Federation of Canadian Manufacturers
in Japan**

301 Aoba Bldg., 3-6-2, Takanawa,
Minato-ku, Tokyo 108
Tel:(03)3441-7494
Fax:(03)3448-8991

Canadian Banks in Japan**Bank of Montreal**

Mitsui Nigokan, 2-1-1,
Nihombashi Muromachi, Chuo-ku,
Tokyo 103
Tel:(03)3246-0103
Fax:(03)3246-0695

Bank of Nova Scotia

Fukoku Seimei Bldg. 21F, 2-2-2,
Uchisaiwai-cho, Chiyoda-ku,
Tokyo 100
Tel:(03)3593-0201
Fax:036-3593-0414

Canadian Imperial Bank of Commerce

Hibiya Kokusai Bldg. 8F, 2-2-3,
Uchisaiwai-cho, Chiyoda-ku,
Tokyo 100
Tel:(03)3595-1531
Fax:(03)3591-3169

Royal Bank of Canada

Hibiya Kokusai Bldg. 14F, 2-2-3,
Uchisaiwai-cho, Chiyoda-ku,
Tokyo 100
Tel:(03)3595-1251
Fax:(03)3508-0403

Toronto Dominion Bank

Fuji Bldg. Rm. 406, 3-2-3,
Marunouchi, Chiyoda-ku, Tokyo 100
Tel:(03)3214-4485
Fax:(03)3214-7135

National Bank of Canada

Ogawamachi Mitsui Bldg. Suite 501,
1-3, Kanda Ogawamachi,
Chiyoda-ku, Tokyo 100
Tel:(03)3292-6361
Fax:(03)3292-6362

Representative Offices

Royal Trust Corporation of Canada
Nishi-Shimbashi Aiko Bldg. 8F
1-6-15, Nishi-Shimbashi,
Minato-ku, Tokyo 100
Tel:(03)3504-0281
Fax:(03)3504-0280

Bank of Montreal AISA, Ltd.
Mitsui Nigokan, 2-1-1,
Nihombashi Muromachi, Chuo-ku,
Tokyo 103
Tel:(03)3246-2981
Fax:(03)3246-4215

Bank of Nova Scotia
Sumitomo Seimei Midosuji Bldg. 14F,
4-14-3, Nishi Tenma, Kita-ku,
Osaka 530
Tel:06-361-0501
Fax:06-361-0519

Canadian Securities Companies in Japan

RBC Dominion Securities Inc.
Hibiya Kokusai Bldg. 14F, 2-2-3,
Uchisaiwaicho, Chiyoda-ku,
Tokyo 100
Tel:(03)35(03)3571
Fax:(03)35(03)3570

Richardson Greenshields of Canada, Ltd.
Yurakucho Denki Bldg. Suite 1752
(Minami-kan) 1-7-1, Yurakucho,
Chiyoda-ku, Tokyo 100
Tel:(03)3201-6271
Fax:(03)3214-5532

Scotia McLeod Inc.
Fukoku Seimei Bldg. 21F, 2-2-2,
Uchisaiwaicho, Chiyoda-ku,
Tokyo 100
Tel:(03)3592-3870
Fax:(03)3592-0305

Wood Gundy Japan, Ltd.
Hibiya Kokusai Bldg. 8F, 2-2-3,
Uchisaiwaicho, Chiyoda-ku,
Tokyo 100
Tel:(03)3591-0700
Fax:(03)591-0740

Canadian Press and Media

Canadian Press
c/o International Dept.
Kyodo News Service
2-2-5, Toranomom, Minato-ku,
Tokyo 100
Tel:(03)3584-4111
Fax:(03)3584-4173

The Globe and Mail
8F Nikkei Bldg., 1-9-5, Ohtemachi,
Chiyoda-ku, Tokyo 100
Tel:(03)3241-6431
Fax:(03)3242-0315

Vancouver Province
Knight-Ridder Financial News
Ichibancho FS Bldg.,
8 Ichibancho, Chiyoda-ku, Tokyo 102
Tel:(03)3230-4829
Fax:(03)3230-1335

Japanese Travel Organizations**JATA**

Japan Association of Travel Agents
Zennittsu Kasumigaseki Bldg. 3F,
3-3-3, Kasumigaseki, Chiyoda-ku,
Tokyo 100
Tel:(03)3592-1271
Fax:(03)3592-1268

JNTO

Japan National Tourist Organization
Tokyo Kotsu-kaikan Bldg. 10F,
2-10-1, Yurakucho, Chiyoda-ku,
Tokyo 100
Tel:(03)3216-1901
Fax:(03)3214-7680

IATA Japan Agency Services Office
IATA(International Air Transport Association)
Japan Agency Services Office
Saeki Bldg., 1-18-15,
Shimbashi, Minato-ku, Tokyo 105
Tel:(03)3595-1878
Fax:(03)3597-0633

OHEA

Overseas Hotel Executive Association
Hibiya Park Bldg. 403, 1-8-1,
Yurakucho, Chiyoda-ku,
Tokyo 100
Tel:(03)3212-0038
Fax:(03)3212-0038

OTOA

Overseas Tour Operators Association of Japan
Monte Verde Shibadaimon 704,
2-12-5, Shibadaimon, Minato-ku,
Tokyo 105
Tel:(03)3578-1770
Fax:(03)3578-1770

PATA

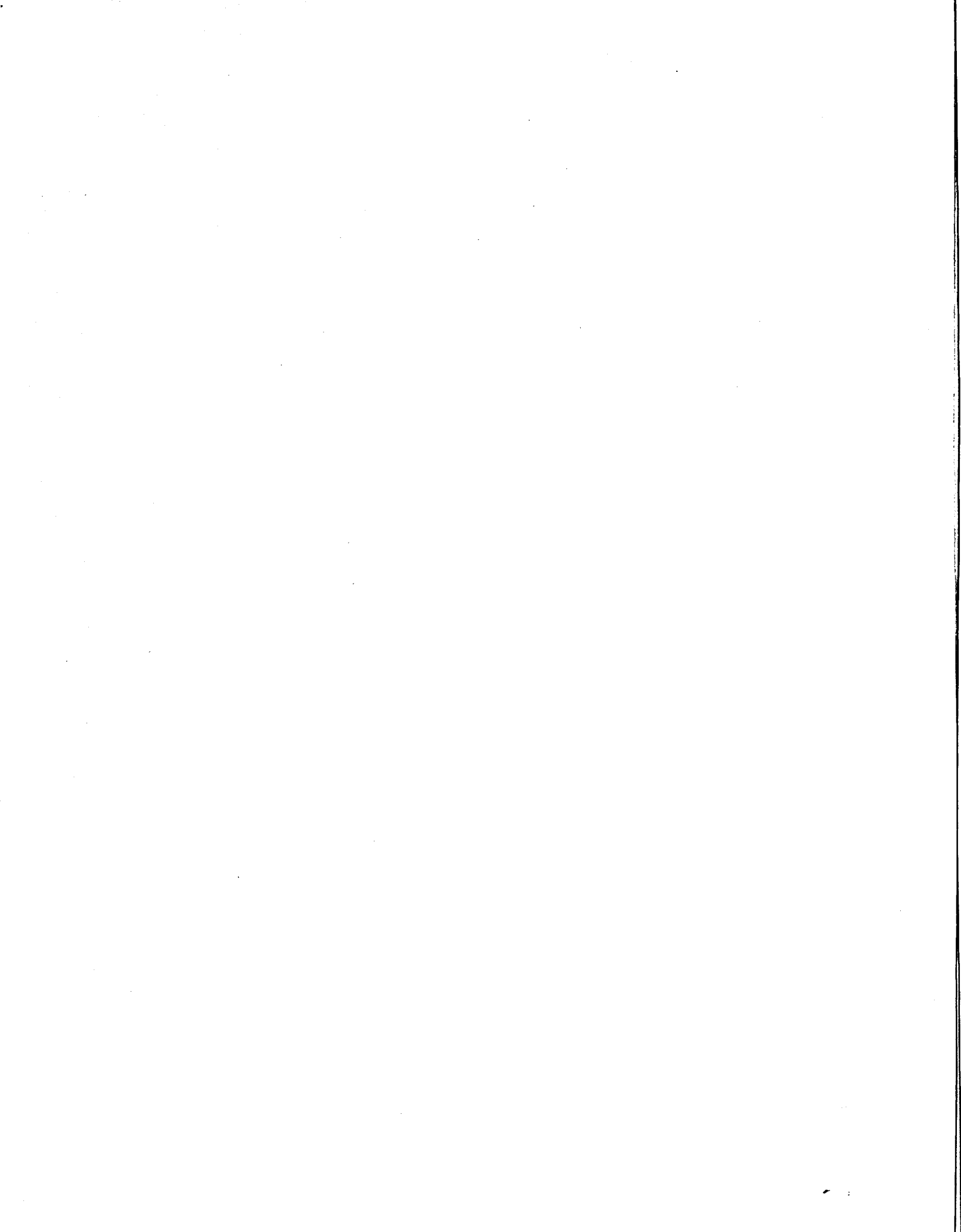
Pacific Area Travel Association
(PATA Japan Chapter)
c/o JNTO
Tokyo Kotsu-kaikan Bldg. 10F,
2-10-1, Yurakucho, Chiyoda-ku,
Tokyo 100
Tel:(03)3215-1851

Ministry of Transport
2-1-3, Kasumigaseki,
Chiyoda-ku, Tokyo 100
Tel:(03)3580-3111

Assistance Provided by the Canadian Embassy in Japan

The Tourism Section of the Canadian Embassy, Tokyo, runs a full tourism marketing program ranging from market analysis through advertising, public relations and trade development projects. In addition, staff of the section are pleased to help Canadian industry representatives pursue their interests in the Japanese market by arranging briefings on the market, setting up contacts, and escorting business visitors to meetings. Please note that the Canadian Embassy is not able to assist in price negotiations. In addition, while the Tourism Section is not able to assist with printing, shipping and brochure translation, the staff can provide information on companies offering the above services.

For further information on current marketing activities please contact the Section.



Chapter 4

Japanese Travel Agency and Travel Wholesaler Listings

Japanese Travel Agencies & Travel Wholesalers

General Travel Agencies in Japan number over 800, of which approximately 400 may actually handle tours to Canada, either prepared at the request of an individual customer, packaged under the agency's own brand name, or simply sold as the tour products of other agencies. The following is a list of 200 major General Travel Agencies (where possible, the employee responsible for the agency's Canadian travel business has been listed). Please note that regional headquarters and branch offices of General Travel Agencies which carry out business activities independently of an agency's head office are also listed.

The travel wholesaler listing included in this publication contains details on 49 travel wholesalers.

- | | |
|-----|--|
| (1) | Company name |
| (2) | Address |
| (3) | Telephone number |
| (4) | Facsimile number |
| (5) | Number of employees |
| (6) | Number of own sales outlets |
| (7) | Number of sub-agencies / outlets |
| (8) | Name and title of person in charge of Canada |
| (9) | Direct telephone number
(when different than main number) |
| * | Details unavailable |

1. (1) Air Okinawa Co., Inc.
(2) 1-1-1, Kumoji, Naha-shi, Okinawa-ken 900
(3) 098-867-1414
(4) 098-863-2662
(5) 87
(6) 5
(7) 1 / 2
(8) Takamitsu AZUMA (Mr.) / Manager, Tour Planning Center

2. (1) All Nippon Airways Trading Co., Ltd.
(2) Shin-Kasumigaseki Bldg, 19F, 3-3-2, Kasumigaseki, Chiyoda-ku, Tokyo 100
(3) 03-3596-8425
(4) 03-3504-1675
(5) 500
(6) 10
(7) *
(8) Masashi NISHIZAWA (Mr.) / *

3. (1) All Nippon Airways World Tours Co., Ltd.
(2) Kasumigaseki Bldg, 11F, 3-2-5, Kasumigaseki, Chiyoda-ku, Tokyo 100
(3) 03-3581-7231
(4) 03-3580-0361
(5) 260
(6) 4
(7) *
(8) Naohiko KATO (Mr.) / Executive Vice President

4. (1) Alpine Tour Service Co., Ltd.
(2) Kawashimakuminobu Bldg, 7F, 2-2-2, Shimbashi, Minato-ku, Tokyo 105
(3) 03-3503-1911
(4) 03-3508-2529
(5) 40
(6) 40
(7) *
(8) Satoshi KUROKAWA (Mr.) / Director of Sales

5. (1) Amistad Travel Co., Ltd.
(2) Acom Iidabashi Bldg., 2-10-10, Iidabashi, Chiyoda-ku, Tokyo 102
(3) 03-5276-2777
(4) 03-5276-2780
(5) 10
(6) 1
(7) *
(8) Eri TAKENAKA (Ms.) / Assistant Manager
6. (1) Amnet Tour, Inc.
(2) Ginza nine 3-gokan, 8-5, Ginza, Chuo-ku, Tokyo 104
(3) 03-3575-4577
(4) 03-3575-4556
(5) 190
(6) 15
(7) 149 / 164
(8) Tomoyuki HIRAI (Mr.) / General Manager, U.S.A., Micronesia Dept., Eastern Japan
(9) 03-3534-1245
7. (1) Arrowhead International Corporation
(2) Shimbashi SN Bldg., 5-7-10, Shimbashi, Minato-ku, Tokyo 105
(3) 03-3432-7601
(4) 03-3432-7639
(5) 44
(6) 2
(7) 4
(8) Hideo EMORI (Mr.) / Manager, Director & Sales
8. (1) Asahi Agency Travel, Inc.
(2) Akasaka 7th Avenue Bldg. 2F, 7-10-20, Akasaka, Minato-ku, Tokyo 107
(3) 03-3589-2250
(4) 03-3589-2780
(5) 473
(6) 64
(7) 5 / 54
(8) Shigekazu ITO (Mr.) / Hisae NAGANO (Ms.)
(9) 03-3589-2133 / 03-3589-2141
9. (1) Asahi Sun Tours Inc.
(2) 4-101, Ginza, Chuo-ku Tokyo 104
(3) 03-3535-7777
(4) 03-3535-7762
(5) 110
(6) 3
(7) 10
(8) Masumi SHIKANO (Mr.) / Manager

10. (1) Asahi Travel International Inc.
(2) Segawa Bldg, 2-8, Kanda-Surugadai, Chiyoda-ku, Tokyo 101
(3) 03-3291-4041
(4) 03-3233-2471
(5) 30
(6) 1
(7) *
(8) Kotaro TANAKA (Mr.) / Director & General Manager, Sales Dept.
11. (1) Atlas Overseas Service Co., Ltd.
(2) Kokusai Bldg, B1F, B108, 3-1-1, Marunouchi, Chiyoda-ku, Tokyo 100
(3) 03-3213-9577
(4) 03-3213-4510
(5) 21
(6) 2
(7) *
(8) *
12. (1) Big Holiday Co., Ltd.
(2) BH Bldg, 3-19-2, Hongo, Bunkyo-ku, Tokyo 113
(3) 03-3818-5111
(4) 03-3818-6400
(5) 300
(6) 5
(7) 5,000
(8) Kotaro SHIGA (Mr.) / Supervisor, International Tourism Dept.
(9) 03-3818-5121
13. (1) Bocho Travel Co., Ltd.
(2) 23, Yurakucho, Tokuyama-shi, Yamaguchi-ken 745
(3) 0834-31-1241
(4) 0834-32-3443
(5) 110
(6) 13
(7) 1
(8) Takayoshi ITO (Mr.) / Manager
14. (1) Bonanza Travel Service, Inc.
(2) 2-15-11, Shinmichi, Nishi-ku, Nagoya-shi, Aichi-ken 451
(3) 052-571-5441
(4) 052-581-4343
(5) 50
(6) 9
(7) 1
(8) Akimasa MATSUYAMA (Mr.) / Vice Chief

15. (1) Bridgestone Air Service Co., Ltd.
(2) 1-10-1, Kyobashi, Chuo-ku, Tokyo 104
(3) 03-3562-0191
(4) 03-3562-0195
(5) 37
(6) 4
(7) *
(8) Kan NAKAMURA (Mr.) / President
16. (1) Canadian Network, Inc.
(2) Saisui Bldg, 1-3-6, Toranomom, Minato-ku, Tokyo 105
(3) 03-3593-8090
(4) 03-3593-8070
(5) 7
(6) 1
(7) *
(8) Yataro HAYASHI (Mr.) / Managing Director
17. (1) Chugoku-Shimbun Travel Service Co., Ltd.
(2) Chugoku Bldg, 3-19, Ebisu-cho, Naka-ku, Hiroshima-shi, Hiroshima-ken 730
(3) 082-244-6711
(4) 082-244-7494
(5) 41
(6) 2
(7) 2
(8) Hiroshi MATSUE (Mr.) / Manager
18. (1) Clio Jet-A Co., Ltd.
(2) 3-21-17, Haruyoshi, Chuo-ku, Fukuoka-shi, Fukuoka-ken 810
(3) 092-715-3911
(4) 092-771-9133
(5) 26
(6) 2
(7) *
(8) Junko FUJINO (Ms.) / Manager, Sales
19. (1) Co-op Tourist Co., Ltd.
(2) 1-3-19, Sumiyoshihon-cho, Higashinada-ku, Kobe-shi, Hyogo-ken 658
(3) 078-851-7001
(4) 078-851-7278
(5) 57
(6) 4
(7) 7
(8) Yujiro IKEDA (Mr.) / General Manager, Sales Division

20. (1) Cycle World Corporation
(2) Shinkokusai Bldg, 211, 3-4-1, Marunouchi, Chiyoda-ku, Tokyo 100
(3) 03-3287-0400
(4) 03-3287-0403
(5) 30
(6) 1
(7) *
(8) Toshihiro TAKEUCHI (Mr.) / Head of American Division
(9) 03-3287-0404
21. (1) Dai-ichi Hotel Travel Inc.
(2) 1-3-16, Shimbashi, Minato-ku, Tokyo 105
(3) 03-3504-3535
(4) 03-3580-8981
(5) 18
(6) 1
(7) 3
(8) Yuzuru KUSAKABE (Mr.) / Manager, Sales
22. (1) Dai-Ichi International Travel Co., Ltd.
(2) Miyata Bldg. 1F, 1-17-16, Nishishimbashi, Minato-ku, Tokyo 105
(3) 03-3503-0881
(4) 03-3503-1333
(5) 22
(6) *
(7) 2
(8) Eizo SUGITA (Mr.) / Manager, Marketing Dept.
(9) 03-3503-0883
23. (1) Dai-Ichi Travel Service Co., Ltd.
(2) Kaimoto Bldg 1F, 35, Sugigamachi, Nara-shi, Nara-ken 630
(3) 0742-26-6056
(4) 0742-27-2700
(5) 33
(6) 5
(7) 6
(8) Hisao TAGUCHI (Mr.) / Supervisor
24. (1) Daiichi Air Service Inc.
(2) Ichibankan Bldg. , 15-8, Ichiban-cho, Chiyoda-ku, Tokyo 102
(3) 03-3263-1891
(4) 03-3237-1504
(5) 20
(6) 1
(7) *
(8) Tom SUZUKI (Mr.) / Manager, Sales
(9) 03-5275-0276

