

# JAPANESE TOURIST MARKET for SOUTH PACIFIC and AIR TRANSPORTATION ISSUES

THE NOUMEA PECC ROUND TABLE  
6&7 NOV., 2002

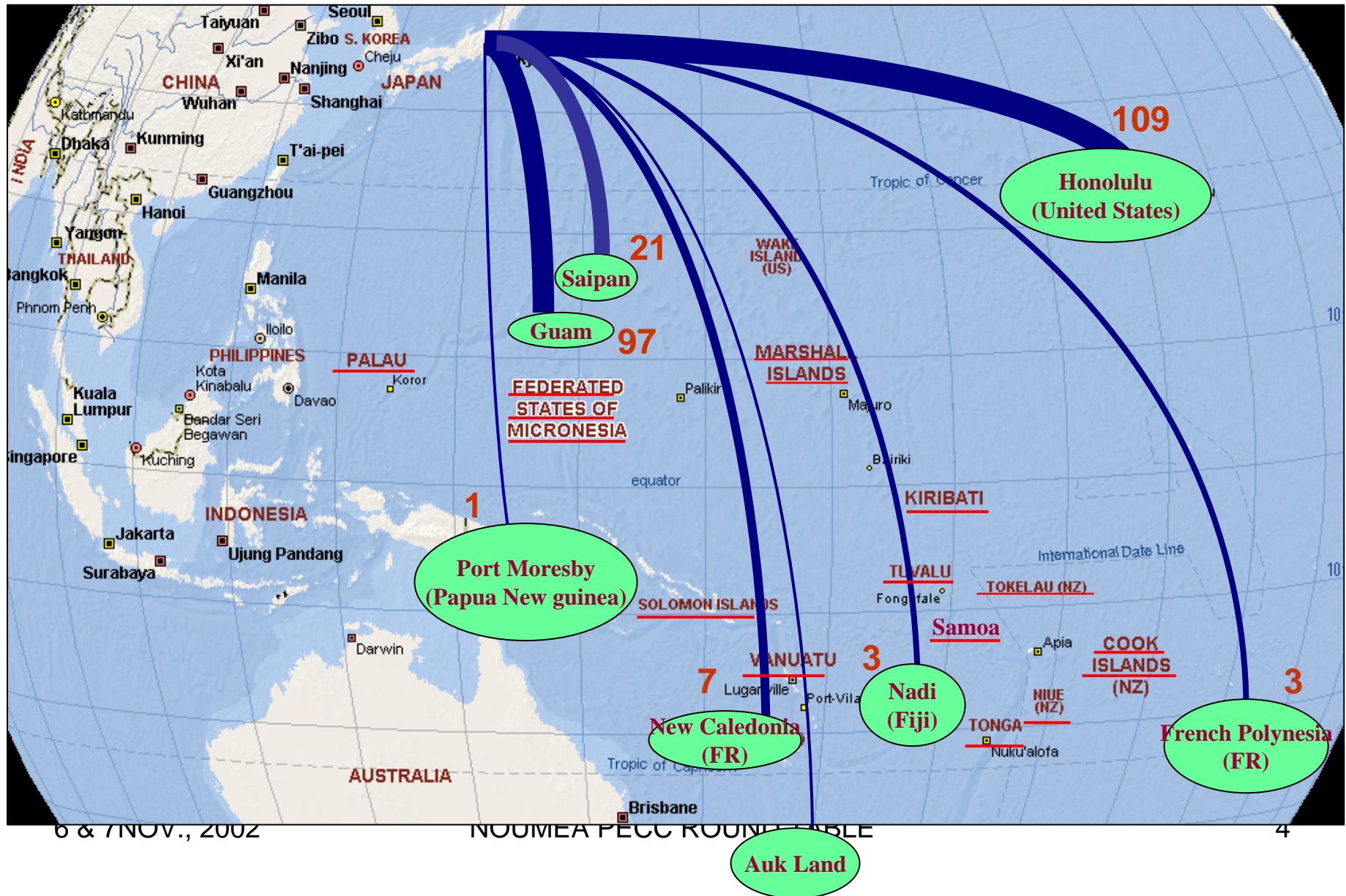
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# INTRODUCTION

