

DBJ and JTBF: Survey on Tourist Travel to Japan from Asia, Europe, the United States, and Australia (FY2020 Special Survey on the Level of the Effects of COVID-19)

~Strong desire to travel abroad after COVID-19 winds down; Japan's popularity still high~

~Opportunity to capitalize on Japan's reputation for "cleanliness"—emphasizing safety and peace of mind~

1. Development Bank of Japan Inc. (DBJ) has regularly published the "Survey of Travelers to Japan from Eight Asian Regions" since 2012, implemented jointly with Japan Travel Bureau since 2015. To study how the global spread of COVID-19 has impacted international tourism, we recently (June 2–12, 2020) implemented a [special survey targeting international tourists from 12 areas¹ in Asia, Europe, the US, and Australia and attracting 6,266 valid responses.](#)
2. The longer the distance, the higher the hurdle for travel within the next six months. The percentage of respondents who answered that they would travel abroad from June 2020 was less than 20% in Asia, Europe, the US, and Australia. In addition, even people who plan to travel abroad have concerns about COVID-19, and there are particularly strong concerns among Asian tourists.
3. Regarding when they would resume considering overseas sightseeing, many people answered, "After the threat of COVID-19 has been eliminated due to development of, for example, anti-viral medicine," "After the place I want to go to has declared itself safe," and "After my country lifts restrictions on leaving the country." It will probably take a considerable amount of time before the number of foreign travelers to Japan returns to its previous level.
4. On the other hand, [the percentages of respondents indicating desire to travel overseas again after the COVID-19 outbreak winds down are high: 86% in Asia and 74% in Europe, the US, and Australia.](#) When asked about the reasons for this desire, "Because I like overseas travel" was a common response, but so too were "Because I want rest and relaxation" and "Because there are things I want to experience overseas" among the answers centered on Asia. Additionally, a relatively large number of respondents replied that they will increase their budgets and lengthen the number of days of their post-COVID-19 sightseeing trips.
5. Also, [regarding the countries and regions where respondents want to go sightseeing after COVID-19 winds down, Japan was the top choice of Asians and the second most popular among respondents in Europe, the US, and Australia, meaning that Japan's popularity continues to be high like before the pandemic.](#) On the other hand, the top response about what respondents expect in general for post-COVID-19 travel to Japan was "Continuation of general virus countermeasures such as cleanliness and disinfection in consideration of hygiene matters," especially among Asian tourists.
6. In addition, [COVID-19 has caused changes to travelers' preferences regarding travel style and fellow travelers.](#) In terms of desired travel style, compared to pre-COVID-19 tourism, [popularity has fallen for package tours](#) (package travel that includes airline tickets and accommodation facilities as a set as well as meals, tours, tour guides, and local guides), which brings "the three C's"² to mind. However, the popularity of dynamic packages (package travel that only includes airline tickets and accommodation facilities) is rising. In terms of fellow travelers, a higher percentage of respondents selected "Spouses and romantic partners" and "My children," as they know their history of behavior.
7. Japan is evaluated low in terms of multilingual support and services compared with other countries and regions, and it is difficult to claim that Japan has experienced low impact from COVID-19 compared with Taiwan and other areas. On the other hand, in addition to the "Shopping," "Food," and "Safety" categories, among others, Japan receives [high marks in terms of "Cleanliness."](#)
8. Based on these results, [in order to leverage the high desire for overseas tourism after COVID-19 winds down as well as Japan's popularity when focusing on Asian tourists, it is important to thoroughly implement measures for safety and peace of mind, such as continuing general virus countermeasures, and to further utilize Japan's strong reputation for cleanliness.](#) Additionally, as there are particularly high concerns about the severity of COVID-19 infection in Asia, it is important to provide accurate information in various languages. It is also important to focus on meeting travelers' desires for rest and relaxation and for experience-based tourism, bearing in mind that the pent-up demand for overseas travel is raising expectations that tourists' planning will include both higher budgets and longer lengths of stay.

¹ The 12 areas targeted for responses: South Korea, China, Taiwan, Hong Kong, Thailand, Singapore, Malaysia, Indonesia, the United States, Australia, the United Kingdom, and France.

² The three C's: closed spaces, crowded spaces, and close-contact settings.

【Survey Outline】

1. Survey Outline and Respondent Attributes

- Survey method: Internet survey
- Period conducted: **June 2–12, 2020**
- Regions covered: South Korea, China, Taiwan, Hong Kong, Thailand, Singapore, Malaysia, Indonesia, the US, Australia, the UK, France (total 12 regions)
Note 1. For China, the survey covered only residents of Beijing and Shanghai (the ratio was Beijing 50%: Shanghai 50%).
Note 2. The US, Australia, the UK, and France (4 regions) were additions beginning with the FY2016 survey.
- Target respondents: Men and women aged 20 to 59, with experience in foreign travel
Note 1. "Foreign travel" excludes travel between China, Hong Kong, and Macao; Malaysia and Singapore; Thailand and Malaysia; the US and Canada, Mexico, Hawaii, and Guam; Australia and New Zealand; and the UK and France with other European countries
- Number of valid responses: Total of 6,266 people residing in the above regions
- Survey conducted in cooperation with Rakuten Insight, Inc.

◆ Number of valid responses

(People)

Item	All	All of Asia									All of Europe, the US, and Australia				
		South Korea	China	Taiwan	Hong Kong	Thailand	Singapore	Malaysia	Indonesia	US	Australia	UK	France		
Male	3,177	2,101	266	264	261	252	264	266	263	265	1,076	271	268	259	278
Female	3,089	2,093	263	284	269	259	257	251	257	253	996	249	257	246	244
Total	6,266	4,194	529	548	530	511	521	517	520	518	2,072	520	525	505	522

◆ Number of respondents according to their visits to Japan

Item	All	All of Asia									All of Europe, the US, and Australia				
		South Korea	China	Taiwan	Hong Kong	Thailand	Singapore	Malaysia	Indonesia	US	Australia	UK	France		
Have visited Japan	3,006	2,583	382	419	439	428	316	282	162	155	423	113	123	79	108
Have visited Japan once	1,079	866	132	172	93	50	117	117	90	95	213	46	62	48	57
Have visited Japan two or more times	1,927	1,717	250	247	346	378	199	165	72	60	210	67	61	31	51
Have never visited Japan	3,260	1,611	147	129	91	83	205	235	358	363	1,649	407	402	426	414
Total	6,266	4,194	529	548	530	511	521	517	520	518	2,072	520	525	505	522

◆ Number of respondents according to their visits to Japan (ratio)

(%)

Item	All	All of Asia									All of Europe, the US, and Australia				
		South Korea	China	Taiwan	Hong Kong	Thailand	Singapore	Malaysia	Indonesia	US	Australia	UK	France		
Have visited Japan	48	62	72	76	83	84	61	55	31	30	20	22	23	16	21
Respondents who have visited Japan (once)	17	21	25	31	18	10	22	23	17	18	10	9	12	10	11
Respondents who have visited Japan (over 2 times)	31	41	47	45	65	74	38	32	14	12	10	13	12	6	10
Have never visited Japan	52	38	28	24	17	16	39	45	69	70	80	78	77	84	79

(Reference) Changes in ratios of experience visiting Japan in this survey

(%)

Survey period	All	All of Asia									All of Europe, the US, and Australia				
		South Korea	China	Taiwan	Hong Kong	Thailand	Singapore	Malaysia	Indonesia	US	Australia	UK	France		
2020	48	62	72	76	83	84	61	55	31	30	20	22	23	16	21
2019	41	54	69	68	76	83	43	45	25	26	15	16	19	10	16
2018	45	59	70	62	81	80	60	52	30	35	19	18	23	15	20
2017	45	57	63	69	83	83	58	43	26	30	20	26	25	15	17
2016	41	55	61	71	76	78	60	43	25	28	14	14	21	11	11
2015	–	52	62	65	72	75	48	44	25	27	–	–	–	–	–
2014	–	47	55	56	69	72	45	36	21	19	–	–	–	–	–
2013	–	45	60	54	65	74	36	39	18	14	–	–	–	–	–
2012	–	46	54	57	65	68	31	–	21	19	–	–	–	–	–

Note 1. For questions with numerous response options, the options were randomized for each respondent to avoid bias toward any option.

Note 2. The percentages were rounded to the nearest whole number.

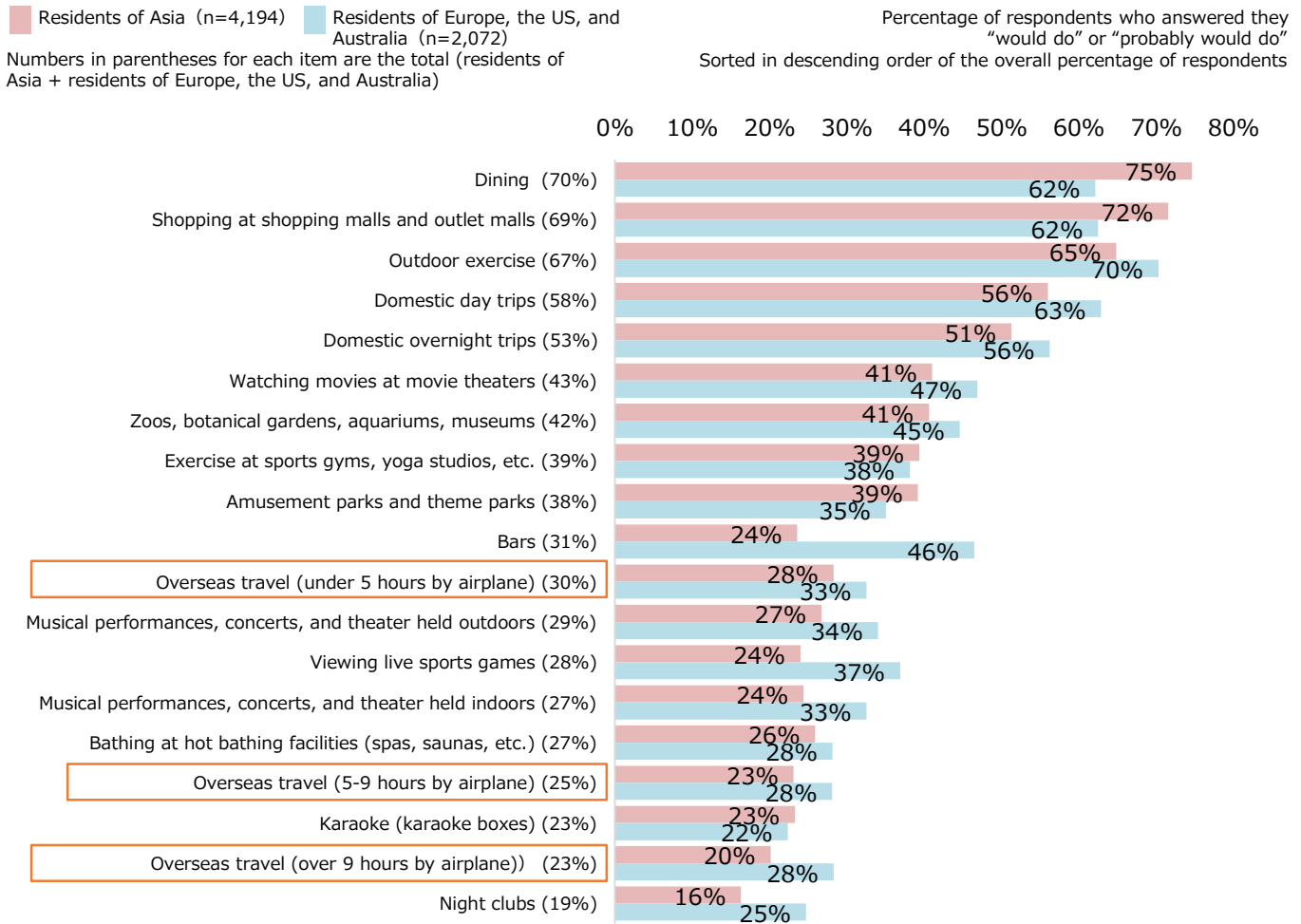
【Survey Points】

Note. This survey was conducted June 2–12, 2020.

(1) The longer the distance of travel, the higher the hurdle for overseas trips over the next six months.