25. (1) Day Pak Co., Ltd.
(2) Yasui Bldg, 3F, 4-25-6, Shimbashi, Minato-ku, Tokyo 105
(3) 03-3578-8833
(4) 03-3578-9290
(5) 19
(6) 1
(7) 155
(8) Hideaki KOSAI (Mr.) / Manager
26. (1) Dodwell Travel Service
(2) No.2-Kowa Bldg, 1-11-39, Akasaka, Minato-ku, Tokyo 107
(3) 03-3589-4201
(4) 03-3584-1833
(5) 15
(6) 2
(7) *
(8) *
27. (1) Entetsu Travel Co., Ltd.
(2) Forte 7F, 12-1, Asahi-cho, Hamamatsu-shi, Shizuoka-ken 430
(3) 053-452-0132
(4) 053-456-2582
(5) 100
(6) 8
(7) 1
(8) Yoshiharu ATSUMI (Mr.) / Manager, Overseas Sec.
28. (1) F Coop Travel Bureau
(2) Daihakata Bldg, 2-20-1, Hakataekimae, Hakata-ku, Fukuoka-shi, Fukuoka-ken 812
(3) 092-475-3000
(4) 092-473-7228
(5) 22
(6) 1
(7) 2
(8) Yasuyuki NAKAO (Mr.) / Chief, Tourism Department
(9) 092-475-1622
29. (1) Fellow Travel Co., Ltd.
(2) Tohoseimei Bldg. 6F, 1-18, Yotsuya, Shinjuku-ku, Tokyo 160
(3) 03-3353-7161
(4) 03-3353-7187
(5) 14
(6) 1
(7) *
(8) Tatsuchi SHIMOMA (Mr.) / Sales

30. (1) Flex International Tours, Inc.
(2) Kawabe Bldg 5F, 3-7-9, Shimbashi, Minato-ku, Tokyo 105
(3) 03-3501-7481
(4) 03-3501-7482
(5) 67
(6) 3
(7) *
(8) Shinichi MORIUCHI (Mr.) / Manager, Sales Dept.
(9) 03-3501-7423
31. (1) Fuji Life Corp.
(2) Shin-Yurakucho Bldg, 1-12-1, Yuraku-cho, Chiyoda-ku, Tokyo 100
(3) 03-3211-9218
(4) 03-3284-0170
(5) 18
(6) 1
(7) *
(8) Hiroshi TAKARADA (Mr.) / Manager, Sales Section
(9) 03-3215-1087
32. (1) Fujikyu Travel Co., Ltd.
(2) 1-55-7, Hatsudai, Shibuya-ku, Tokyo 151
(3) 03-3376-8351
(4) 03-3377-9143
(5) 262
(6) 28
(7) 4
(8) Yoshiaki NAKAO (Mr.) / Director
(9) 03-3376-2215
33. (1) Fujitsu Kosan Ltd. (Green Air Service)
(2) 2-6-1, Marunouchi, Chiyoda-ku, Tokyo 100
(3) 03-3216-3211
(4) 03-3215-4530
(5) 80
(6) 13
(7) *
(8) Ryuji KOGURE (Mr.) / Manager, Tourist Dept.
(9) 03-3215-4736
34. (1) Fukuikanko Travel Service, Inc.
(2) 31-402, Yatsugashima-cho, Fukui-shi, Fukui-ken 910
(3) 0776-23-8222
(4) 0766-23-8105
(5) 45
(6) 4
(7) *
(8) Yoshio HAYASHI (Mr.) / Department Manager

35. (1) Fuyo Air Service Co., Ltd.
(2) Yanagiya Bldg, 2-1-10, Nihombashi, Chuo-ku, Tokyo 103
(3) 03-3274-2971
(4) 03-3274-2216
(5) 199
(6) 7
(7) 23 / 28
(8) Ikuo KOTAKE (Mr.) / General Manager, Planning & Operation Center
(9) 03-3272-7476
36. (1) Gifu Noriai Jidosha Co., Ltd.
(2) 9-1, Kanda-cho, Gifu-shi, Gifu-ken 500
(3) 0582-66-6600
(4) 0582-65-1637
(5) 250
(6) 21
(7) 13
(8) Midori MAKITA (Ms)
37. (1) Gloria Tourist Inc.
(2) Akiba-Bldg, 3-6-1, Kyobashi, Chuo-ku, Tokyo 104
(3) 03-3535-4011
(4) 03-3535-0497
(5) 61
(6) 3
(7) 24
(8) Tomoyasu YAMAMOTO (Mr.) / Managing Director
(9) 03-3563-3551
38. (1) Good Luck Inc.
(2) 1-11, Kandaogawamachi, Chiyoda-ku, Tokyo 101
(3) 03-3292-1330
(4) 03-3292-1336
(5) 85
(6) 4
(7) 8
(8) Jun EDAGAWA (Mr.) / Supervisor, Operation
(9) 03-3292-1313
39. (1) Gumma Bus Travel Service Co., Ltd.
(2) 382, Tsukunawa-cho, Takasaki-shi, Gumma-ken 370
(3) 0273-64-3423
(4) 0273-64-0363
(5) 28
(6) 3
(7) *
(8) Yasuhito IWASAKA (Mr.) / Chief

40. (1) Hankyu Express International Co., Ltd.
(2) Hankyu Grand Bldg, 8-47, Kakuta-cho, Kita-ku, Osaka-shi, Osaka 530
(3) 06-373-5405
(4) 06-313-3991
(5) 1, 420
(6) 72
(7) 43 / 55
(8) Mitsuhiro SATO (Mr.) / Manager, Overseas Travel Planning Div.
(9) 06-359-5625
- (1) Hankyu Express International Co., Ltd.
(2) Hankyukotsusha Bldg, 3-3-9, Shimbashi, Minato-ku, Tokyo 105
(3) 03-3508-0121
(4) 03-3591-4615
(8) Masaharu TAKAGI (Mr.) / Manager, Overseas Travel Planning Div.
(9) 03-3508-0123
41. (1) Hanshin Electric Railway Co., Ltd.
(2) Shin-Hanshin Bldg, 2-2-25, Umeda, Kita-ku, Osaka-shi, Osaka 530
(3) 06-347-6184
(4) 06-347-6410
(5) 111
(6) 13
(7) 7 / 8
(8) Itsumi NIWA (Ms.) / Manager, Group Travel Section
(9) 03-3567-4501 (TYO)
42. (1) Hatobus Travel Co., Ltd.
(2) 1-8-15, Shimbashi, Minato-ku, Tokyo 105
(3) 03-3595-1086
(4) 03-3595-1050
(5) 93
(6) 11
(7) 29
(8) Kazuyuki GOTO (Mr.) / Manager, Sales
(9) 03-3595-2811
43. (1) HBC Enterprises Inc.
(2) Kyoeikasai Bldg, Nishi 2-chome, Kita 3-jo, Chuo-ku, Sapporo-shi, Hokkaido 060
(3) 011-221-8855
(4) 011-222-5342
(5) 28
(6) 2
(7) 2
(8) Yutaka SASAKI (Mr.) / Manager

44. (1) Hitachi Travel Bureau, Ltd.
(2) Nippon Bldg., 2-6-2, Otemachi, Chiyoda-ku, Tokyo 100
(3) 03-3270-6656
(4) 03-3241-0673
(5) 210
(6) 18
(7) 2 / 4
(8) Takahito SHIBATA (Mr.) / Asst. Manager, Tour Planning & Operation Dept.
45. (1) Hitachi Zosen Tourist Co., Ltd.
(2) Hitachi-Zosen Sakurajima Service Center 2F, 1-4-36, Sakurajima, Konohana-ku, Osaka 554
(3) 06-466-2771
(4) 06-466-2781
(5) 26
(6) 3
(7) *
(8) Shinichi HONDA (Mr.) / Manager, Osaka Office
46. (1) Hokkaido Tour System
(2) Hokkaido Bldg. 2F, Nishi 4-chome, Kita 2-jo, Chuo-ku, Sapporo-shi, Hokkaido 060
(3) 011-222-5400
(4) 011-222-4805
(5) 230
(6) 13
(7) 17
(8) Nobuaki WATANABE (Mr.) / General Manager, Overseas Div.
47. (1) Hokkoku Travel Service
(2) 3-43, Ikeda-cho, Kanazawa-shi, Ishikawa-ken 920
(3) 0762-63-3441
(4) 0762-60-3448
(5) 32
(6) 2
(7) *
(8) Hiroshi KAWABUCHI (Mr.) / Director, Overseas Section
(9) 0762-22-2992
48. (1) Hokuriku Travel Service & Co.
(2) Chiyoda-Seimei Bldg. 1F, 1-2-24, Korinbo, Kanazawa-shi, Ishikawa-ken 920
(3) 0762-63-7117
(4) 0762-32-0503
(5) 23
(6) 1
(7) 1
(8) Toshiharu AMI (Mr.) / Manager

49. (1) Hokuto Travel Service Co., Ltd.
(2) Hokusei Bldg, 3, Minami 4-jo, Nishi, Chiyoda-ku, Sapporo-shi, Hokkaido 064
(3) 011-222-1211
(4) 011-222-1240
(5) 70
(6) 6
(7) 1
(8) Hidehiko SAITO (Mr.) / Chief
(9) 011-222-1974
50. (1) Howa Travel Service Co., Ltd.
(2) Ohmi Bldg, 1-18-13, Nishishinjuku, Shinjuku-ku, Tokyo 160
(3) 03-3342-6811
(4) 03-3348-0399
(5) 83
(6) 5
(7) 2
(8) Yoichi TACHIKAWA (Mr.) / Assistant Manager
51. (1) I Transport Inc.
(2) Kitaoyama Bldg, 3F, 3-10-14, Kitaoyama, Minato-ku, Tokyo 107
(3) 03-3499-5511
(4) 03-3486-0784
(5) 38
(6) 2
(7) 3 / 3
(8) Takeshi SUZUKI (Mr.) / Assistant Manager, Operations
(9) 03-3407-1921
52. (1) INT'L Hospitality & Conference Service Association
(2) Gaimusho-Chosha Daiichibekkan 2-2-1, Kasumigaseki, Chiyoda-ku, Tokyo 100
(3) 03-3580-1640
(4) 03-3580-1682
(5) 90
(6) 3
(7) *
(8) Sadaaki KOMIYA (Mr.) / Manager, International Travel Dept.
53. (1) International Rotary Travel Co., Ltd.
(2) Kano Bldg, 6-9-7, Ginza, Chuo-ku, Tokyo 104
(3) 03-3289-0111
(4) 03-3572-4369
(5) 257
(6) 23
(7) *
(8) Kazunori YAMADA (Mr.) / Manager, Sales

54. (1) International Travel Service
(2) 3-5-1, Kumochi, Naha-shi, Okinawa 900
(3) 098-867-2121
(4) 098-861-5133
(5) 83
(6) 9
(7) *
(8) Akira MORIYAMA (Mr.) / Manager, Business Dept, Ryoji ONAGA (Mr.) / Assistant Manager
55. (1) International Travel Service Co., Ltd.
(2) Cathey Bldg, 6F, 3-2-8, Kyobashi, Chuo-ku, Tokyo 104
(3) 03-3274-3341
(4) 03-3274-5494
(5) 30
(6) 2
(7) 0
(8) Keiko KOBAYASHI (Ms.)
56. (1) IPEC Inc.
(2) Toranomom 4-chome Bldg, 5-13-1, Toranomom, Minato-ku, Tokyo 105
(3) 03-3432-0218
(4) 03-3432-4696
(5) 10
(6) 1
(7) *
(8) Fumiaki KOBAYASHI (Mr.) / Associate Director
(9) 03-3432-0204
57. (1) ISA Inc.
(2) 1-22-8, Jinnan, Shibuya-ku, Tokyo 150
(3) 03-3496-9111
(4) 03-3463-7410
(5) 98
(6) 16
(7) *
(8) Kenichi OKAMURA (Mr.) / Manager, Sales
58. (1) Ishikawajima Factoring Co., Ltd.
(2) Shin-Otemachi Bldg, 106A, 2-2-1, Otemachi, Chiyoda-ku, Tokyo 100
(3) 03-3244-5150
(4) 03-3244-5940
(5) 16
(6) 1
(7) *
(8) *

59. (1) Iyoshoun Co., Ltd.
(2) Sanbancho, 4-9-6, Matsuyama-shi, Ehime-ken 790
(3) 0899-43-6767
(4) 0899-43-6985
(5) 24
(6) 2
(7) *
(8) Michiko DANGAMI (Ms.)
60. (1) Iyotetsu Aishin Kanko Co., Ltd.
(2) Iyotetsukaikan, 3-1-1, Okaido, Matsuyama-shi, Ehime-ken 790
(3) 0899-41-1744
(4) 0899-41-1791
(5) 31
(6) 5
(7) *
(8) Yasuhiro HIDA (Mr.) / General Manager
61. (1) Japan Air Vision Co., Ltd.
(2) Ryuwa Bldg., 2-3-5, Yuraku-cho, Chiyoda-ku, Tokyo 100
(3) 03-3572-4541
(4) 03-3572-1638
(5) 43
(6) 5
(7) *
(8) Mitsuo OGASAWARA (Mr.) / General Manager, Sales
62. (1) Japan Airport Terminal Co., Ltd.
(2) Shinmarunouchi Bldg. 3F, 1-5-1, Marunouchi, Chuo-ku, Tokyo 100
(3) 03-3201-7111
(4) 03-3201-7110
(5) 154
(6) 3
(7) *
(8) Ryozo HIRAI (Mr.) / Manager, Sales Div.
(9) 03-3201-7108
63. (1) Japan Amenity Travel, Ltd.
(2) Ryuwa Bldg., 2-3-5, Yurakucho, Chiyoda-ku, Tokyo 100
(3) 03-3571-4811
(4) 03-3289-8068
(5) 570
(6) 30
(7) 50
(8) Mikako SAKAMOTO (Ms.) / Manager, Sales Dept.
(9) 03-3289-7140

64. (1) Japan Cosmos & Dynasty Holidays, Inc.
(2) Rakucho Bldg. 8F, 2-2-1, Yuraku-cho, Chiyoda-ku, Tokyo 100
(3) 03-3572-0811
(4) 03-3572-4785
(5) 20
(6) 1
(7) 1
(8) Ryoichi ISHIKAWA (Mr.) / Director & General Manager
65. (1) Japan Gray Line Co., Ltd.
(2) Pelican Bldg., 3-3-3, Nishishimbashi, Minato-ku, Tokyo 105
(3) 03-3433-4831
(4) 03-3436-6885
(5) 200
(6) 2
(7) 0
(8) Hidenobu HIRAKAWA (Mr.) / Director
(9) 03-3436-5185
66. (1) Japan Tours System Co., Ltd.
(2) Shibazono Bldg., 2-7-2, Shiba, Minato-ku Tokyo 105
(3) 03-3454-4257
(4) 03-3454-9769
(5) 459
(6) 2
(7) 170
(8) Misako TONOOKA (Ms.) / Purchasing & Marketing Dept.
(9) 03-3454-7991
67. (1) Japan Travel Bureau / Head Office
(2) 1-6-4, Marunouchi, Chiyoda-ku, Tokyo 100
(3) 03-3284-7303
(4) 03-3284-7390
(5) 9600
(6) 300 / 50
(7) 384 / 597
(8) Masao YOKOMIZO (Mr.) / General Manager & Executive Director
- (1) Japan Travel Bureau / Hokkaido Regional Headquarters
(2) Nihonseimei Bldg. 7F, Nishi 4-chome, Kita 3-jo, Chuo-ku, Sapporo-shi, Hokkaido 060
(3) 011-251-5151
(4) 011-222-8788
(8) Tadashi SATO (Mr.) / Manager
- (1) Japan Travel Bureau / Tohoku Regional Headquarters
(2) Kotsukosha Bldg., 3-6-8, Chuo, Aoba-ku, Sendai-shi, Miyagi-ken 980
(3) 022-264-0928
(4) 022-268-6748
(8) Kenichi ABE (Mr.) / Sales Promoter

- (1) Japan Travel Bureau / Kan-etsu Regional Headquarters
 - (2) 1-7-5, Sakuragi-cho, Omiya-shi, Saitama-ken 330
 - (3) 048-644-8711
 - (4) 048-645-4554
 - (8) Yoshihiko Katayama (Mr.) / Manager, Overseas Travel Div.
-
- (1) Japan Travel Bureau / Chubu Regional Headquarters
 - (2) 3-13-26, Kotsu Bldg, Meieki, Nakamura-ku, Nagoya-shi, Aichi-ken 450
 - (3) 052-582-9481
 - (4) 052-581-7027
 - (8) Kimio KITAMURA (Mr.) / Manager, Europe & USA.,
Kazuo YAMAMOTO (Mr.) / Manager, Sales Div.
 - (9) 052-561-9354 , 052-562-0851
-
- (1) Japan Travel Bureau / Kansai Regional Headquarters
 - (2) Daiko Bldg, 3-2-14, Umeda, Kita-ku, Osaka-shi, Osaka 530
 - (3) 06-341-2480
 - (4) 06-343-0316
 - (8) Kazuo NISHIDA (Mr.) / Sales Promoter
-
- (1) Japan Travel Bureau / Chugoku, Shikoku Regional Headquarters
 - (2) Kotsukosha Okayama Bldg. 5F, 1-7-36, Omote-cho, Okayama-shi, Okayama-ken 700
 - (3) 0862-32-4505
 - (4) 0862-25-5890
 - (8) Seizo SAKODA (Mr.) / Manager
-
- (1) Japan Travel Bureau / Kyushu Regional Headquarters
 - (2) Sanei Bldg., 1-14-16, Tenjin, Chuo-ku, Fukuoka-shi, Fukuoka-ken 810
 - (3) 092-714-1400
 - (4) 092-781-7122
 - (8) Shuzo MIZUSHIMA (Mr.) / Manager
-
68. (1) Jet Air Service Co, Ltd.
- (2) Iidabashi Tokai Bldg., 1-4, Shimomiyabi-cho, Shinjuku-ku, Tokyo 162
 - (3) 03-3269-2121
 - (4) 03-3267-2762
 - (5) 70
 - (6) 9
 - (7) 8
 - (8) Megumu NAKAMURA (Mr.) / Director

