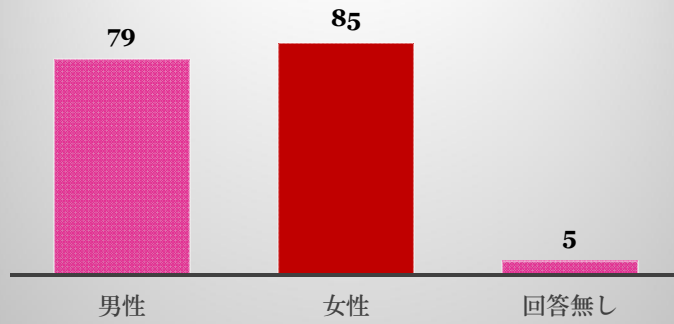


Japan Tag 2018

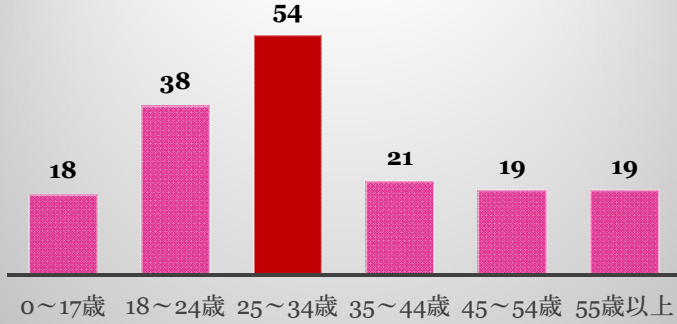
(ドイツ・デュッセルドルフ)

