



Vision Insights

Japan Nat Rep Traveler Profile

Q1 2026

April 23, 2026



STATE OF HAWAII • DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM



AUTHORITY

Vision Insights Syndicated Survey

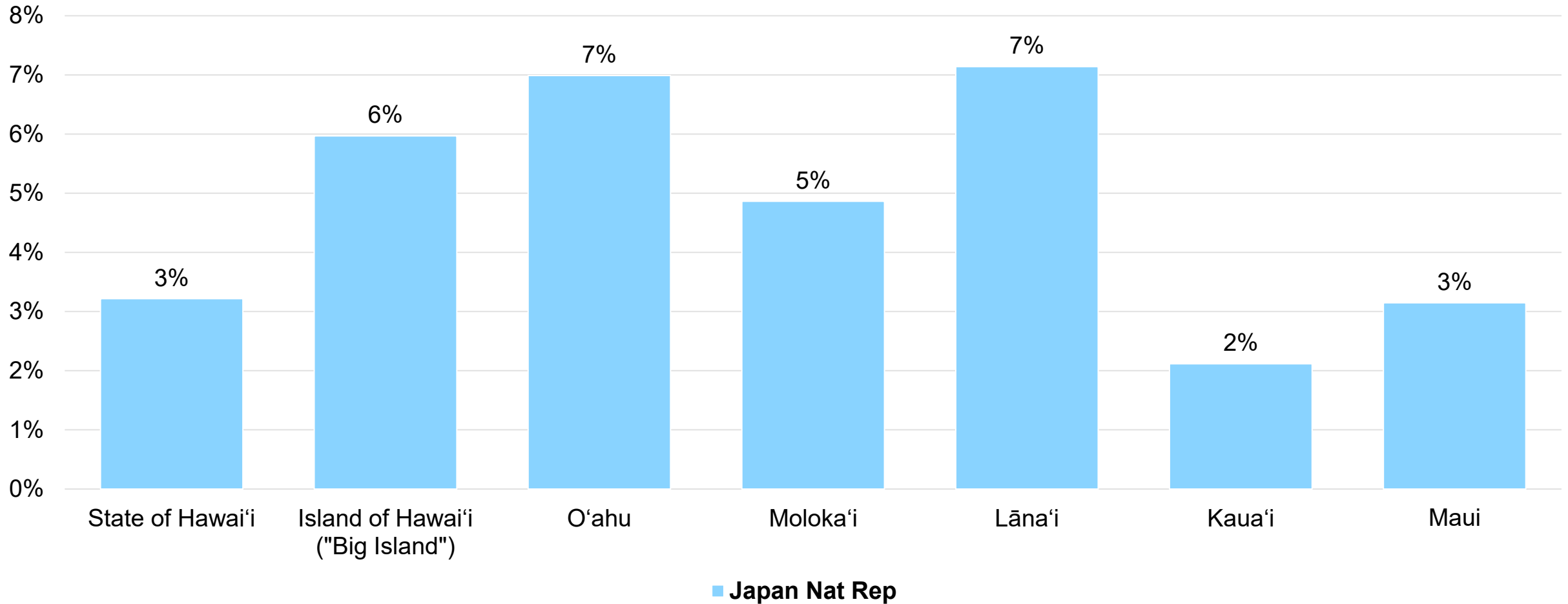
- DBEDT subscribes to Vision Insight's Brand Health and Profiles databases for the U.S., Canada, Japan, Australia, and Korea
- Consumers are surveyed each day
- DBEDT receives access to new data each week for selected traveler profile segments for the U.S., Canada, Japan, Australia, and Korea

Japan - Segment Definitions

Nationally Representative Sample (Nat Rep)

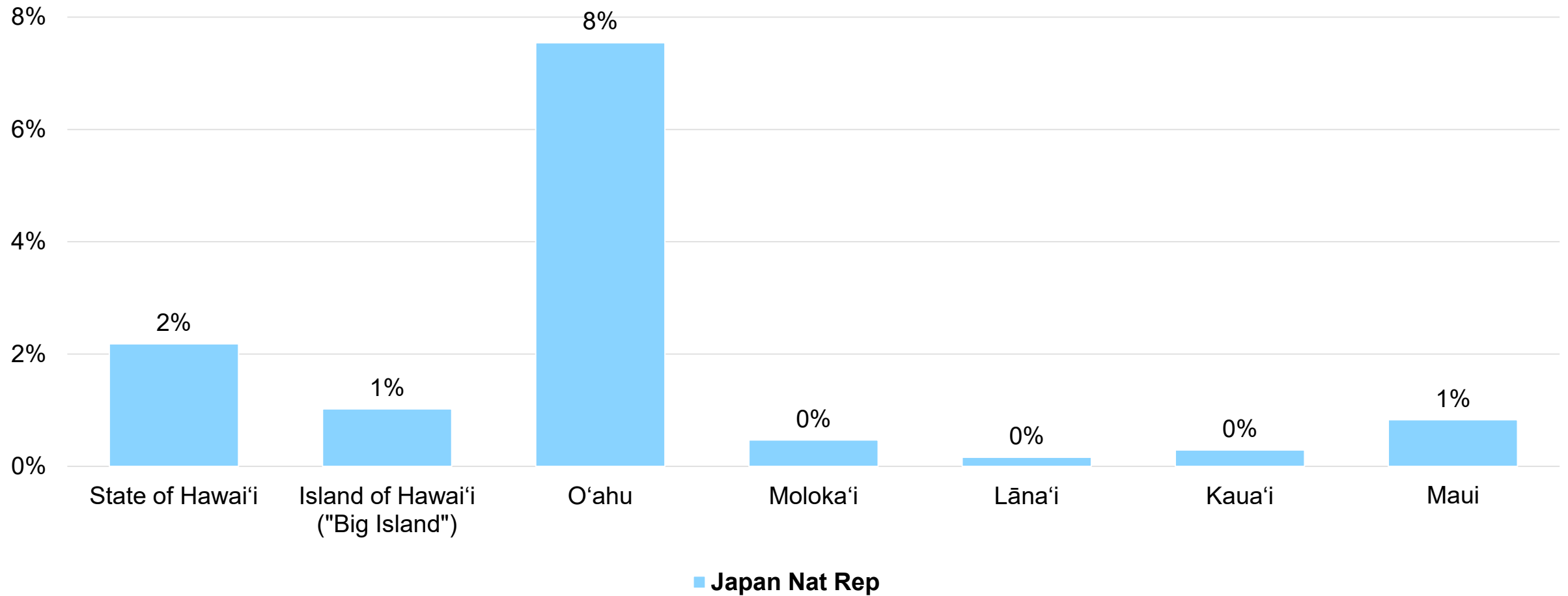
- Representative of Japan adults in terms of age, gender, social class and education

