2016 Japan Luxury Travel Consumer Report

Description: This Japan market report is based on findings from the Affluent Insights Luxury Travel Survey which was fielded online in Japan in April/May 2016.

We interviewed 307 respondents, all of the respondents were defined as affluent with minimum annual household income.

All interviewed respondents have travelled internationally for leisure or business in the past 12 months.

Key Implications to Brands:

Top destinations for planned trips in the next 12 months for Japanese travelers:

1. Hawaii
2. Singapore
3. New York
4. Taipei
5. Bali
6. Paris
7. Hong Kong
8. London
9. Sydney
10. Los Angeles

- We can expect Japanese source travel to be strong in the near future. There is an evident rise in optimism for the coming 12 months, with 6 in 10 Japanese travelers likely to travel more next year than they did last year.

- You need to meet travelers expectations of luxury. The new Japanese traveler has an invigorated outlook for the coming year, especially in terms of luxury travel and luxury spending.

- You need to adapt to changing expectations about luxury. Social responsibility further cements its place as the top motivation for using luxury brands, but higher quality and uniqueness are also highly important and continues to rise in importance.

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