アンケート回答

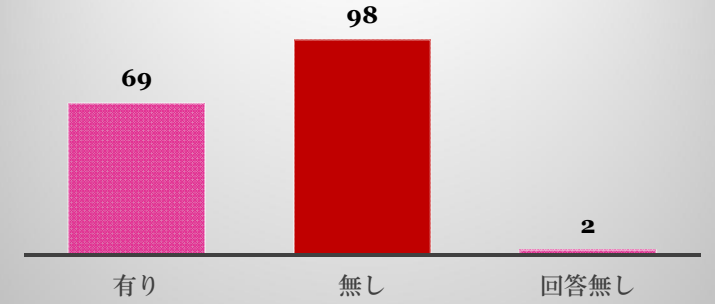
性別



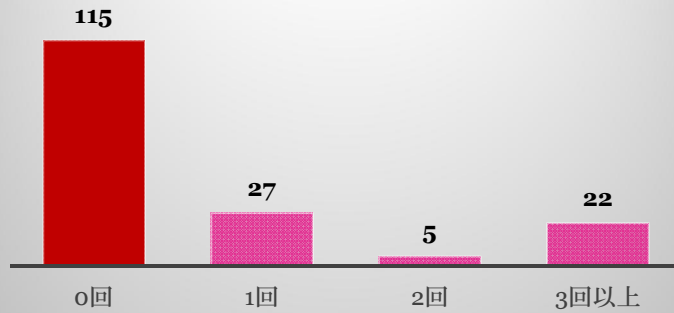
年齢



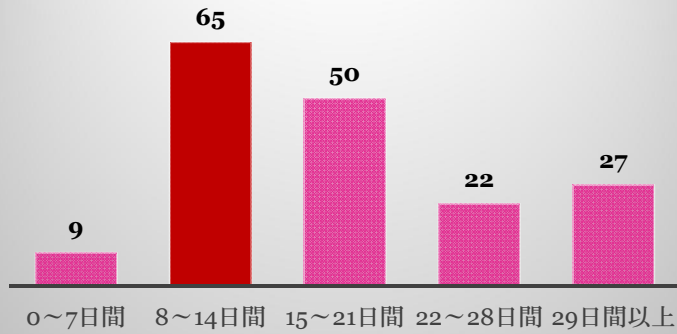
子供連れでの旅行予定



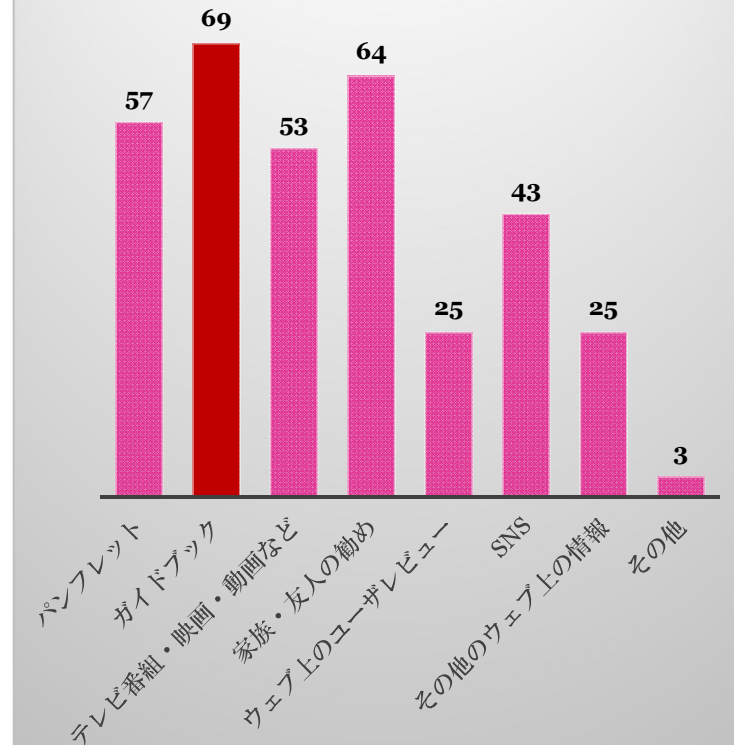
訪日回数



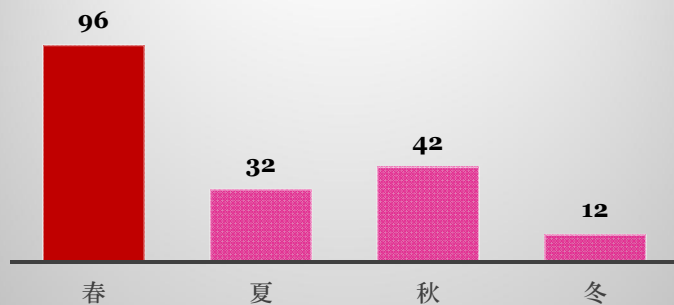
滞在予定期間



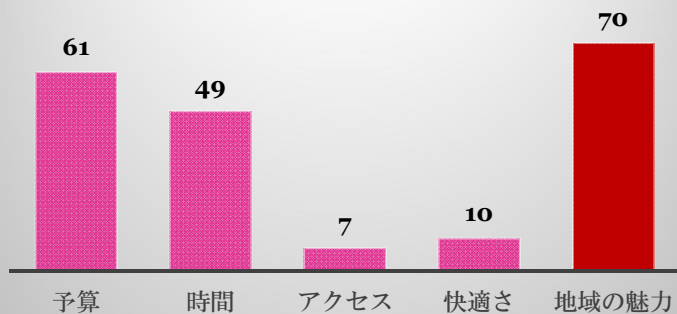