Japan - Leisure Trip in Past 12 Months



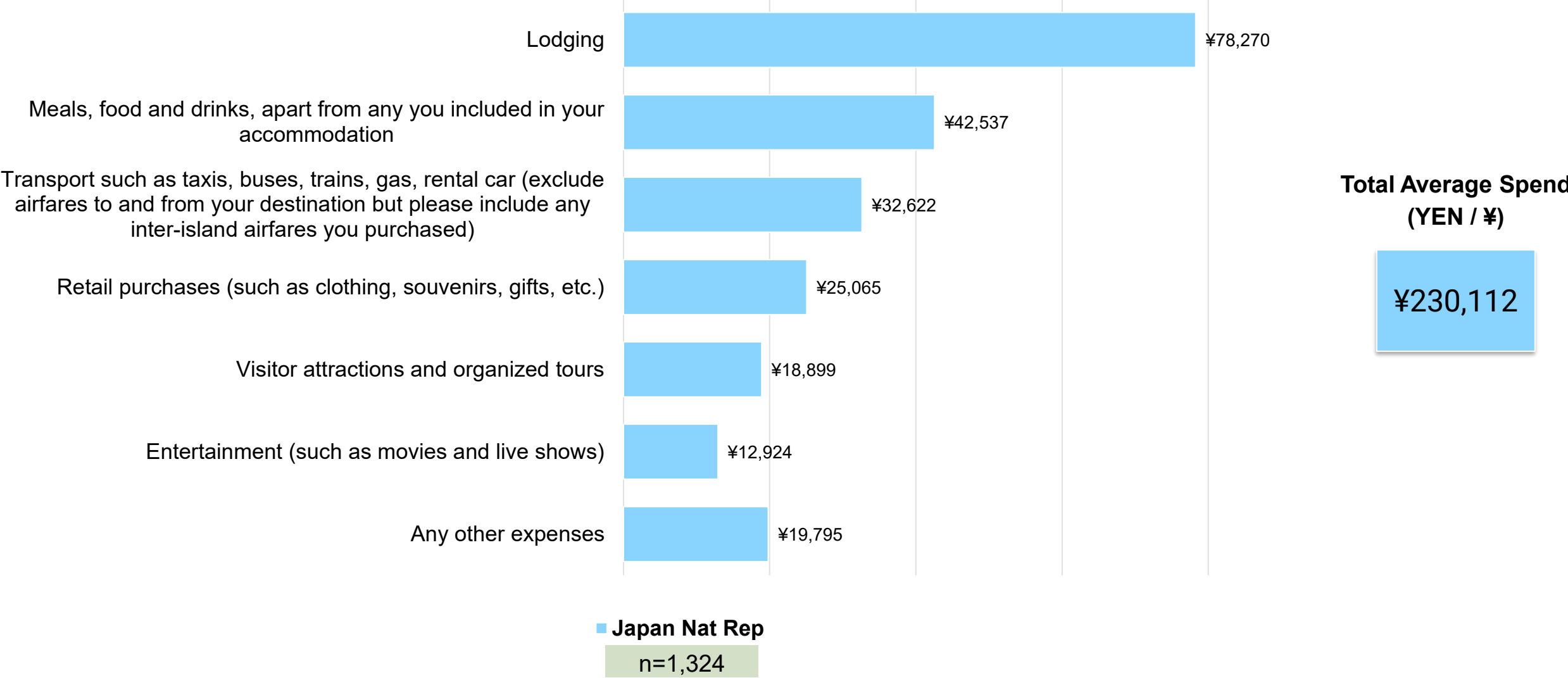
Sample Min. n=50

Japan - Next Destination for Leisure Trip



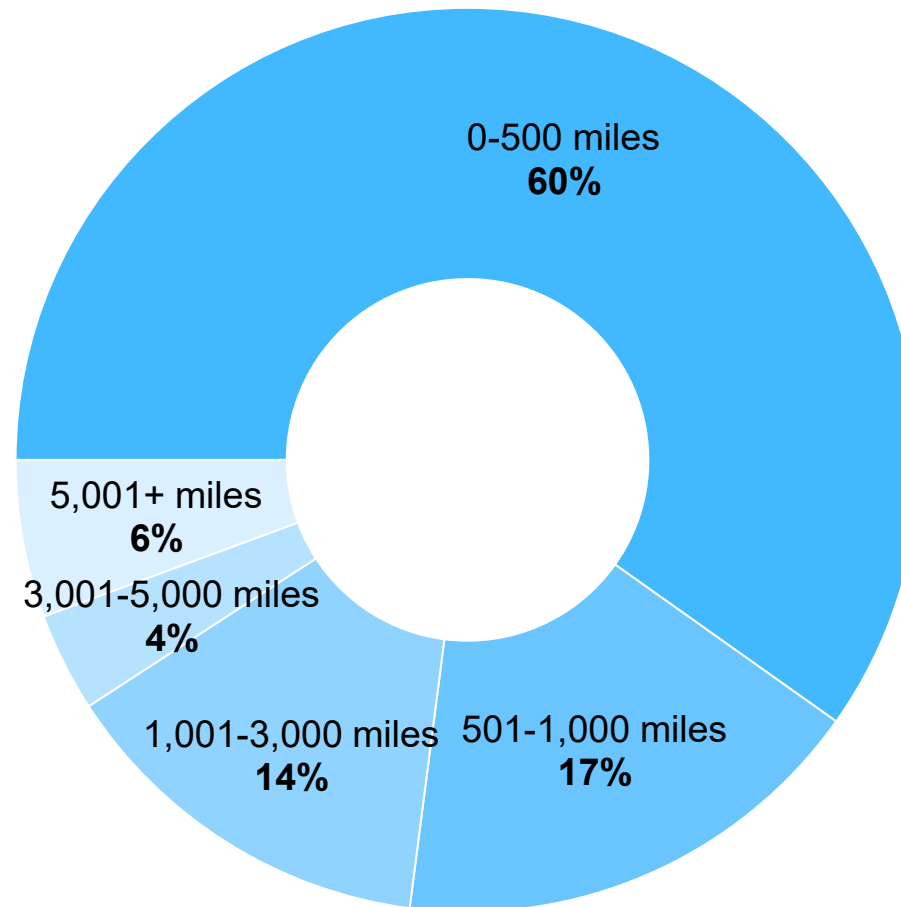
Sample Min. n=50

Japan - Total Annual Holiday Spend



Japan Nat Rep: Annual Vacation

Distance Travelled on Annual Vacation



Sample Size: n=1,324

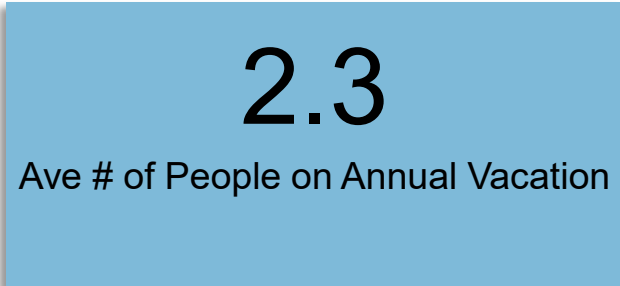
Japan Nat Rep: Annual Vacation

Average Spend



Sample Size: n=1,324

Spend Per Person Per Day