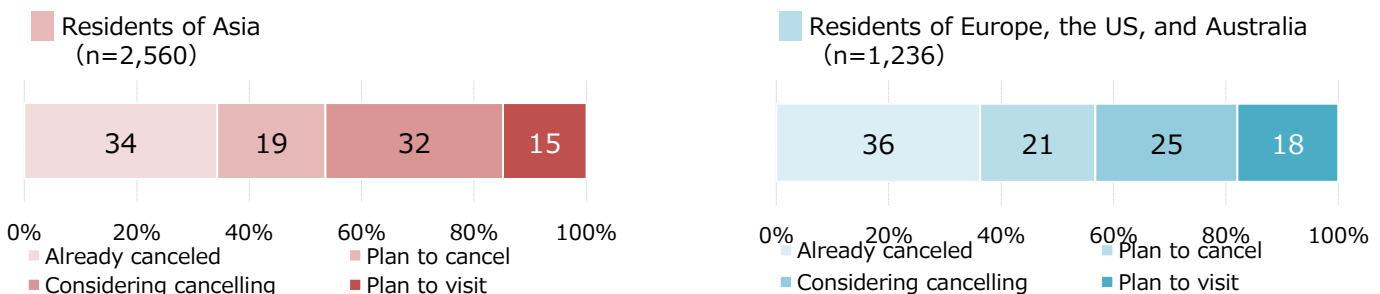
- In regard to leisure (including leisure enjoyed nearby besides overseas travel) to be enjoyed within the next six months, the percentage of respondents who indicated they would “take a trip” or “probably take a trip” abroad was lower than other forms of leisure for residents of Asia as well as residents of Europe, the US, and Australia. About 30% of respondents answered that they “would take a trip” or “probably take a trip” abroad on a plane for under five hours. The percentage lowered the longer the plane ride was, indicating a higher hurdle for overseas travel within the next six months the longer the distance is.
- Furthermore, comparing residents of Asia and residents of Europe, the US, and Australia, for all items excluding “Dining,” “Shopping,” “Exercise at sports gyms, yoga studios, etc.,” “Amusement parks and theme parks,” and “Karaoke,” a higher percentage of residents of Europe, the US, and Australia than residents of Asia responded that they “would do” or “probably would do” them.
- In addition, out of the respondents who had previously been planning post-June 2020 travel abroad, less than 20% answered that they actually would travel (for residents of Asia as well as residents of Europe, the US, and Australia).

All About general leisure to be enjoyed in the next six months (Responses for each item. Response of one choice from five options)



Total* Situation of overseas visits after June 2020 (one answer)

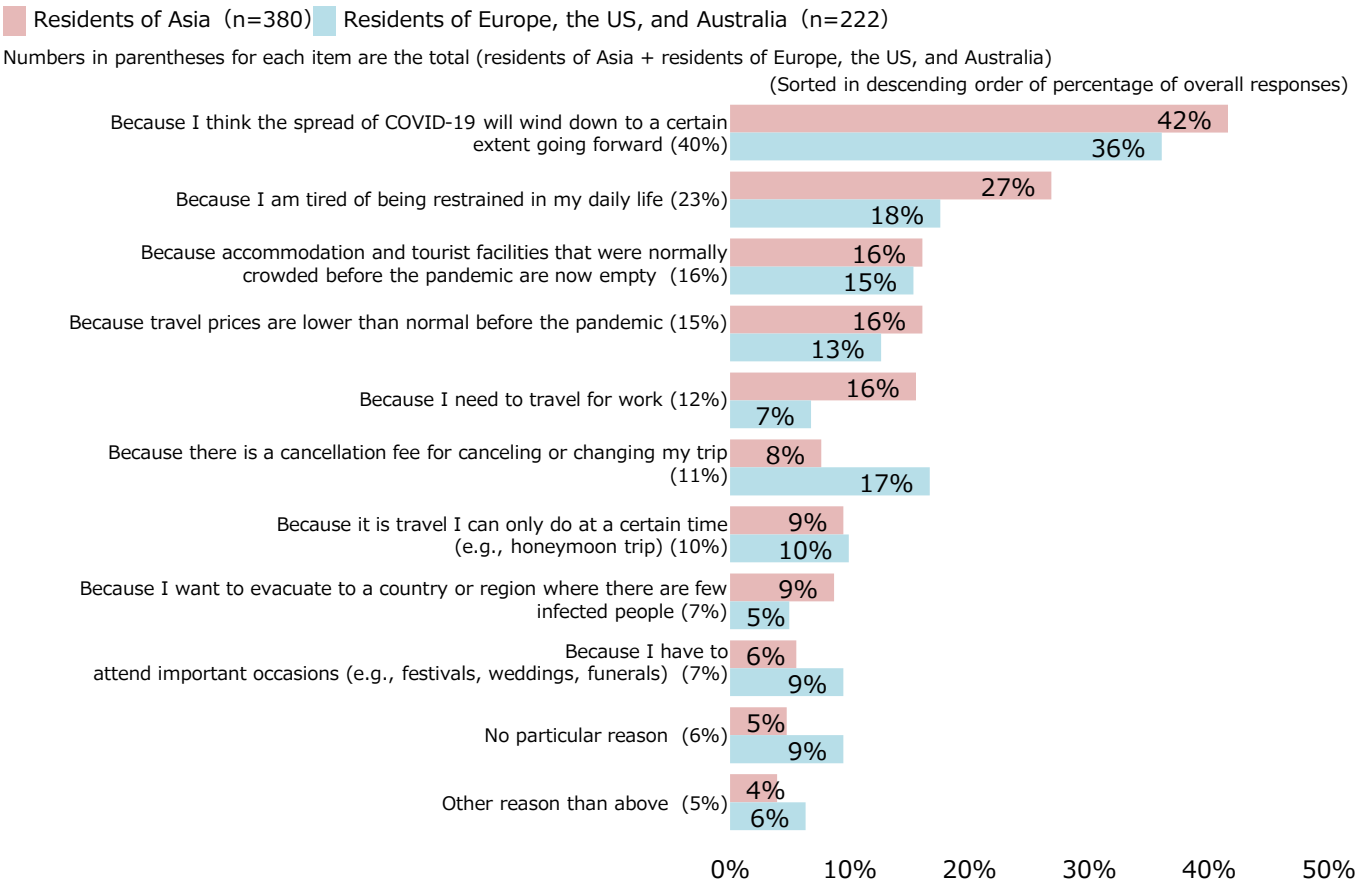
*Excluding people with no plans for overseas travel



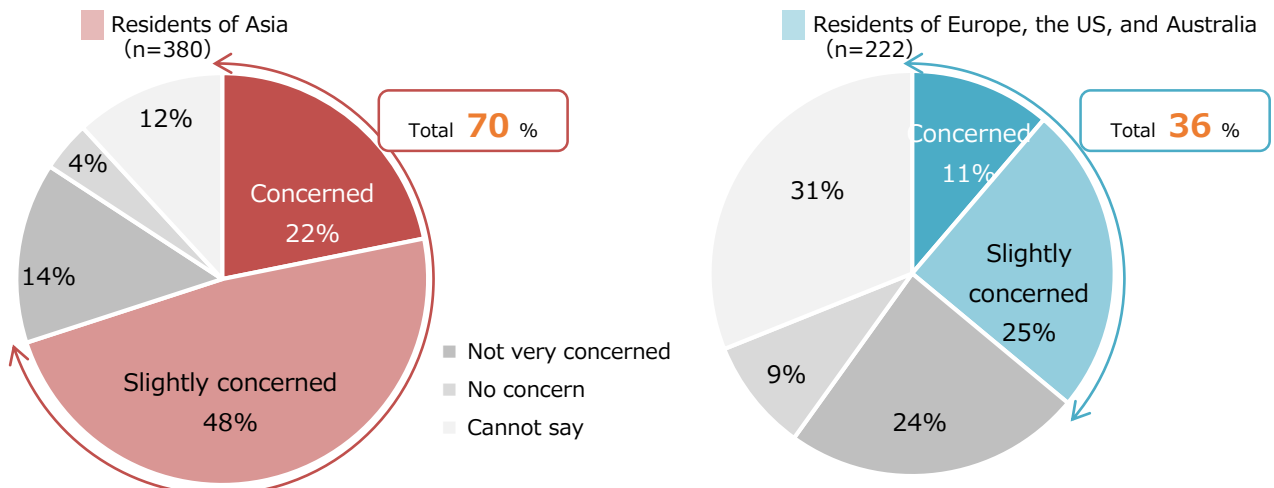
(2) Concerns about the novel coronavirus risk even among people who plan to travel abroad

- Among residents of Asia, as well as residents of Europe, the US, and Australia, who planned to travel abroad from June 2020, the reason stated was that they expected the COVID-19 to wind down to a certain extent going forward (about 40% of respondents who are residents of Asia). Other relatively high-volume reasons included being tired of being restrained in their daily lives.
- On the other hand, even among people who planned to travel abroad, 70% of residents of Asia and 36% of residents of Europe, the US, and Australia expressed concerns about COVID-19 risk. These concerns were particularly high among residents of Asia.
- Based on these results, continued COVID-19 countermeasures are necessary at destinations accepting tourists.

People with travel plans Reasons for traveling abroad from June 2020 (all applicable answers)



People with travel plans Level of concern about COVID-19 risk with overseas travel after June 2020