69. (1) Joban Kotsu Travel Co., Ltd.
(2) 7-2, Aza Omachi, Taira, Iwaki-shi, Fukushima-ken 970
(3) 0246-23-0221
(4) 0246-22-1946
(5) 98
(6) 12
(7) 2
(8) Yasuo SUZUKI (Mr.)
(9) 0246-23-0222
70. (1) JTB PAL Service, Incorporated
(2) Meiji Ikebukuro Bldg, 1-27-12, Higashiikebukuro, Toshima-ku, Tokyo 170
(3) 03-5992-6556
(4) 03-5992-3574
(5) 115
(6) 0
(7) 0
(8) *
71. (1) K.C.C. Tourist Co., Ltd.
(2) Morimen Bldg, 2-17-5, Hakataeki Higashi, Hakata-ku, Fukuoka-shi, Fukuoka-ken 812
(3) 092-451-0691
(4) 092-451-0620
(5) 40
(6) 4
(7) 1
(8) Hideo TOKUNAGA (Mr.) / Manager
72. (1) Kanki Travel Agency, Ltd.
(2) 1-1-3-300, Umeda, Kita-ku, Osaka-shi, Osaka 530
(3) 06-344-8523
(4) 06-344-8528
(5) 30
(6) 5
(7) 14
(8) Shohei MATSUMOTO (Mr.) / Director
73. (1) Kawanakajima Travel Service Co., Ltd.
(2) 7800, Oaza-Mamejima, Nagano-shi, Nagano-ken 381
(3) 0262-21-2100
(4) 0262-21-2000
(5) 65
(6) 8
(7) *
(8) Yoshitsugu ITO (Mr.) / Executive
(9) 0262-27-7838

74. (1) Keihan Travel Service Co., Ltd.
(2) Osaka Green Bldg. 7F, 2-6-26, Kitahama, Chuo-ku, Osaka-shi, Osaka 541
(3) 06-227-0486
(4) 06-227-0497
(5) 630
(6) 32
(7) 10 / 10
(8) Shigeru ISHIHARA (Mr.) / Manager
75. (1) Keikyu Travel Service Co., Ltd.
(2) Keikyu Dai-3 Bldg., 2-21-28, Takanawa, Minato-ku, Tokyo 108
(3) 03-3443-7736
(4) 03-3443-7735
(5) 130
(6) 24
(7) *
(8) Fuminori TAKEUCHI (Mr.) / Manager, Planning & Operation Div.
76. (1) Keio Travel Agency Co., Ltd.
(2) Shinjuku Sumitomo Bldg. 19F, 2-6-1, Nishishinjuku, Shinjuku-ku, Tokyo 163
(3) 03-3344-1801
(4) 03-3344-1807
(5) 650
(6) 53
(7) 9
(8) Harumi SHIRAIISHI (Mr.) / Manager, Overseas Travel Div.
(9) 03-3344-6271
77. (1) Keisei Travel Service Co., Ltd.
(2) Shimbashi-Ekimae Bldg. 2-gokan, 2-21-1, Shimbashi, Minato-ku, Tokyo 105
(3) 03-3573-5231
(4) 03-3574-0995
(5) 340
(6) 34
(7) 7 / 8
(8) Yasuhisa HARADA (Mr.) / Managing Director
78. (1) Kinki Nippon Tourist Co., Ltd. / Head Office
(2) Takahisa Bldg. 8F, 19-2, Kandamatsunaga-cho, Chiyoda-ku, Tokyo 101
(3) 03-3255-7449
(4) 03-3258-4454
(5) 6426
(6) 264
(7) 191 / 307
(8) Toru SAITO (Mr.) / Manager, Planning & Marketing (USA. & CANADA)
(9) 03-3255-7148

- (1) Kinki Nippon Tourist Co., Ltd. / Regional Sales Division Hokkaido
 - (2) Hokuyo-Ekimae Bldg 5F, Nishi 3-1-6, Kita 4-jo, Chuo-ku, Sapporo-shi Hokkaido 060
 - (3) 011-281-5031
 - (4) 011-232-4582
 - (8) Minoru CHIBA (Mr.) / Chief, Group Tours
-
- (1) Kinki Nippon Tourist Co., Ltd. / Regional Sales Division Tohoku
 - (2) Toho Bldg, 5F, 1-7-20, Chuo, Aoba-ku, Sendai-shi, Miyagi-ken 980
 - (3) 022-263-1301
 - (4) 022-263-1405
 - (8) Takeshi SENDAI (Mr.) / Manager, Sales Promotion Sec.
-
- (1) Kinki Nippon Tourist Co., Ltd. / Regional Sales Division Tokyo
 - (2) Bunshodo Bldg, 5F, 5-1-1, Ueno, Taito-ku, Tokyo 110
 - (3) 03-3836-9661
 - (4) 03-5688-8675
 - (8) Etsuyuki NAKAMURA (Mr.) / Assistant Manager
-
- (1) Kinki Nippon Tourist Co., Ltd. / Regional Sales Division Chubu
 - (2) Toyo Bldg, 9F, 3-14-16, Nakamura-ku, Nagoya-shi, Aichi-ken 450
 - (3) 052-582-4631
 - (4) 052-561-7649
 - (8) Hideki OSAJIMA (Mr.) / Assistant Manager
 - (9) 052-586-4831
-
- (1) Kinki Nippon Tourist Co., Ltd. / Regional Sales Division Kansai
 - (2) Kintetsu Kita Bldg, 4F, 5-7-12, Uehonmachi, Tennoji-ku, Osaka-shi, Osaka 543
 - (3) 06-768-7178
 - (4) 06-763-2732
 - (8) Tadanori HANESAKA (Mr.) / Asst. Manager, Overseas Tour Planning Sec.
-
- (1) Kinki Nippon Tourist Co., Ltd. / Regional Sales Division Chushikoku
 - (2) Shinhiroshima Bldg, 13-14, Noborimachi, Naka-ku, Hiroshima-shi, Hiroshima-ken 730
 - (3) 082-227-9051
 - (4) 082-227-9051
 - (8) Junko MURATA (Ms.)
-
- (1) Kinki Nippon Tourist Co., Ltd. / Regional sales Division Kyushu
 - (2) Fukuoka Bldg, 1-11-17, Tenjin, Chuo-ku, Fukuoka-shi, Fukuoka 810
 - (3) 092-721-4891
 - (4) 092-721-9640
 - (8) Tomio TOBARI (Mr.) / Manager, Outbound Promotion Sec.
 - (9) 092-721-2761

79. (1) Kitanippon Tours Inc.
(2) Kitagawa Bldg, 1-4-4, Izumino-cho, Kanazawa-shi, Ishikawa-ken 921
(3) 0762-44-7373
(4) 0762-43-7400
(5) 50
(6) 4
(7) *
(8) K.TACHIBANA
80. (1) Kitetsu Air Service Co., Ltd.
(2) Tsuruyasogo Bldg, 4F, 2-9-2, Misaki-cho, Chiyoda-ku, Tokyo 101
(3) 03-3230-2249
(4) 03-3230-2294
(5) 11
(6) 1
(7) 1
(8) Goro OGAWA (Mr.)
81. (1) Komatsu Trading & Service Co., Ltd.
(2) Komatsu Bldg, 2-3-6, Akasaka, Minato-ku, Tokyo 107
(3) 03-3584-2704
(4) 03-3589-3709
(5) 101
(6) 10
(7) 3
(8) Tamotsu INAJIMA (Mr.) / Director
(9) 03-3584-0974
82. (1) Kondo Express Co.
(2) KS Bldg, 1F, 1-7-8, Nihombashi, Kayaba-cho, Chuo-ku, Tokyo 103
(3) 03-3667-3881
(4) 03-3669-5956
(5) 20
(6) 1
(7) 4
(8) Wataru MITSUHASHI (Mr.) / Director
83. (1) Kurosawa Travel Service Ltd.
(2) Kurosawa Travel Bldg, 1-10-10, Hyakunin-cho, Shinjuku-ku, Tokyo 169
(3) 03-3369-9630
(4) 03-3369-0088
(5) 18
(6) 1
(7) 1
(8) Ken HASHIMOTO (Mr.) / Manager

84. (1) Kyodo Kanko Co., Ltd.
(2) 3-4-11, Uchikanda, Chiyoda-ku, Tokyo 101
(3) 03-3251-3145
(4) 03-3251-3164
(5) 35
(6) 2
(7) 1
(8) Takeshi HIROOKA (Mr.) / Director, Fantasy Tour Center
85. (1) Kyushu Sanko Tourist
(2) 3-35, Sakura-cho, Kumamoto-shi, Kumamoto-ken 860
(3) 096-359-1511
(4) 096-352-5532
(5) 80
(6) 7
(7) 8
(8) Hiroshi TAKAHAMA (Mr.) / Section Manager, Sales Div.
86. (1) MLD. Travel Co., Ltd.
(2) Matsushita IMP Bldg. 12F, 1-3-7, Shiromi, Chuo-ku, Osaka-shi, Osaka 540
(3) 06-945-5760
(4) 06-945-5759
(5) 160
(6) 16
(7) *
(8) Hiroshi UEMATSU (Mr.) / Sales Promotion Dept.
(9) 06-947-7241
87. (1) M.O.Air System, Inc.
(2) Kyowa Shimbashi Bldg., 1-16-4, Shimbashi, Minato-ku, Tokyo 105
(3) 03-3593-2118
(4) 03-3501-2507
(5) 650
(6) 11
(7) 45
(8) Kazuyuki NISHIKAWA (Mr.) / Manager, Mitsui Tour & Travel Dept.
(9) 03-3595-3481
88. (1) Makino Air Travel Service Co., Ltd.
(2) Nichijukin Sapporo Bldg. 2F, 5-chome, Minami 1-jo, Nishi, Chuo-ku, Sapporo-shi, Hokkaido 060
(3) 011-221-8211
(4) 011-241-0755
(5) 55
(6) 0
(7) 0
(8) Hideaki NAKAYAMA (Mr.) / Manager
(9) 011-221-0755

89. (1) Marui Zero One Net Co, Ltd.
(2) Taiyokobe-Mitsui Ginko Bldg. 6F, 1-8-1, Minami-cho, Kichijoji, Musashino-shi, Tokyo 180
(3) 0422-41-0101
(4) 0422-41-2220
(5) 260
(6) 53
(7) *
(8) Ren OIWA (Mr.) / General Manager
90. (1) Marushin Air Service Co, Ltd.
(2) Shinmachi-bashi 2-chome, Tokushima-shi, Tokushima-ken 770
(3) 0886-25-2583
(4) 0886-54-7175
(5) 100
(6) 4
(7) *
(8) Yoshifumi HASHIMOTO (Mr.) / Director
(9) 0886-25-2584
91. (1) MBC Kaihatsu Co, Ltd.
(2) 1-19, Hinokuchi-cho, Kagoshima-shi, Kagoshima-ken 892
(3) 0992-25-0111
(4) 0992-24-6057
(5) 11
(6) 1
(7) *
(8) Yoshiro SEKTYAMA (Mr.) / Vice Manager
(9) 0992-24-3411
92. (1) Meiji Travel Service Inc.
(2) Koei Bldg. 5F, 1-7-4, Uchikanda, Chiyoda-ku, Tokyo 101
(3) 03-3295-5331
(4) 03-3295-5326
(5) 50
(6) 3
(7) 1 / 1
(8) Shinji TEZUKA (Mr.) / Manager, Operation Dept.
93. (1) Meitetsu World Travel Inc.
(2) Chuken-Bldg, 4-4-8, Meieki, Nakamura-ku, Nagoya-shi, Aichi-ken 450
(3) 052-582-2102
(4) 052-581-1747
(5) 2, 300
(6) 172
(7) *
(8) Takashi OKABE (Mr.) / Manager, Overseas Div.

94. (1) Mitsukoshi Travel Ltd.
(2) 1-11-2, Marunouchi, Nihombashi, Chuo-ku, Tokyo 103
(3) 03-3279-6849
(4) 03-3279-1102
(5) 120
(6) 21
(7) 2
(8) Tamotsu HOSHINO (Mr.) / Manager
95. (1) Mitsuru Air Service Co., Ltd. / Head Office
(2) Nishii Bldg., 2-3-7, Nishishinsaibashi, Chuo-ku, Osaka 541
(3) 06-213-3123
(4) 06-211-5019
(5) 80
(6) 6
(7) 1 / 3
(8) Suzaki TAKASHI (Mr.) / Manager
(9) 06-266-8688
- (1) Mitsuru Air Service Co., Ltd.
(2) New Shimbashi Bldg., 2-16-1, Shimbashi, Minato-ku, Tokyo 105
(3) 03-3592-0333
(4) 03-3592-1133
(8) Makoto SAJJO (Mr.)
96. (1) Mitsuwa Travel Service Co., Ltd.
(2) Mitsui Bldg., Nishi 4-chome, Kita 2-jo, Chuo-ku, Sapporo-shi, Hokkaido 060
(3) 011-241-1586
(4) 011-222-1203
(5) 50
(6) 4
(7) 4
(8) Hiroyuki SUDA (Mr.) / Manager
97. (1) Miyako Travel Service, Inc.
(2) Eiwa Bldg., 2-2-5, Hamamatsu-cho, Minato-ku, Tokyo 105
(3) 03-5472-3888
(4) 03-5472-3891
(5) 70
(6) 3
(7) 23
(8) Shuji SASAKI (Mr.) / Manager, Sales Operation Dept.

98. (1) Miyazaki Kotsu Kanko Co., Ltd.
(2) 1-8-11, Tachibana-dori Higashi, Oyodo, Miyazaki-shi, Miyazaki-ken 880
(3) 0985-23-1212
(4) 0985-22-0573
(5) 11
(6) *
(7) 13
(8) Jyunichi KAMESAWA (Mr.) / Chief, Senior Sales Representative
99. (1) Mobile Life Travel Service
(2) 2-15-15, Matsubara, Setagaya-ku, Tokyo 156
(3) 03-3325-0328
(4) 03-3325-0329
(5) 2
(6) 1
(7) *
(8) Yasuyoshi NAKAYAMA (Mr.) / President
100. (1) N.S.T. (North Star Tourist) Toda Co., Ltd.
(2) 5-3, Chiyoda-cho, Chitose-shi, Hokkaido 066
(3) 0123-24-2121
(4) 0123-24-8198
(5) 66
(6) 5
(7) 2 / 2
(8) Hideaki SAKAMOTO (Mr.) / Sales Manager, Sapporo Branch
(9) 011-241-6841
101. (1) Naigai Travel Service Co., Ltd. / Head Office
(2) 2-19-3, Shimbashi, Minato-ku, Tokyo 105
(3) 03-3572-5599
(4) 03-3289-0749
(5) 140
(6) 5
(7) 79 / 90
(8) Junko NINOMIYA (Ms.) / Manager, Operation
- (1) Naigai Travel Service Co., Ltd.
(2) Itochu Annex, 4-2-15, Kutaro-cho, Chuo-ku, Osaka-shi, Osaka 541
(3) 06-244-1170
(4) 06-251-7085
(8) Toshihiro TAKEDA (Mr.) / Manager, Operation
(9) 06-251-8984

102. (1) Naka Nippon Travel Service, Inc.
(2) 4-13-7, Meieki, Nakamura-ku, Nagoya-shi, Aichi-ken 450
(3) 052-571-7441
(4) 052-586-0333
(5) 100
(6) 15
(7) 10
(8) Ken TSUBOI (Mr.) / General Manager
(9) 052-571-1188
103. (1) Nangoku Traffic Co., Ltd.
(2) 11-5, Chuo-cho, Kagoshima-shi, Kagoshima-ken 890
(3) 0992-55-2141
(4) 0992-55-4831
(5) 800
(6) 10
(7) 5
(8) Katsumi WATANABE (Mr.) / Chief Manager
(9) 0992-54-8111
104. (1) Nankai Travel International Co., Ltd.
(2) Nankai-nomura Bldg, 1-10-4, Nanbanaka, Naniwa-ku, Osaka-shi, Osaka 556
(3) 06-641-6000
(4) 06-644-6100
(5) 484
(6) 31
(7) *
(8) Fumiaki NAKAYA (Mr.) / Manager, Overseas Passenger Sec.
(9) 06-643-0706
105. (1) NEC Tourist, Ltd.
(2) Shiba Kowa Bldg, 1-15-11, Shiba, Minato-ku, Tokyo 105
(3) 03-3453-7104
(4) 03-3453-6626
(5) 123
(6) 6
(7) 3
(8) Hidetsugu NAKANO (Mr.) / Supervisor
(9) 03-3453-7102
106. (1) New Japan Travel Service Co., Ltd.
(2) 3-10-27, Shitaya-cho, Kishiwada-shi, Osaka 596
(3) 0724-39-6234
(4) 0724-39-6392
(5) 60
(6) 5
(7) *
(8) Tadahiro NISHIOKA (Mr.)