¥36,969
Ave. Per Person Per Day Spend

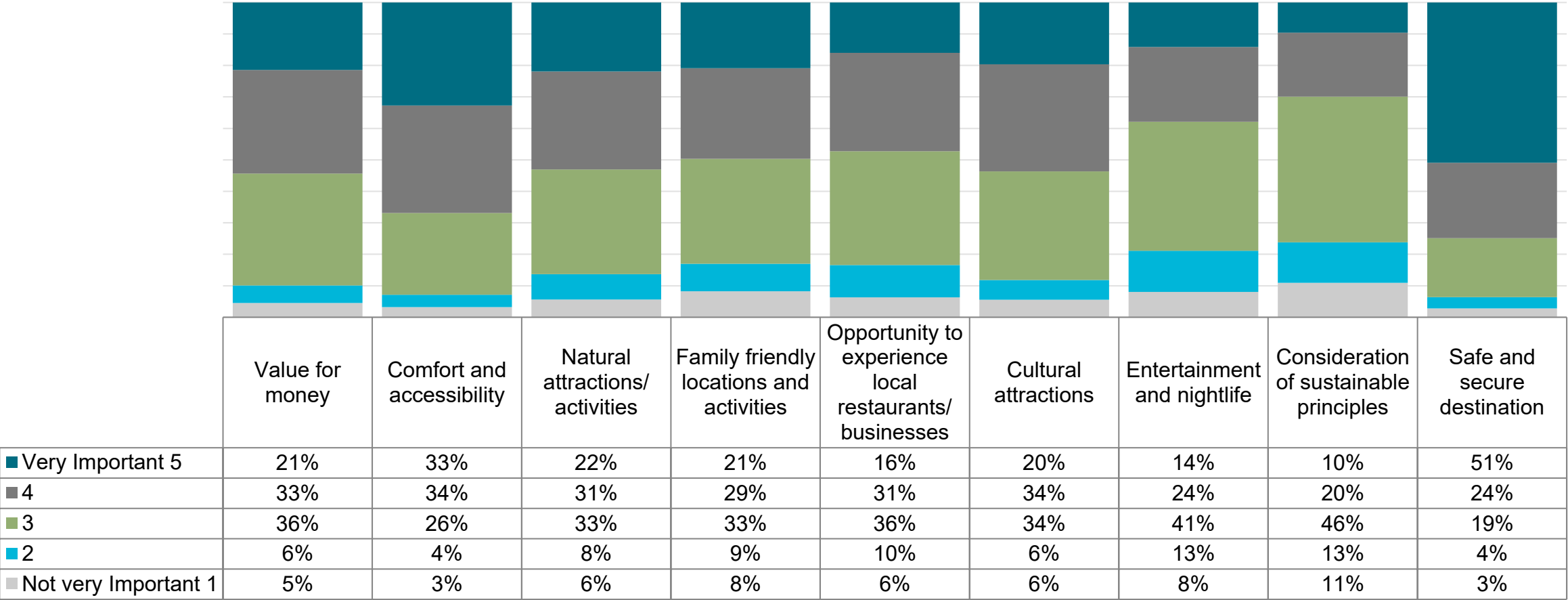
Japan - Importance of Travel Factors

	Very Important 5
	Japan Market
Value for money	21%
Comfort and accessibility	33%
Natural attractions/activities	22%
Family friendly locations and activities	21%
Opportunity to experience local restaurants/businesses	16%
Cultural attractions	20%
Entertainment and nightlife	14%
Consideration of sustainable principles	10%
Safe and Secure Destination	51%