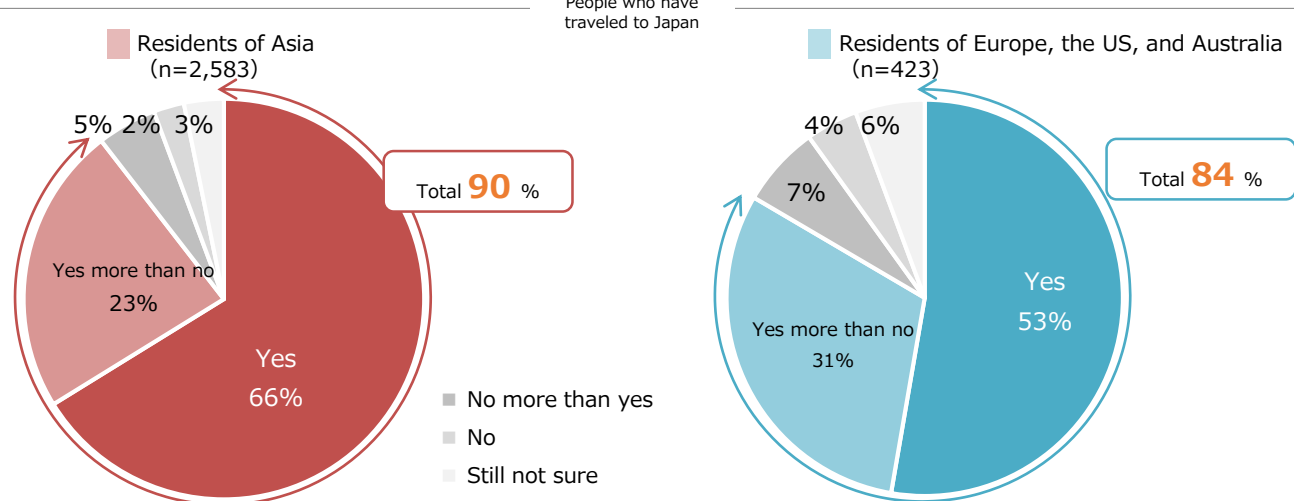
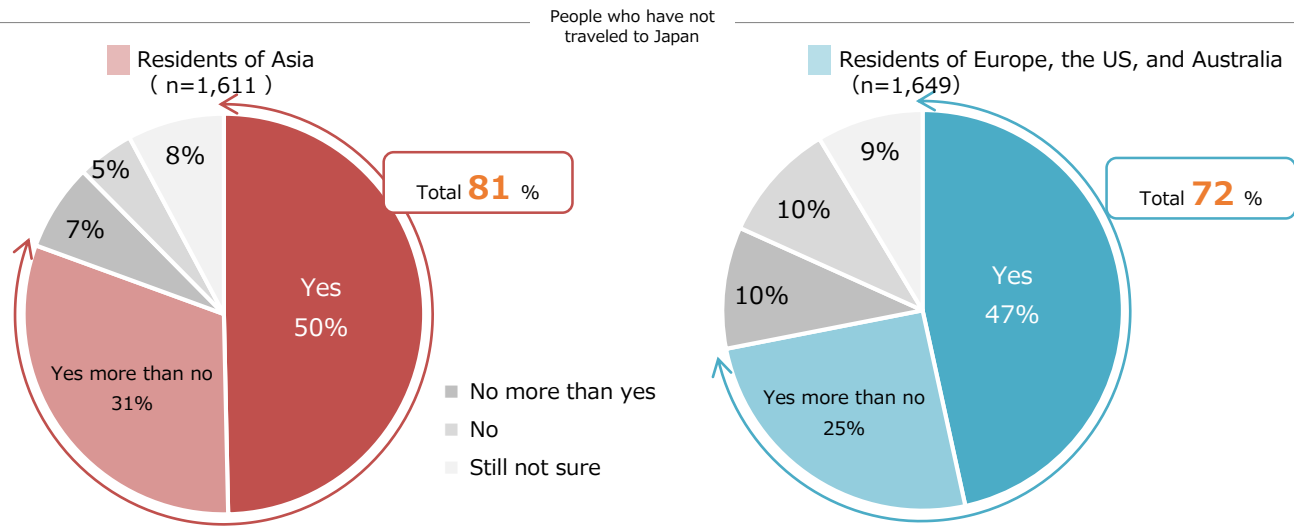
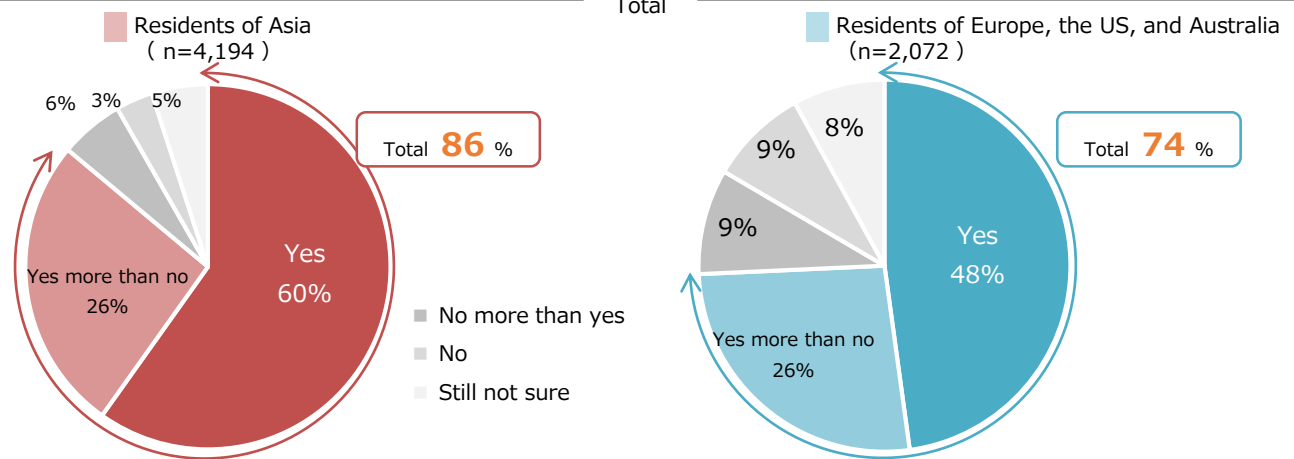


Note. Because fractions were rounded up, the totals of the breakdowns on this page and totals of the breakdowns shown on each graph of accumulated data may not agree.

(3) Strong desire to go sightseeing abroad after COVID-19 winds down

- The desire to go sightseeing abroad after COVID-19 winds down is strong among both residents of Asia and residents of Europe, the US, and Australia.
- The desire to go sightseeing abroad after the pandemic winds down is also strong among seasoned travelers with experience traveling to Japan.
- Furthermore, for the overall total (all people who have and have not traveled to Japan), there is a stronger desire to go sightseeing abroad among residents of Asia than among residents of Europe, the US, and Australia.

All Do you want to go sightseeing abroad again when COVID-19 winds down and things return to normal? (one answer)



Note. Because fractions were rounded up, the totals of the breakdowns on this page and totals of the breakdowns shown on each graph of accumulated data may not agree.

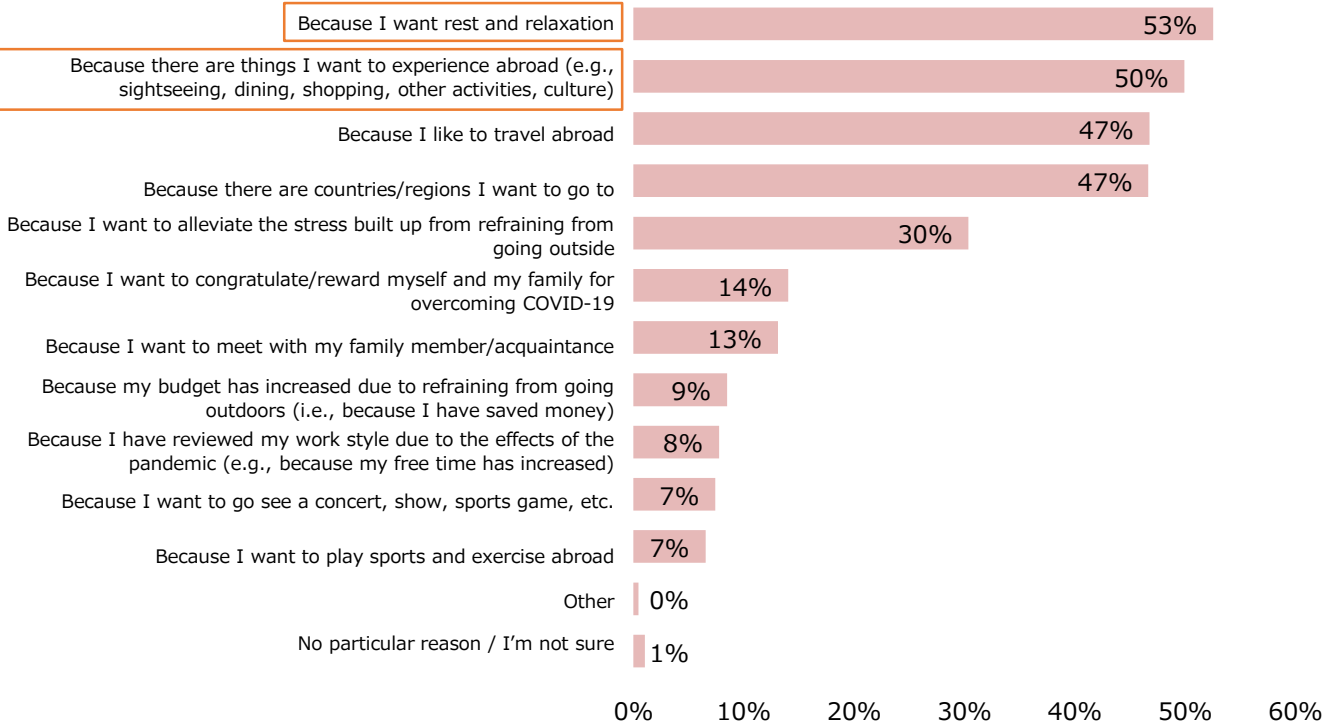
(4) Reasons for wanting to go sightseeing abroad after COVID-19 winds down

- Regarding reasons for wanting to go sightseeing abroad after the pandemic abates, a common response was “Because I like to travel abroad.” But other common responses were “Because I want rest and relaxation” and “Because there are things I want to experience abroad.” It is necessary to grasp what foreign travelers’ needs will be after the pandemic.

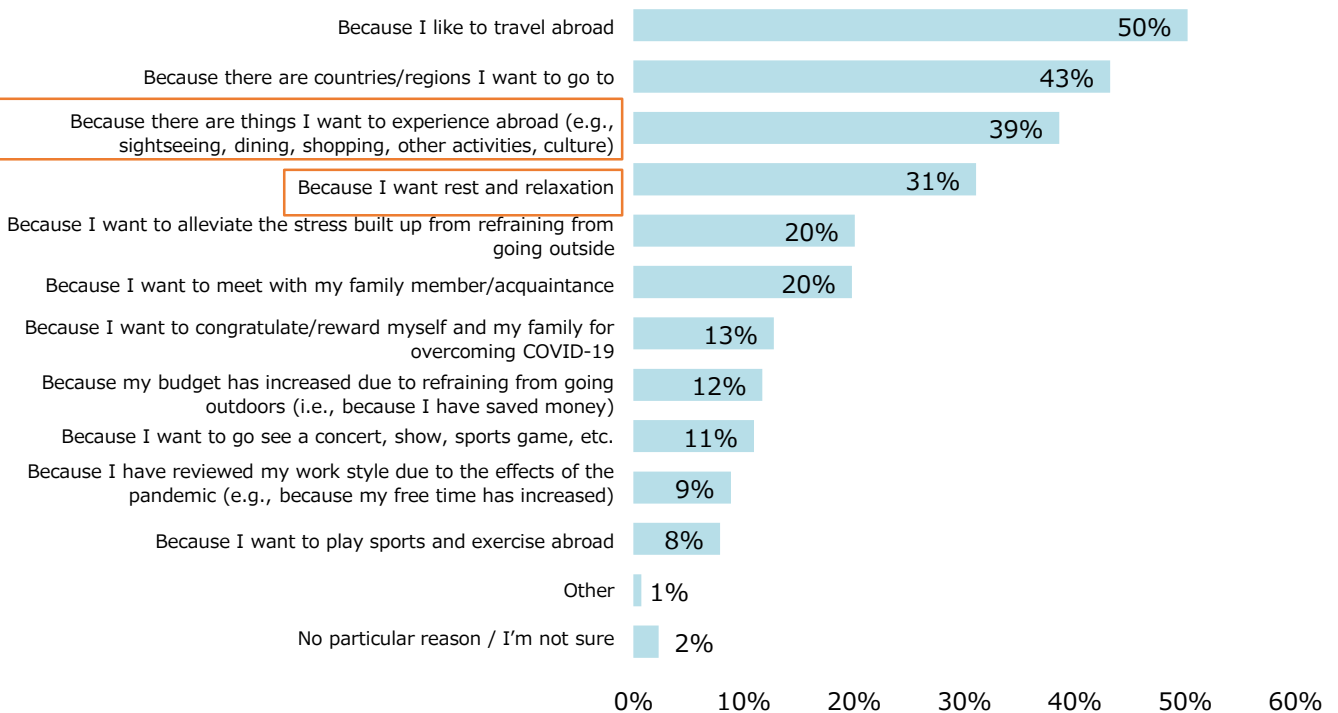
People who want to go sightseeing abroad*

Reasons for wanting to go sightseeing abroad after the COVID-19 pandemic winds down (all applicable answers)

Residents of Asia (n=3,610) (Sorted in descending order)



Residents of Europe, the US, and Australia (n=1,539) (Sorted in descending order)



Note. People who want to go sightseeing abroad” contain all respondents, with two exceptions: people who answered “I don’t think I want to” about sightseeing abroad after the pandemic subsides, and people who answered “I cannot think about resuming consideration of overseas travel in the current situation” regarding when they would resume consideration of sightseeing abroad.