情報源



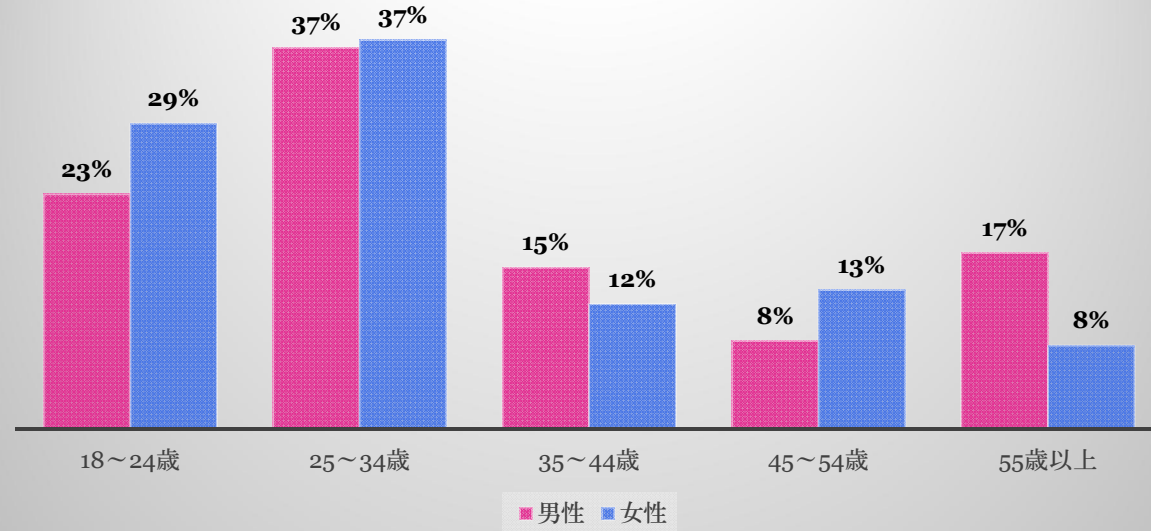
滞在予定季節



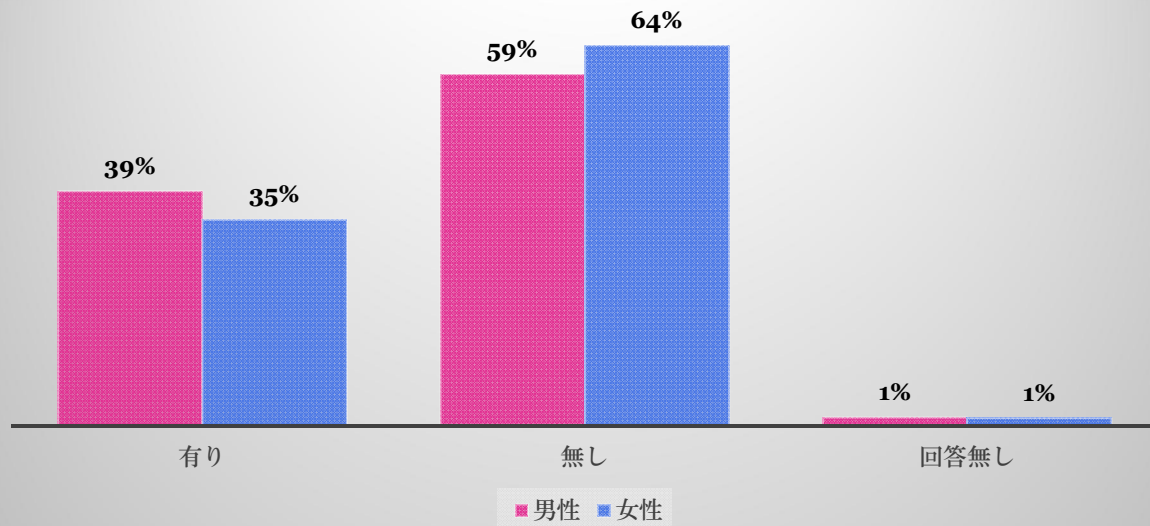
計画のポイント



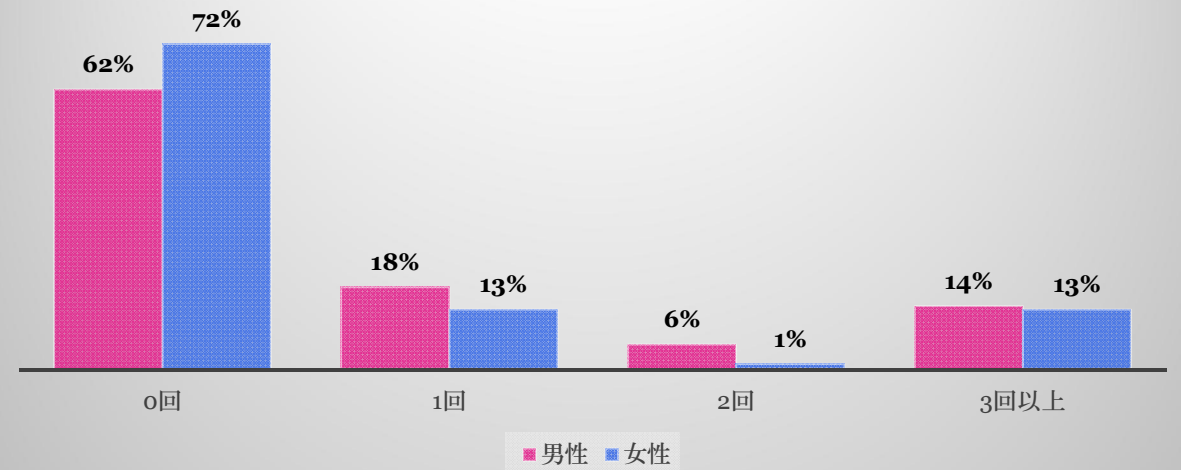
年齢（性別、18歳以上）



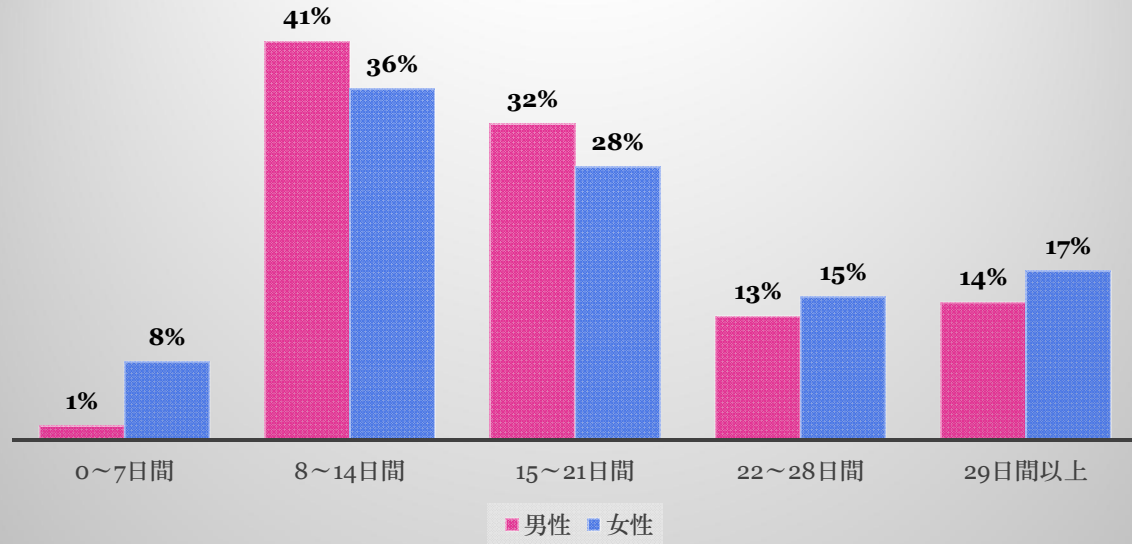
子供連れでの旅行予定（性別、18歳以上）



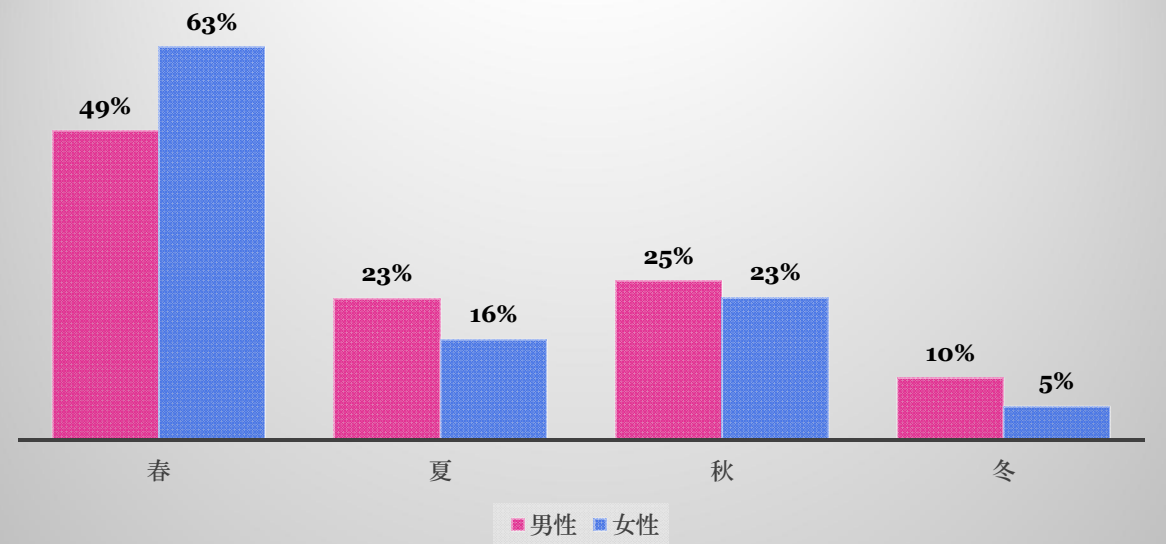
訪日回数（性別、18歳以上）