Sample Size:

n=1,324

Japan Nat Rep: Importance of Travel Factors

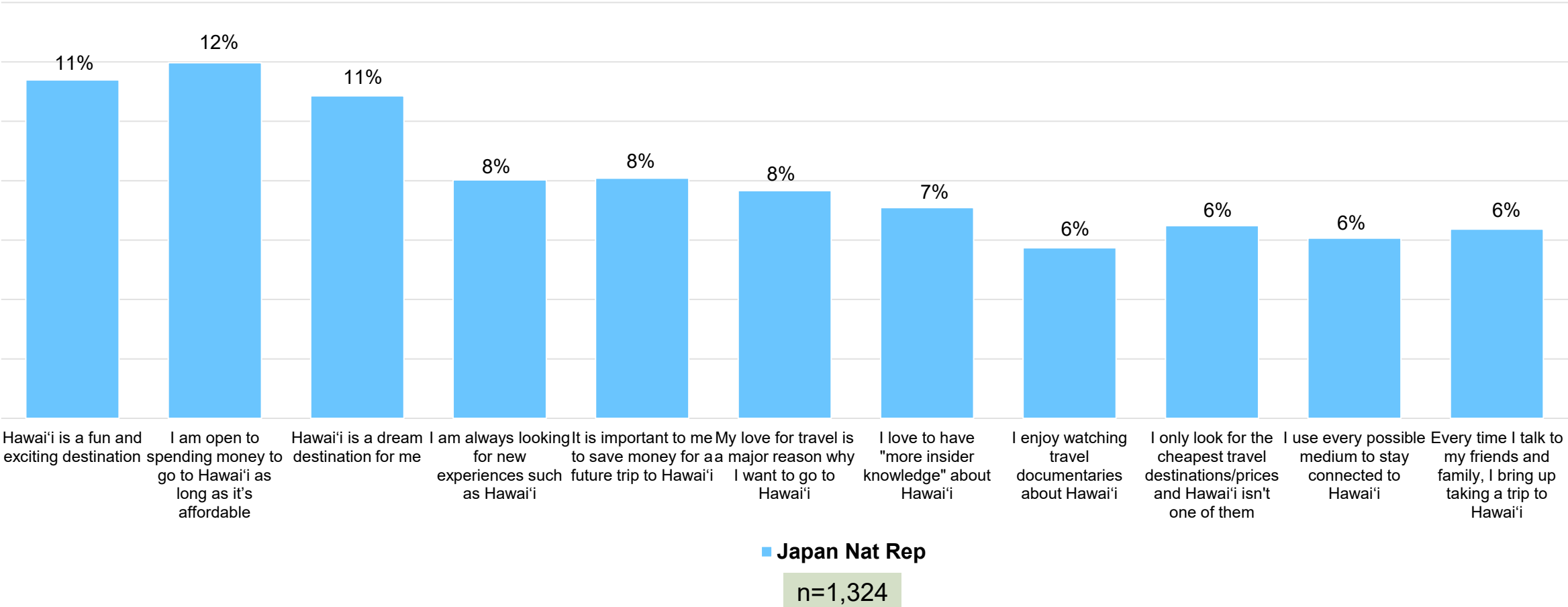


Not very Important 1 2 3 4 Very Important 5

Sample Size: n=1,324

Japan - Hawai'i as an Aspirational Destination

Agreement Regarding Hawai'i as a Travel Destination (Strongly Agree)

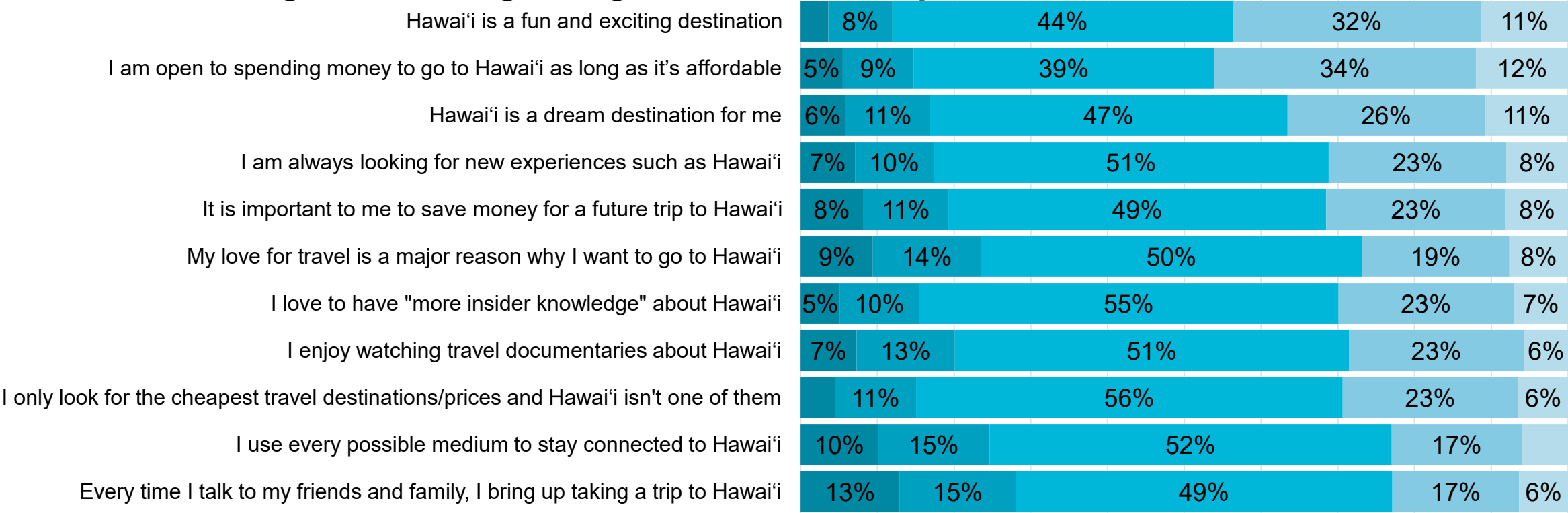


Please tell us how much you agree or disagree with each statement below about Hawai'i as a travel destination to you?