- RECENT JAPANESE OUTBOUND TOURISTS HAVE BEEN ABOUT 17MILLION
- THEY HAVE A WIDE RANGE OF INTERESTS AND THEIR DESTINATIONS ARE DIVERSE ALL OVER THE WORLD
- HERE, THEIR BEHAVIORS ARE DISCUSSED FOCUSING ON BEACH RESORTS INCLUDING PACIFIC ISLANDS COUNTRIES

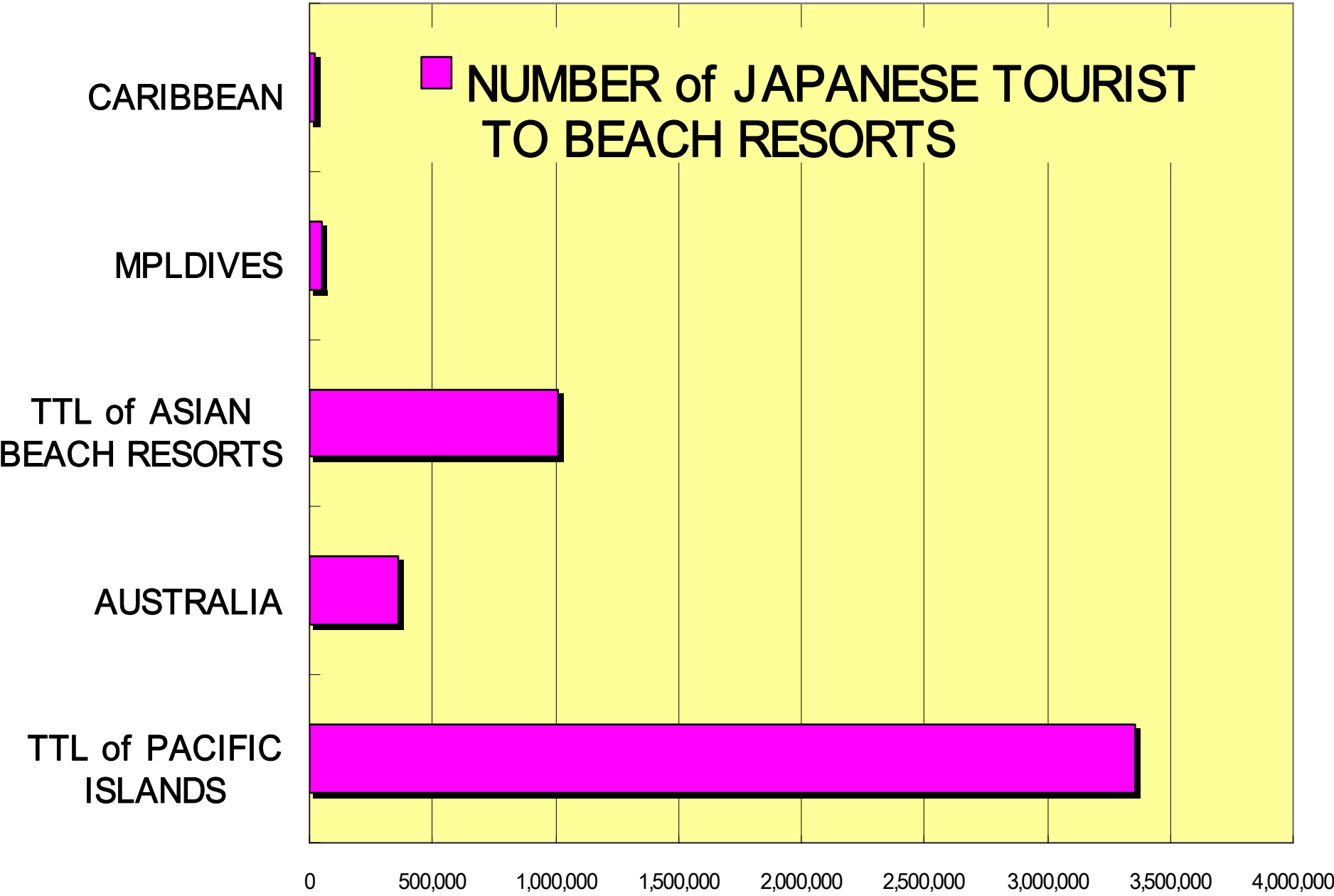
# WHICH BEACH RESORTS DO THEY VISIT ?

