

# Trends Amongst Japanese Travelers During the COVID-19 Epidemic (Part 19)

Produced from Results of the JTBF Travelers Survey

March 31, 2022

Japan Travel Bureau Foundation  
Tourism Culture Vitalization Dept.,  
Tourism Research Dept.

# Survey Results

## **1. Changes in Selection of Future Travel Destinations and Travel Behaviors**

(1) Whether changes were made ... p.4

(2) Awareness during trip planning and activities at destination ... p.5

**3. Travel Intentions after COVID-19 is Contained** ... p.6

# Survey Summary

Survey title: JTBF Travel Attitude Survey

Survey target: Men and women aged 18 to 79 nationwide (selected from survey company panels)

Survey method: Self-administered mail surveys\*

■ May 2021 Survey Survey Period: May 26 to June 16, 2021

	Male								Female								
Age (years)	18-19	20-29	30-39	40-49	50-59	60-69	70-79	Subtotal	18-19	20-29	30-39	40-49	50-59	60-69	70-79	Subtotal	Total
Respondents (Individuals)	14	108	126	151	113	127	110	749	13	103	105	132	106	149	116	724	1,473
Composition Ratio (%)	1.0	7.3	8.6	10.3	7.7	8.6	7.5	50.8	0.9	7.0	7.1	9.0	7.2	10.1	7.9	49.2	100.0

■ December 2021 Survey Survey Period: November 24 to December 30, 2021

	Male								Female								
Age (years)	18-19	20-29	30-39	40-49	50-59	60-69	70-79	Subtotal	18-19	20-29	30-39	40-49	50-59	60-69	70-79	Subtotal	Total
Respondents (Individuals)	19	75	102	135	114	152	97	694	20	84	112	150	123	145	132	766	1,460
Composition Ratio (%)	1.3	5.1	7.0	9.2	7.8	10.4	6.6	47.5	1.4	5.8	7.7	10.3	8.4	9.9	9.0	52.5	100.0

Note: Households were extracted from a residential map database with respondents based on the population at the time of the census. This method allowed us to select survey targets without regional or gender age bias.

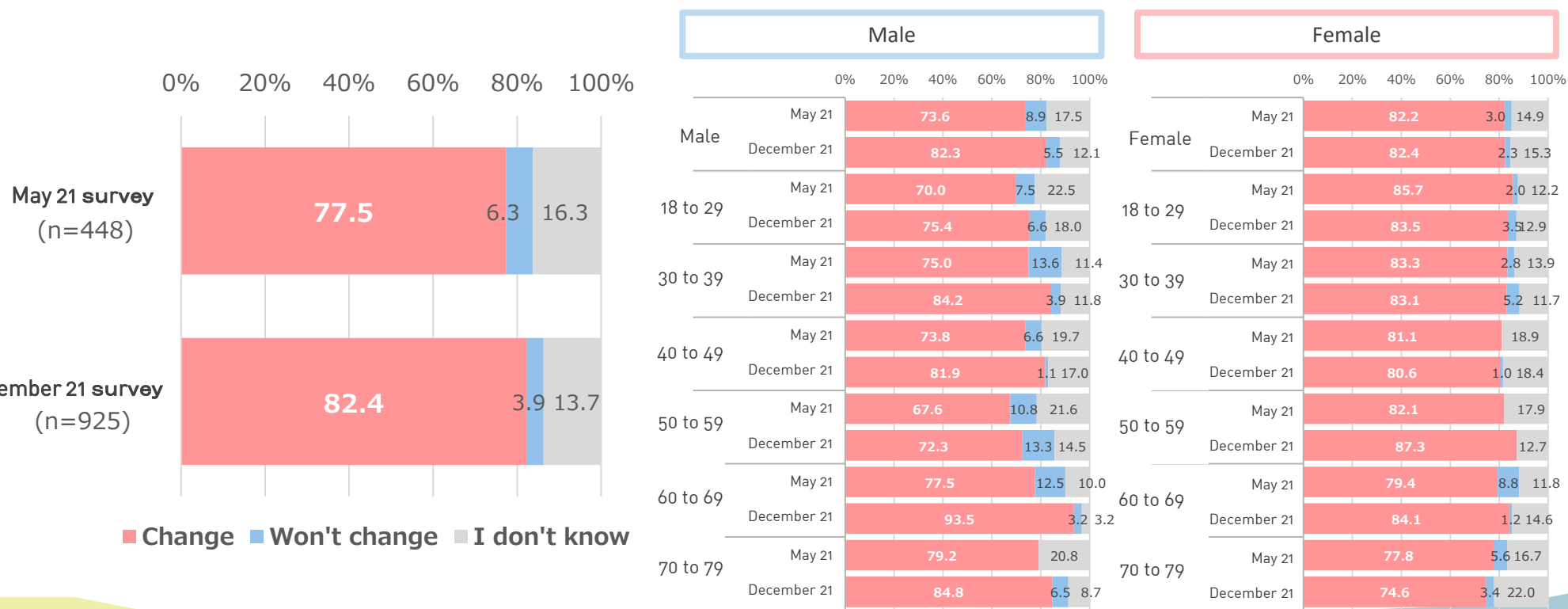
The survey was then sent by mail, and respondents were asked to fill out the questionnaire by themselves.