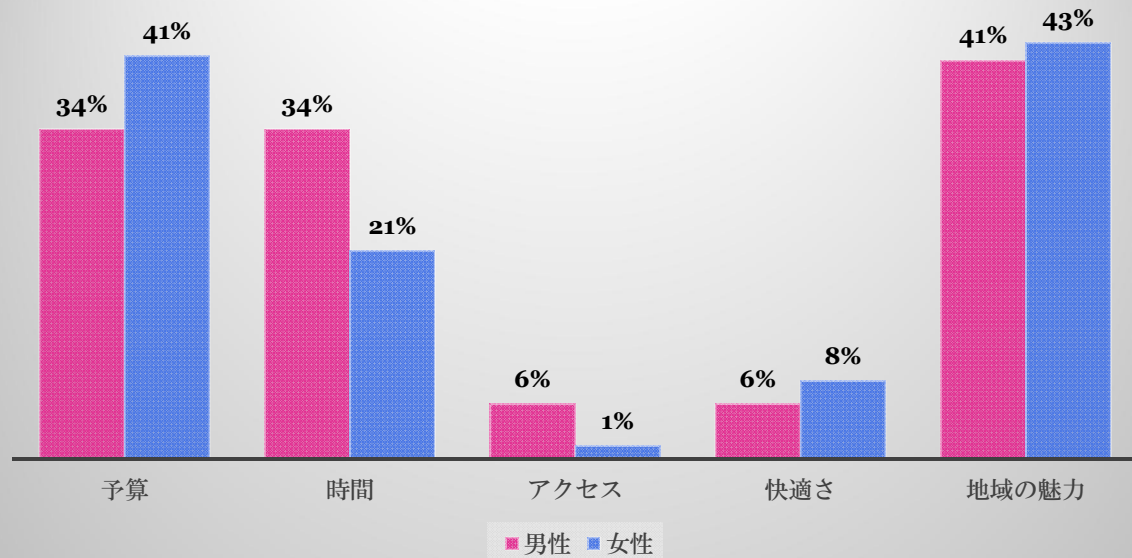
滞在予定期間（性別、18歳以上）



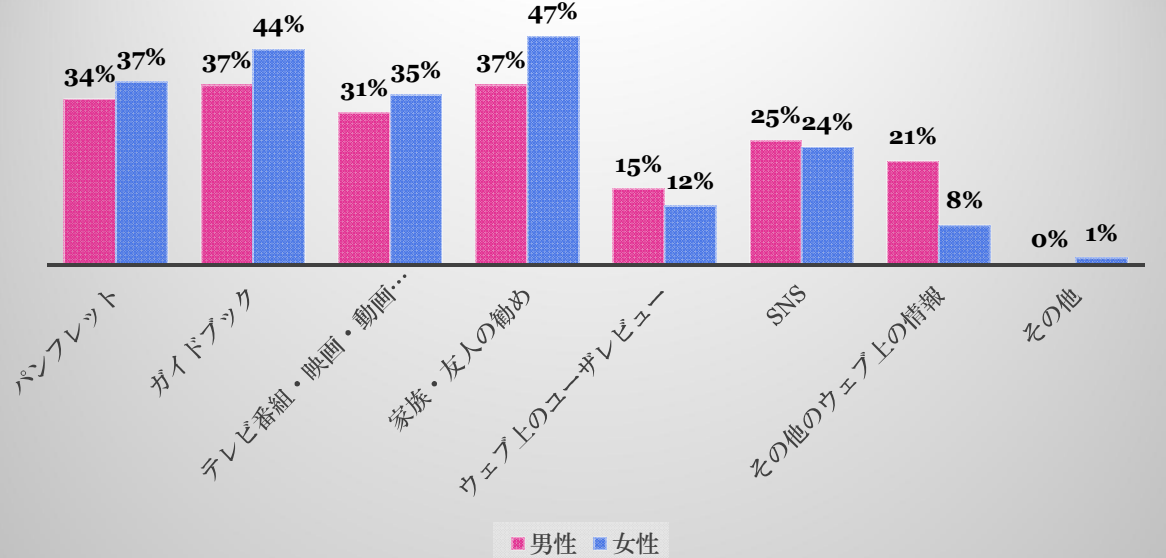
滞在予定季節（性別、18歳以上）



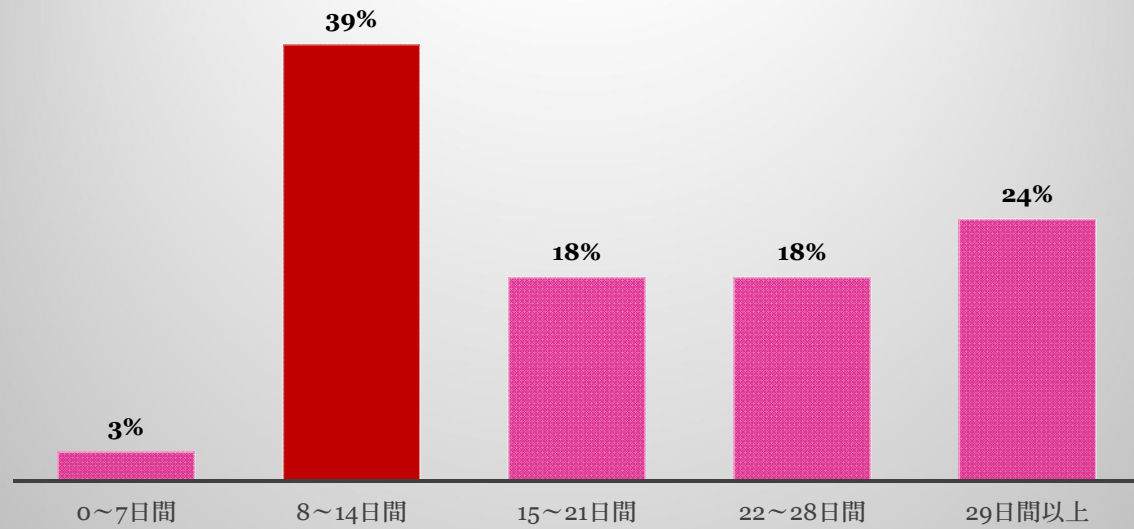
計画のポイント（性別、18歳以上）



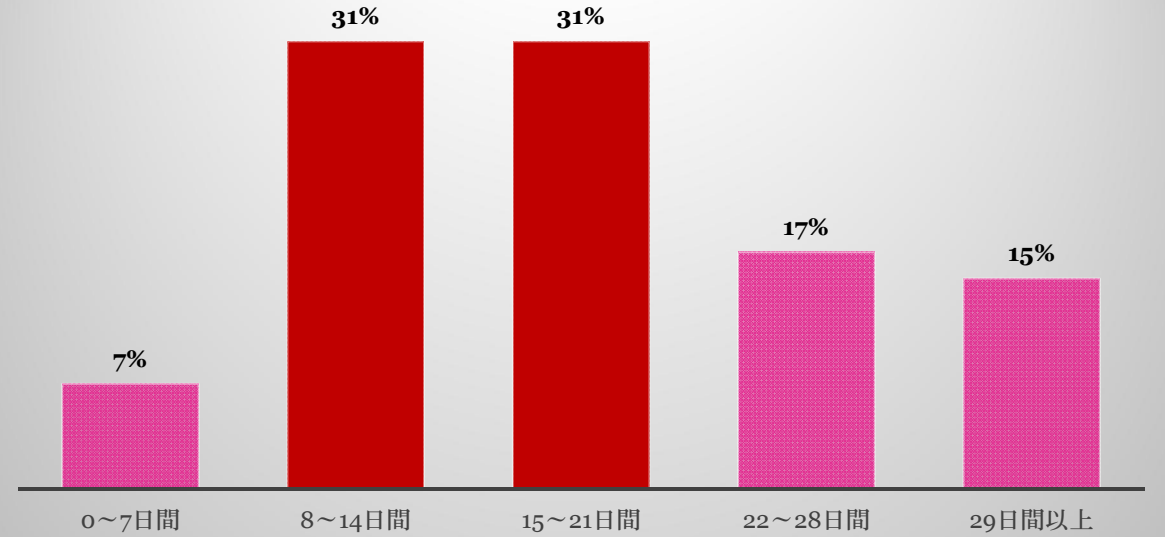
情報源（性別、18歳以上）



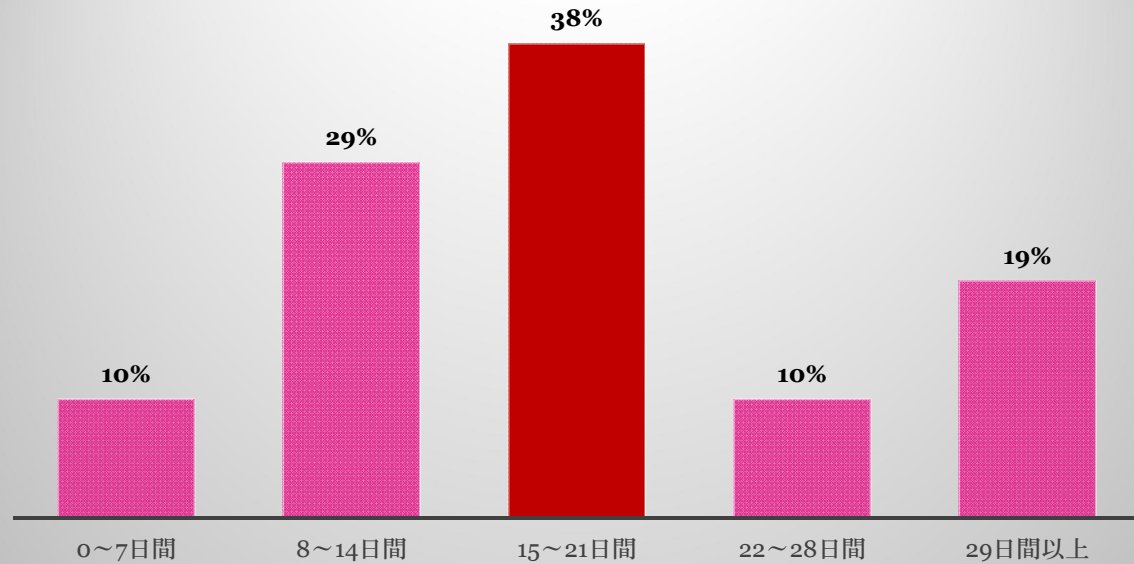
滞在予定期間 (18~24歳)