- JAPANESE TOURISTS LIKE BEACH RESORTS VERY MUCH
- THEY VISIT MANY BEACH RESORTS NOT ONLY IN PACIFIC ISLANDS BUT ALSO SOUTH EAST ASIA, AUSTRALIA, INDIAN OCEAN , CARIBBEAN SEA etc.



# NUMBER OF JAPANESE TOURIST TO BEACH RESORTS

<u>DESTINATION</u>	<u>NUMBER of TOURIST</u>
TOTAL of PACIFIC ISLANDS	3,355,240
AUSTRALIA	360,200
TOTAL of ASIAN BEACH RESORTS	1,010,608
MOLDIVES	47,180
CARIBBEAN	20,509
TOTAL	4,793,737

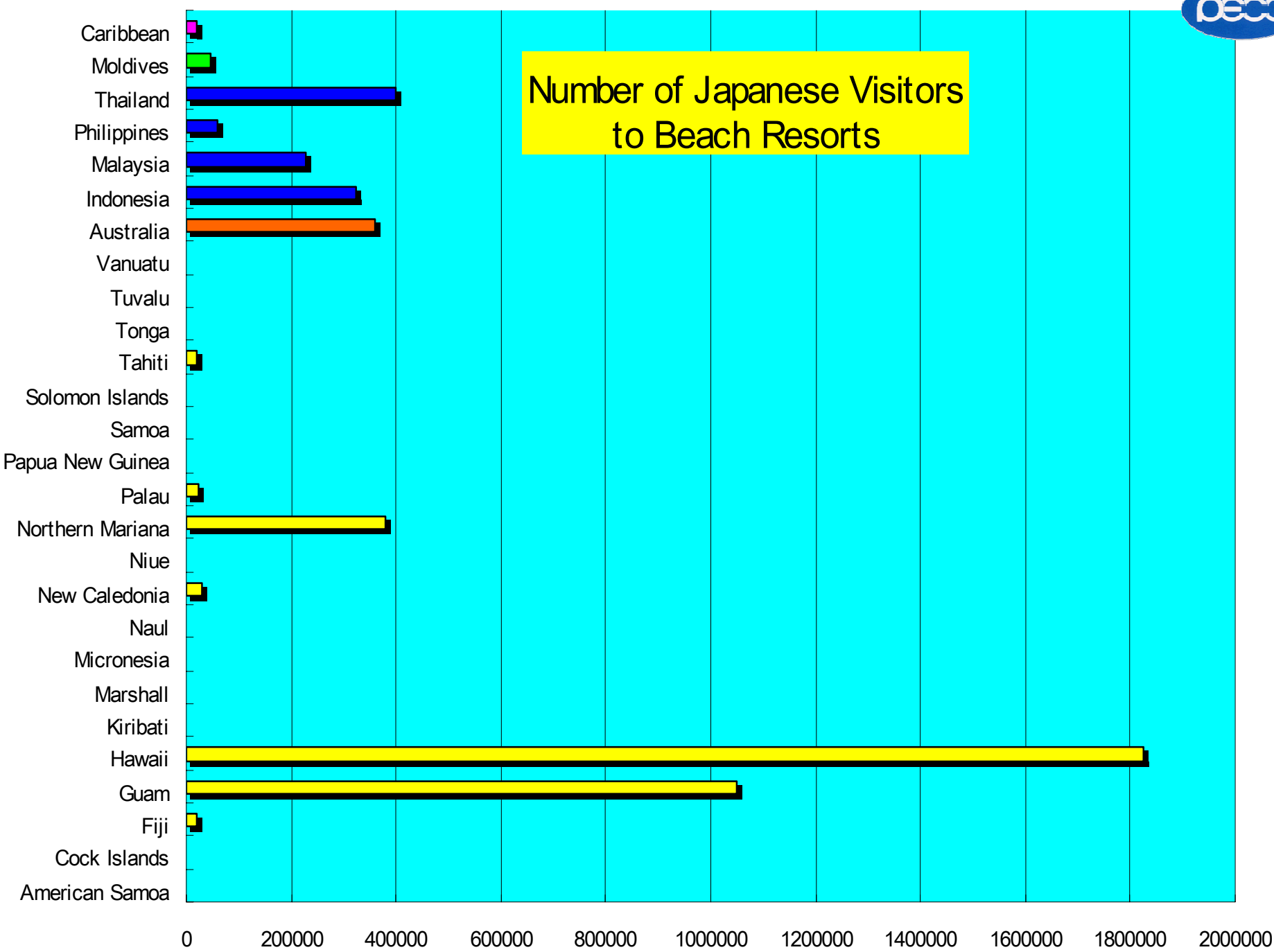


# HOW MANY JAPANESE TOURISTS TO PACIFIC ISLANDS IN 2000?

American Samoa	119
Cook Islands	Not AVBL
Fiji	19,674
Guam	1,048,813
Hawaii	1,825,588