# Selection of Future Travel Destinations and Travel Behaviors: "Will Change" Exceeds 80%

- Between the May 2021 and December 2021 surveys, there was a slight increase in those saying they will change their destinations and behaviors when traveling in the future, exceeding 80%. Many respondents also believed that travel will change after COVID-19.
- By gender and age, "Will change" increased for males from the May 2021 survey to the December 2021 survey, with a substantial increase amongst those in their 60s. Amongst women, there was a slight increase in "Will change" for those in their 50s and 60s, but this was not a significant trend.

Q. Do you think that COVID-19 will change your future travel choices and your behavior at your destination?

(After COVID-19 is contained/only those who indicated they would like to travel during the pandemic, excludes non-responses)



## Future Travel: Increase in **Avoid congestion** and **Avoidance of Group Activities**

- When planning future travel, awareness related to avoiding crowds, such as "avoiding crowded places," "avoiding crowded dates, periods, and seasons," "avoiding crowded times," and "checking the level of crowding in advance," remained the most common actions.
- Examining changes between the May 2021 survey and the December 2021 survey, avoid congestion and avoidance of group activities increased, while creating travel plans and accommodation decreased.

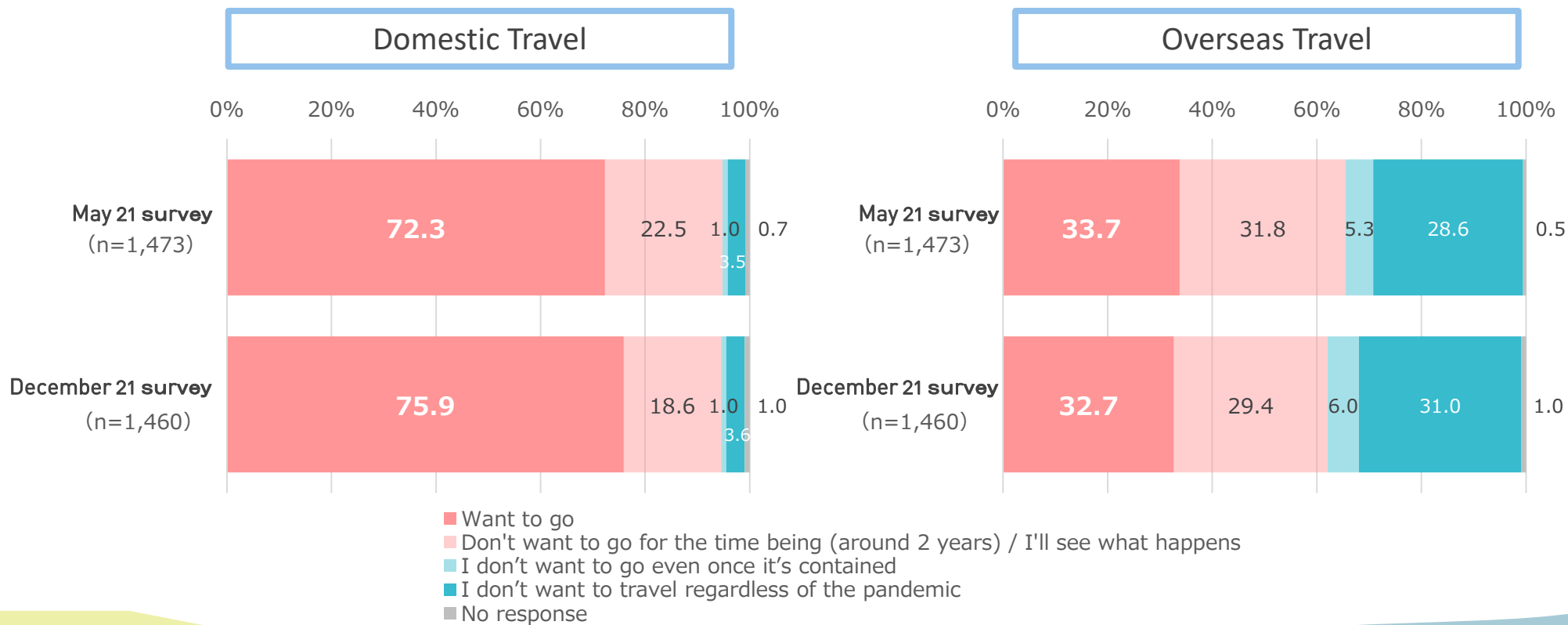
Q. What will you stay aware of when planning your trip and during activities at your destination? [Multiple answers] (After COVID-19 is contained/only those who indicated they would like to travel during the pandemic, excludes non-responses)

		May 2021 Survey (n=441)	December 2021 Survey (n=928)	increase and decrease
<b>Avoid congestion</b>	Avoid crowded places.	71.0	72.1	1.1
	Avoid crowded times.	60.8	62.5	1.7