Japan Nat Rep:

Hawai'i as an Aspirational Destination

Agreement Regarding Hawai'i as an Aspirational Destination

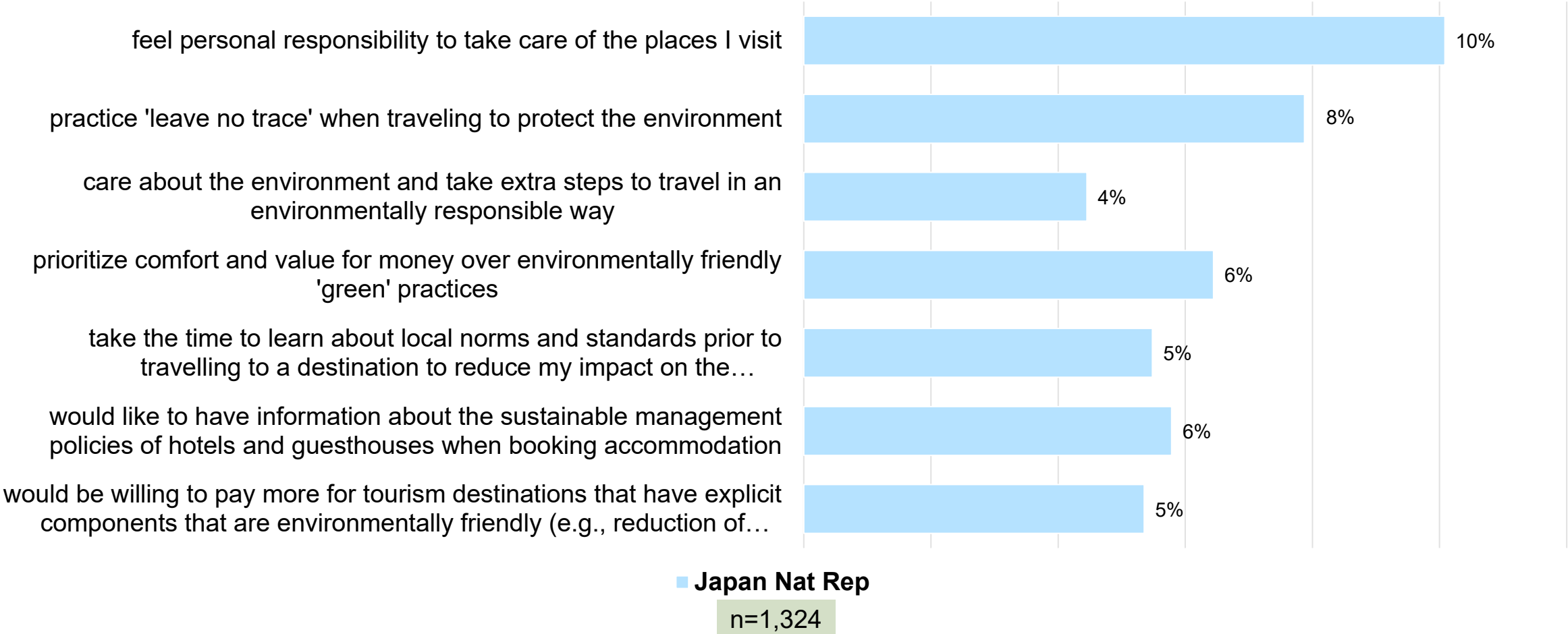


■ Strongly disagree ■ Disagree ■ Neither agree nor disagree ■ Agree ■ Strongly agree

Sample Size: n=1,324

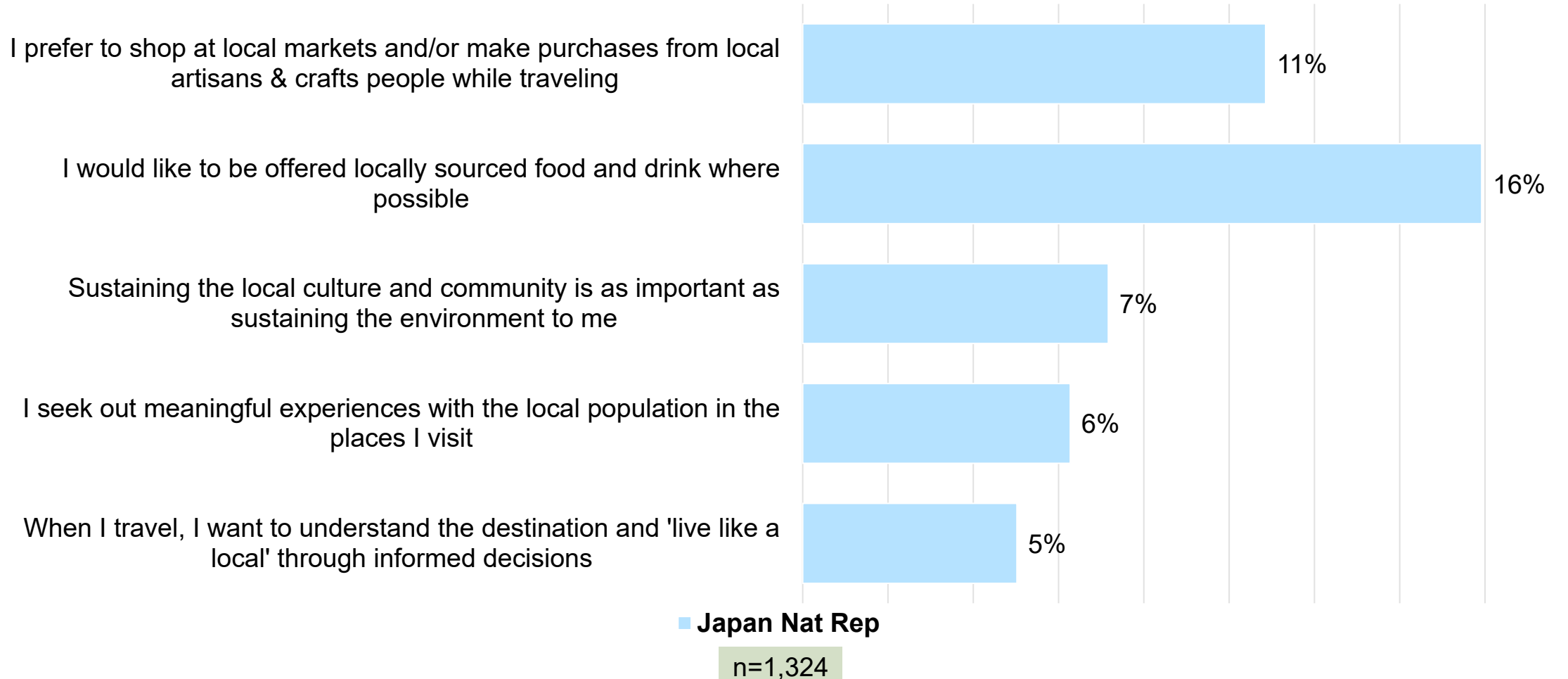
Japan - Sustainability and Travel Responsibility Statements