(5) Possibility of increasing expenditure unit prices and lengths of stay after the COVID-19 pandemic winds down

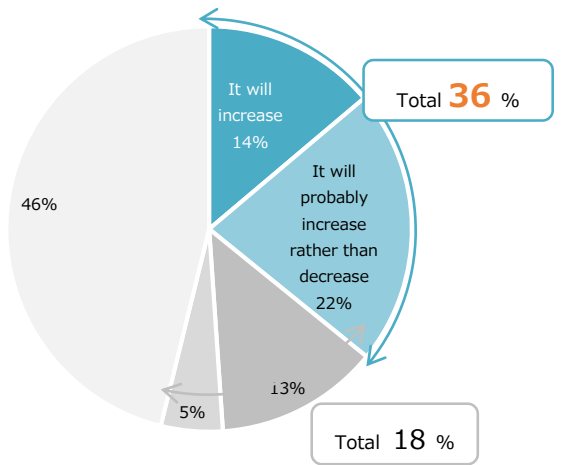
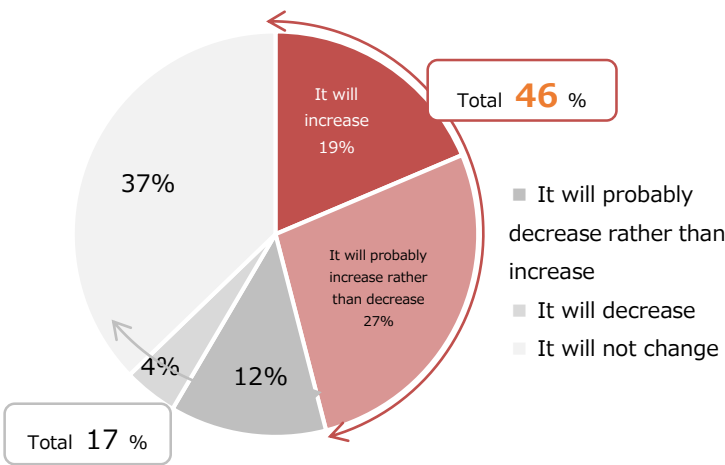
- In regard to budget for sightseeing abroad after the pandemic abates, the percentages for answers of “It will increase” and “It will probably increase rather than decrease” were higher than those for answers of “It will decrease” and “It will probably decrease rather than increase.”
- In regard to the number of days for their stay, the percentages for answers of “It will increase” and “It will probably increase rather than decrease” were higher than those for answers of “It will decrease” and “It will probably decrease rather than increase.”
- Based on these results, it is possible that post-COVID-19 travel trends will include features of more upmarket expenditure and longer stays.

People who want to go sightseeing abroad¹

How will your **budget** for sightseeing abroad change after the COVID-19 pandemic abates? (one answer)

Residents of Asia
(n=4,194)

Residents of Europe, the US, and Australia
(n=2,072)

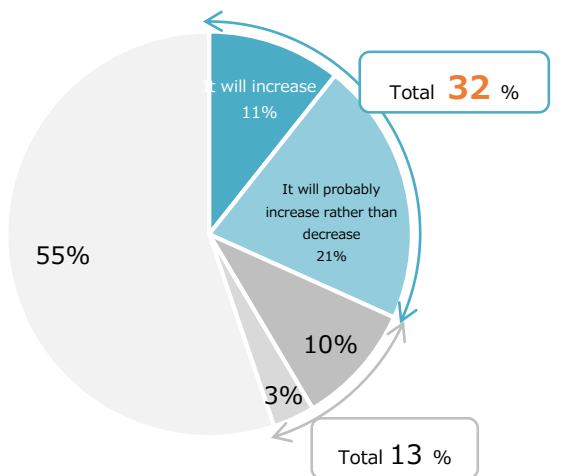
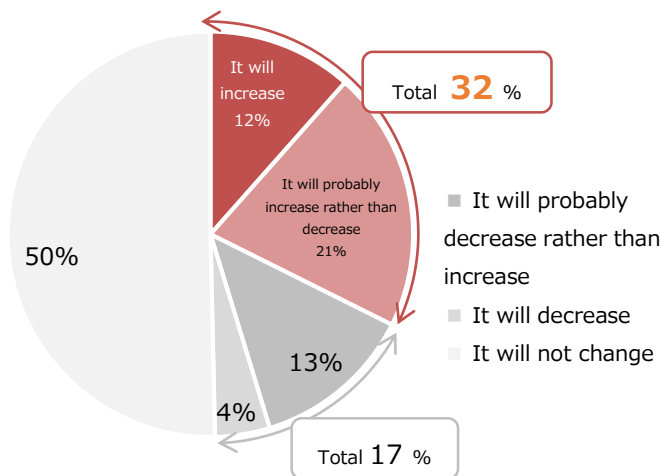


People who want to go sightseeing abroad¹

How will the **number of days** of your sightseeing abroad change after the COVID-19 pandemic abates? (one answer)

Residents of Asia
(n=4,194)

Residents of Europe, the US, and Australia
(n=2,072)



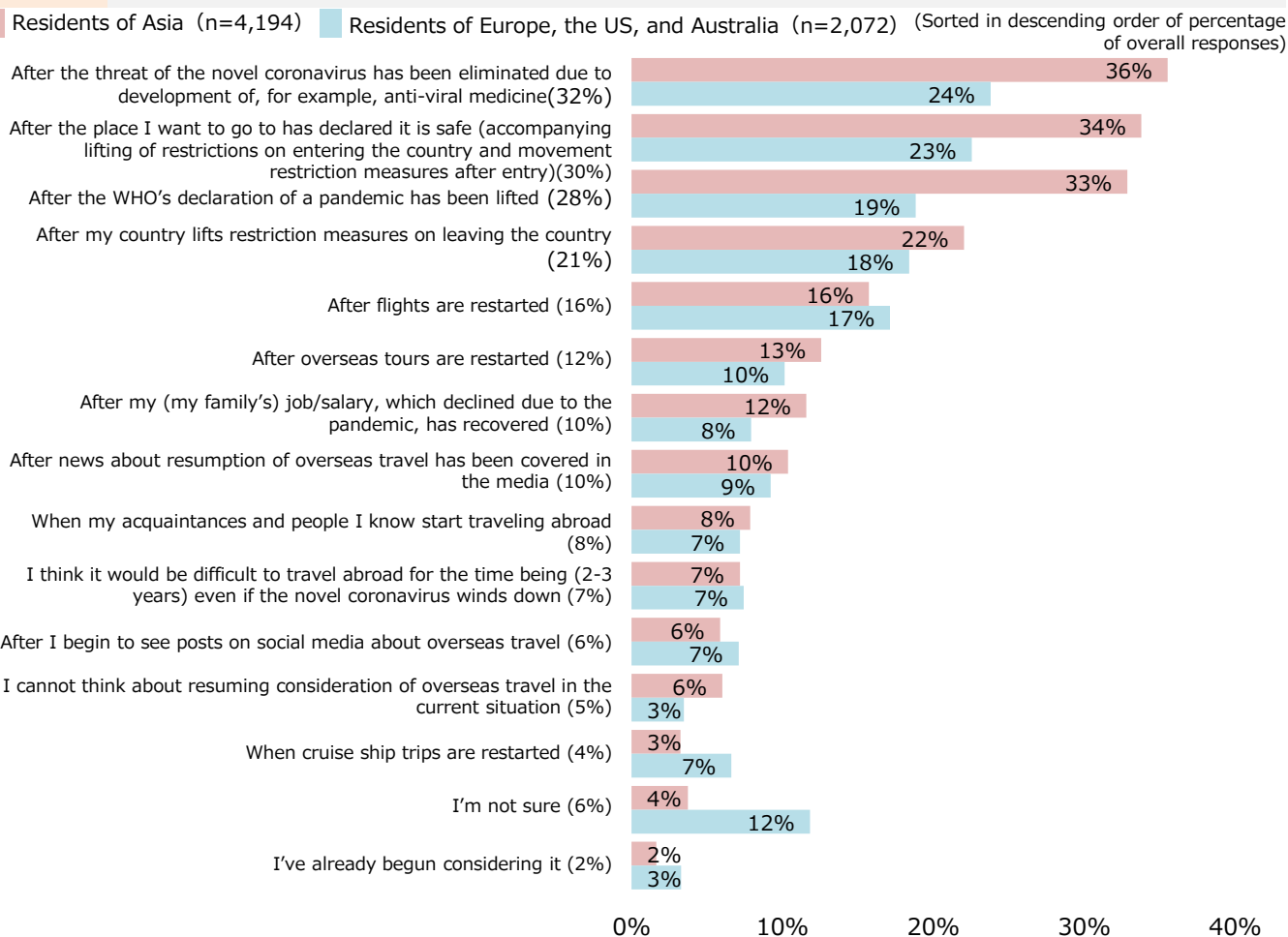
Note 1. People who want to go sightseeing abroad” contain all respondents, with two exceptions: people who answered “I don’t think I want to” about sightseeing abroad after the COVID-19 pandemic winds down, and people who answered “I cannot think about resuming consideration of overseas travel in the current situation” regarding when they would resume consideration of sightseeing abroad.

Note 2. Because fractions were rounded up, the totals of the breakdowns on this page and totals of the breakdowns shown on each graph of accumulated data may not agree.

(6) Timing for resuming consideration of sightseeing abroad

- In regard to the timing for resuming consideration of travel abroad, many residents of Asia as well as residents of Europe, the US, and Australia responded “After the threat of the novel coronavirus has been eliminated due to development of, for example, anti-viral medicine,” “After the place I want to go to has declared it is safe,” and “After the WHO’s declaration of a pandemic has been lifted.” It will probably take a considerable amount of time before the number of foreign travelers visiting Japan returns to what it was before.
- In addition, there were slight differences in the timing stressed by country and region. Some countries and regions had many answers of “After there is news about resumption of overseas travel” and “After my country lifts restriction measures on leaving the country.”

All When will you resume considering sightseeing abroad next? (pick up to 3 applicable answers)