	Avoid holidays and crowded times and seasons.	58.3	58.9	0.7
	Check crowding in advance.	55.6	57.3	1.8
<b>Participation in tours, etc.</b>	Refrain from participating in bus tours.	49.4	55.2	5.7
	Refrain from participating in group tours with many other participants.	42.4	45.4	3.0
	Refrain from participating in tours where guides provide specialized commentary on local nature and culture.	35.8	35.9	0.1
	Refrain from participating in group trips related to work, communities, clubs, etc.	11.1	11.2	0.1
<b>Creating travel plans</b>	Travel alone or with a small group of close acquaintances.	54.9	51.4	-3.5
	Allow more leeway and longer stays at the destination.	30.8	32.3	1.5
	Refrain from using public transportation (trains, buses, boats, etc.)	17.7	17.5	-0.2
	Shorten the time and days spent at the destination.	18.8	16.1	-2.8
	Refrain from stopping at more than one location.	12.0	12.1	0.1
<b>Accommodation</b>	At onsen ryokan hotels, select rooms with a private bath, such as an open-air bath.	30.8	27.3	-3.6
	Select a tourist facility (amusement park, museum, garden, etc.) that can be reserved.	26.8	23.2	-3.6
	Refrain from using bed and breakfast-type accommodation.	19.7	21.0	1.3
<b>Other</b>	Refrain from using large Japanese-style baths with many other.	36.1	31.7	-4.4
	Use contactless payments whenever possible.	27.9	26.9	-1.0

## Intent to Travel Domestically Increases After COVID-19 is Contained

- When respondents were asked whether they would like to go on a sightseeing/recreational trip after COVID-19 is contained, "Want to go" increased for domestic travel from the May 2021 survey to the December 2021 survey, while "Don't want to go for the time being / I'll see what happens" decreased instead.
- For overseas travel, there was no significant change in the percentages from the May 2021 survey to the December 2021 survey, with 30% of respondents saying they "Want to go," indicating a still cautious attitude.