Agreement Regarding Sustainable Practices While Traveling (Strongly Agree)



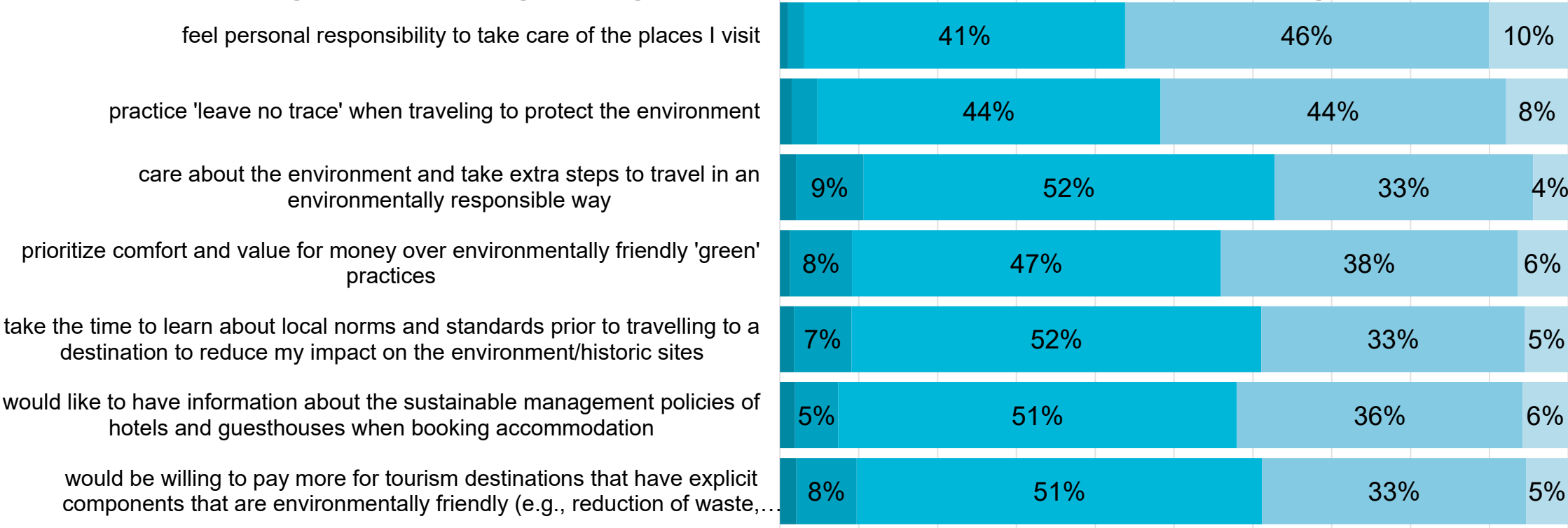
Japan - Sustainability and Travel Responsibility Statements

Agreement Regarding Sustaining Local Culture While Traveling (Strongly Agree)