107. (1) New Orient Express Ltd.
(2) Tanakatamaru-cho Bldg, 2-12-15, Shimbashi, Minato-ku, Tokyo 105
(3) 03-3502-0591
(4) 03-3595-1832
(5) 189
(6) 8
(7) 10 / 11
(8) Takato NAKAZAWA (Mr.) / Chief, Tour Sales Dept.
108. (1) NI Tourist Corporation
(2) Nissho Iwai Bldg. Annex, 2-8-6, Akasaka, Minato-ku, Tokyo 107
(3) 03-3588-4394
(4) 03-3588-4199
(5) 44
(6) 2
(7) *
(8) Hideo KAYAKIRI (Mr.) / Deputy General Manager , Eiji IWAO (Mr.) / General Manager
(9) 03-3588-4148, 03-3588-4394
109. (1) Niigata Kotsu Co.,Ltd.
(2) 1-6-1, Mandai, Niigata-shi, Niigata-ken 950
(3) 025-244-2111
(4) 025-241-5357
(5) 94
(6) 8
(7) 1
(8) Toshio HAYASHI (Mr.) / General Manager
110. (1) Niigata Travel Ltd.
(2) 2-12-3, Sasaguchi, Niigata-shi, Niigata-ken 950
(3) 025-243-6543
(4) 025-243-6546
(5) 56
(6) 7
(7) 9 / 11
(8) Akira ITO (Mr.) / Manager
(9) 025-243-6547
111. (1) Nikka Air Service Co, Ltd.
(2) 2-20-1, Hakataekimae, Hakata-ku, Fukuoka-shi, Fukuoka-ken 812
(3) 092-471-0271
(4) 092-481-0438
(5) 18
(6) 2
(7) 3 / 4
(8) Kazufumi TAKEGAMI (Mr.) / Chief , Sales Affairs Div.
(9) 092-471-0277

112. (1) Nikko Travel Co., Ltd.
(2) Landic 2nd Ginza Bldg, 5F, 1-6-5, Ginza, Chuo-ku, Tokyo 104
(3) 03-3563-0111
(4) 03-3562-3177
(5) 43
(6) 3
(7) *
(8) Fumihito OSAWA (Mr.) / Manager, Sales & Planning
113. (1) Nikko Travel Service Co., Ltd.
(2) Dai2-Oda Bldg, 1-3-1, Higashishimbashi, Minato-ku, Tokyo 105
(3) 03-3572-8331
(4) 03-3573-7471
(5) 87
(6) 7
(7) 4
(8) Kiyoshi UDAGAWA (Mr.) / Manager
114. (1) Nikkoku Travel Co., Ltd.
(2) Denpa Bldg, 2-4-4, Sotokanda, Chiyoda-ku, Tokyo 101
(3) 03-3253-7670
(4) 03-3251-6256
(5) 300
(6) 33
(7) 1
(8) Kazuo IIZUKA (Mr.) / Manager, Overseas Travel Div.
115. (1) Nippon Express Co., Ltd. / Head Office
(2) 3-12-9, Sotokanda, Chiyoda-ku, Tokyo 101
(3) 03-3253-1111
(4) 03-3573-8540
(5) 2100
(6) 138
(7) 160 / 46
(8) *
- (1) Nippon Express Co., Ltd. / Sapporo Travel Branch
(2) Tohoseimei Bldg, Nishi 4-2-2, Kita 1-jo, Chuo-ku, Sapporo-shi, Hokkaido 060
(3) 011-222-4622
(4) 011-241-7065
(8) Takashi KUBO (Mr.) / Manager, Overseas Travel Div.
(9) 011-222-0765

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- (1) Nippon Express Co., Ltd. / Sendai Travel Branch
(2) Asahiseimei Sendaihoncho Bldg., 2-3-10, Honcho, Aoba-ku, Sendai-shi, Miyagi-ken 980
(3) 022-265-3344
(4) 022-261-4653
(8) Yasuhiko KUMAKURA (Mr.) / Manager
(9) 022-261-4653
- (1) Nippon Express Co., Ltd. / Tokyo Travel Branch
(2) 1-5-2, Shimbashi, Minato-ku, Tokyo 105
(3) 03-3573-8500
(4) 03-3573-8540
(8) Jiro KOBAYASHI (Mr.) / Assistant Manager, The America's Dept.
(9) 03-3574-1226 (The America's Dept. Overseas Package Tour Center)
- (1) Nippon Express Co., Ltd. / Nagoya Travel Branch
(2) Koraiya Bldg., 3-21-18, Nishiki, Naka-ku, Nagoya-shi, Aichi-ken 460
(3) 052-961-2261
(4) 052-951-8109
(8) Shinji KOJIMA (Mr.) / Assistant Manager
- (1) Nippon Express Co., Ltd. / Osaka Travel Branch
(2) Kyotomi Bldg., 1-3-16, Sonezakishinchi, Kita-ku, Osaka-shi, Osaka 530
(3) 06-345-4533
(4) 06-345-3423
(8) Yoshiaki TSUJI (Mr.) / Manager
(9) 06-345-1843
- (1) Nippon Express Co., Ltd. / Takamatsu Branch
(2) 1-2-5, Kotobuki-cho, Takamatsu-shi, Kagawa-ken 760
(3) 0878-21-3933
(4) 0878-22-9470
(8) * / *
- (1) Nippon Express Co., Ltd. / Hiroshima Branch
(2) Hiroshima Asahinittsu Bldg., 2-29, Tatemachi, Naka-ku, Hiroshima-ken 730
(3) 082-242-2211
(4) 082-242-0470
(8) * / *
- (1) Nippon Express Co., Ltd. / Fukuoka Branch
(2) Tenjin Bldg., 2-12-1, Tenjin, Chuo-ku, Fukuoka-shi, Fukuoka-ken 810
(3) 092-721-3383
(4) 092-713-0607
(8) Keisuke UCHIDA (Mr.) / Supervisor
(9) 092-721-3343
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116. (1) Nippon Kotsu Sha Co., Ltd.
 (2) Nipponkotsusha Bldg., 1-18-10, Katsuyama-cho, Matsuyama-shi, Ehime-ken 790
 (3) 0899-46-3911
 (4) 0899-33-4090
 (5) 32
 (6) 4
 (7) 4
 (8) Tadashi KUMAMOTO (Mr.) / General Manager
 (9) 0899-31-6060
117. (1) Nippon Travel Agency Co., Ltd. / Head Office
 (2) Shimbashi Ekimae Bldg. 1go-kan 6F, 2-20-5, Shimbashi, Minato-ku, Tokyo 105
 (3) 03-3571-6121
 (4) 03-3574-0788
 (5) 4, 913
 (6) 325
 (7) 173 / 378
 (8) * / *
- (1) Nippon Travel Agency Co., Ltd. / Hokkaido District Sales Headquarters
 (2) Nihonryoko Bldg., Nishi 4-16, Minami 1-jo, Chuo-ku, Sapporo-shi, Hokkaido 060
 (3) 011-281-3821
 (4) 011-222-4879
 (8) Hiroshi SUESAWA (Mr.) , Norio TAKIZAWA (Mr.)
- (1) Nippon Travel Agency Co., Ltd. / Tohoku District Sales Headquarters
 (2) Sanwa Bldg., 2-1-7, Chuo, Aoba-ku, Sendai-shi, Miyagi-ken 980
 (3) 022-261-4511
 (4) 022-222-7570
 (8) Yoshiaki FUKURAI (Mr.) / Manager, Operation
- (1) Nippon Travel Agency Co., Ltd. / Chubu District Sales Headquarters
 (2) Sakae Daiichiseimei Bldg., 2-13, Shinsakae-machi, Naka-ku, Nagoya-shi, Aichi-ken 460
 (3) 052-962-1774
 (4) 052-971-8078, 052-963-4036
 (8) Tamio EBISU (Mr.) / Manager, Chubu District HQ of Sales
 Munetada MATSUMURA (Mr.) / District Manager
 (9) 052-962-1771
- (1) Nippon Travel Agency Co., Ltd. / Kansai Sales Headquarters
 (2) Umeda Daiichi Bldg. 9F, 2-12-7, Sonezaki, Kita-ku, Osaka-shi, Osaka 530
 (3) 06-312-6312
 (4) 06-361-2364
 (8) Kazumori SAKAI (Mr.) / Overseas Travel Div.

- (1) Nippon Travel Agency Co., Ltd. / Kyushu District Sales Headquarters
 - (2) Hakata Bldg, 8-36, Hakataeki-chuogai, Hakata-ku, Fukuoka-shi, Fukuoka-ken 812
 - (3) 092-451-3666
 - (4) 092-472-1290
 - (8) Takahisa KAWAKAMI (Mr.) / Assistant Manager
 - (9) 092-451-5581
118. (1) Nishitetsu Travel Co., Ltd. / Head Office
- (2) Nishitetsu Yakuin Bldg, 3-16-26, Yakuin, Chuo-ku, Fukuoka-shi, Fukuoka-ken 810
 - (3) 092-524-2211
 - (4) 092-522-5775
 - (5) 80
 - (6) 50
 - (7) 10 / 20
 - (8) Kuniyuki YAMADA (Mr.) / Assistant Manager, Tour Planning Dept.
 - (9) 092-524-3988
- (1) Nishitetsu Travel Co., Ltd. / Tokyo Sales Division
 - (2) Kosokudoro Bldg, 1-2-1, Ginza, Chuo-ku, Tokyo 104
 - (3) 03-3567-3410
 - (4) 03-3564-4467
 - (8) Masaki FUKAMIZU (Mr.) / Manager, Overseas Sec.
 - (9) 03-3562-4226
119. (1) Nissan Air Service Co., Ltd.
- (2) Kobikikan-Shinkan 1/2kan, 6-17-2, Ginza, Chuo-ku, Tokyo 104
 - (3) 03-3545-1623
 - (4) 03-3546-9281
 - (5) 64
 - (6) 2
 - (7) 2
 - (8) Teruo YASUI (Mr.) / General Manager, No. 3 Sales Dept.
 - (9) 03-3545-5571
120. (1) Nissin Kanko Co., Ltd.
- (2) Daiichi Kagetsu Bldg. 1F, 2-4-6, Nishishinsaibashi, Chuo-ku, Osaka-shi, Osaka 542
 - (3) 06-211-2116
 - (4) 06-211-2178
 - (5) 20
 - (6) 1
 - (7) 7
 - (8) Takashi HIRANO (Mr.) / General Manager
 - (9) 06-211-1662

121. (1) Nissin Travel Service Co., Ltd.
(2) Bussan Bldg, Annex 3F, 1-1-15, Nishishimbashi, Minato-ku, Tokyo 105
(3) 03-3595-1230
(4) 03-3595-2847
(5) 470
(6) 25
(7) 64 / 79
(8) Shoji UNO (Mr.) / General Manager, Sales Cooperate Dept.
(9) 03-3595-1240
122. (1) Noah's Ark International Inc.
(2) Asakawa Bldg, 1-24-14, Toranomom, Minato-ku, Tokyo 105
(3) 03-3508-9256
(4) 03-3508-2783
(5) 250
(6) 1
(7) 0
(8) Tatsuo TANAKA (Mr.) / Manager
123. (1) Nokyo Tourist Corporation / Head Office
(2) Nokyo Bldg, 1-8-3, Otemachi, Chiyoda-ku, Tokyo 100
(3) 03-3270-0081
(4) 03-3270-2952
(5) 1, 042
(6) 114
(7) 249
(8) * / *
- (1) Nokyo Tourist Corporation / Hokkaido Branch
(2) Hokunokaikan, Nishi1-1, Kita 4-j, Chuo-ku, Sapporo-shi, Hokkaido 060
(3) 011-231-7451
(4) 011-222-0765
(8) Takayasu DEGUCHI (Mr.) / Manager, Sales
- (1) Nokyo Tourist Corporation / Tohoku Branch
(2) Nokyo Bldg, 1-2-16, Kamisugi, Aoba-ku, Sendai-shi, Miyagi-ken 980
(3) 022-264-8665
(4) 022-264-8670
(8) Kazuyoshi TANAKA (Mr.) / Manager, Sales Planning Div.
- (1) Nokyo Tourist Corporation / Tokyo Branch
(2) Sanko Bldg, 1-1, Kagurazaka, Shinjuku-ku, Tokyo 162
(3) 03-3235-0531
(4) 03-3235-0533
(8) Toru FUJISHIRO (Mr.) / Chief, T.C 12 Section
(9) 03-3235-0520

- (1) Nokyo Tourist Corporation / Chubu Branch
 - (2) Shinai Bldg, 3-2-1, Nishiki, Naka-ku, Nagoya-shi, Aichi-ken 460
 - (3) 052-951-8741
 - (4) 052-951-8746
 - (8) Yoshiaki TANIGUCHI (Mr.) / Supervisor, Tour Planning Div.
-
- (1) Nokyo Tourist Corporation / Nishi-Nippon Branch
 - (2) Nokyo Bldg, 1-2-5, Nishitenman, Kita-ku, Osaka-shi, Osaka 530
 - (3) 06-312-5371
 - (4) 06-312-5370
 - (8) Kotaro HATTORI (Mr.) / Assistant Manager
 - (9) 06-312-5375
-
- (1) Nokyo Tourist Corporation / Kyushu Branch
 - (2) Nikko Bldg, 4-8-25, Tenjin, Chuo-ku, Fukuoka-shi, Fukuoka-ken 810
 - (3) 092-771-3179
 - (4) 092-771-3146
 - (8) Masaichi UENO (Mr.) / Overseas Travel Div.
-
124. (1) Nomura Tourist Bureau, Inc.
- (2) 1-5-3, Nihombashi, Chuo-ku, Tokyo 103
 - (3) 03-3281-4561
 - (4) 03-3274-2670
 - (5) 276
 - (6) 8
 - (7) 10 / 10
 - (8) Y. FUJITA / Overseas Operation Dept.
 - (9) 03-3271-6611
-
125. (1) North Japan Overseas Travel Co., Ltd.
- (2) Kahoku Bldg, 1-14-35, Ichiban-cho, Aoba-ku, Sendai-shi, Miyagi-ken 980
 - (3) 022-227-6106
 - (4) 022-227-7403
 - (5) 33
 - (6) 2
 - (7) *
 - (8) Takeshi SATO (Mr.) / General Manager
-
126. (1) Odakyu Travel Service Co., Ltd.
- (2) 2-28-12, Yoyogi, Shibuya-ku, Tokyo 151
 - (3) 03-3379-0773
 - (4) 03-3379-6997
 - (5) 500
 - (6) 42
 - (7) 6 / 16
 - (8) Hisayoshi SASADA (Mr.) / Overseas Travel Div.

127. (1) Oita Kotsu Travel Service Co., Ltd.
(2) Daiko Central Bldg. 6F, 1-1-1, Kanaike-cho, Oita-shi, Oita-ken 870
(3) 0975-36-0003
(4) 0975-36-2003
(5) 72
(6) 4
(7) 0
(8) Shunsuke ONO (Mr.) / Manager
128. (1) Okinawa Tourist Service Inc.
(2) 1-2-3, Matsuo, Naha-shi, Okinawa-ken 900
(3) 098-862-1111
(4) 098-861-7965
(5) 296
(6) 35
(7) 7
(8) Shinsho TAWATA (Mr.) / Manager, Foreign Tour Planning
(9) 098-862-1113
129. (1) Okinawa Travel Agency
(2) 1-1-1, Matsuo, Naha-shi, Okinawa-ken 900
(3) 098-866-5550
(4) 098-862-9091
(5) 150
(6) 8
(7) 5
(8) Kazuhiko YAMAMOTO (Mr.) / Manager
(9) 098-866-5557
130. (1) Osaka Airport Transport Co., Ltd.
(2) 1-6-4, Nambanaka, Naniwa-ku, Osaka 556
(3) 06-649-1846
(4) 06-649-1847
(5) 36
(6) 3
(7) 5
(8) Shosuke YAMAMOTO (Mr.) / General Manager
(9) 06-649-4059
131. (1) Overseas Tourist Co., Ltd.
(2) Kiriya Bldg. 6F, 3-6-7, Shimbashi, Minato-ku, Tokyo 105
(3) 03-3503-2233
(4) 03-3503-5546
(5) 23
(6) 1
(7) 3
(8) N. KAWASAKI (Mr.) / Manager, Sales
(9) 03-3503-2246

132. (1) Overseas Travel Agency Co., Ltd.
(2) Ginza NS Bldg. 5F, 3-7-16, Ginza, Chuo-ku, Tokyo 104
(3) 03-3567-4104
(4) 03-3564-4956
(5) 63
(6) 3
(7) 1 / 2
(8) Frank Y. KAGIYAMA (Mr.) / Manager, Sales Dept.
133. (1) Pacific Air Service Co., Ltd.
(2) 26-24, Onoyama-cho, Naha-shi, Okinawa-ken 900
(3) 098-858-2300
(4) 098-857-4955
(5) 40
(6) 2
(7) 5
(8) Isao SATOYAMA (Mr.) / Chief
134. (1) Pacific Tourist Co., Ltd.
(2) 10, Dochika, 1-chome, Dojima, Kita-ku, Osaka-shi, Osaka 530
(3) 06-341-8118
(4) 06-344-7117
(5) 30
(6) 2
(7) 2
(8) Makoto INADA (Mr.) / Regional Manager
135. (1) Pegasus Air Corp.
(2) KH Bldg. 6F, 5-15-16, Higashioji, Shinagawa-ku, Tokyo 140
(3) 03-3458-8686
(4) 03-3458-8664
(5) 16
(6) 1
(7) 3
(8) Shinichi KIKUCHI (Mr.) / Marketing Director
136. (1) Playguide Tours Inc.
(2) Taku-Akasaka Bldg. 6F, 4-9-6, Akasaka, Minato-ku, Tokyo 107
(3) 03-3470-4591
(4) 03-3470-4590
(5) 53
(6) 5
(7) 5914
(8) Toshiro KARIYA (Mr.) / General Manager, Operations

137. (1) Royal Tourist, Ltd.
(2) 2-22-1, Keihanhondori, Moriguchi-shi, Osaka 570
(3) 06-994-6073
(4) 06-992-0331
(5) 45
(6) 3
(7) *
(8) Miyuki SAITO (Ms.) / Chief
138. (1) Ryoso Travel Service Co., Ltd.
(2) 16-8, Asahi-cho, Chiba-shi, Chiba-ken 280
(3) 0472-24-2121
(4) 0472-24-8086
(5) 30
(6) 3
(7) 5
(8) Satoshi ASO (Mr.) / Manager
139. (1) Ryowa Diamond Air Service Co., Ltd.
(2) Dainichiyasu Bldg., 2-8-5, Yaesu, Chuo-ku, Tokyo 104
(3) 03-3278-8521
(4) 03-3272-2946
(5) 100
(6) 5
(7) 17
(8) Masao ISHIKAWA (Mr.) / Managing Director
140. (1) Ryuo Travel Service
(2) Fukuoka Tenjin Center Bldg. 3F, 2-14-8, Tenjin, Chuo-ku, Fukuoka-shi, Fukuoka-ken 810
(3) 092-711-1885
(4) 092-751-1773
(5) 235
(6) 12
(7) 4
(8) Kazuko MITANI (Ms.) / Manager, Overseas Arrangement
141. (1) Sammy Corporation
(2) 4-1-1, Kanda, Surugadai, Chiyoda-ku, Tokyo 101
(3) 03-3295-5588
(4) 03-3294-3378
(5) 180
(6) 8
(7) 5 / 9
(8) Satoko YOKOYAMA (Ms.)