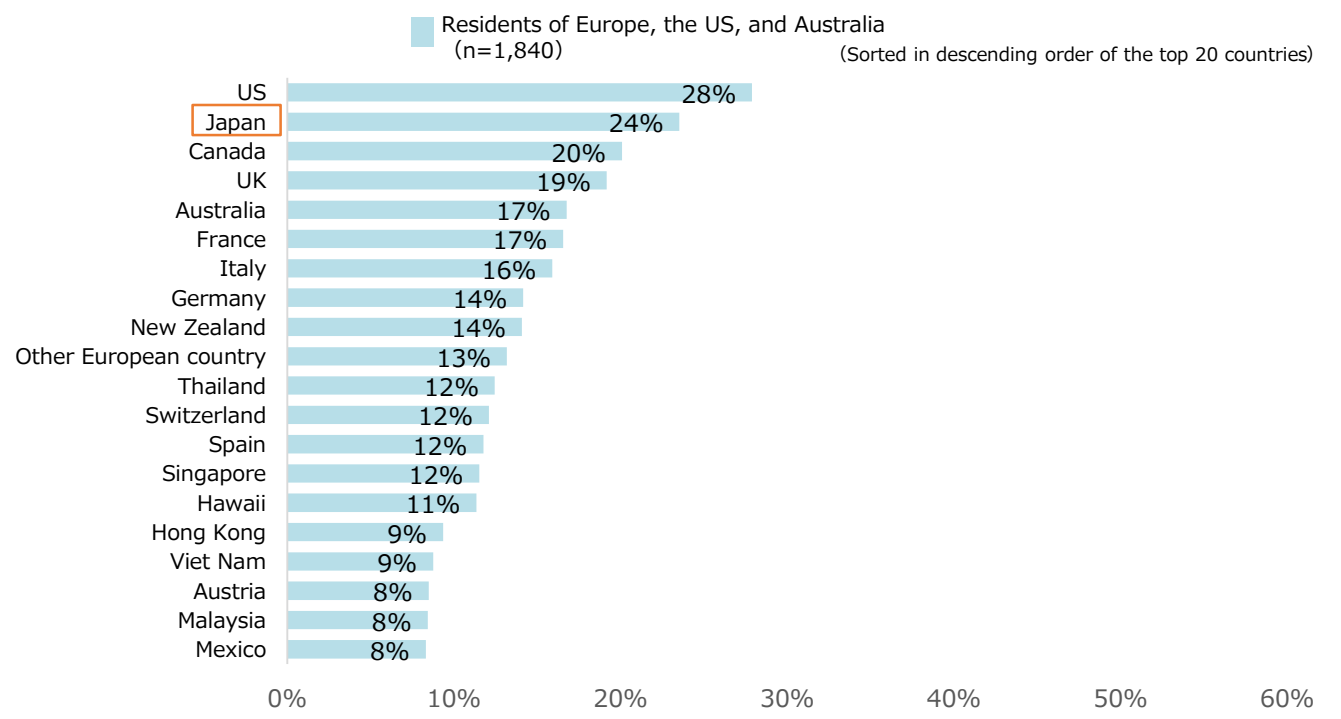
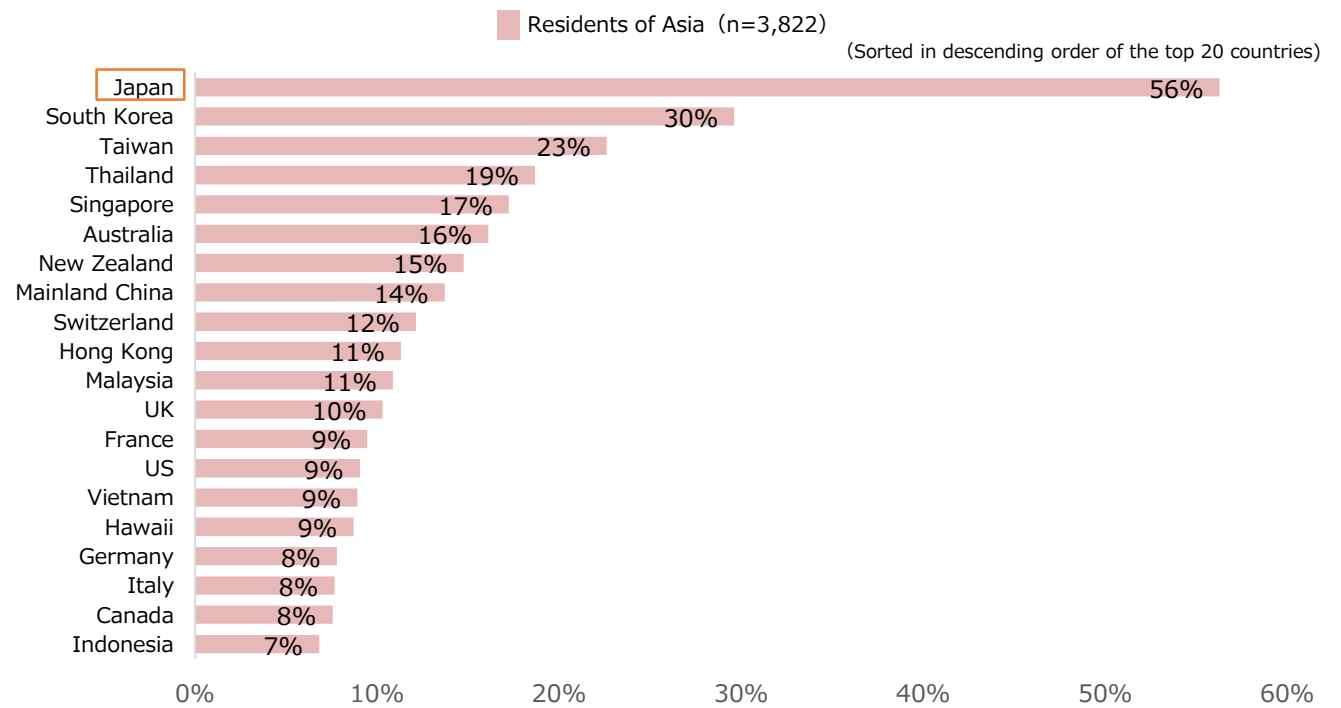
	1st	2nd	3rd
South Korea	Development of, for example, anti-viral medicine (34%)	After the WHO’s declaration of a pandemic has been lifted (28%)	After there is news about resumption of overseas travel (16%)
China	Development of, for example, anti-viral medicine (42%)	After the place I want to go to has declared it is safe (40%)	After the WHO’s declaration of a pandemic has been lifted (33%)
Taiwan	After the place I want to go to has declared it is safe (45%)	Development of, for example, anti-viral medicine (42%)	After my country lifts restriction measures on leaving the country (31%)
Thailand	Development of, for example, anti-viral medicine (39%)	After the WHO’s declaration of a pandemic has been lifted (36%)	After the place I want to go to has declared it is safe (34%)
Singapore	After the place I want to go to has declared it is safe (40%)	Development of, for example, anti-viral medicine (33%)	After the WHO’s declaration of a pandemic has been lifted (31%)
Malaysia	After the WHO’s declaration of a pandemic has been lifted (40%)	Development of, for example, anti-viral medicine (35%)	After the place I want to go to has declared it is safe (31%)
Indonesia	After the WHO’s declaration of a pandemic has been lifted (50%)	Development of, for example, anti-viral medicine . (37%)	After the place I want to go to has declared it is safe (32%)
US	Development of, for example, anti-viral medicine (24%)	After the place I want to go to has declared it is safe (22%)	After the WHO’s declaration of a pandemic has been lifted (18%)
Australia	After the place I want to go to has declared it is safe (25%)	After my country lifts restriction measures on leaving the country (22.5%)	Development of, for example, anti-viral medicine (21.9%)
UK	After the place I want to go to has declared it is safe (30%)	Development of, for example, anti-viral medicine (26%)	After the WHO’s declaration of a pandemic has been lifted (21%)
France	Development of, for example, anti-viral medicine (24%)	After my country lifts restriction measures on leaving the country (21%)	After the WHO’s declaration of a pandemic has been lifted (19%)

(7) Countries and regions people want to visit for sightseeing after the COVID-19 pandemic winds down

- After the COVID-19 pandemic abates, Japan will continue to be highly popular as an overseas sightseeing destination: it was the top choice (56%) for residents of Asia and the second highest choice (24%) for residents of Europe, the US, and Australia.

* In the FY2019 regular survey (conducted from June 25 – July 8, 2019, “regular poll” hereinafter), the percentage selecting Japan was 55% (top choice) for residents of Asia and 39% (sixth highest choice) for residents of Europe, the US, and Australia.

People who want to go sightseeing abroad¹ Countries and regions people want to visit for sightseeing after the novel coronavirus winds down² (all applicable answers)

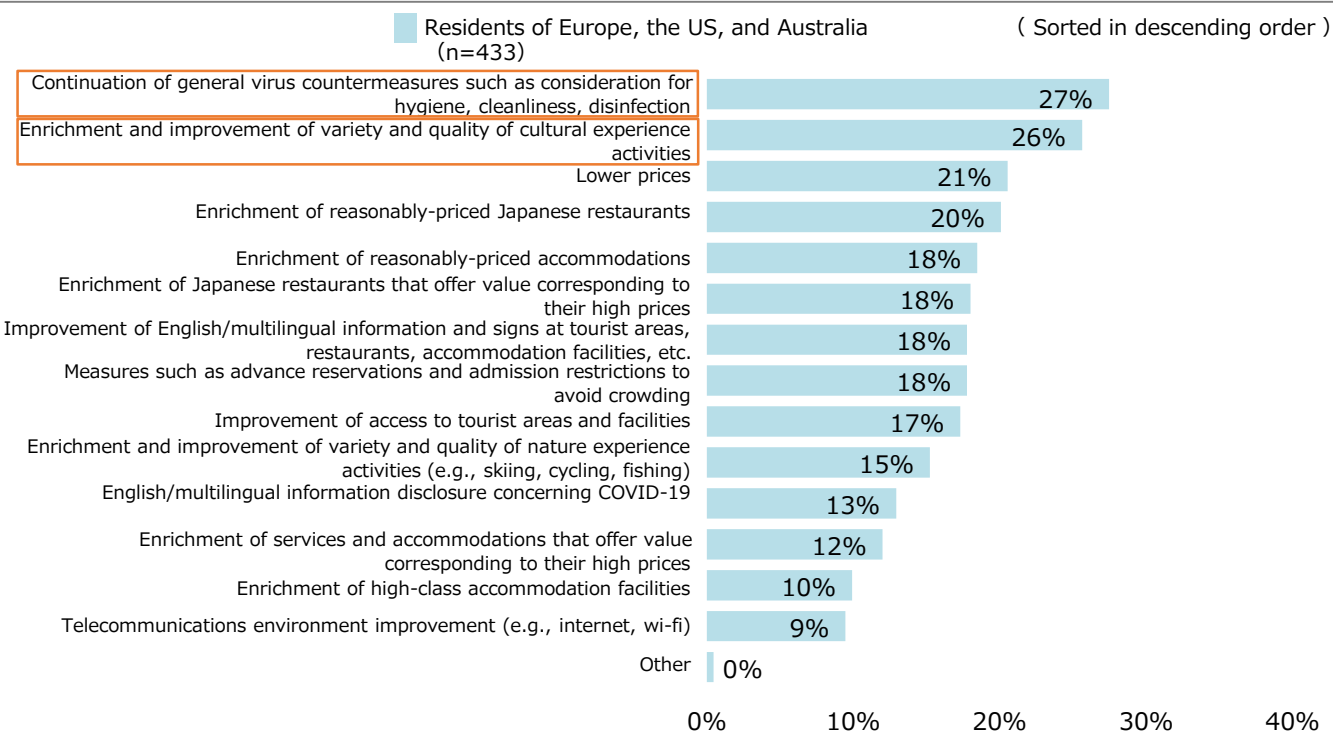
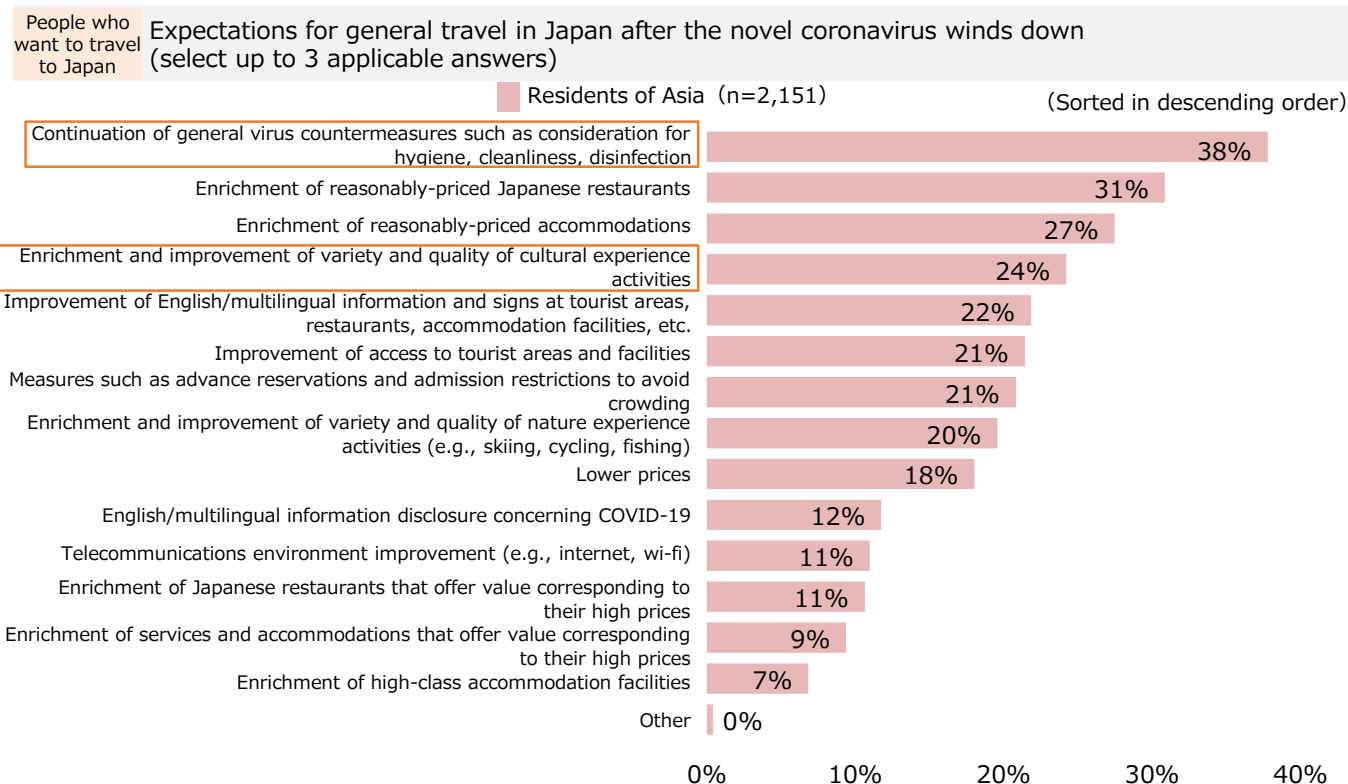


Note 1. People who want to go sightseeing abroad” contain all respondents, with two exceptions: people who answered “I don’t think I want to” about sightseeing abroad after the COVID-19 pandemic winds down, and people who answered “I cannot think about resuming consideration of overseas travel in the current situation” regarding when they would resume consideration of sightseeing abroad.