Japan Nat Rep: Sustainability and Travel Responsibility Statements

Agreement Regarding Sustainable Practices While Traveling

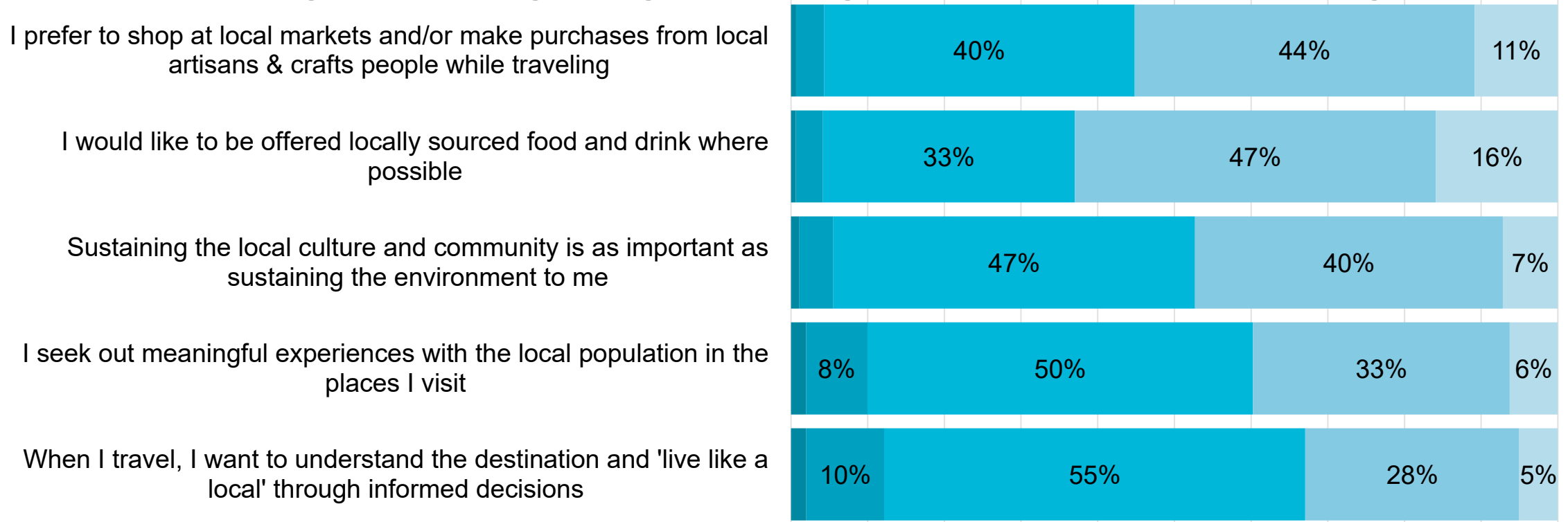


■ Strongly disagree ■ Disagree ■ Neither agree nor disagree ■ Agree ■ Strongly agree

Sample Size: n=1,324

Japan Nat Rep: Sustainability and Travel Responsibility Statements

Agreement Regarding Sustaining Local Culture While Traveling

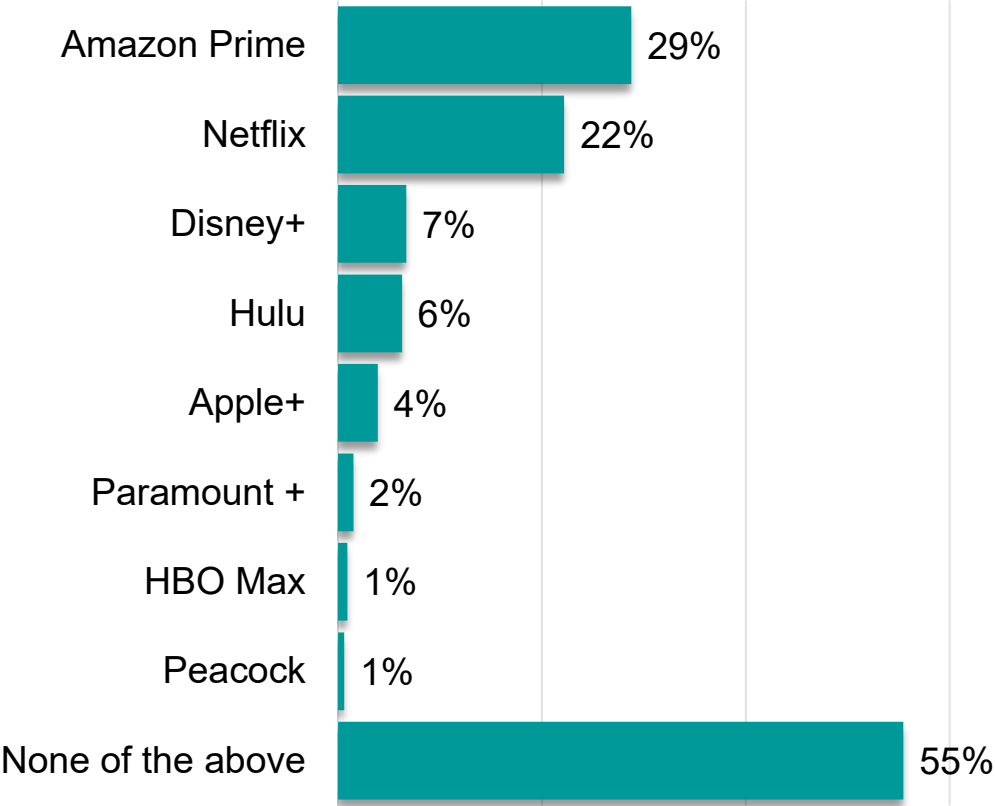


■ Strongly disagree ■ Disagree ■ Neither agree nor disagree ■ Agree ■ Strongly agree