142. (1) Sanden Kotsu Co., Ltd.
(2) 3-3, Hayama-cho, Shimonoseki-shi, Yamaguchi-ken 750
(3) 0832-31-7704
(4) 0832-31-8386
(5) 1, 100
(6) 10
(7) 4 / 8
(8) Keiji KAMI (Mr.) / Staff, Overseas Travel Div.
(9) 0832-31-8380
143. (1) Sankei Travel Service Co., Ltd.
(2) Ginza Swallow Bldg., 1-14-9, Ginza, Chuo-ku, Tokyo 104
(3) 03-3564-3456
(4) 03-3564-4130
(5) 130
(6) 17
(7) 3
(8) Chieko KANAMORI (Ms.) / Manager, Overseas Dept.
(9) 03-3564-3460
144. (1) Sanko Ryoko Co., Ltd.
(2) 1-5-33, Shinmachi, Tsu-shi, Mie-ken 514
(3) 0592-24-5131
(4) 0592-24-8585
(5) 309
(6) 26
(7) 11
(8) Masato ZUSHI (Mr.) / Director
145. (1) Sapporo Express Co., Ltd.
(2) 6-2, Kita 5-jo, Nishi, Sapporo-shi, Hokkaido 060
(3) 011-251-4111
(4) 011-231-7063
(5) 1, 300
(6) 30
(7) 79
(8) Kiyoshi KOTANI (Mr.) / Vice President
146. (1) Seibu Travel, Inc.
(2) Zenkoku Tabaco Center Bldg., 2-16-1, Nishishimbashi, Minato-ku, Tokyo 105
(3) 03-3436-4931
(4) 03-3434-3607
(5) 180
(6) 22
(7) 19
(8) Shinsaku KASUYA (Mr.) / Director
(9) 03-3435-8186

147. (1) Seichi Travel Service, Inc.
(2) Aoki Bldg. No-2, 2-71-6, Ikebukuro, Toshima-ku, Tokyo 171
(3) 03-5396-7211
(4) 03-5396-7247
(5) 180
(6) 12
(7) 51
(8) Masashi YOSHIDA (Mr.) / Reservation Supervisor
(9) 03-5396-7212
148. (1) Seiko Travel Service Co., Ltd.
(2) Kinmeikan Bldg., 2-3-15, Kyobashi, Chuo-ku, Tokyo 104
(3) 03-3278-0341
(4) 03-3273-0185
(5) 50
(6) 3
(7) 7
(8) Koji MIZUNO (Mr.) / Manager
(9) 03-3273-0151
149. (1) Shin Nikko Co., Ltd.
(2) Daihyakuseimei Bldg., 3-31-8, Nishiikebukuro, Toshima-ku, Tokyo 171
(3) 03-3983-7201
(4) 03-3987-7830
(5) 15
(6) 3
(7) 13
(8) Hiroki OHATA (Mr.) / Sales Div.
150. (1) Shin Nippon Travel Inc.
(2) Osakaekimae Dai2-Bldg., 1-2-2-303, Umeda, Kita-ku, Osaka-shi, Osaka 530
(3) 06-344-5721
(4) 06-344-5729
(5) *
(6) 3
(7) *
(8) Hiroshi ISOBE (Mr.) / Chief, Reservation & Land-Arrangement Div.
(9) 03-3546-8081
151. (1) Shinki Travel Service Co., Ltd.
(2) Hamaya Heart Bldg. 3F, 2-31, Nonen-cho, Himeji-shi, Hyogo-ken 670
(3) 0792-24-1504
(4) 0792-24-1529
(5) 70
(6) 11
(7) 0
(8) Yoshiaki MORIMOTO (Mr.) / Director

152. (1) Shizutetsu Travel Service Inc.
(2) Shin-shizuoka Center, 1-1-1, Takajo, Shizuoka-shi, Shizuoka-ken 420
(3) 054-252-4191
(4) 054-254-8946
(5) 209
(6) 19
(7) 1 / 2
(8) Tatsuo MIYAGI (Mr.) / Operation Manager, Overseas Travel Dept.
(9) 054-252-4192
153. (1) Sotetsu Travel Service Co., Ltd.
(2) 2-17-1, Tsuruya-cho, Kanagawa-ku, Yokohama-shi, Kanagawa-ken 221
(3) 045-319-2477
(4) 045-319-2494
(5) 178
(6) 16
(7) 8 / 10
(8) * / *
154. (1) Sun & Sun Co., Ltd.
(2) Ryogoku Bldg, 3-26-5, Ryogoku, Sumida-ku, Tokyo 130
(3) 06-3634-0751
(4) 06-3634-9300
(5) 150
(6) 1
(7) 1
(8) Hiroomi NAITO (Mr.) / Manager
155. (1) Sun Ryoko Inc.
(2) 5-69, Ota-cho, Naka-ku, Yokohama-shi, Kanagawa-ken 231
(3) 045-641-0315
(4) 045-641-8655
(5) 25
(6) 4
(7) *
(8) Yasuo NAKAZEKI (Mr.) / President
156. (1) Sunbird Tour Co., Ltd.
(2) Hibiya Park Bldg, 1-8-1, Yuraku-cho, Chiyoda-ku, Tokyo 100
(3) 03-3271-7146
(4) 03-3271-7140
(5) 150
(6) 7
(7) 4 / 37
(8) Tadayoshi SUGIYAMA (Mr.) / Director
(9) 03-3661-8212

157. (1) T.M. Travel Service, Inc.
(2) Kokusai Shin-Akasaka Bldg, 6-1-20, Akasaka, Minato-ku, Tokyo 107
(3) 03-3588-7880
(4) 03-3588-7943
(5) 45
(6) 2
(7) *
(8) Takashi YAMADA (Mr.) / General Manager
(9) 03-3588-7943
158. (1) Taisei Tourist Agency Ltd.
(2) Shinjuku-Center Bldg, 1-25-1, Nishishinjuku, Shinjuku-ku, Tokyo 163
(3) 03-3349-0281
(4) 03-3346-0442
(5) 92
(6) 2
(7) *
(8) Masumi KIMURA (Ms.) / Manager, Overseas Section
(9) 03-3349-0284
159. (1) Taishin International Co., Ltd.
(2) Dail-Yoshida Bldg. 3F, 2-6-15, Ginza, Chuo-ku, Tokyo 104
(3) 03-3561-8901
(4) 03-3564-3056
(5) 33
(6) 4
(7) 25 / 28
(8) Hidehito IKEDA (Mr.)
160. (1) Tec Air Service Corp.
(2) Meijiya Bldg. 4F, 2-6-7, Ginza, Chuo-ku, Tokyo 104
(3) 03-3564-6121
(4) 03-3564-0243
(5) 53
(6) 2
(7) 2
(8) Shigeru MATSUMOTO (Mr.) / Manager
161. (1) Tenmaya Travel Agency Inc.
(2) 2-3-20, Nakasange, Okayama-shi, Okayama 700
(3) 0862-31-7270
(4) 0862-32-5701
(5) 35
(6) 6
(7) 2 / 2
(8) Yasuhiro FUJITA (Mr.) / Manager, Planr
(9) 06-211-1662

162. (1) The Mainichi Kikaku Center (Mainichi Shimbun Travel) Co., Ltd.
(2) Mainichishimbunshanai, 1-1-1, Hitotsubashi, Chiyoda-ku, Tokyo 100
(3) 03-3212-1831
(4) 03-3214-2540
(5) 50
(6) 4
(7) *
(8) Takeshi KUSAKABE (Mr.) / Chief
(9) 03-3213-4767
163. (1) The Nikkei Travel Development
(2) Kyodo Bldg., 5-6-24, Minamiaoyama, Minato-ku, Tokyo 107
(3) 03-3499-1811
(4) 03-3499-0676
(5) 32
(6) 1
(7) 4
(8) Takashi KODAKA (Mr.) / General Manager, Sales Dept.
164. (1) The Nikko Enterprises Co., Ltd.
(2) Shinmaru Bldg. 1F, 1-5-1, Marunouchi, Chiyoda-ku, Tokyo 100
(3) 03-3283-3939
(4) 03-3283-3920
(5) 28
(6) 2
(7) *
(8) Hideaki KINOSHITA (Mr.) / General Manager
(9) 03-3283-3925
165. (1) Tobu Travel Co., Ltd.
(2) Dai-2 Tobukan, 1-33-12, Mukojima, Sumida-ku, Tokyo 131
(3) 03-3624-7577
(4) 03-3621-8573
(5) 950
(6) 75
(7) 30 / 47
(8) Atsuyuki KIDA (Mr.) / Manager, International Travel Dept.
166. (1) Tokai Travel Bureau Co., Ltd.
(2) Kasumigaseki Bldg., 3-2-5, Kasumigaseki, Chiyoda-ku, Tokyo 100
(3) 03-3580-9355
(4) 03-3581-2124
(5) 33
(6) 5
(7) 18
(8) Naohisa ITO (Mr.) / Operation Department

167. (1) Tokushima Travel Co., Ltd.
(2) 1-6, Saiwai-cho, Tokushima-shi, Tokushima-ken 770
(3) 0886-25-5551
(4) 0886-53-2344
(5) 80
(6) 12
(7) 3
(8) Tomoji SUGAOI (Mr.) / Supervisor, Sales Sec.
168. (1) Tokyo Air-sea Travel Service, Ltd.
(2) Aoyamadaichi Bldg, 8-4-14, Akasaka, Minato-ku, Tokyo 107
(3) 03-3746-2601
(4) 03-3746-2610
(5) 55
(6) 2
(7) 19
(8) Yasuo KIMURA (Mr.) / Manager, Operation Center
169. (1) Tokyo Tours, Inc.
(2) Dai19-Mori Bldg, 1-2-20, Toranomom, Minato-ku, Tokyo 105
(3) 03-3504-1588
(4) 03-3504-1588
(5) 150
(6) 5
(7) 55 / 58
(8) Ryoza KANEKO (Mr.) / Director
(9) 03-3504-0811
170. (1) Tokyo Travel Agency Co., Ltd.
(2) Kokuroukaikan, 1-11-4, Marunouchi, Chiyoda-ku, Tokyo 100
(3) 03-3211-0811
(4) 03-3215-5667
(5) 78
(6) 4
(7) 4
(8) Masato HASEGAWA (Mr.) / Supervisor
(9) 03-3211-0823 / 1921
171. (1) Tokyu Tourist Corporation / Head Office
(2) C/o Alive Nampeidai Bldg, 16-11, Nampeidai-machi, Shibuya-ku, Tokyo 150
(3) 03-5489-6755
(4) 03-5489-3764
(5) 3,000
(6) 140
(7) 100
(8) Kenichiro HIRATA (Mr.) / Manager, Top Tour Dept.

- (1) Tokyu Tourist Corporation / Osaka
 - (2) Kawara-machi Bldg., 4-2-14, Kawara-machi, Chuo-ku, Osaka-shi, Osaka 541
 - (3) 06-226-4666
 - (4) 06-226-4677
 - (8) Keikichi KONO (Mr.) / Section Chief, Mika SAITO (Ms.) / Section Chief
172. (1) Tonichi Travel Service Co., Ltd.
- (2) 1-8-1, Isago, Kawasaki-ku, Kawasaki-shi, Kanagawa-ken 210
 - (3) 044-222-0011
 - (4) 044-211-1921
 - (5) 207
 - (6) 19
 - (7) *
 - (8) Masanobu KAWASAKI (Mr.)
 - (9) 03-3593-2581
173. (1) Tosaden Travel Service Co., Ltd.
- (2) 2-2-41, Chiyori-cho, Kochi-shi, Kochi-ken 780
 - (3) 0888-82-0111
 - (4) 0888-83-2877
 - (5) 37
 - (6) 3
 - (7) 6 / 10
 - (8) Fumio MIYAOKA (Mr.)
174. (1) Toyota Tourist International Inc.
- (2) NBN Izumi Bldg., 1-23-36, Izumi, Higashi-ku, Nagoya-shi, Aichi-ken 461
 - (3) 052-951-0111
 - (4) 052-951-7042
 - (5) 148
 - (6) 14
 - (7) 1
 - (8) Y. NAKASHIMA (Mr.) / Manager, H. ADACHI (Mr.) / Director
175. (1) Toyotetsu World Travel Inc.
- (2) 1-46-1, Ekimae-Odori, Toyohashi-shi, Aichi-ken 440
 - (3) 0532-54-5671
 - (4) 0532-53-4294
 - (5) 75
 - (6) 9
 - (7) 2
 - (8) Akiteru MIURA (Mr.) / Manager, Planning & Stocking Center

176. (1) Travel House International Co., Ltd.
(2) Urban Bldg. 4F, 1-2-6, Yotsuya, Shinjuku-ku, Tokyo 160
(3) 03-3359-7191
(4) 03-3359-7193
(5) 6
(6) 0
(7) 0
(8) Chikako KAMATA (Ms)
177. (1) Travel Joy Co., Ltd.
(2) Garally Fun Bldg. 5F, 3-3-10, Kitakyuhōji-cho, Chuo-ku, Osaka-shi, Osaka 541
(3) 06-241-1103
(4) 06-241-5616
(5) 100
(6) 18
(7) 2
(8) Katsuyuki TAKADA (Mr.) / Planning Manager
178. (1) Travel Nippon Inc.
(2) Rakucho Bldg., 2-2-1, Yurakucho, Chiyoda-ku, Tokyo 100
(3) 03-3572-1461
(4) 03-3573-7733
(5) 235
(6) 13
(7) 65
(8) Katsuhisa AMI (Mr.) / Manager, Operations Dept.
(9) 03-3574-0243
179. (1) Travel Plan International, Inc.
(2) Shintoyo Akasaka Bldg., 4-9-25, Akasaka, Minato-ku, Tokyo 107
(3) 03-3403-8111
(4) 03-3403-8004
(5) 35
(6) 2
(7) 3
(8) Akisada MATSUMURO (Mr.) / Managing Director
180. (1) Travel Plaza International, Inc.
(2) Dai-8 Toyo-kaij Bldg. 5F, 1-5-13, Nishi-shimbashi, Minato-ku, Tokyo 105
(3) 03-3591-5191
(4) 03-3591-5481
(5) 140
(6) 1
(7) *
(8) Koichi FUJII (Mr.) / General Manager, Sales Promotion Dept.
(9) 03-3591-5401

181. (1) Travel Sekai Co., Ltd.
(2) Dai2-Oishi Bldg. 5F, 4-1-6, Toranomom, Minato-ku, Tokyo 105
(3) 03-3433-4421
(4) 03-3433-5770
(5) 48
(6) 2
(7) *
(8) Naomi ASAKAWA (Mr.) / Director, Planning & Develop Dept.
(9) 03-3343-6201
182. (1) Trip Corporation Ltd.
(2) 2-12-1, Akebono-cho, Tachikawa-shi, Tokyo 190
(3) 0425-26-3232
(4) 0425-22-7436
(5) 22
(6) 3
(7) *
(8) Masafumi ARAKI (Mr.) / Manager
(9) 0425-26-0171
183. (1) Tsukinotomo Kanko Co., Ltd.
(2) 7-5, Higashinokitainoue-cho, Yamashina-ku, Kyoto-shi, Kyoto 607
(3) 075-591-0280
(4) 075-501-6005
(5) *
(6) 2
(7) *
(8) Shigeharu KATSUMI (Mr.) / Manager
184. (1) Tsurumaru Air Service Co., Ltd.
(2) 2-4-18, Mihagino, Kokurakita-ku, Kitakyushu-shi, Fukuoka-ken 808
(3) 093-922-5391
(4) 093-922-4850
(5) 87
(6) 8
(7) 4
(8) Koji YOSHIMURA (Mr.) / Chief, Overseas Planning Sec.
185. (1) Tsusho Air & Sea Service Co., Ltd.
(2) 3-4-2, Kyobashi, Chuo-ku, Tokyo 104
(3) 03-3281-0911
(4) 03-3281-1608 , 03-3281-8137
(5) 50
(6) *
(7) 3
(8) Katsuhiko YAMAMOTO (Mr.) / Managing Director, OKAZAKI (Ms.) / Chief, Package Tours
(9) 03-3281-0916

186. (1) Union Overseas Corp.
(2) Osaki TOC Bldg. 2F, 1-6-1, Osaki, Shinagawa-ku, Tokyo 141
(3) 03-3779-7711
(4) 03-3379-7710
(5) 30
(6) 1
(7) 14
(8) Hiroshi TAKATSU (Mr.) / Director
187. (1) United Tours Co., Ltd.
(2) c/o Kashikei Bldg. 8F, 2-19-3, Shimbashi, Minato-ku, Tokyo 105
(3) 03-3572-1961
(4) 03-3289-1961
(5) *
(6) 4 / 3
(7) *
(8) Nobuyoshi ITO (Mr.) / Deputy Manager, Passenger Sales Dept.
(9) 03-3572-0434
188. (1) Universal Express Co., Ltd.
(2) Kokusai Bldg. B103, 3-1-1, Marunouchi, Chiyoda-ku, Tokyo 100
(3) 03-3284-1811
(4) 03-3201-0223
(5) 120
(6) 8
(7) 30
(8) Kiroku SEKI (Mr.) / Manager
(9) 03-3279-6595
189. (1) University Co-op Tourism
(2) Sanshinokusei Bldg., 2-4-9, Yoyogi, Shibuya-ku, Tokyo 151
(3) 03-3379-6311
(4) 03-3320-0220
(5) 30
(6) 3
(7) 95
(8) Shunji OGURA (Mr.) / Managing Director
190. (1) Univertour Travel Service
(2) Kyowaseimei-Gofukubashi Bldg., 1-2-6, Yaesu, Chuo-ku, Tokyo 103
(3) 03-3274-3567
(4) 03-3271-8385
(5) 15
(6) 2
(7) *
(8) *

191. (1) Vivre International, Inc.
(2) 2-19, Hayabusa-cho, Chiyoda-ku, Tokyo 102
(3) 03-5275-7473
(4) 03-5275-7368
(5) 695
(6) 49
(7) 17 / 19
(8) Kyoko OTSUKI (Ms.)
192. (1) World Air-sea Service Co., Ltd.
(2) Owari-cho Bldg, 6F, 6-8-3, Ginza, Chuo-ku, Tokyo 104
(3) 03-3572-8111
(4) 03-3572-3907
(5) 100
(6) 5
(7) 0
(8) Toru NISHIYAMA (Mr.) / Manager, Sales Dept.
(9) 03-3573-3721
193. (1) World Express Inc.
(2) 3-3-12, Nishishinjuku, Shinjuku-ku, Tokyo 160
(3) 03-3343-6411
(4) 03-3344-0441
(5) 23
(6) 4
(7) 13
(8) Toshihiko ITO (Mr.) / General Manager
194. (1) Yaesu Kanko Travel Service
(2) 2-2-21, Sakae-cho, Yaizu-shi, Shizuoka-ken 425
(3) 054-629-6311
(4) 054-629-0433
(5) 85
(6) 9
(7) 0
(8) Kiyomi MURATA (Mr.) / Manager
195. (1) Yamashin Travel Service Co., Ltd.
(2) 2-5-12, Hatago-cho, Yamagata-shi, Yamagata-ken, 990
(3) 0236-41-1709
(4) 0236-23-2649
(5) 110
(6) 16
(7) 3
(8) Toshiaki INAMURA (Mr.) / Administration Dept.
(9) 0236-41-8360

196. (1) Yamato Transport Co., Ltd. Travel Service Dept.
(2) 2-12-16, Ginza, Chuo-ku, Tokyo 104
(3) 03-3543-2181
(4) 03-3543-4325
(5) 130
(6) 15
(7) 22 / 23
(8) *
197. (1) Yomiuri Travel Service
(2) Tokyo Kotsu Kaikan 1F, 2-10-1, Yurakucho, Chiyoda-ku, Tokyo 100
(3) 03-3214-3921
(4) 03-3214-3928
(5) 814
(6) 58
(7) 7
(8) Masasuke TAKEUCHI (Mr.) / Manager, Tour Planning & Operations
198. (1) Yusen Air & Sea Service Co., Ltd.
(2) Sanshin Bldg., 1-4-1, Yurakucho, Chiyoda-ku, Tokyo 100
(3) 03-3502-4620
(4) 03-3592-1490
(5) 625
(6) 26
(7) 38 / 45
(8) Kenji KATO (Mr.) / Supervisor, Tour Planning Sec.
199. (1) Yuioku Ryoko Co., Ltd.
(2) 4078-1, Oaza-Takatsuhara, Kashima-shi, Saga-ken 849-13
(3) 0954-63-1151
(4) 0954-63-1160
(5) 54
(6) 7
(7) *
(8) Miyuki AISHIMA (Ms.)
200. (1) Zenkan Tour Service Co., Ltd.
(2) 1-5-4, Yaesu, Chuo-ku, Tokyo 103
(3) 03-3274-4511
(4) 03-3274-0820
(5) 770
(6) 68
(7) 2
(8) Kenichi IWASAWA (Mr.) / Manager, Overseas Dept.
(9) 03-3274-4515