Kiribati	137 (in1997)
Marshall	688 (in1998)
Micronesia	4,530 (in1998)
Nauru	47 (in1997)
New Caledonia	31,051

Niue	17
Northern Mariana	377,899
Palau	21,708
Papua New Guinea	3,244
Samoa	713
Solomon Island	310
Tahiti	19,031
Tonga	795
Tuvalu	65
Vanuatu	811

# Number of Japanese Visitors to Beach Resorts





# JAPANESE TOURISTS VISITING BEACH RESORTS PREFER

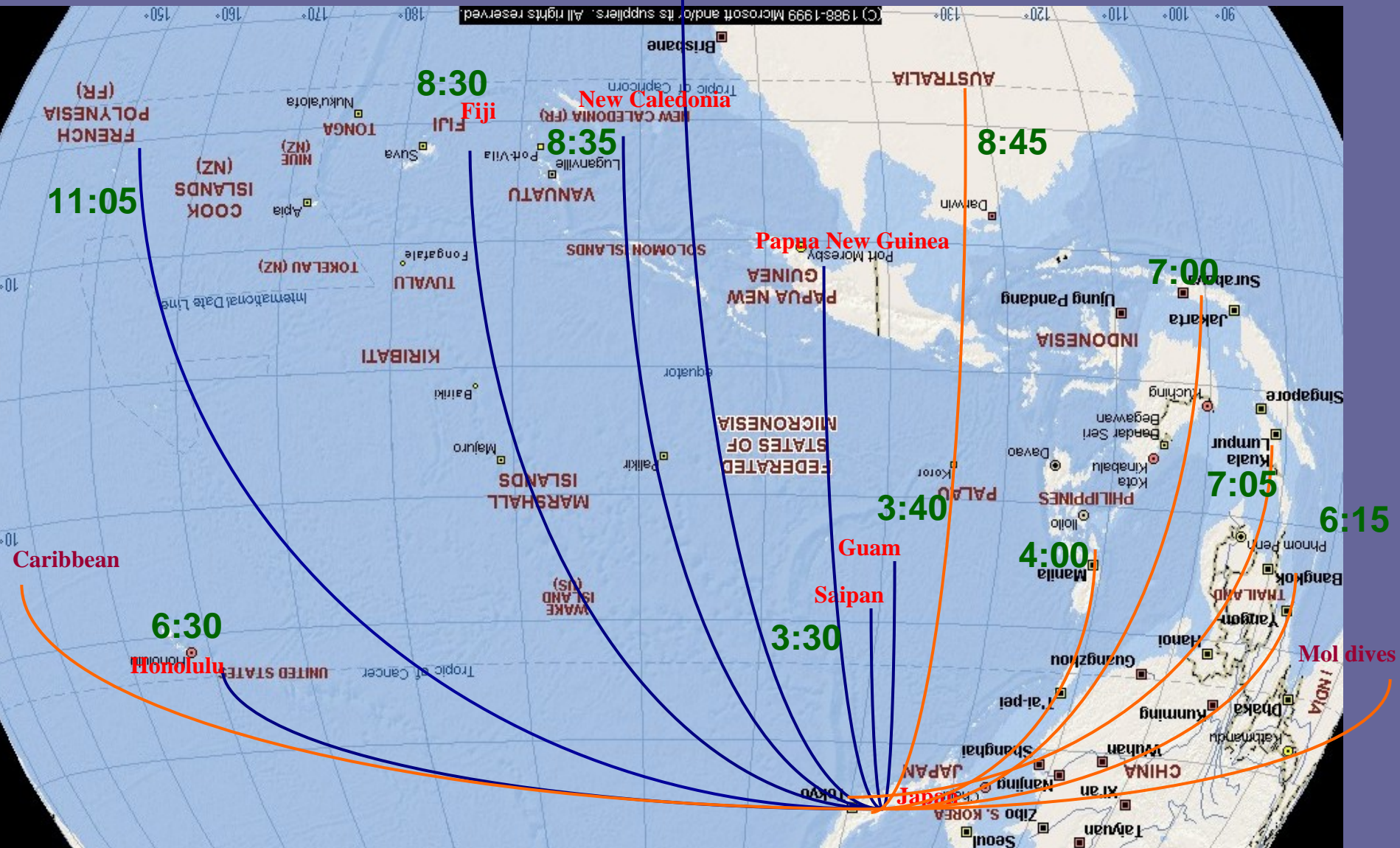
- DIRECT FLIGHT TO DESTINATIONS
- TO BUY TOUR PACKAGES RATHER THAN TO PREPARE BY THEMSELVES
- FREE-TIME PACKAGES RATHER THAN FULL PACKAGES
- TO PARTICIPATE OPTIONAL TOURS WITH MORE THAN 60% PARTICIPATION RATE