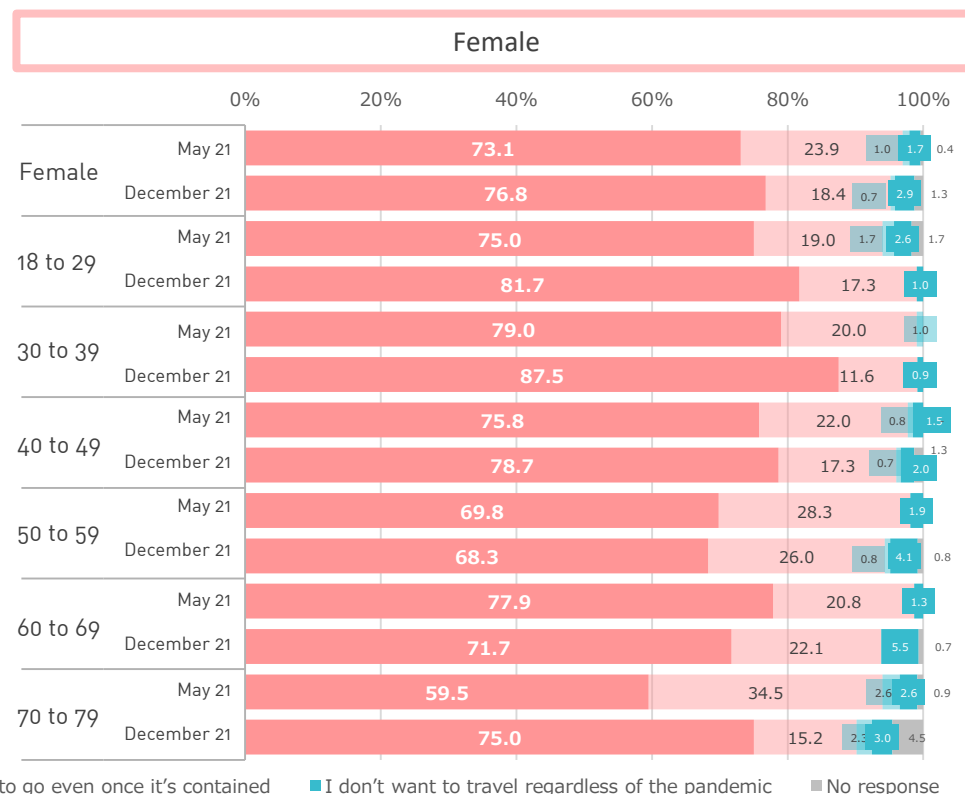
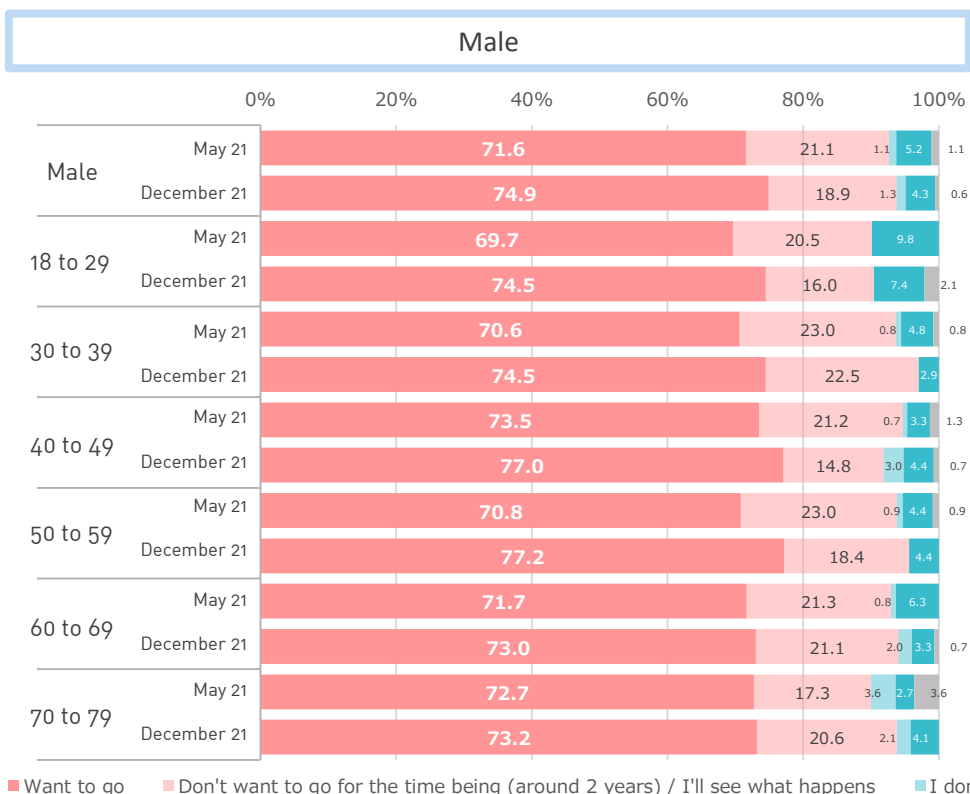
Q. Do you want to go on a sightseeing/recreational trip after COVID-19 is contained?