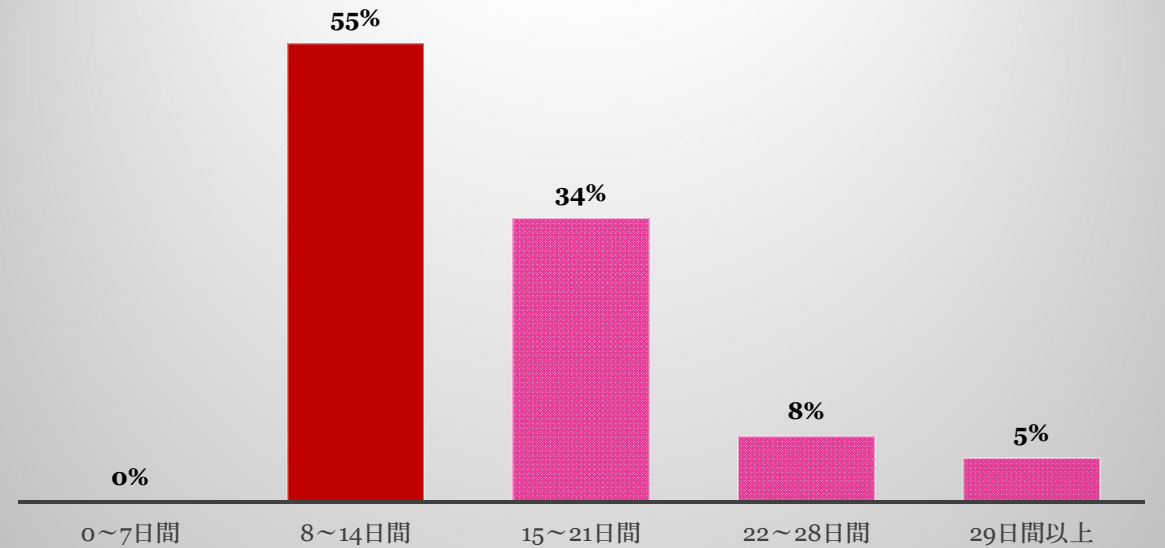
滞在予定期間 (25~34歳)



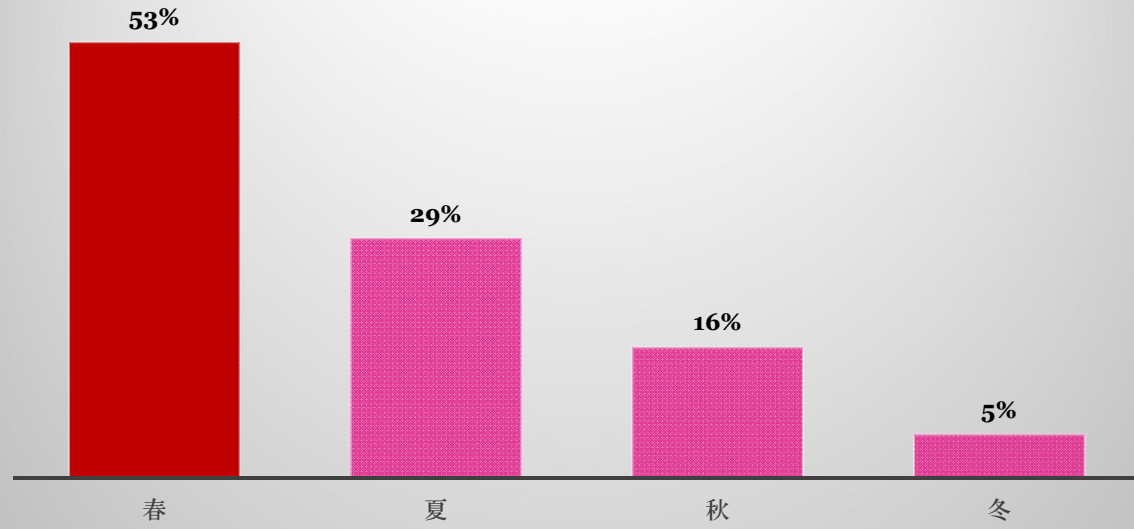
滞在予定期間 (35~44歳)



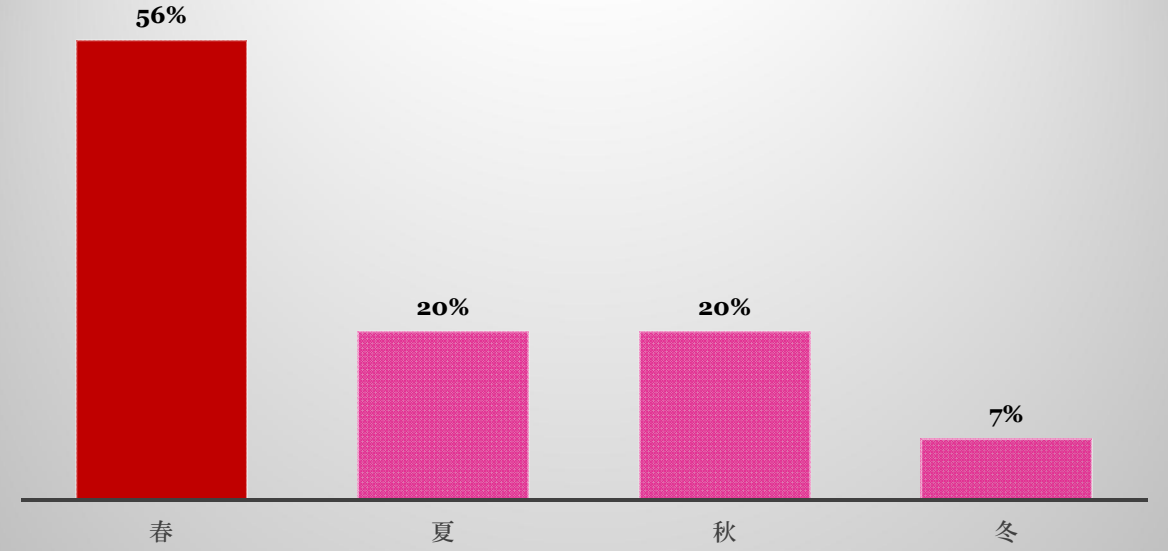
滞在予定期間 (45歳以上)



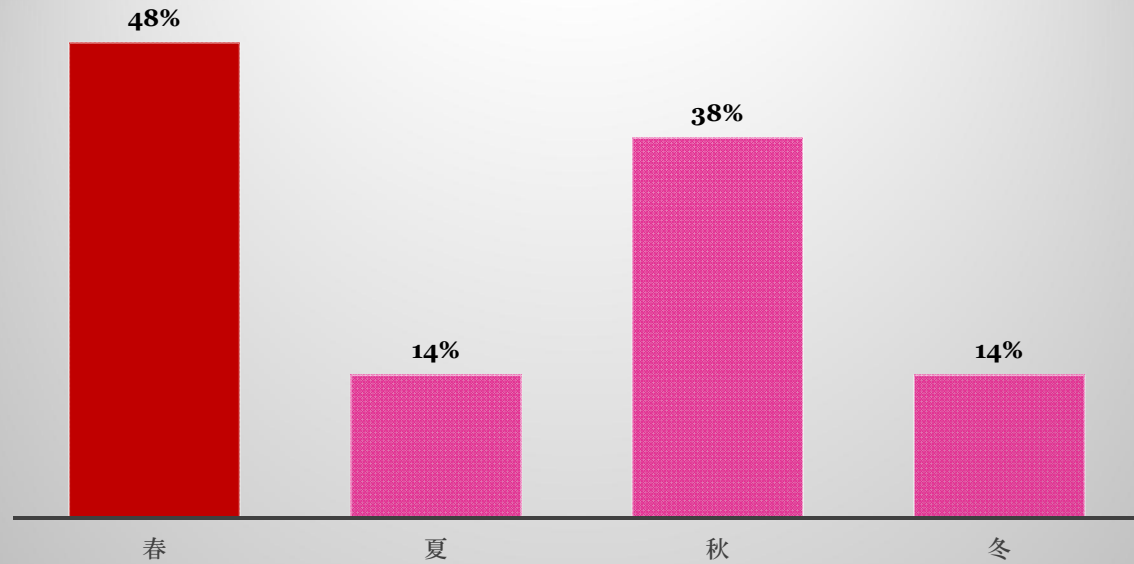
滞在予定季節 (18~24歳)