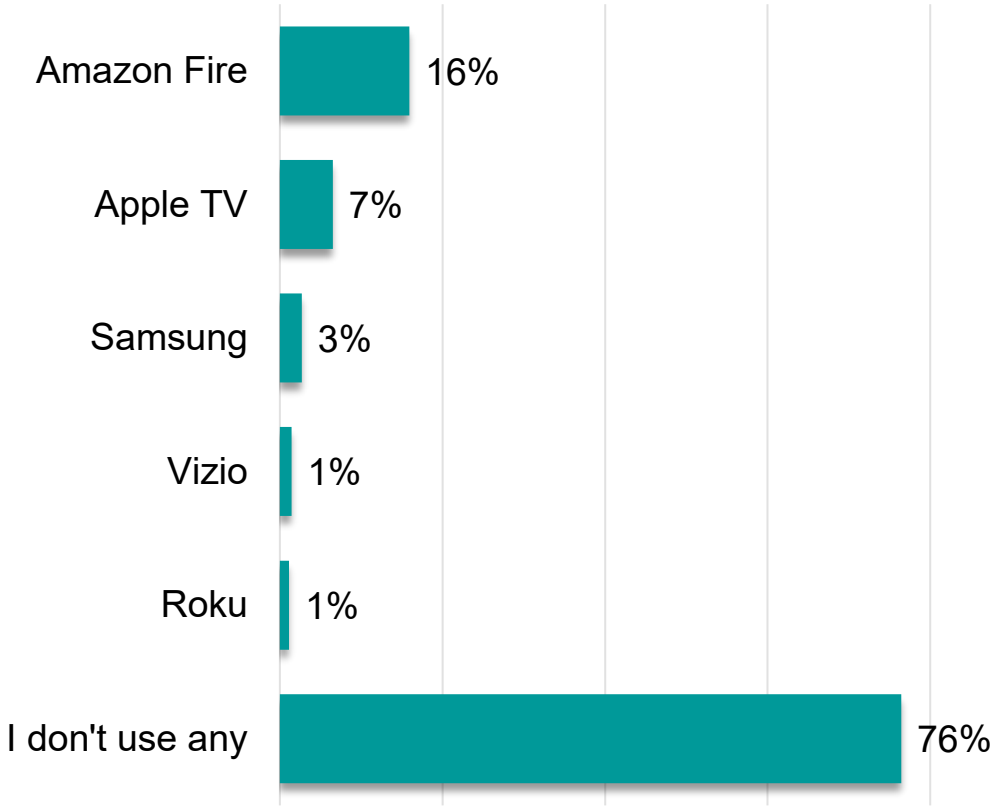
Sample Size: n=1,324

Japan Media Consumption

Streaming Platforms Used Weekly



Connected Device Used

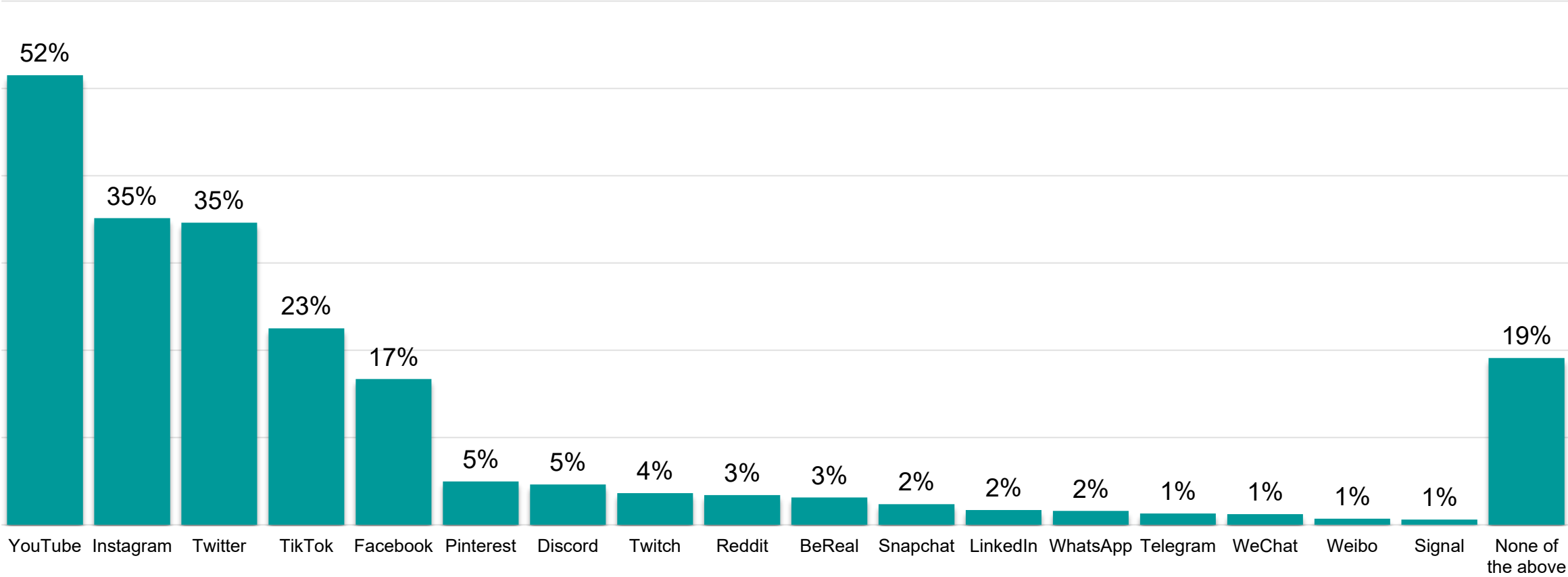


Sample Size: n=1,324

Which of the following streaming platforms do you view on a weekly basis, if any? Select all that apply. | Which Connected TV/Streaming Device do you currently use to view content? | Which of the following social media platforms and/or instant messaging apps have you used in the past week? | In which of the following ways did you become aware of various travel destinations to consider? | After seeing a travel destination, whether on TV, online, through social media or other channels, what actions do you typically take? **Select all that apply**

Japan Media Consumption

Social Media Platforms Used Weekly



Sample Size: n=1,324

Which of the following streaming platforms do you view on a weekly basis, if any? Select all that apply. | Which Connected TV/Streaming Device do you currently use to view content? | Which of the following social media platforms and/or instant messaging apps have you used in the past week? | In which of the following ways did you become aware of various travel destinations to consider? | After seeing a travel destination, whether on TV, online, through social media or other channels, what actions do you typically take? **Select all that apply**

Japan Media Consumption

Travel Destination Source of Awareness

TV Program/Documentary	35%
Online	29%
Radio	5%
TV commercials	21%
Newspaper	12%
Friends/Family	30%
Social Media	29%
YouTube	32%
Out of Home Advertising (e.g., poster billboards, bus shelter advertisements, etc.)	8%
Email	7%
I don't recall	19%

Actions Taken After Seeing an Ad for a Destination

I go to the destination's website	28%
I search for information about the destination online	41%
I look up the destination on social media	23%
I talk to friends/family about the destination	24%
I book travel to the destination almost immediately	4%
I don't do anything	17%
None of the above	16%

Sample Size: n=1,324