- HAWAII, GUAM, SAIPAN (NORTHERN MARIANA) ARE DESTINATIONS FOR FAMILY TRAVEL
- TRAVEL WITH FRIENDS OR ACQUAINTANCES IS MOST FREQUENT TO SOUTH PACIFIC ISLANDS
- TAHITI AND RESORTS IN CARIBBEAN SEA ARE FOR HONEYMOONERS
- MALDIVES IN INDIAN OCEAN IS FOR DIVERS

# WHOLESALESAERS' COMMENTS

- TOUR PACKAGES ARE DEVELOPED ONLY FOR THE DESTINATIONS WHERE DIRECT FLIGHTS ARE AVAILABLE
- NEED MORE FLIGHT BETWEEN JAPAN AND FIJI
- USE OF LARGER AIRPLANES SUCH AS B747 IS PREFERABLE TO INCREASE SEAT COUNTS

- MORE FIVE STARS HOTELS AND WATER COTTAGES ESPECIALLY AT BORA-BORA ISLAND ARE NEEDED
- MANY KIND OF BEACH RESORTS, NEAR TO FAR, REASONABLE TO LUXURIOUS ARE AVAILABLE IN JAPANESE MARKET



# AIR TRANSPORTATION ISSUES

- INCONVENIENT DUE TO NO DIRECT FLIGHTS EXCEPT FOR HAWAII, GUAM, SAIPAN, FIJI, PNG, NEW CALEDONIA AND TAHITI
- USE OF LARGER AIRPLANES SUCH AS B747 IS PREFERABLE TO INCREASE SEAT COUNTS

- INCONVENIENT TO VISIT CENTRAL SOUTH PACIFIC AROUND FIJI DUE TO LESS FREQUENCY AND INSUFFICIENT HUB FUNCTION AT NADI
- INCREASE OF FEEDERS FROM NADI TO OTHER ISLANDS COUNTRIES SHALL BE REVIEWED SERIOUSLY