Note 2. If the “country or region people want to visit” was the same as the respondent’s country or region or a neighboring country, the response of the corresponding country or region was excluded from the sample size.

(8) Expectations for general travel in Japan after the COVID-19 pandemic winds down

- In regard to expectations for travel to Japan, the top choice was “Continuation of general virus countermeasures such as consideration for hygiene, cleanliness, disinfection” for both residents of Asia and residents of Europe, the US, and Australia. Therefore, it is necessary to implement thorough measures for safety and peace of mind even after the pandemic abates.
- Many respondents also answered “Enrichment and improvement of variety and quality of cultural experience activities.” Based on the high percentage of respondents who selected “Because there are things I want to experience abroad” as their reason for wanting to travel abroad after the COVID-19 pandemic winds down, which we saw in a previous section, it is important to implement preparation toward improving the quality of experiential sightseeing before the pandemic subsides, in order to raise the satisfaction level of foreign travelers to Japan at that future point.



Note. Answers were received from respondents who selected “Japan” as a region they would like to visit for overseas sightseeing after the COVID-19 pandemic winds down.

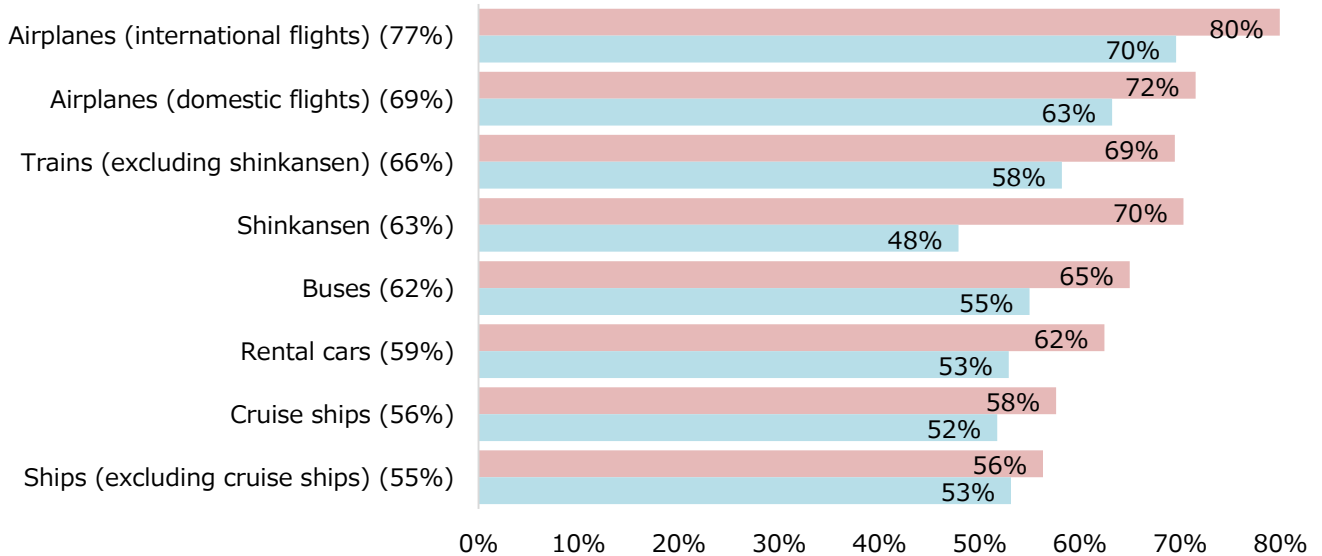
(9) COVID-19 countermeasures are needed for the various transportation modes and tourist attractions

- In regard to transportation modes that require COVID-19 countermeasures, residents of Asia as well as residents of Europe, the US, and Australia believe that countermeasures are necessary for nearly all items but particularly in the following order: airplanes, trains, shinkansen, buses, rental cars, and ships.
- In regard to tourist attractions that require COVID-19 countermeasures, “restaurants” was the top choice, followed by “Shopping centers and outlet malls” for residents of Asia as well as residents of Europe, the US, and Australia. These two items are places where respondents indicated a high desire for “leisure in which I will probably engage within the next six months.” On the other hand, about 70% of respondents said that countermeasures are needed for traditional *ryokan* inns, hotels, etc.; therefore, continued countermeasures are needed.
- In addition, in all categories other than the “N/A” category, residents of Asia had a higher response rate than residents of Europe, the US, and Australia and indicated a high level of concern.

All Importance of COVID-19 countermeasures for various transportation modes in your consideration of whether to visit Japan for tourism (Select one of the five answer choices for each item.)

Residents of Asia (n=4,194) Residents of Europe, the US, and Australia (n=2,072) Percentage of people who responded “I definitely think so” and “I think so” (Sorted in descending order by the percentages of all respondents)

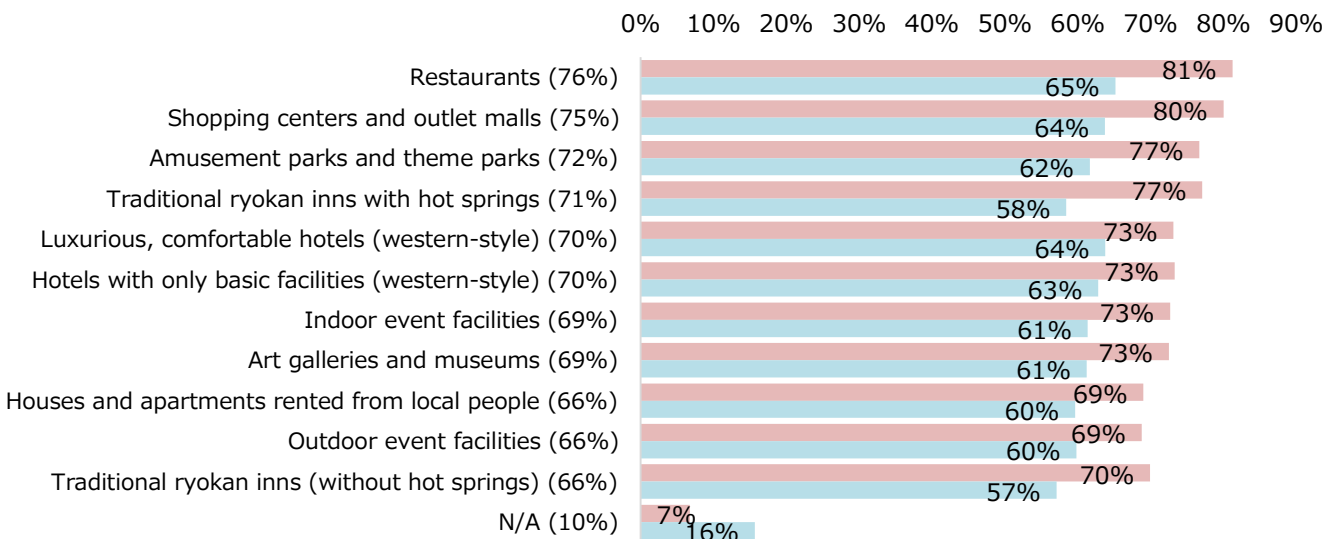
Numbers in parentheses for each item are the combined percentages (residents of Asia + residents of Europe, the US, and Australia)



All Importance of COVID-19 countermeasures for various destinations in your consideration of whether to visit Japan for tourism (Select one of the five answer choices for each item.)

Residents of Asia (n=4,194) Residents of Europe, the US, and Australia (n=2,072) Percentage of people who responded “I definitely think so” and “I think so” (Sorted in descending order by the percentages of all respondents)

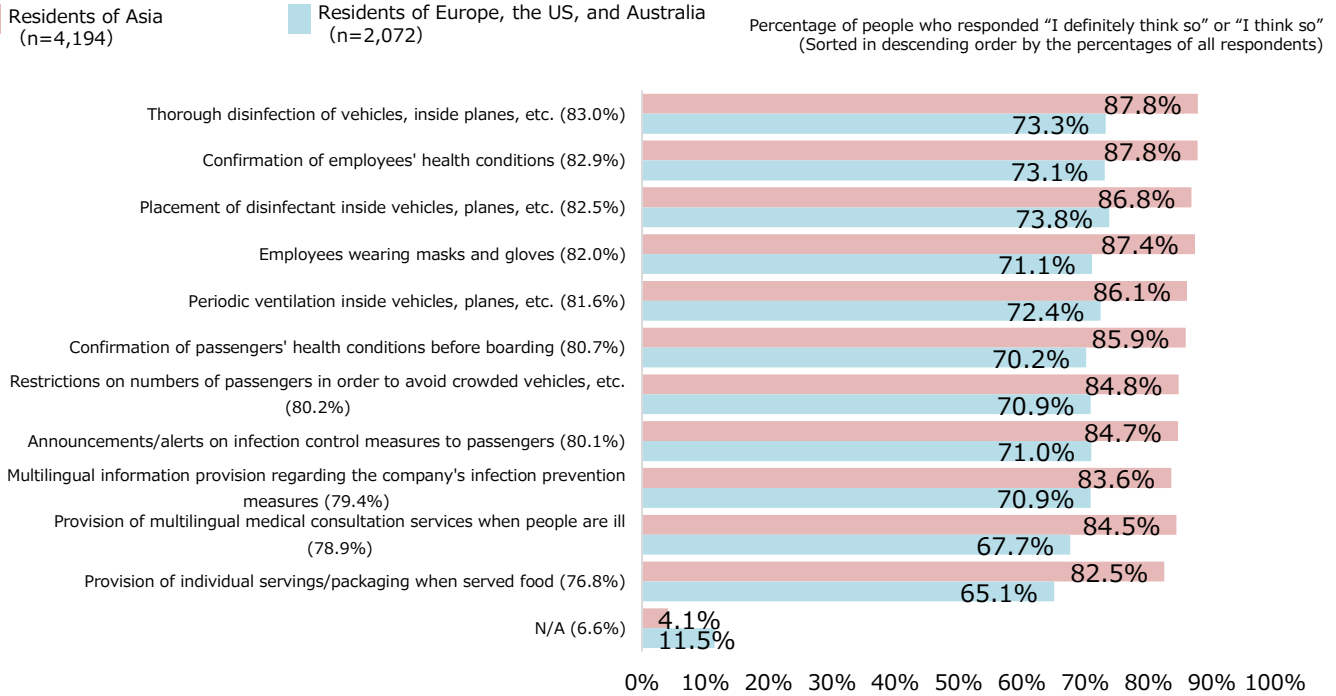
Numbers in parentheses for each item are the combined percentages (residents of Asia + residents of Europe, the US, and Australia)