- | | |
|-----|--|
| (1) | Brand name |
| (2) | Company name |
| (3) | Address |
| (4) | Telephone number |
| (5) | Facsimile number |
| (6) | No. and location of offices |
| (7) | Number of consignment sales outlets: Companies / Outlets |
| (8) | Name & title of person in charge of Canada |
| (9) | Telephone number
(when different than main number) |
| * | Details unavailable |

1. (1) ANA Hallo Tour
(2) All Nippon Airways World Tours Co., Ltd.
(3) Nishishinjuku-Kimuraya Bldg. 11F, 7-5-25, Nishishinjuku, Shinjuku-ku, Tokyo 160
(4) 03-3581-7231
(5) 03-3580-0361
(6) 3, Shinjuku. Nagoya. Osaka.
(7) *
(8) Naohiko KATO (Mr.) / Executive Vice President

2. (1) Asahi Sun Tours
(2) Asahi Sun Tours Inc.
(3) 4-101, Ginza, Chuo-ku, Tokyo 104
(4) 03-3535-7777
(5) 03-3535-7762
(6) 4, Yurakucho. Atsugi. Nagoya. Osaka.
(7) 287 / 6,260
(8) Masami SHIKANO (Mr.) / Manager

3. (1) Bambi Overseas Travel
(2) Entetsu Travel Co., Ltd.
(3) Forte Bldg. 7F, 12-1, Asahi-machi, Hamamatsu-shi, Shizuoka-ken 430
(4) 053-452-0131
(5) 053-456-2582
(6) 7, Entetsu Travel Kanko-plaza. Aoi-cho. Kosai. Iwata. Kakegawa. Hamakita. Fukuroi.
(7) *
(8) Yoshiharu ATSUMI (Mr.) / Manager, Overseas Section
(9) 053-452-0132

4. (1) Bell Tour
(2) Toppan Travel Service Corp.
(3) Toppan-Yaesu Bldg, 2-2-7, Yaesu, Chuo-ku, Tokyo 104
(4) 03-3276-8095
(5) 03-3271-7670
(6) 2, Kyoto. Osaka.
(7) 2, 000
(8) Yasuyuki UJIE (Mr.) / Supervisor
(9) 03-3276-8131

5.
 - (1) Best
 - (2) Nippon Travel Agency Co., Ltd.
 - (3) New-Shimbashi Bldg. 8F, 2-16-1, Shimbashi, Minato-ku, Tokyo 105
 - (4) 03-3501-8701
 - (5) 03-3502-0352
 - (6) 1, Tokyo
 - (7) *
 - (8) Tadashi WAKAYAMA (Mr.) / Manager

6.
 - (1) Blue Sky Tour
 - (2) Seichi Travel Service, Inc.
 - (3) Shibuya-Happy Bldg. 2F, 6-19-14, Jingu-mae, Shibuya-ku, Tokyo 150
 - (4) 03-3486-1311
 - (5) 03-3409-2411
 - (6) 4, Osaka. Nagoya. Fukuoka. Tokyo.
 - (7) 4485
 - (8) Masashi YOSHIDA (Mr.) / Chief, Reservation Control Section
 - (9) 03-5396-7212

7.
 - (1) Camelia Tour / Leisure Tour
 - (2) Japan Amenity Travel, Ltd.
 - (3) Kanda-21 Bldg. 2F, Kanda-Tacho, Chiyoda-ku, Tokyo 101
 - (4) 03-3255-5565
 - (5) 03-3258-6819
 - (6) 7, Tokyo. Nagoya. Osaka. Hiroshima. Fukuoka. Sapporo. Sendai.
 - (7) 453 / 6,808
 - (8) Yutaka SONOBE (Mr.) / Manager
 - (9) 03-3255-6142

8.
 - (1) Cat's Eye Tour
 - (2) Yamato Transport Co., Ltd.
 - (3) Ueru Bldg. 4F, 1-13-8, Ginza, Chuo-ku, Tokyo 104
 - (4) 03-3563-0451
 - (5) 03-3563-0450
 - (6) 5, Ginza. Ikebukuro. Tokuhan. Shibuya. Yokohama.
 - (7) *
 - (8) Yukio OTSUBO (Mr.)

9.
 - (1) Compass Tour / Let's Go Tour
 - (2) Nissin Travel Service Co., Ltd.
 - (3) Bussan Bldg. Annex 3F, 1-1-15, Nishi-Shimbashi, Minato-ku, Tokyo 105
 - (4) 03-3595-1234
 - (5) 03-3593-8925
 - (6) 5, Tokyo. Yokohama. Nagoya. Osaka. Fukuoka.
 - (7) 384 / 5,220
 - (8) Shigeki TAKANO (Mr.) / Assistant Manager
 - (9) 03-3595-1236

-
-
10. (1) Diamond Tour / Trip / You Pack / Lovely Vacance
(2) Yusen Air & Sea Service Co., Ltd.
(3) Sanshin Bldg, 1-4-1, Yurakucho, Chiyoda-ku, Tokyo 100
(4) 03-3502-4620
(5) 03-3592-1490
(6) 6, Tokyo. Chubu Center. Kansai Center. Hiroshima. Kyushu Center. Sapporo.
(7) 458 / 7,998
(8) Kenji KATO (Mr.) / Supervisor, Tour Planning Section

 11. (1) Dynamic Tour
(2) International Rotary Travel Co., Ltd.
(3) Kano Bldg, 6-9-7, Ginza, Chuo-ku, Tokyo 104
(4) 03-3289-0111
(5) 03-3572-4369
(6) 22, Sapporo. Nagoya. Osaka. Fukuoka.
(7) *
(8) Takehide TSUNODA (Mr.) / Manager

 12. (1) Echo Tour
(2) Travel Nippon, Inc.
(3) Rakucho Bldg. 5F, 2-2-1, Yurakucho, Chiyoda-ku, Tokyo 100
(4) 03-3571-2591
(5) 03-3573-7733
(6) 4, Tokyo. Osaka. Nagoya. Toyama.
(7) 424 / 6,300
(8) Hiroshi AKIMOTO (Mr.) / Manager

 13. (1) Emerald Tour
(2) Hato Bus Travel Co., Ltd.
(3) Ikeden Bldg, 2-12-5, Shimbashi, Minato-ku, Tokyo 105
(4) 03-3595-2811
(5) 03-3595-1050
(6) 6, Nagoya. Fukuoka. Utsunomiya. Kinshicho. Koiwa. Gotanda.
(7) * / *
(8) Kazuyuki GOTO (Mr.) / Assistant Manager

 14. (1) Fresh Tour
(2) Odakyu Travel Service
(3) 2-28-12, Yoyogi, Shibuya-ku, Tokyo 151
(4) 03-3379-0773
(5) 03-3379-6997
(6) 1, Tokyo.
(7) 5 / 15
(8) Hisayoshi SASADA (Mr.) / Senior Planning Representative, Overseas Travel Division
-
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15. (1) **Friend Tour**
(2) Hanshin Electric Railway Co., Ltd.
(3) 2-6-20, Kyobashi, Chuo-ku, Tokyo 104
(4) 03-3563-5700
(5) 03-3561-8598
(6) 11, Shinjuku. Ginza. Nagoya. Kobe. Nishinomiya. Osaka and others.
(7) 324 / 6,674
(8) Hidetoshi ONISHI (Mr.) / Manager
16. (1) **Friendship / Fuyo Tour**
(2) Fuyo Air Service Co., Ltd.
(3) Yanagiya Bldg., 2-1-10, Nihombashi, Chuo-ku, Tokyo 103
(4) 03-3272-7476
(5) 03-3274-2495
(6) 7, Kanda. Aoyama. Nihombashi. Marubeni-nai. Hibiya. Shinjuku. Osaka.
(7) 83 / 1,255
(8) Ikuo KOTAKE (Mr.) / General Manager, Tour Planning & Operation Centre
17. (1) **Global Canada**
(2) Global Youth Bureau Co., Ltd.
(3) Tameike Tokyu Bldg. 9F, 1-1-14, Akasaka, Minato-ku, Tokyo 107
(4) 03-3505-0055
(5) 03-3505-4679
(6) 3, Tokyo. Osaka. kyushu.
(7) 263/3,596
(8) Akiko FUKUSHIMA (Ms.) / Planning Manager
(9) 03-3505-0094
18. (1) **Good Luck Tours**
(2) Good Luck Inc.
(3) 1-11, Ogawamachi, Kanda, Chiyoda-ku, Tokyo 101
(4) 03-3292-1313
(5) 03-3292-1337
(6) 4, Tokyo. Osaka. Nagoya. Fukuoka.
(7) 6245
(8) Jun EDAGAWA (Mr.) / Supervisor (Operation office)
(9) 03-3279-1329
19. (1) **Greening Tour / Time**
(2) Hankyu Express International Co., Ltd.
(3) Hankyu-Kotsusha Bldg., 3-3-9, Shimbashi, Minato-ku, Tokyo 105
(4) 03-3508-0128
(5) 03-3508-2779
(6) 7, Sapporo. Sendai. Tokyo. Nagoya. Osaka. Hiroshima. Fukuoka.
(7) 8,459 / *
(8) Jinshi SEKI (Mr.) / Supervisor, Planning Dept.

20. (1) Groovy Tour
(2) Tec Air Service Corp.
(3) Meijiya Bldg. 4F, 2-6-7, Ginza, Chuo-ku, Tokyo 104
(4) 03-3564-6121
(5) 03-3564-6121
(6) Tec Narashino
(7) 285 / 2,000
(8) Shigeru MATSUMOTO (Mr.) / Manager
21. (1) Guliver Tour
(2) Guliver Tours Co., Ltd.
(3) Osaka-Ekimae Dai-3 Bldg. 12F, 1-1-3-1200, Umeda, Kita-ku, Osaka-shi, Osaka 530
(4) 06-341-1201
(5) 06-341-7636
(6) *
(7) 5
(8) Yoriko YONEDA (Ms.)
(9) 06-341-7632
22. (1) Happy Tour
(2) Nishitetsu Travel Co., Ltd.
(3) Nishitetsu-Yakuin Bldg. 5F, 3-16-26, Yakuin, Chuo-ku, Fukuoka-shi, Fukuoka-ken 810
(4) 092-524-3377
(5) 092-531-8516
(6) 3, Fukuoka. Tokyo. Osaka.
(7) 818 / 6,794
(8) Kingo YAMASHITA (Mr.) / Manager, Happy Tour Operation Centre
23. (1) Hearty
(2) Nankai Travel International Co., Ltd.
(3) Nankai-Nomura Bldg. 8F, 1-10-4, Namba-naka, Naniwa-ku, Osaka-shi, Osaka 556
(4) 06-643-0706
(5) 06-644-6100
(6) Osaka-Numbu. Tokyo. Kyoto. Nagoya. Fukuoka.
(7) 30
(8) Ichiro YAMASHITA (Mr.) / Manager, Overseas Travel Section
24. (1) Holiday Tour / My Tour
(2) Kinki Nippon Tourist Co., Ltd.
(3) Tokyo Kintetsu Bldg. 5F, 19-2, Kanda, Matsunaga-cho, Chiyoda-ku, Tokyo 101
(4) 03-3253-1551
(5) 03-3257-0815
(6) 8, Sapporo. Sendai. Tokyo (2). Nagoya. Osaka. Hiroshima. Fukuoka.
(7) 2,268 / 11,440
(8) Toru SAITO (Mr.) / Manager, Planning & Marketing (U.S.A. & Canada)
(9) 03-3255-7148

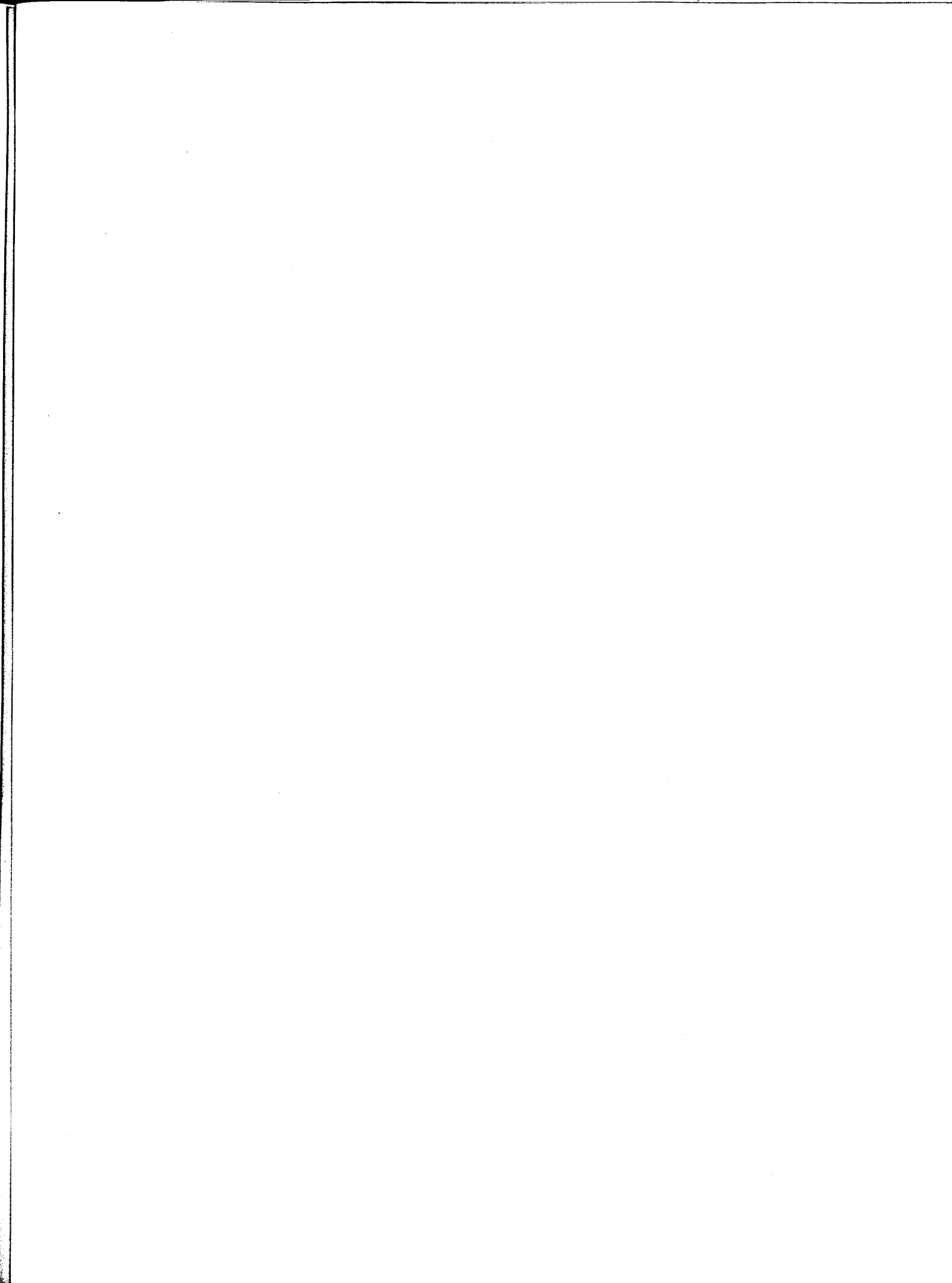
25. (1) I'll / AVA
(2) JALPAK Co., Ltd.
(3) World Trade Center Bldg. Annex, 2-4-1, Hamamatsu-cho, Minato-ku, Tokyo 105
(4) 03-3435-6520
(5) 03-3436-5388
(6) 5, Tokyo. Osaka. Nagoya. Fukuoka. Sapporo.
(7) 608 / 8,282
(8) Hiroyuki TAKAHASHI (Mr.) / Supervisor, Tour Planning & Purchase Div.
(9) 03-3435-6558
26. (1) Jump Tour
(2) Keihan Travel Service Co., Ltd.
(3) Osaka-Green Bldg. 6F, 2-6-26, Kitahama, Chuo-ku, Osaka-shi, Osaka 541
(4) 06-202-3111
(5) 06-227-0497
(6) 27, Tokyo. Nagoya. Kyoto. Umeda. Fukuoka.
(7) 303 / 6,497
(8) *
27. (1) King Tour
(2) Keio Travel Agency Co., Ltd.
(3) Shinjuku-Sumitomo Bldg. 19F, 2-6-1, Nishishinjuku, Shinjuku-ku, Tokyo 163
(4) 03-3344-6271
(5) 03-3344-1807
(6) 54, Tokyo. Sapporo. Sendai. Osaka. Fukuoka.
(7) 60
(8) Harumi SHIRAIISH I(Mr.) / Manager, Overseas Tour Section
28. (1) Look JTB / Palette / Navi
(2) JTB World Vacations, Inc.
(3) Koraku-Kokusai Bldg. 4F, 1-5-3, Koraku, Bunkyo-ku, Tokyo 112
(4) 03-3817-6635
(5) 03-3817-0114
(6) *
(7) 407 / 5,530
(8) Susumu SATO (Mr.) / Manager, Tour Planning
29. (1) Look World / Mind
(2) Nippon Express Co., Ltd.
(3) Dai2-Sun Bldg. 1F, 8-12-11, Ginza, Chuo-ku, Tokyo 104
(4) 03-5565-3344
(5) 03-3542-2232
(6) 7, Ginza. Osaka. Nagoya. Fukuoka. Sendai. Hiroshima. Sapporo.
(7) 857 / 7,857
(8) Yoshinori NAGAOKA (Mr.) / Manager, Look World Centre
(9) 03-5565-3322

30. (1) Mach
(2) Nippon Travel Agency Co., Ltd.
(3) No.2 Shimbashi Ekimae Bldg. 5F, 2-21-1, Shimbashi, Minato-ku, Tokyo 105
(4) 03-3572-2471
(5) 03-3572-2477-8
(6) 4, Tokyo. Nagoya. Osaka. Fukuoka.
(7) 581 / 3,898
(8) Eiji ONISHI (Mr.) / Manager
31. (1) Magnus / Dynamic
(2) Jetour, Inc.
(3) Nishi-shimbashi Yasuda Union Bldg., 2-4-2, Nishi-shimbashi, Minato-ku, Tokyo 105
(4) 03-5251-2611
(5) 03-5251-2615
(6) 7, Sapporo. Sendai. Tokyo. Nagoya. Osaka. Hiroshima. Fukuoka.
(7) 3,320 / 10,246
(8) Shigeru ARAI (Mr.) / Director, Products Development
32. (1) Maple Vacance / Nicepak
(2) Naigai Travel Service Co., Ltd.
(3) 2-19-3, Shimbashi, Minato-ku, Tokyo 105
(4) 03-3572-5599
(5) 03-3289-0749
(6) 3, Nagoya. Osaka. Fukuoka.
(7) *
(8) Junko NINOMIYA (Ms.) / Manager, Reservation & Operation Section
33. (1) Million Pack
(2) Creative Travel Enterprise Co., Ltd (Ryoko Kaihatsu Center)
(3) Uzu Kyoei Bldg. 4F, 2-8-8, Nihombashi Honmachi, Chuo-ku, Tokyo 103
(4) 03-3668-5686
(5) 03-3668-3230
(6) 4
(7) 10
(8) Hiroshi MAKINO (Mr.) / General Manager, Whole Sale Div.
34. (1) Mitsui-no-Tabi, Balloon Tour
(2) M.O. Air System, Inc.
(3) Kyowa-Shimbashi Bldg., 1-16-4, Shimbashi, Minato-ku, Tokyo 105
(4) 03-3595-3481
(5) 03-3593-0295
(6) 8, Nihombashi. Akasaka. Shizuoka. Nagoya. Toyota. Osaka. Kobe. Fukuoka.
(7) 236 / 3,434
(8) Yukio NOMURA (Mr.) / Assistant Manager, Tour Centre
(9) 03-3593-1221