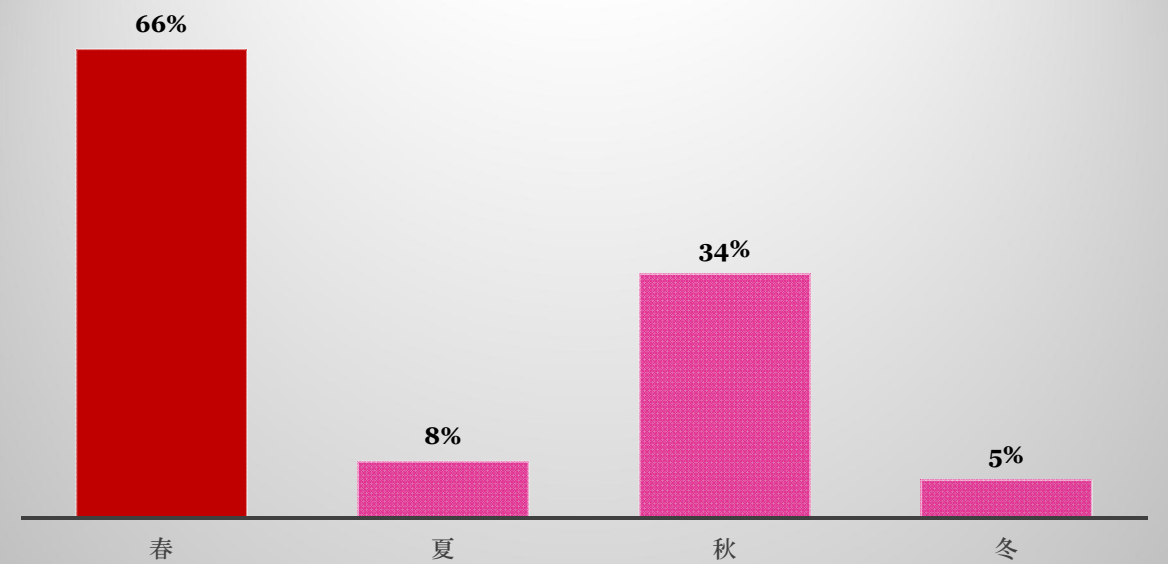
滞在予定季節 (25~34歳)



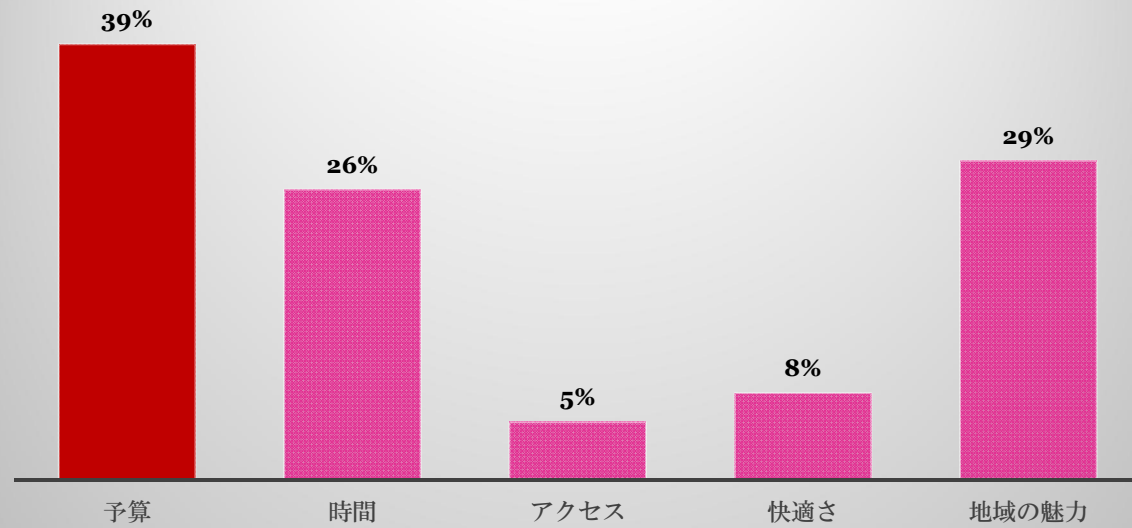
滞在予定季節 (35~44歳)



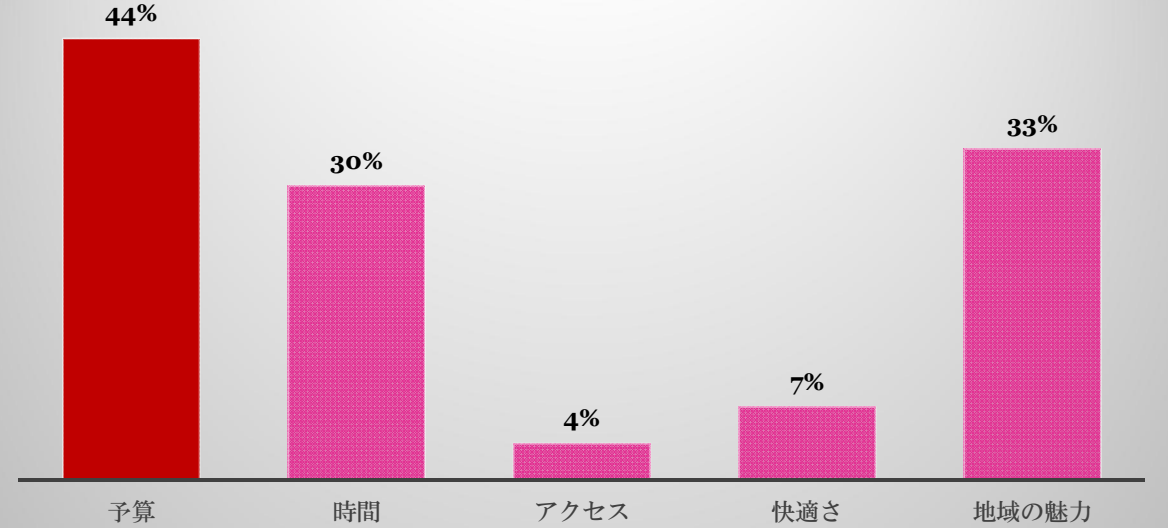
滞在予定季節 (45歳以上)