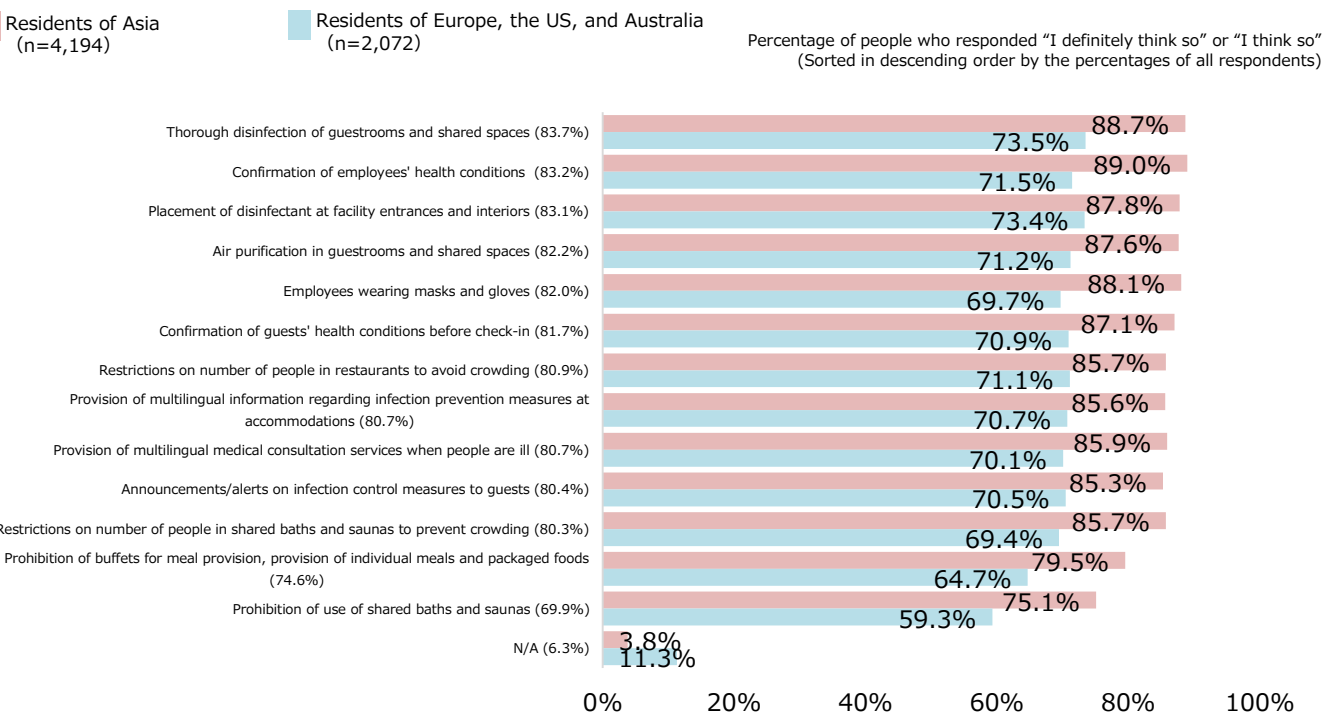
(10) COVID-19 countermeasures are needed for many different transportation businesses and accommodation businesses

- When asked about countermeasures that should be taken by transportation businesses, there was a generally high response rate with over 80% of residents of Asia selecting “I definitely think so” or “I think so” for all items, and about 70% of residents of Europe, the US, and Australia selecting the same for all items.
- In regard to countermeasures that should be taken by accommodation businesses as well, there was a generally high response rate for 11 items, with “I definitely think so” or “I think so” being selected by residents of Asia about 90% of the time and by residents of Europe, the US, and Australia about 70% of the time.
- Furthermore, like on the previous page, in all categories other than the “N/A” category, residents of Asia had a higher response rate than residents of Europe, the US, and Australia and again indicated a high level of concern.

All COVID-19 countermeasures you think should be taken by transportation businesses to give you peace of mind about using transportation facilities in Japan if you visit for tourism (Select one of the five answer choices for each item.)



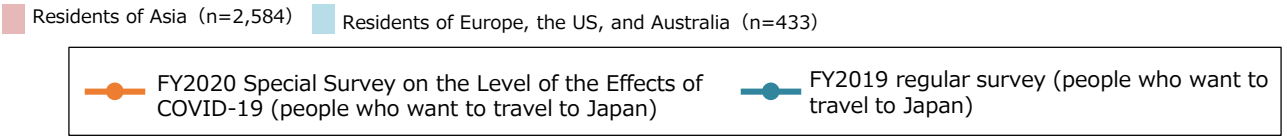
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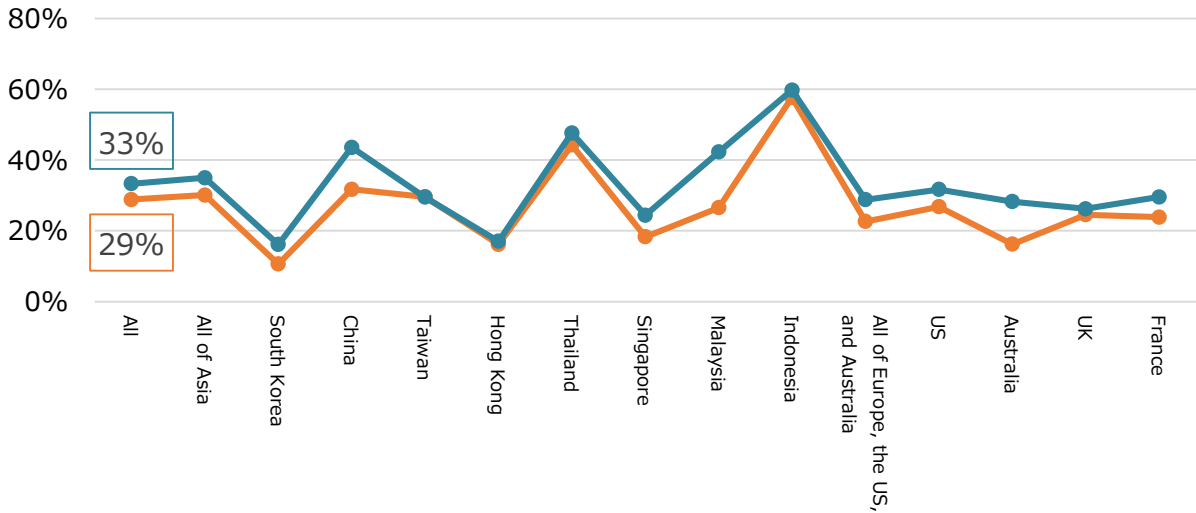
(11) Dynamic packages are more popular now than before the COVID-19 began to spread.

- Full package tours (package travel that includes airline tickets and accommodation facilities as a set as well as meals, tours, tour guides, and local guides) were generally selected less (i.e., were less popular) in the FY2020 Special Survey on the Level of the Effects of COVID-19 (“this survey” hereinafter) than in the regular survey.
- On the other hand, dynamic packages (package travel that includes only airline tickets and accommodation facilities in the set) were selected more in this survey compared to the regular survey, centered on Southeast Asia as well as Europe, the US, and Australia.
- Based on the above, it can be inferred that people generally want to avoid tours where it is easy to imagine the so-called Three C’s (closed spaces, crowded spaces, and close-contact settings) occurring during sightseeing, bus travel, and meals with above a certain number of people, and therefore prefer tours where they seem less likely to occur.

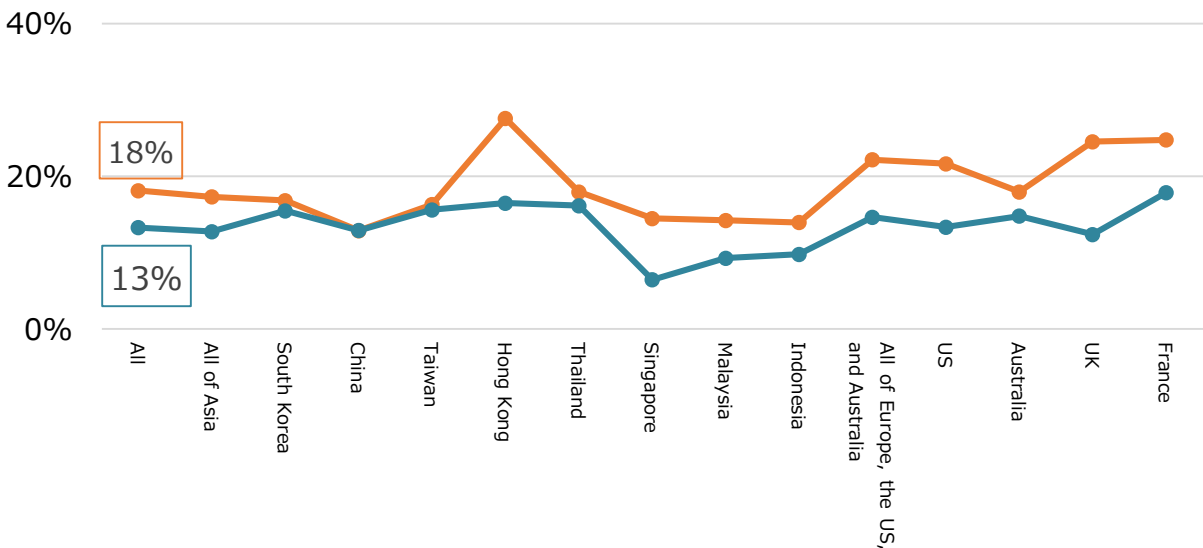
People who want to travel to Japan Preferred travel style for your next trip when you visit Japan for tourism after the COVID-19 pandemic winds down (select one)



Full package tours



Dynamic packages



Note. Answers were received from respondents who selected “Japan” as a region they would like to visit for overseas sightseeing after the COVID-19 pandemic winds down.

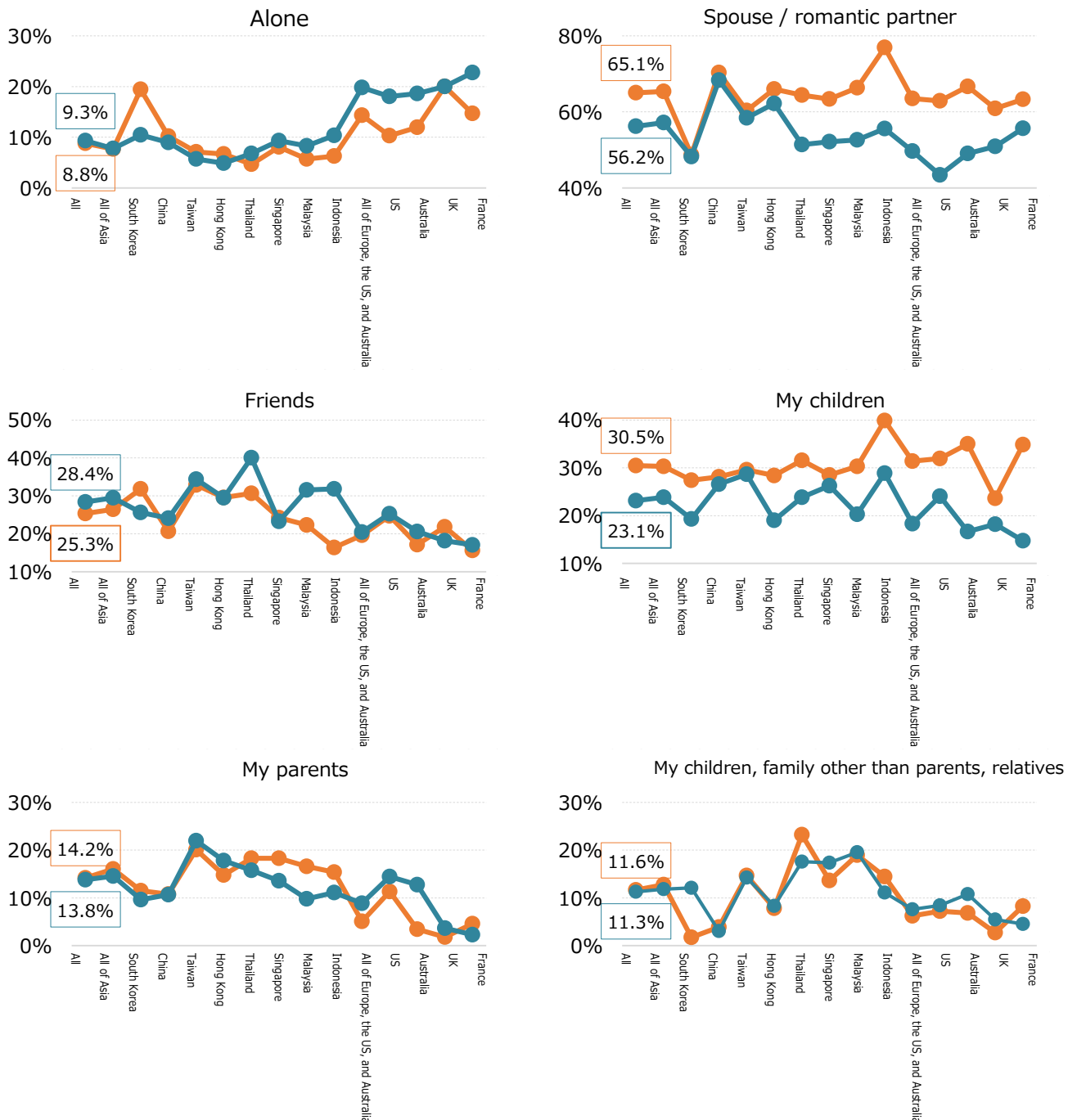
(12) Preferred fellow travelers: “people I’m close to with a history of behavior that I know about”

- Although “Spouses and romantic partners” is also a highly-selected choice in the regular survey, in this survey it was selected even more in all countries and regions. On the other hand, “Friends” tended to be selected less in this survey. It can be inferred that there is awareness of “people I’m close to with a history of behavior that I know about” in order to avoid risk of infection.
- “My children” was selected more in this survey. It can be inferred that, as people are close to their children, they know their history of behavior. Also, many people plan to travel abroad after COVID-19 pandemic winds down as a “reward” for enduring the highly stressful daily lives of restrictions on going outside during the lockdowns around the world from March.

