



# Japan Market

## TPA Japan - Takashi Yamada

**A MILLION DIFFERENT JOURNEYS**



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# Visitor Arrivals

Includes Cruise

Country	YE July 2014	YE July 2015	YE July 2016	YE July 15 / 14	YE July 16 / 15	Market percentage of total leisure	Holiday Rank
Europe	6.617	7.153	6.960	8,1%	-2,7%	4,27%	
Europe Holiday	2.542	2.428	2.921	-4,5%	20,3%	8,46%	2
Germany Holiday	1.024	791	1.397	-22,8%	76,6%	4,04%	
UK	5.283	6.059	6.180	14,7%	2,0%	3,79%	
UK Holiday	2.021	1.989	2.865	-1,6%	44,0%	8,29%	3
USA	7.502	7.281	6.713	-2,9%	-7,8%	4,12%	
USA Holiday	2.032	1.997	2.074	-1,7%	3,9%	6,00%	4
Japan	2.985	2.722	2.804	-8,8%	3,0%	1,72%	
Japan Holiday	1.253	1.165	1.286	-7,0%	10,4%	3,72%	5
Aust / NZ	89.456	91.752	90.536	2,6%	-1,3%	55,50%	
Aust / NZ Holiday	18.770	14.270	19.500	-24,0%	36,7%	56,44%	1
The World	164.258	168.256	163.124	2,4%	-3,1%	100,00%	
The World Holiday	31.712	27.019	34.547	-14,8%	27,9%	100,00%	

- Increased by 10.4% as of YE July 2016
- Should aim to achieve 6-8% of market share by country

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## Market Trends & Characteristics

- Japanese market is divided into three sectors:
  - Travel industry (Wholesalers, Retail Travel Agencies)
  - Media
  - General Public
- Customer service expectations are the highest out of all sectors
- Quality of food is a strong influencer of destination choice
- Primary information discovery is via word of mouth and printed media
- Quality of information and presentation by travel agent is very important as travel agents have a large influence on purchase

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## Challenges in the Japan Market

- Wholesalers and Retail Travel Agencies tend to promote sellable destinations, which are located within 4 hours by plane from Japan (Taiwan, Philippines, Hong Kong, China, South Korea etc.)
- Domestic Travel amongst the Japanese is getting very popular → reflects less people travelling to overseas.
- Obviously, it is getting less travels a year than the past years amongst the Japanese → due to the less economic growth etc.
- Competitive tourist destinations around
  - For example, in diving, Palau, Philippines, Okinawa, Guam etc.

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## Missed Opportunities in 2016

- PNG Diving Night Event (April & October)
- Mega Dive Famil to Rabaul (April)
- A joint agent famil with PXGSA (June)
- PX 2<sup>nd</sup> flight service launching event (July)
- Fishing media visit to Kimbe (July)
- Sales calls to train our travel trade partners in Osaka, Nagoya and Tokyo (August)
- The most famous Travel Magazine called “CREA Traveller” could not visit PNG due to the lack of TPA budget
- NHK (National TV) crew was supposed to visit Tufi in September, but cancelled.
- Will miss the PNG Diving & Surfing Night events in October..

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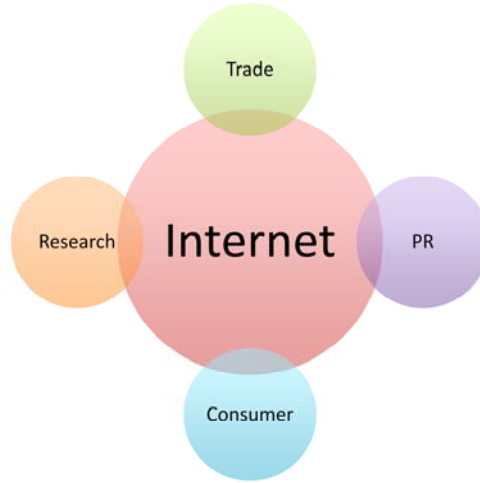
## Planning Activities in 2017

- PNG Diving Night Event (April) – a must to do
  - Diving Mega Famil to Rabaul (April)– a must to do
  - Trekking Agent Famil (June)
  - Media Famil (July)
  - Roadshow in Osaka & Tokyo (August or October)
  - PNG Surfing Night Event (October)
- 
- Individual media visit throughout the year
  - Social media & website developments throughout the year
  - Brochure supports & Incentive supports to trade partners

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# Future Prospective



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