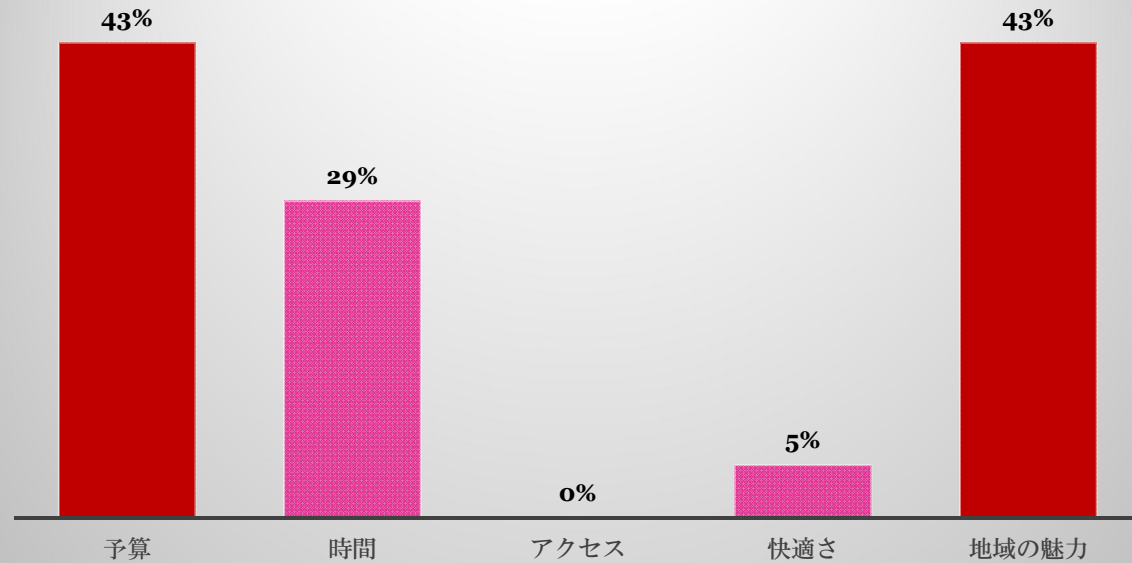
計画のポイント (18~24歳)



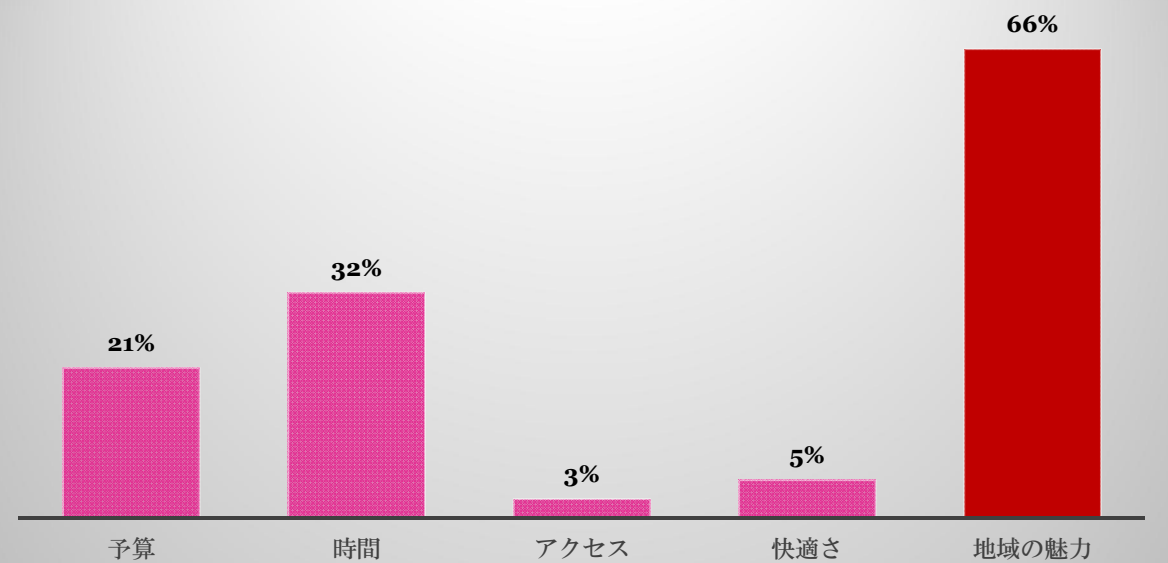
計画のポイント (25~34歳)



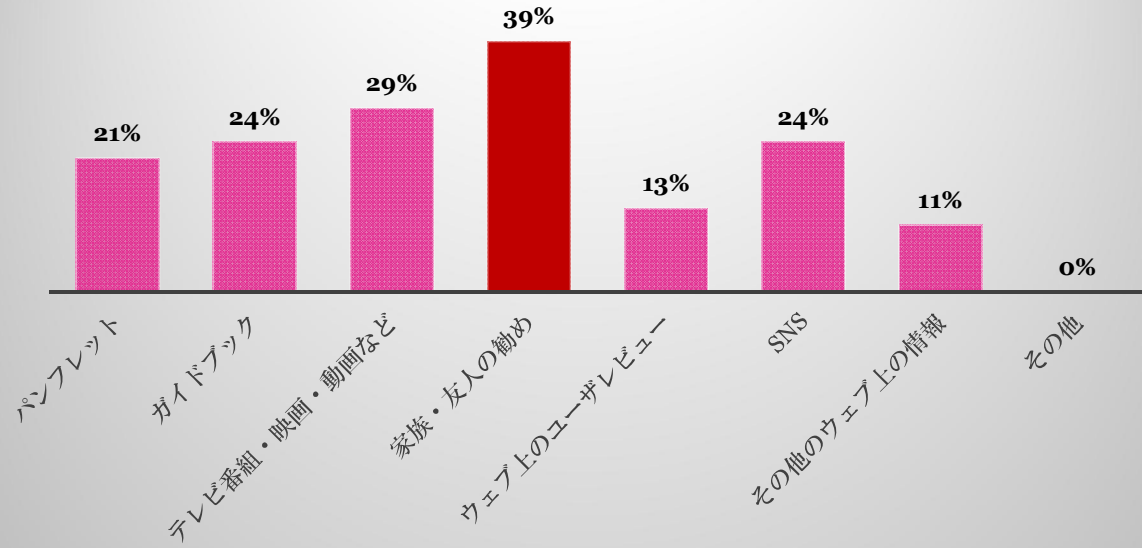
計画のポイント (35~44歳)