People who want to travel to Japan When you visit Japan for tourism after the COVID-19 pandemic winds down, who would you like to go with? (select all applicable answers)

Residents of Asia (n=2,584) Residents of Europe, the US, and Australia (n=433)

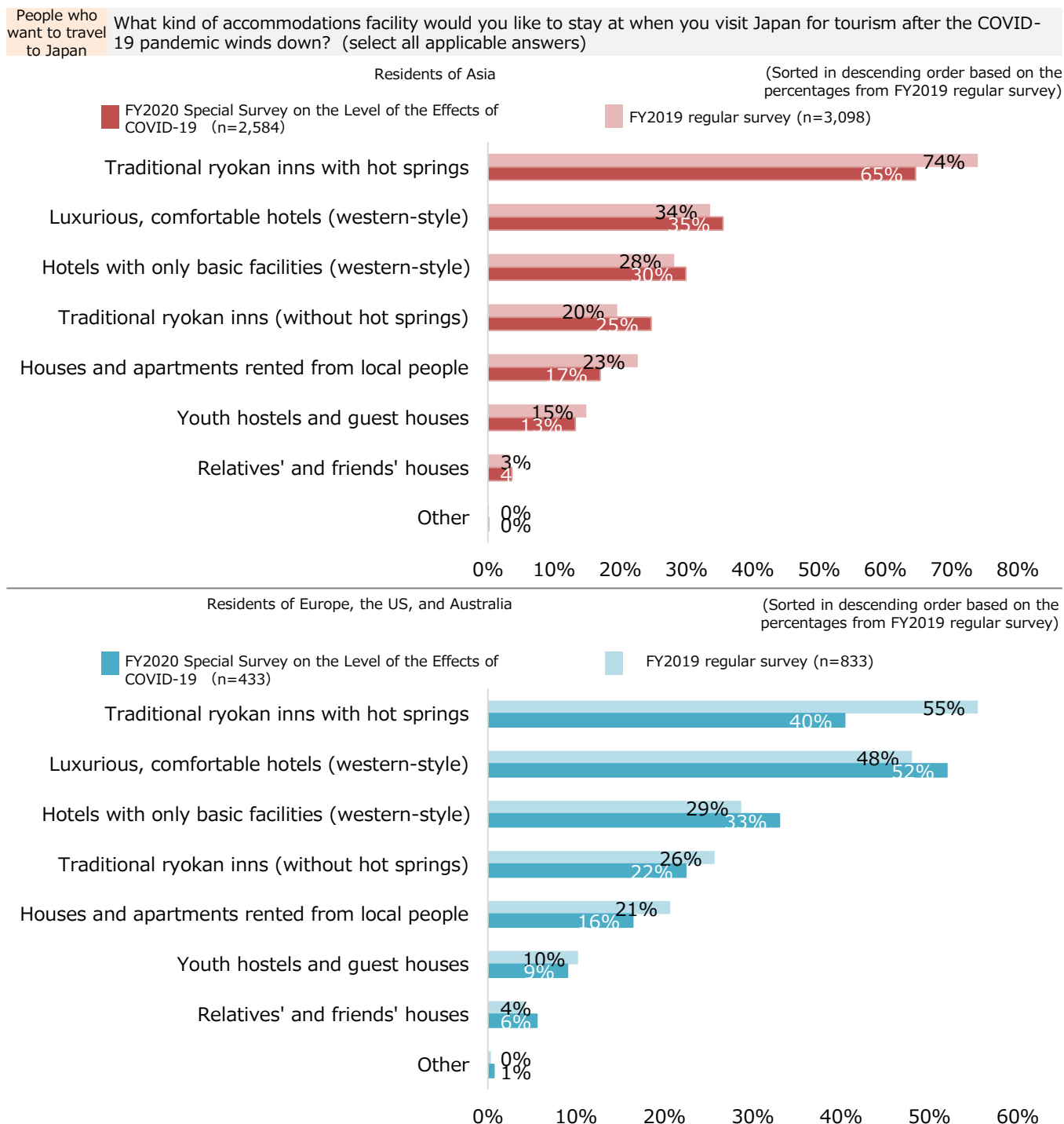
FY2020 Special Survey on the Level of the Effects of COVID-19 (people who want to travel to Japan) FY2019 regular survey (people who want to travel to Japan)



Note. Answers were received from respondents who selected “Japan” as a region they would like to visit for overseas sightseeing after the COVID-19 pandemic winds down.

(13) The top ranking of traditional *ryokan* inns as popular accommodation choices shrunk slightly due to COVID-19.

- Although “traditional *ryokan* inns with hot springs” was still the most popular item in this survey for all residents (combined residents of Asia and residents of Europe, the US, and Australia), its lead decreased from the results of the regular survey in both groups. On the other hand, it seems that residents of Asia want to stay at traditional *ryokan* inns, based on the increasing selection of “Traditional *ryokan* inns (without hot springs).” Therefore, it can be inferred that residents of Asia have concerns about infections in hot springs, spas, saunas, and so forth, used communally with other people with unknown histories of behavior. For this reason, it is probably necessary for traditional *ryokan* inns with hot springs to work on guestrooms with attached baths as an alternative to communal baths as well as on provision of information about their general infection countermeasures ongoing after the COVID-19 pandemic ends.
- “Houses and apartments rented from local people” (*minpaku* residences) was selected less in this survey among both residents of Asia and residents of Europe, the US, and Australia. It can be inferred that this is because of the perceived differences among facilities in terms of safety and cleanliness (e.g., less-stringent cleaning requirements by the *minpaku* residences) and the fact that service above a certain level is not necessarily ensured like at hotels and traditional *ryokan* inns.



Note. Answers were received from respondents who selected “Japan” as a region they would like to visit for overseas sightseeing after the COVID-19 pandemic winds down.

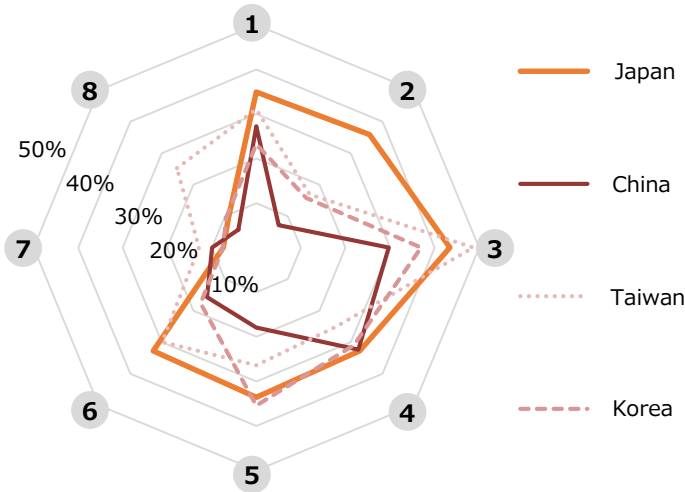
(14) Making Japan's reputation for "cleanliness" even stronger by bolstering measures for safety and peace of mind

- Japan is evaluated lower for multilingual support than other countries and regions, and it can be said that more efforts are needed after the COVID-19 pandemic winds down.
- In addition, compared to Taiwan and some other regions, Japan isn't held up as a particularly model country for its handling of the COVID-19 pandemic.
- On the other hand, in addition to items such as "Shopping," "Dining," and "Good safety," Japan gets highly marks for "cleanliness." Therefore, after the pandemic ends, in addition to continuing virus countermeasures and generally bolstering efforts for safety and peace of mind, it is important that Japan provide accurate information in various languages to leverage and further strengthen its reputation for excellent hygiene and cleanliness.

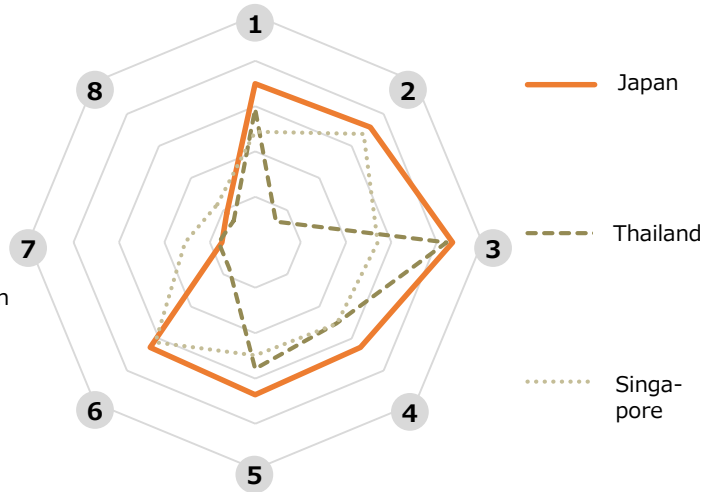
People who want to go sightseeing abroad*

Reasons for wanting to visit a country or region for tourism after the COVID-19 pandemic winds down (select all applicable answers)

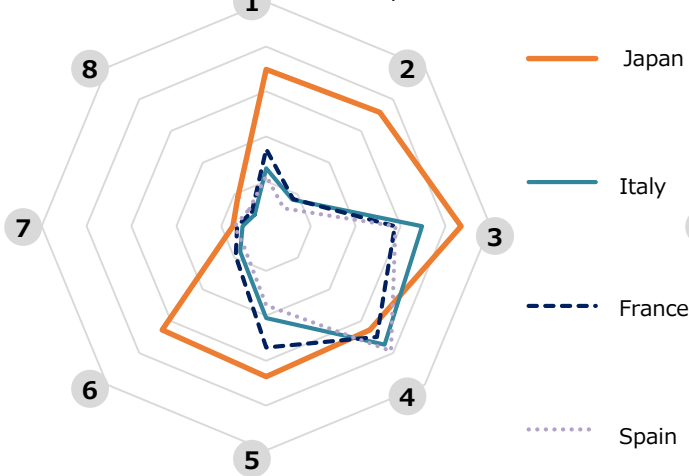
East Asia



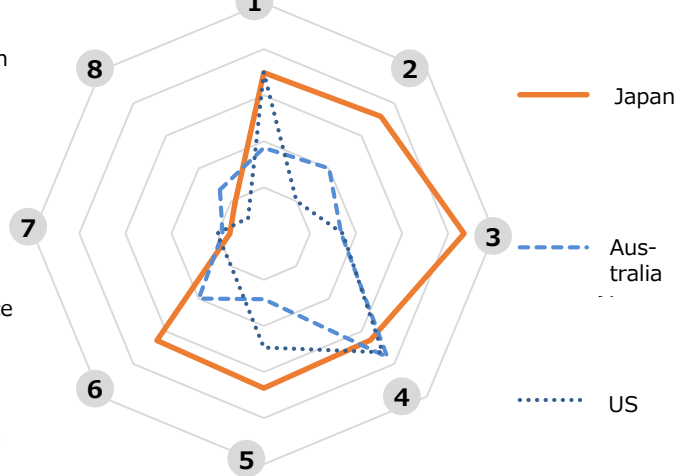
Southeast Asia



Europe



US and Australia



1 Because I like it and have travelled there before

2 Because it is clean

3 Because the food is delicious

4 Because there are tours and activities that I want to experience

5 Because I want to go shopping

6 Because the safety is good

7 Because there is multilingual service

8 Because it is a country or region that received little damage from COVID-19

Note. People who want to go sightseeing abroad* contain all respondents, with the exception of people who answered "I don't think I want to" about sightseeing abroad after the COVID-19 pandemic winds down, and people who answered "I cannot think about resuming consideration of overseas travel in the current situation" regarding when they would resume consideration of sightseeing abroad.

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