## Travel After COVID-19 is Contained: Recovery of Desire to Travel Amongst Women in their 70s

- Examining desire to travel domestically after COVID-19 is contained by gender and age revealed that female respondents were slightly more likely to want to travel domestically, with more than 80% of women in their 20s and 30s answering "Want to go" in December 2021.
- Between the May 2021 and December 2021 surveys, "Want to go" increased for all ages and gender groups except women in their 50s and 60s. There was a considerable increase of more than 15 points for women in their 70s.

Q. Do you want to go on a domestic sightseeing/recreational trip after COVID-19 is contained?

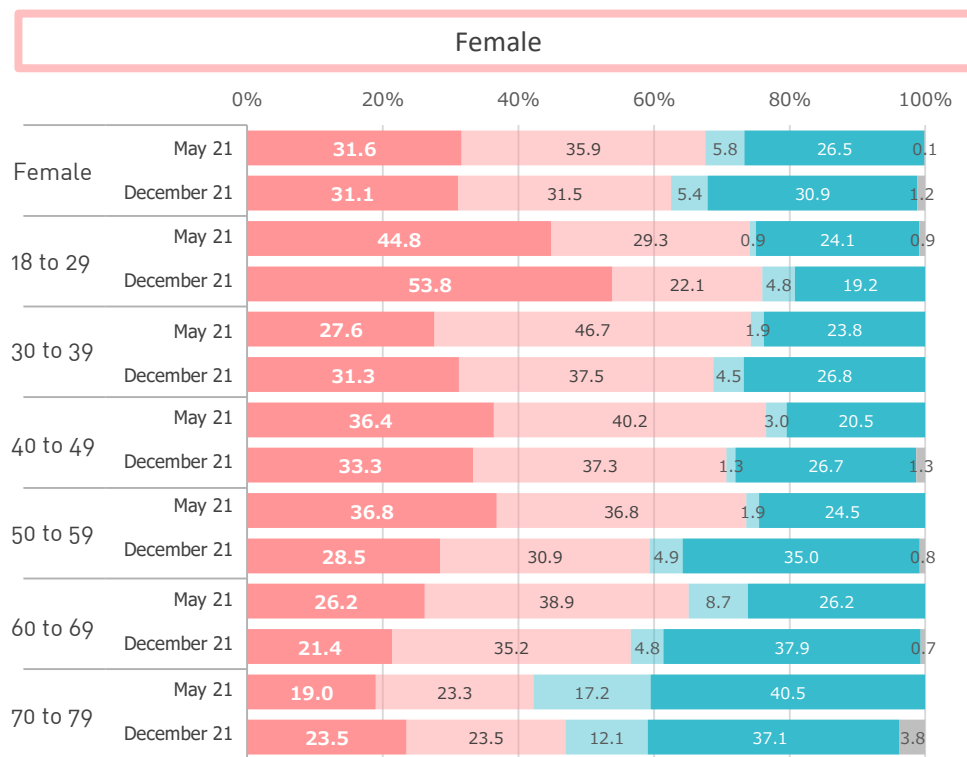
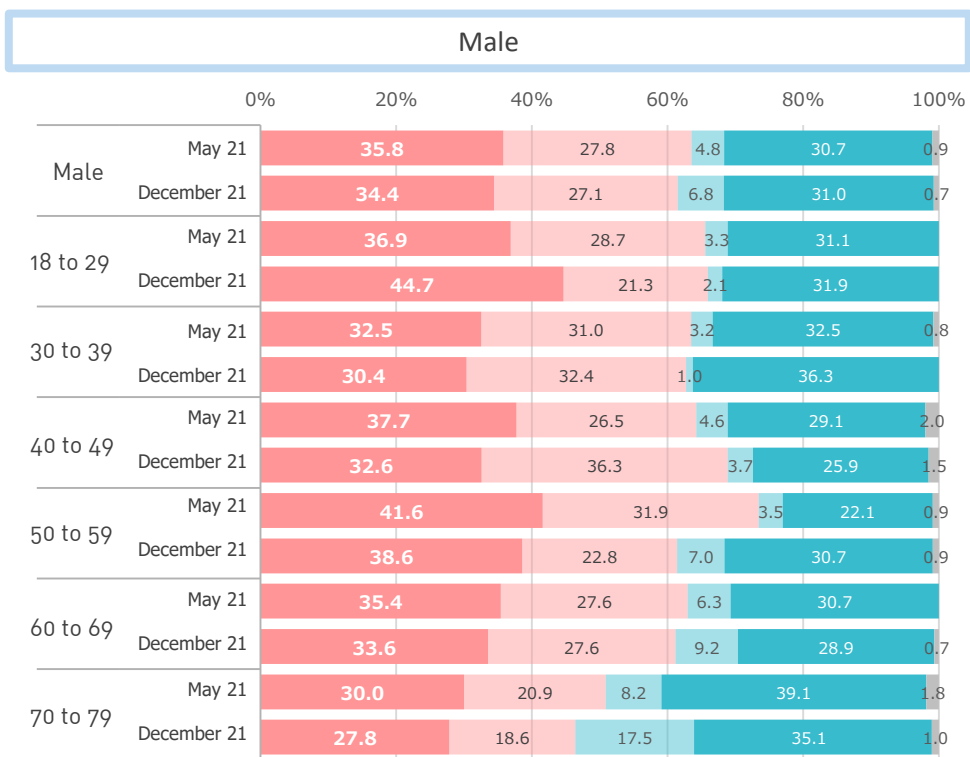


■ Want to go   ■ Don't want to go for the time being (around 2 years) / I'll see what happens   ■ I don't want to go even once it's contained   ■ I don't want to travel regardless of the pandemic   ■ No response

# International Travel After Containment: 40 to 50% of those in their 20s "Want to Go"

- Examining desire to travel abroad after COVID-19 is contained by gender and age, "Want to go" was high among men and women in their 20s in the December 2021 survey, accounting for 40 to 50% of the respondents. However, only about 20% of female respondents in their 60s and 70s wanted to go on an overseas trip.
- While there were no significant changes in most gender groups from the May 2021 survey to the December 2021 survey, there was a significant increase in "Want to go" among men and women in their 20s.