35. (1) My Page
(2) Sunbird Tour Co., Ltd.
(3) Hibiya-Park Bldg., 1-8-1, Yuraku-cho, Chiyoda-ku, Tokyo 100
(4) 03-3271-7146
(5) 03-3271-7140
(6) 4, Higashi-Nihombashi. Hibiya. Sendai. Sapporo.
(7) 10 / 107
(8) Tadayoshi SUGIYAMA (Mr.) / Director
(9) 03-3661-8212
36. (1) Orange Pack / Daiei-no-Tabi
(2) Asahi Agency, Travel, Inc.
(3) Akasaka-Seventh-Avenue Bldg. 2F, 7-10-20, Akasaka, Minato-ku, Tokyo 107
(4) 03-3589-2141
(5) 03-3589-2780
(6) 60
(7) *
(8) Yutaka MARUHASHI (Mr.) / Manager, Overseas Merchandise Div.
37. (1) Orange Tour
(2) Universal Express.Co., Ltd.
(3) Takeuchi Bldg. 2F, 2-5-2, Nihombashi-honcho, Chuo-ku, Tokyo 103
(4) 03-3279-6595
(5) 03-3279-6585
(6) 5, Yokohama. Koga. Fukushima. Koriyama. Osaka.
(7) 195 / 600
(8) Hisaaki TAKEDA (Mr.) / Director, Sales
(9) 03-3279-3969
38. (1) Panorama Tour / Try
(2) Meitetsu World Travel Inc.
(3) Chukei Bldg., 4-4-8, Meieki, Nakamura-ku, Nagoya-shi, Aichi-ken 450
(4) 052-582-2102
(5) 052-581-1747
(6) Tokyo. Osaka. Nagoya. Sapporo. Sendai. Fukuoka.
(7) 170
(8) Takashi OKABE (Mr.) / Manager, Overseas Travel Planning Section
39. (1) Playguide Tours
(2) Playguide Tours Inc.
(3) Taku-Akasaka Bldg. 6F, 4-9-6, Akasaka, Minato-ku, Tokyo 107
(4) 03-3470-4591
(5) 03-3470-4590
(6) 3, Osaka. Nagoya. Fukuoka.
(7) 308 / 6,649
(8) Toshiro KARIYA (Mr.) / Director, Operations

40. (1) **Sammy Tour**
(2) Sammy Corporation
(3) Wellton Bldg. 2F, 4-1-1, Kanda-Surugadai, Chiyoda-ku, Tokyo 101
(4) 03-3295-5588
(5) 03-3294-3378
(6) 5, Tokyo. Yokohama. Osaka. Sapporo. Fukuoka.
(7) 405 / 5,756
(8) Kazuya SHIGETA (Mr.) / Chief
41. (1) **Smile Tour**
(2) Seiko Travel Service Co., Ltd.
(3) Kinmeikan Bldg., 2-3-15, Kyobashi, Chuo-ku, Tokyo 104
(4) 03-3278-0341
(5) 03-3273-0185
(6) 2, Nagoya. Yokohama.
(7) *
(8) Nobumasa TAKANAMI (Mr.)
(9) 03-3278-1355
42. (1) **SNT Vacance Tour**
(2) Shin Nippon Travel Inc.
(3) Osaka-Ekimae Dai 2-Bldg. 3F, 1-2-2-303, Umeda, Kita-ku, Osaka-shi, Osaka 530
(4) 06-344-5721
(5) 06-344-5729
(6) 3, Tokyo. Nagoya. Osaka.
(7) 116 / 1,013
(8) Yutaka KASHIHARA (Mr.) / Manager, Sales
43. (1) **Sunshine Canada**
(2) Sunshine Holidays
(3) Zenkyoren Bldg. Annex 401, 2-15-10, Hirakawa-cho, Chiyoda-ku, Tokyo 102
(4) 03-3262-8901
(5) 03-3262-8741
(6) 5, Tokyo. Sapporo. Sendai. Nagoya. Fukuoka.
(7) 270 / 4,500
(8) Nobuhisa MARUOKA (Mr.) / Manager, Purchasing & Planning
(9) 03-3262-7852
44. (1) **Top Tour / Memory**
(2) Tokyu Tourist Corporation
(3) Alive-Nampeidai 3F, 16-11, Nanpeidai-cho, Shibuya-ku, Tokyo 150
(4) 03-5489-6755
(5) 03-5704-3764
(6) 1, Osaka.
(7) 520 / 7,649
(8) Ken HIRATA (Mr.) / Manager, Merchandising Sec., Top Tour Div.

45. (1) Travel Pack, Delta's U.S.A.
(2) Overseas Travel Agency Co., Ltd.
(3) NS Bldg. 5F, 3-7-16, Ginza, Chuo-ku, Tokyo 104
(4) 03-3567-4104
(5) 03-3564-4956
(6) 2, Osaka. Nagoya.
(7) 378 / 5, 551
(8) Frank Y. KAGIYAMA (Mr.) / Manager, Sales Dept.
46. (1) Value Tour / Super
(2) Vivre International, Inc.
(3) Vivre Head Office Bldg., 2-19, Hayabusa-cho, Chiyoda-ku, Tokyo 102
(4) 03-5275-7460
(5) 03-5275-7368
(6) 2, Osaka. Nagoya.
(7) 2,239 / 10,890
(8) Iwao MASUYAMA (Mr.) / Director, Wholesale Div.
47. (1) Wide Tour
(2) Japan Time Tours Co., Ltd.
(3) Yanagi Bldg. 1F, 1-1-6, Nihombashi Hon-cho, Chuo-ku, Tokyo 103
(4) 03-3279-3011
(5) 03-3279-3079
(6) *
(7) *
(8) Ikuo TOKIME (Mr.) / President
48. (1) Wing Tour
(2) Tokyo Tours, Inc.
(3) Dai19-Mori Bldg., 1-2-20, Toranomon, Minato-ku, Tokyo 105
(4) 03-3504-1588
(5) 03-3508-0277
(6) 5, Kanda. Shinjuku. Toranomon. Osaka. Fukuoka.
(7) 208 / 2,806
(8) Yasukazu YAMAKAWA (Mr.) / Assistant General Manager
(9) 03-3503-3301
49. (1) Yomiuri Kaigai Tour
(2) Yomiuri Travel Service
(3) Tokyo-kotsukaikan 1F, 2-10-1, Yurakucho, Chiyoda-ku, Tokyo 100
(4) 03-3214-3921
(5) 03-3214-3928
(6) 814
(7) 58
(8) Junko INOUE (Ms.) / Overseas Travel Dept.





Appendix of Tables & Charts

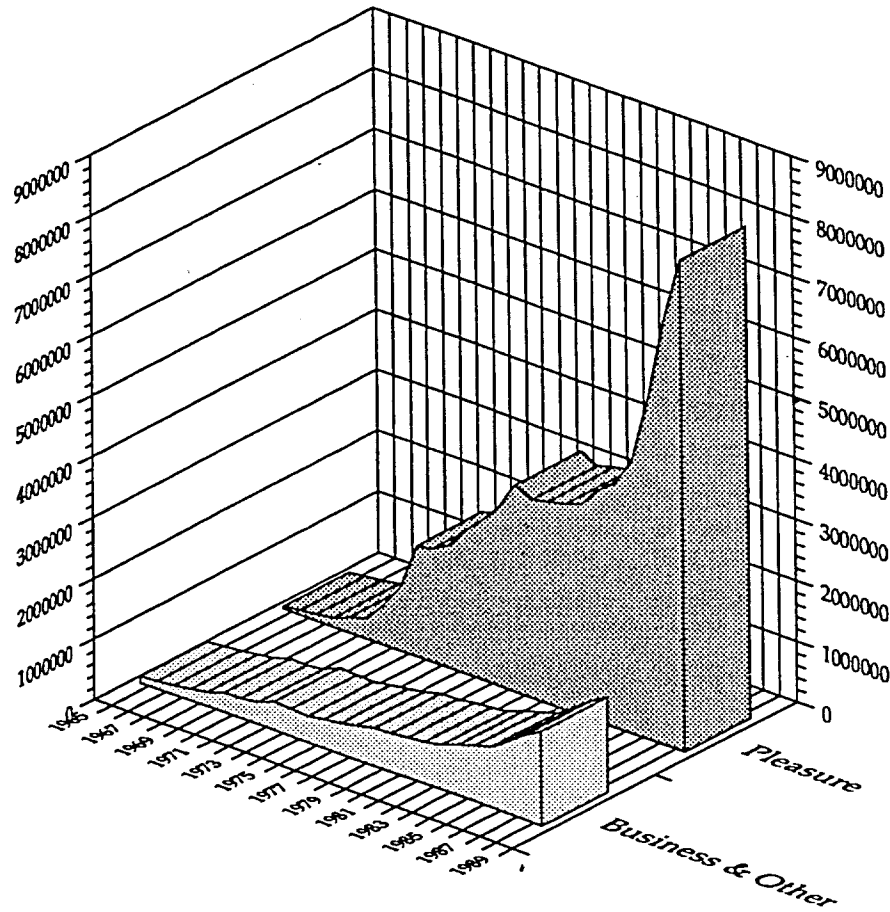
Chapter 1

Table 68 Japanese Overseas Travel, 1964~1990

Year	Pleasure	Business & Other	Total
1965	50,200	108,627	158,827
1966	86,800	125,609	212,409
1967	113,700	153,838	267,538
1968	156,362	187,180	343,542
1969	260,943	231,937	492,880
1970	337,391	326,076	663,467
1971	638,489	322,646	961,135
1972	1,035,124	356,921	1,392,045
1973	1,818,253	470,713	2,288,966
1974	1,882,415	453,115	2,335,530
1975	2,027,191	439,135	2,466,326
1976	2,373,318	479,266	2,852,584
1977	2,633,771	517,660	3,151,431
1978	2,954,185	570,925	3,525,110
1979	3,407,596	630,702	4,038,298
1980	3,269,325	640,008	3,909,333
1981	3,339,924	666,464	4,006,388
1982	3,391,402	694,736	4,086,138
1983	3,497,776	734,470	4,232,246
1984	3,816,211	842,622	4,658,833
1985	4,024,051	924,315	4,948,366
1986	4,506,186	1,010,007	5,516,193
1987	5,641,610	1,187,728	6,829,338
1988	7,028,001	1,398,866	8,426,867
1989	8,106,523	1,556,229	9,662,752
1990	9,086,444	1,912,098	10,997,431

Source: Ministry of Justice, Japan, 1990

Chart 37 Growth of Japanese Overseas Travel by Purpose, 1965~1989



Source: Ministry of Justice, Japan, 1990

Table 69 Rate of Overseas Travel and Market Share by Age Group, 1989

Age	No. of Travellers	Share	National Population	Rate of Travel
0-4	71,420	0.7%	6,735,000	1.06%
5-9	104,828	1.1%	7,609,000	1.38%
10-14	148,429	1.5%	8,856,000	1.68%
15-19	319,900	3.3%	10,026,000	3.19%
20-24	1,214,873	12.6%	8,813,000	13.79%
25-29	1,477,297	15.3%	7,943,000	18.60%
30-34	981,639	10.2%	7,919,000	12.40%
35-39	934,420	9.7%	9,538,000	9.80%
40-44	1,114,165	11.5%	10,071,000	11.06%
45-49	941,662	9.7%	9,221,000	10.21%
50-54	776,515	8.0%	8,055,555	9.64%
55-59	627,130	6.5%	7,585,000	8.27%
60-64	482,553	5.0%	6,574,000	7.34%
65-69	275,997	2.9%	4,899,000	5.63%
70 & Over	191,846	2.0%	9,410,000	2.04%
Unidentified	78	0.0%	1,000	7.80%

Source: Ministry of Justice, Japan, 1989

Table 70 Top Eight 5-year Age Groups by Market Share, Rate of Travel, 1989

Ranking	Age Group	No. of Travellers	Market Share	Rate of Travel
1	25-29	1,477,297	15.3%	18.60%
2	20-25	1,214,873	12.6%	13.79%
3	40-44	1,114,165	11.5%	11.06%
4	30-34	981,639	10.2%	12.40%
5	45-49	941,662	9.7%	10.21%
6	35-39	934,420	9.7%	9.80%
7	50-54	776,515	8.0%	9.64%
8	55-59	627,130	6.5%	8.27%

Source: Ministry of Justice, Japan, 1989

Table 71 Overseas Travel by Representative 10-year Age Groups, 1989

Month	Male 40-49	Share	Female 20-29	Share	Male/Female 15-19	Share	Male/Female 55-64	Share	Female 40-49	Share
January	133,534	85%	111,329	73%	12,175	38%	94,771	85%	39,714	83%
February	115,914	73%	156,694	103%	8,490	27%	81,435	73%	27,266	57%
March	125,345	79%	127,474	83%	41,271	12.9%	94,309	85%	42,850	9.0%
April	128,213	81%	97,324	64%	13,320	42%	91,310	82%	36,082	75%
May	132,147	84%	103,557	68%	9,535	3.0%	92,535	83%	33,376	7.0%
June	145,341	92%	120,051	79%	14,198	4.4%	107,860	97%	38,178	8.0%
July	125,217	79%	146,344	96%	66,366	20.7%	85,446	77%	44,767	9.4%
August	133,046	84%	149,799	98%	57,383	17.9%	87,105	78%	67,276	14.1%
September	141,029	89%	164,428	108%	19,370	6.1%	99,060	89%	38,616	8.1%
October	137,802	87%	115,502	7.6%	22,935	7.2%	90,268	8.1%	31,665	6.6%
November	143,709	9.1%	109,469	7.2%	16,821	5.3%	98,085	8.8%	33,223	6.9%
December	115,830	7.3%	125,143	8.2%	38,036	11.9%	87,499	7.9%	45,687	9.5%
Total	1,577,127	100.0%	1,527,114	100.0%	319,900	100.0%	1,109,683	100.0%	478,700	100.0%

Source: Ministry of Justice, Japan, 1989

Table 72 Overseas Travel Seasonality by Purpose, 1989

Month	Total	Share	Pleasure	Share	Business	Share	Other	Share
Total	9,662,752	100%	8,106,523	83.9%	1,112,195	11.5%	444,034	4.6%
January	770,297	100%	645,599	83.8%	87,916	11.4%	36,782	4.8%
February	739,671	100%	628,942	85.0%	80,923	10.9%	29,806	4.0%
March	837,386	100%	710,964	84.9%	90,485	10.9%	35,937	4.3%
April	719,827	100%	584,567	81.2%	97,663	13.6%	37,597	5.2%
May	725,567	100%	601,985	83.0%	94,424	13.0%	29,158	4.0%
June	821,463	100%	695,374	84.7%	94,638	11.5%	31,451	3.8%
July	872,138	100%	733,653	84.1%	93,023	10.7%	45,462	5.2%
August	975,450	100%	829,045	85.0%	86,228	8.8%	60,177	6.2%
September	864,238	100%	720,361	83.4%	103,759	12.0%	40,118	4.6%
October	761,635	100%	623,072	81.8%	104,750	13.9%	33,813	4.4%
November	770,044	100%	636,270	82.6%	101,204	13.1%	32,570	4.2%
December	805,036	100%	696,691	86.5%	77,182	9.6%	31,163	3.9%

Source: Ministry of Justice, Japan, 1989

Chart 38 Rate of Overseas Travel by Prefecture of Origin, 1989

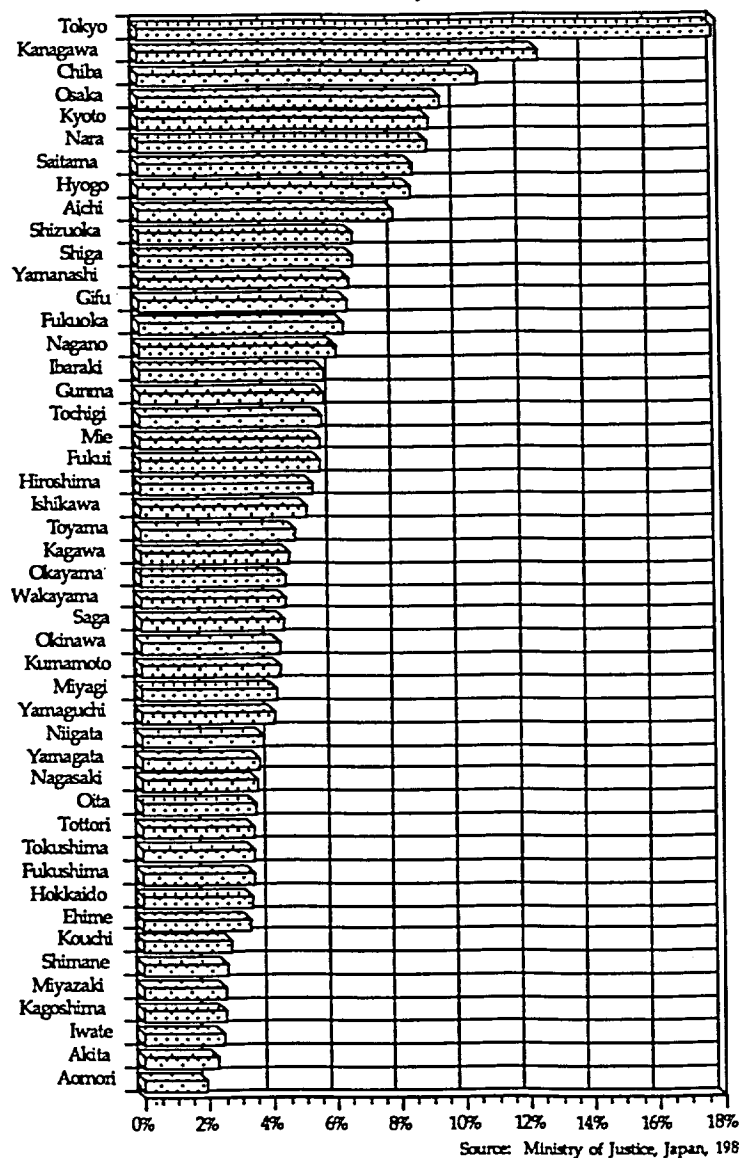


Table 73 Gender of Overseas Travellers by Selected Region, 1989

	Male	Share	Female	Share	
Total	5,974,982	61.8%	3,687,770	38.2%	
Hokkaido	106,109	55.7%	84,236	44.3%	
Tohoku	190,405	63.1%	111,524	36.9%	
Kanto	242,172	63.9%	136,723	36.1%	
	Saitama	333,275	62.1%	203,693	37.9%
	Chiba	370,863	63.9%	209,144	36.1%
	Tokyo	1,263,289	59.4%	862,401	40.6%
Kanagawa	616,328	63.0%	362,656	37.0%	
Hokuriku/Koshinetsu	287,035	65.2%	153,106	34.8%	
Tokai	302,805	63.5%	173,853	36.5%	
	Aichi	321,571	61.4%	202,201	38.6%
Kinki	302,476	61.8%	186,820	38.2%	
	Osaka	501,061	60.7%	324,422	39.3%
	Hyogo	275,873	60.5%	180,015	39.5%
Chugoku	217,306	63.0%	127,410	37.0%	
Shikoku	91,675	61.9%	56,466	38.1%	
Kyushu/Okinawa	214,440	62.1%	131,054	37.9%	
	Fukuoka	187,451	61.5%	117,338	38.5%
Other	150,848	70.0%	64,708	30.0%	