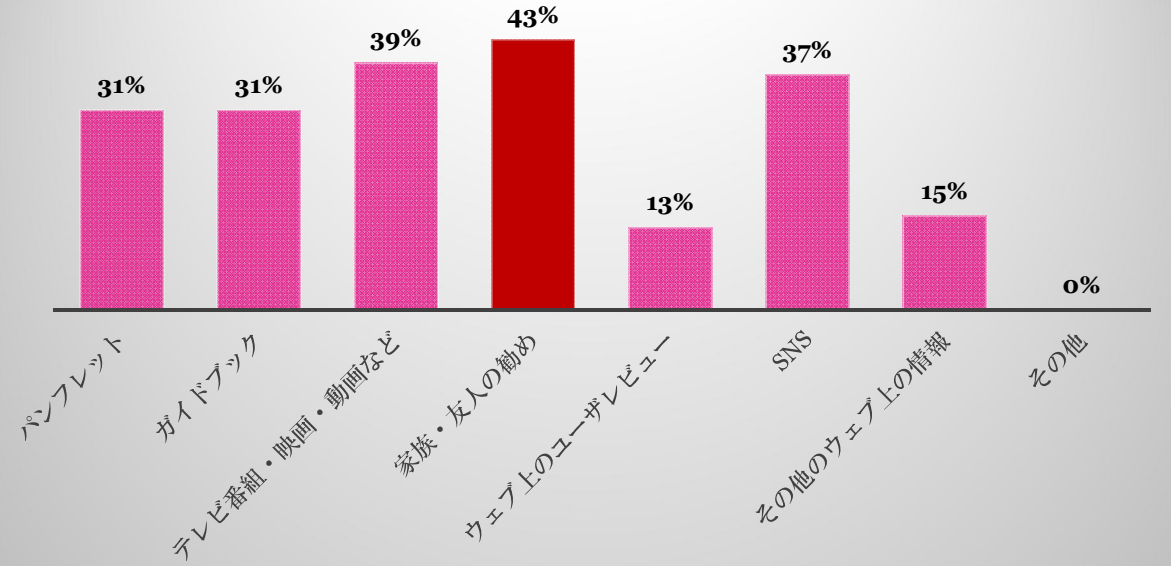
計画のポイント (45歳以上)



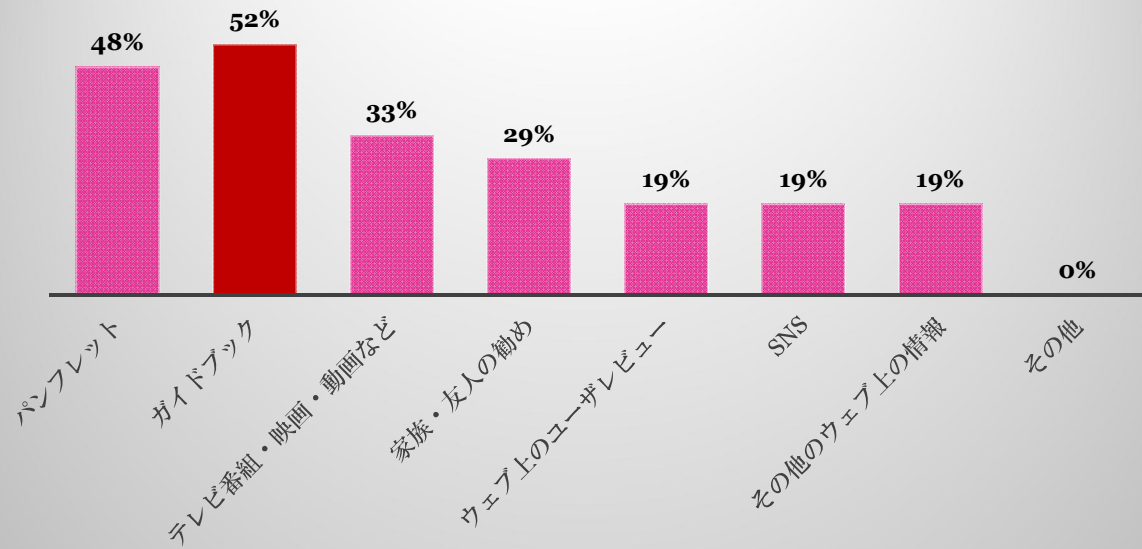
情報源 (18~24歳)



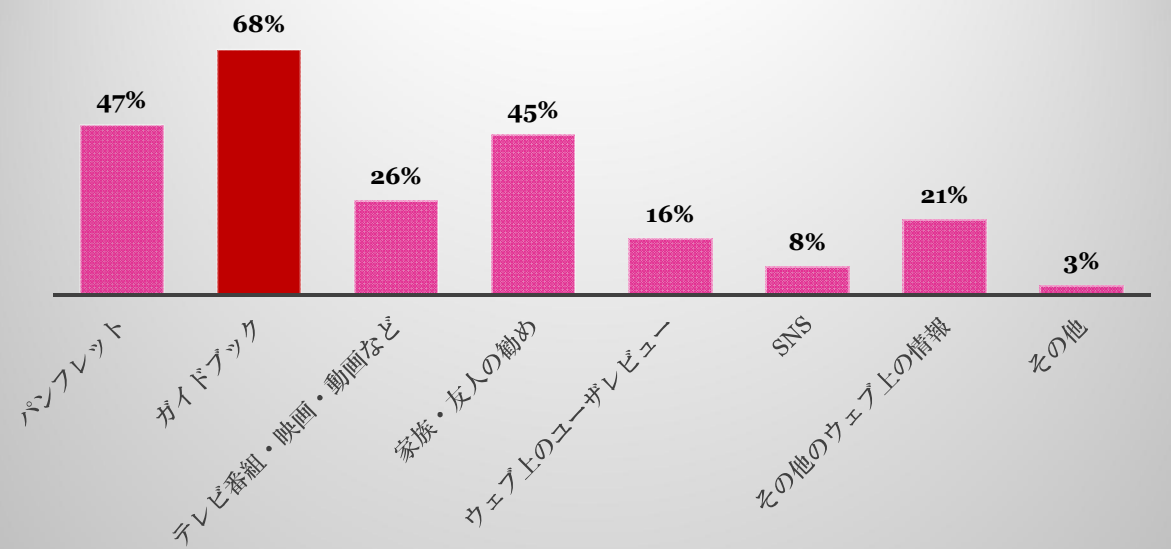
情報源 (25~34歳)



情報源 (35~44歳)



情報源 (45歳以上)



Important points to consider

- We do not know the amount of information that German people read about Japan in English (or other languages). Certain people may only look at information in German.
- The survey was designed so that only ONE answer would be given per question but more than 50% put multiple answers (particularly for the last question).
- 70% of the answers from people aged 0-17 said they were travelling with children. It is difficult to understand if they considered themselves as the “travelling child” or if they actually are travelling with a sibling.
- The above charts omit responses from 0-17 year olds as their responses are unreliable.

Interesting points

- There is a divide between people aged below and above 35 years old:
 - Younger people
 - more budget conscious when planning
 - rely on recommendations from friends and family for information
 - more engaged in social media
 - Older people
 - care more about attractions when planning
 - rely on guidebooks for information
 - are interested in visiting in autumn

Key lessons learned

- There is a clear gap in tendencies between older people and younger people. Strategies need to be developed for different age groups and tendencies.
- Spring is the most popular season for attracting German visitors and should be a point of consideration when developing tourism strategies.
- German visitors are looking to visit for 2-3 weeks, which provides opportunities for JR Pass sales and touring of multiple locations.