Q. Do you want to go on an international sightseeing/recreational trip after COVID-19 is contained?



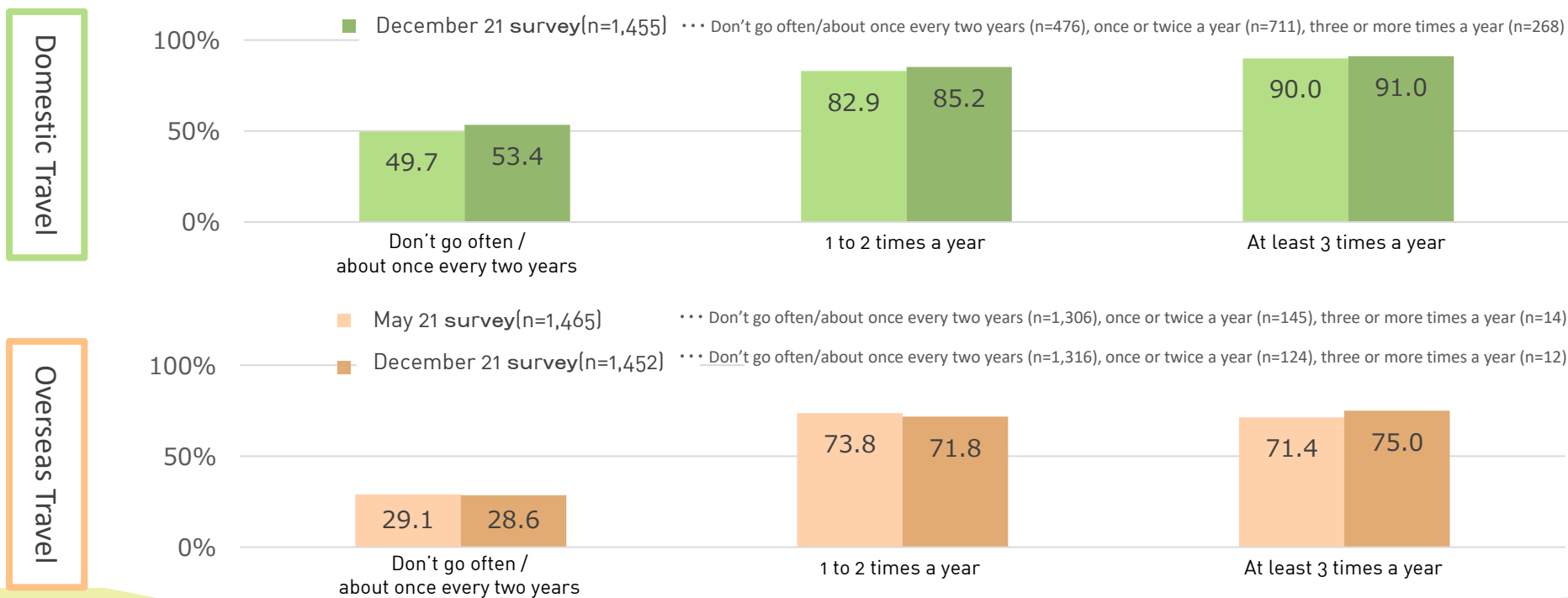
■ Want to go  
 ■ Don't want to go for the time being (around 2 years) / I'll see what happens  
 ■ I don't want to go even once it's contained  
 ■ I don't want to travel regardless of the pandemic  
 ■ No response



## Travel After COVID-19: Those Who Travel More Frequently Still More Willing

- Examining the percentage of respondents who "Want to go" by their usual frequency of travel, the percentage of those answering "Want to go" for domestic travel increased slightly for all groups, from those who travel infrequently to those who travel frequently.
- However, the "Want to go" category decreased slightly for the "Don't go often/about once every two years" and "once or twice a year" groups.
- The higher the respondent's typical domestic or international travel frequency, the higher their travel intent tended to be.

Those answering they “want to go” on sightseeing/recreational trips after COVID-19 pandemic (per-usual frequency of travel)



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**Published on March 31, 2022**

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