Source: Ministry of Justice, Japan, 1989

Table 74 Growth of Overseas Travel by Origin, 1983~1989

	1983		1989		1989 - 1983		
	Number of Travellers	Share	Number of Travellers	Share	Number of Travellers	Share	Growth Rate
TOTAL	4,232,246	100.0%	9,662,752	100.0%	5,430,506	100.0%	128.3%
HOKKAIDO	90,609	2.1%	190,345	2.0%	99,736	1.8%	110.1%
TOHOKU	136,254	3.2%	301,929	3.1%	165,675	3.1%	121.6%
Aomori	15,735	0.4%	29,017	0.3%	13,282	0.2%	84.4%
Iwate	15,486	0.4%	35,124	0.4%	19,638	0.4%	126.8%
Miyagi	37,881	0.9%	92,593	1.0%	54,712	1.0%	144.4%
Akita	15,044	0.4%	27,790	0.3%	12,746	0.2%	84.7%
Yamagata	20,103	0.5%	45,784	0.5%	25,681	0.5%	127.7%
Fukushima	32,005	0.8%	71,621	0.7%	39,616	0.7%	123.8%
KANTO	1,879,773	44.4%	4,600,544	47.6%	2,720,771	50.1%	144.7%
Ibaraki	64,110	1.5%	160,280	1.7%	96,170	1.8%	150.0%
Tochigi	43,820	1.0%	107,711	1.1%	63,891	1.2%	145.8%
Gunma	44,523	1.1%	110,904	1.1%	66,381	1.2%	149.1%
Saitama	194,163	4.6%	536,968	5.6%	342,805	6.3%	176.6%
Chiba	222,738	5.3%	590,007	6.0%	367,269	6.6%	160.4%
Tokyo	918,282	21.7%	2,125,690	22.0%	1,207,408	22.2%	131.5%
Kanagawa	392,137	9.3%	978,984	10.1%	586,847	10.8%	149.7%
HOKURIKU/KOSHINTETSU	199,606	4.7%	440,141	4.6%	240,535	4.4%	120.5%
Niigata	42,643	1.0%	93,159	1.0%	50,516	0.9%	118.5%
Toyama	26,718	0.6%	53,685	0.6%	26,967	0.5%	100.9%
Ishikawa	27,098	0.6%	59,927	0.6%	32,829	0.6%	121.1%
Fukui	19,978	0.5%	45,683	0.5%	25,705	0.5%	128.7%
Yamanashi	24,689	0.6%	55,602	0.6%	30,913	0.6%	125.2%
Nagano	58,480	1.4%	132,085	1.4%	73,605	1.4%	125.9%
TOKAI	418,656	9.9%	1,000,430	10.4%	581,774	10.7%	139.0%
Gifu	53,285	1.3%	133,431	1.4%	80,146	1.5%	150.4%
Shizuoka	106,033	2.5%	243,835	2.5%	137,802	2.5%	130.0%
Aichi	217,816	5.1%	523,772	5.4%	305,956	5.6%	140.5%
Mie	41,522	1.0%	99,392	1.0%	57,870	1.1%	139.4%
KINKI	815,726	19.3%	1,770,667	18.3%	954,941	17.6%	117.1%
Shiga	37,520	0.9%	80,429	0.8%	42,909	0.8%	114.4%
Kyoto	110,747	2.6%	237,265	2.5%	126,518	2.3%	114.2%
Osaka	369,827	8.7%	825,483	8.5%	455,656	8.4%	123.2%
Hyogo	215,538	5.1%	455,888	4.7%	240,350	4.4%	111.5%
Nara	54,351	1.3%	123,425	1.3%	69,074	1.3%	127.1%
Wakayama	27,743	0.7%	48,177	0.5%	20,434	0.4%	73.7%
CHUGOKU	172,725	4.1%	344,716	3.6%	171,991	3.2%	99.6%
Tottori	10,087	0.2%	21,273	0.2%	11,186	0.2%	110.9%
Shimane	9,106	0.2%	20,352	0.2%	11,246	0.2%	123.5%
Okayama	43,096	1.0%	86,507	0.9%	43,411	0.8%	100.7%
Hiroshima	75,060	1.8%	151,488	1.6%	76,428	1.4%	101.8%
Yamaguchi	35,376	0.8%	65,096	0.7%	29,720	0.5%	84.0%
SHIKOKU	73,738	1.7%	148,141	1.5%	74,403	1.4%	100.9%
Tokushima	14,215	0.3%	28,514	0.3%	14,299	0.3%	100.6%
Kagawa	21,116	0.5%	47,193	0.5%	26,077	0.5%	123.5%
Ehime	26,465	0.6%	50,115	0.5%	23,650	0.4%	89.4%
Kouchi	11,942	0.3%	22,319	0.2%	10,377	0.2%	86.9%
KYUSHU/OKINAWA	334,390	7.9%	650,283	6.7%	315,893	5.8%	94.5%
Fukuoka	153,856	3.6%	304,789	3.2%	150,933	2.8%	98.1%
Saga	18,793	0.4%	38,599	0.4%	19,806	0.4%	105.4%
Nagasaki	28,194	0.7%	55,988	0.6%	27,794	0.5%	98.6%
Kumamoto	37,790	0.9%	79,237	0.8%	41,447	0.8%	109.7%
Oita	23,015	0.5%	43,417	0.4%	20,402	0.4%	88.6%
Miyazaki	15,573	0.4%	29,909	0.3%	14,336	0.3%	92.1%
Kagoshima	23,493	0.6%	45,850	0.5%	22,357	0.4%	95.2%
Okinawa	33,676	0.8%	52,494	0.5%	18,818	0.3%	55.9%
OTHER	110,769	2.6%	215,556	2.2%	104,787	1.9%	94.6%
Foreign	103,252	2.4%	215,478	2.2%	112,226	2.1%	108.7%
Unidentified	7,517	0.2%	78	0.0%	-7,439	-0.1%	-99.0%

Source: Ministry of Justice, Japan, 1989

Table 75 Japanese Overseas Travel by Region, Major Destination of Region, 1989

Destination	Travellers to Region	Share	Travellers to Country
Europe	972,313	10.1%	
Austria			19,730
Denmark			6,804
Finland			4,508
France			292,644
W. Germany			140,948
Great Britain			238,492
Greece			15,251
Italy			75,035
Netherlands			16,832
Norway			5,497
Spain			52,773
Sweden			8,118
Switzerland			42,210
Asia	4,623,228	47.8%	
China			394,887
Hong Kong			846,146
India			39,322
Indonesia			151,490
Korea			1,112,764
Malaysia			57,254
Philippines			170,661
Taiwan			1,012,220
Thailand			268,456
North America	3,451,182	35.7%	
Canada			136,818
U.S.A.			3,300,868
South America	42,639		
Brazil			28,293
Oceania	529,869		
Australia			292,601
New Zealand			52,797
North Mariana			145,858
Africa	43,390		
Egypt			22,952
Kenya			4,622

Source: Ministry of Justice, Japan, 1989

Table 76 Destinations of Japanese Overseas Travellers by Gender, 1989

	Total	Share	Male	Share	Female	Share
Total	9,662,752	100.0%	5,974,982	61.8%	3,687,770	38.2%
Europe	972,313	100.0%	516,374	53.1%	455,939	46.9%
Asia	4,623,228	100.0%	3,215,625	69.6%	1,407,603	30.4%
N. America	3,451,182	100.0%	1,903,698	55.2%	1,547,484	44.8%
S. America	42,639	100.0%	31,211	73.2%	11,428	26.8%
Oceania	529,864	100.0%	281,547	53.1%	248,317	46.9%
Africa	43,390	100.0%	26,429	60.9%	16,961	39.1%

Source: Ministry of Justice, Japan, 1989

Table 77 Destinations of Japanese Overseas Travellers, by Purpose, 1989

Region	Total	Share	Pleasure	Share	Business	Share	Other	Share
Total	9,662,752	100.0%	8,106,523	83.9%	1,112,195	11.5%	444,034	4.6%
Europe	972,313	100.0%	752,750	77.4%	137,538	14.1%	82,025	8.4%
Asia	4,623,228	100.0%	3,925,007	84.9%	573,321	12.4%	124,900	2.7%
N. America	3,451,182	100.0%	2,899,014	84.0%	354,795	10.3%	197,373	5.7%
S. America	42,639	100.0%	15,591	36.6%	10,006	23.5%	17,042	40.0%
Oceania	529,864	100.0%	487,489	92.0%	25,901	4.9%	16,474	3.1%
Africa	43,390	100.0%	26,669	61.5%	10,634	24.5%	6,087	14.0%

Source: Ministry of Justice, Japan, 1989

Table 78 Duration of Overseas Trips by Japanese Travellers, 1989

Duration	Total	Share	Pleasure	Share	Business	Share
Total	9,619,185	100.0%	8,087,973	84.0%	1,107,731	11.5%
Within 5 days	5,323,553	55.3%	4,854,168	60.0%	414,327	37.3%
Within 10 days	2,529,819	26.3%	2,142,955	26.5%	325,452	29.3%
Within 15 days	676,339	7.0%	492,366	6.1%	150,032	13.5%
Within 20 days	210,907	2.2%	145,098	1.8%	49,956	4.5%
Within 1 month	247,773	2.6%	180,566	2.2%	43,545	3.9%
Within 2 months	199,500	2.0%	113,590	1.4%	45,349	4.1%
Within 3 months	76,484	0.8%	32,769	0.4%	22,850	2.1%
Within 6 months	118,790	1.2%	45,291	0.6%	29,208	2.6%
Within 1 year	123,702	1.3%	46,660	0.6%	19,395	1.7%
More than 1 year	115,597	1.2%	34,510	0.5%	10,617	0.9%
Unknown	4,738	0.0%	-	0.0%	-	0.0%

Source: Ministry of Justice, Japan, 1989

Table 79 Number of Marriages and Average Age at First Marriage, 1983-1988

Year	No. of Marriages	Male	Female
1983	762,552	28.0	25.4
1984	739,991	28.1	25.4
1985	735,850	28.2	25.5
1986	710,962	28.3	25.6
1987	696,173	28.4	25.7
1988	707,716	28.4	25.8

Source: Ministry of Welfare, Japan, 1988

Table 80 Growth Rate of Elderly Travellers, 1980-1989 (%)

Year	Total Outbound	60 & Over
1980	-32	1
1981	25	11.7
1982	2	2
1983	3.6	7.9
1984	10.1	15.6
1985	6.2	7.1
1986	11.5	12.7
1987	23.8	27.8
1988	23.4	15.6
1989	14.7	11.4

Source: Ministry of Transport, Japan, 1989

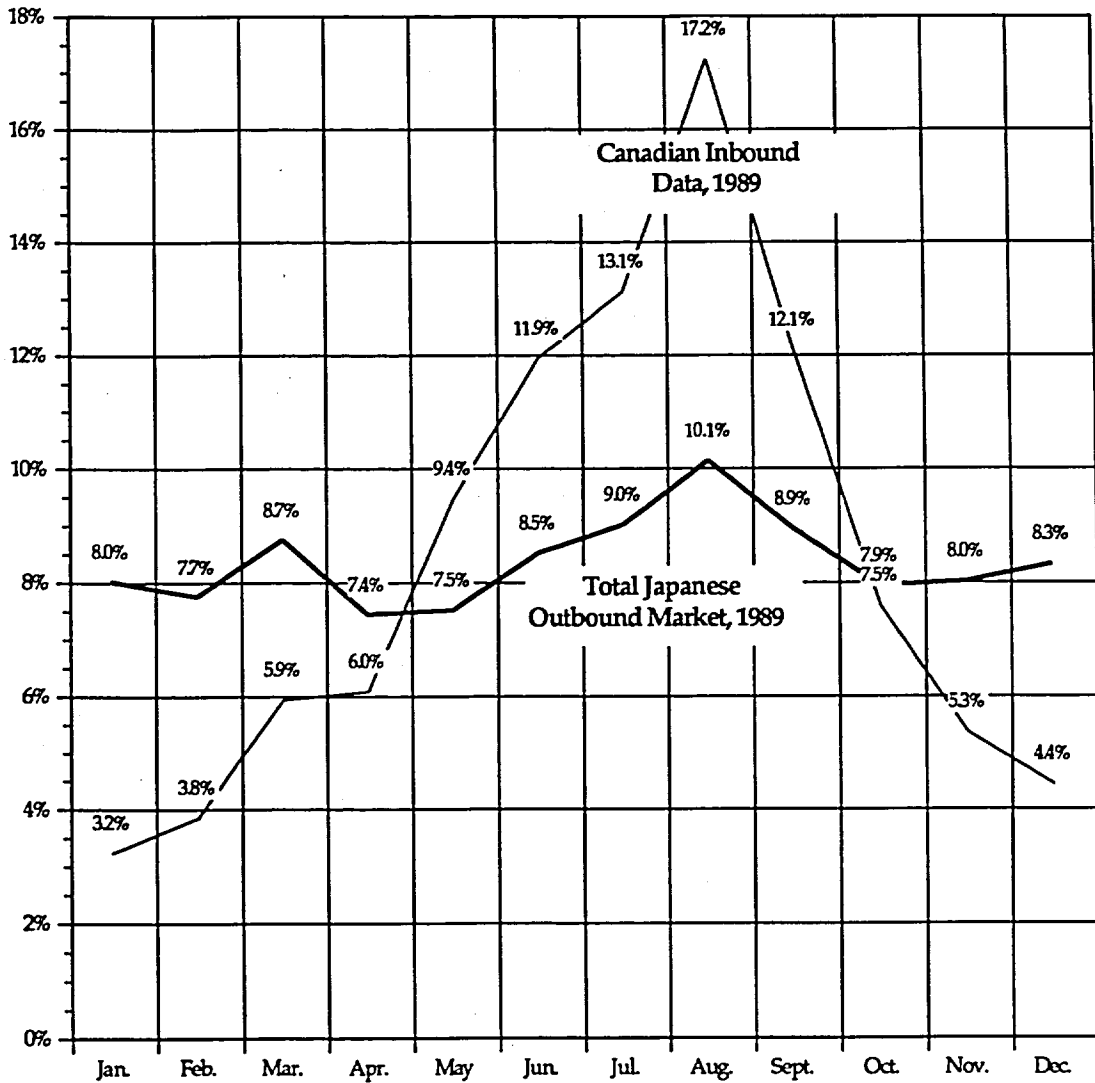
Chapter 2

Table 81 Japanese Visitors to Canada by Purpose and Month, 1989

Month	Pleasure	Business & Other	Total
Jan.	5,783	1,570	7,353
Feb.	6,319	1,121	7,440
Mar.	8,000	1,447	9,447
Apr.	8,227	1,679	9,906
May	9,031	1,320	10,351
Jun.	12,648	1,439	14,087
Jul.	16,265	2,021	18,286
Aug.	18,011	2,283	20,294
Sept.	11,422	1,672	13,094
Oct.	7,677	1,259	8,936
Nov.	6,390	1,288	7,678
Dec.	8,838	1,108	9,946
Total	118,611	18,207	136,818

Source: Ministry of Justice, Japan, 1989

Chart 39 Comparison of Total Japanese Outbound and Japanese Visitors to Canada (%), 1989



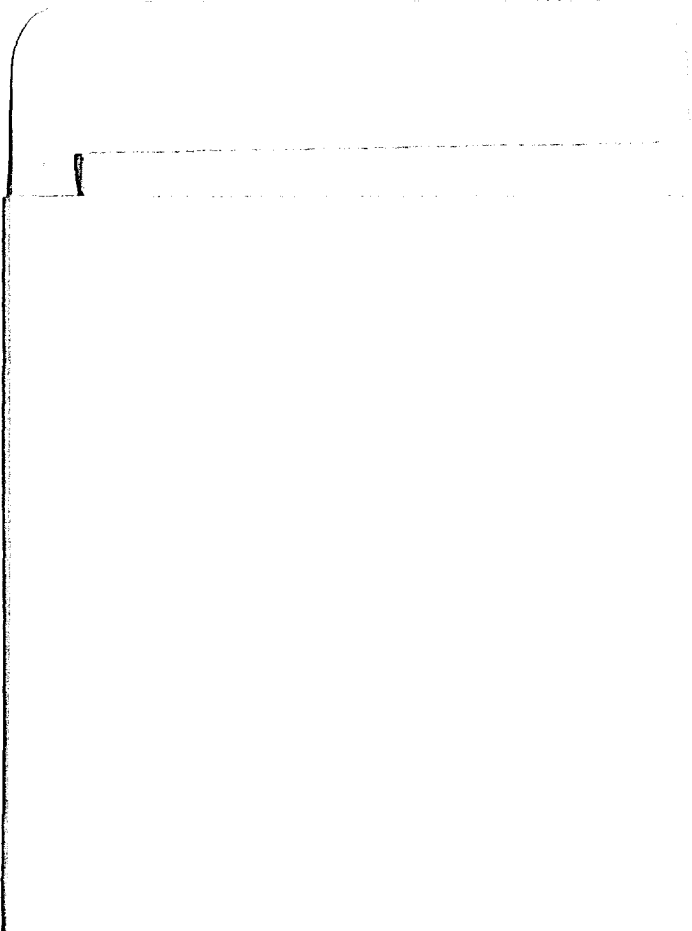
Source: Based on Japanese Ministry of Justice and Statistics Canada Data for 1989

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