Trends Amongst Japanese Travelers Amidst the Effects of COVID-19 (Part 24)

Produced from Results of the JTBF Travelers Survey

July 25, 2023
Japan Travel Bureau Foundation
Tourism Research Dept.

Note: As of Part 23, "During the COVID-19 Epidemic" has been changed to "Amidst the Effects of COVID-19."

Survey Results

Note: The results of this survey are based on trips taken (trips = Answers by those who took multiple trips during the survey period, providing answers for each trip)

Survey Summary

Survey title: JTBF Traveler Trends Survey 2022/2023 [Trip Survey]
Survey target: Men and women aged 16 to 79 nationwide who took a sightseeing or recreational trips during the survey period (selected from survey company panels)
Survey method: Online survey
Survey categories: Impact of COVID-19 on travel, psychological condition and travel-related measures, etc.

■ First Quarter Survey (April 2022) Period covered by survey: January to March 2022 Survey period: April 25 to May 9, 2022

	Male								Female								
Age (years)	16-19	20-29	30-39	40-49	50-59	60-69	70-79	Subtotal	16-19	20-29	30-39	40-49	50-59	60-69	70-79	Subtotal	Total
Respondents (Individuals)	6	64	76	100	91	80	79	496	6	61	73	96	88	86	94	504	1000
Composition Ratio (%)	0.6	6.4	7.6	10.0	9.1	8.0	7.9	49.6	0.6	6.1	7.3	9.6	8.8	8.6	9.4	50.4	100.0
Trips (Number)	8	97	108	145	136	119	122	735	6	85	106	129	133	116	138	713	1,448
Composition Ratio (%)	0.6	6.7	7.5	10.0	9.4	8.2	8.4	50.8	0.4	5.9	7.3	8.9	9.2	8.0	9.5	49.2	100.0

■ Second Quarter Survey (July 2022) Period covered by survey: April to June 2022 Survey period: July 1 to July 7, 2022

	Male								Female								
Age (years)	16-19	20-29	30-39	40-49	50-59	60-69	70-79	Subtotal	16-19	20-29	30-39	40-49	50-59	60-69	70-79	Subtotal	Total
Respondents (Individuals)	7	63	76	100	91	80	79	496	6	61	73	96	88	86	94	504	1000
Composition Ratio (%)	0.7	6.3	7.6	10.0	9.1	8.0	7.9	49.6	0.6	6.1	7.3	9.6	8.8	8.6	9.4	50.4	100.0
Trips (Number)	11	104	98	138	134	117	114	716	7	93	96	124	132	129	141	722	1,438
Composition Ratio (%)	0.8	7.2	6.8	9.6	9.3	8.1	7.9	49.8	0.5	6.5	6.7	8.6	9.2	9.0	9.8	50.2	100.0

■ Third Quarter Survey (October 2022) Period covered by survey: July to September 2022 Survey period: October 1 to October 6, 2022

	Male								Female								
Age (years)	16-19	20-29	30-39	40-49	50-59	60-69	70-79	Subtotal	16-19	20-29	30-39	40-49	50-59	60-69	70-79	Subtotal	Total
Respondents (Individuals)	7	63	76	100	91	80	79	496	6	61	73	96	88	86	94	504	1,000
Composition Ratio (%)	0.7	6.3	7.6	10.0	9.1	8.0	7.9	49.6	0.6	6.1	7.3	9.6	8.8	8.6	9.4	50.4	100.0
Trips (Number)	11	91	110	152	123	139	120	746	9	88	92	129	131	136	140	725	1,471
Composition Ratio (%)	0.7	6.2	7.5	10.3	8.4	9.4	8.2	50.7	0.6	6.0	6.3	8.8	8.9	9.2	9.5	49.3	100.0

■ Fourth Quarter Survey (January 2023) Period covered by survey: October to December 2022 Survey period: January 6 to January 13, 2023

	Male								Female								
Age (years)	16-19	20-29	30-39	40-49	50-59	60-69	70-79	Subtotal	16-19	20-29	30-39	40-49	50-59	60-69	70-79	Subtotal	Total
Respondents (Individuals)	8	86	98	106	101	88	81	568	6	70	80	99	91	91	99	536	1,104
Composition Ratio (%)	0.7	7.8	8.9	9.6	9.1	8.0	7.3	51.4	0.5	6.3	7.2	9.0	8.2	8.2	9.0	48.6	100.0
Trips (Number)	13	135	154	151	175	132	127	887	9	106	120	134	142	144	151	806	1,693
Composition Ratio (%)	0.8	8.0	9.1	8.9	10.3	7.8	7.5	52.4	0.5	6.3	7.1	7.9	8.4	8.5	8.9	47.6	100.0

■ First Quarter Survey (May 2023) Period covered by survey: January to March 2023 Survey period: May 19 to May 24, 2023

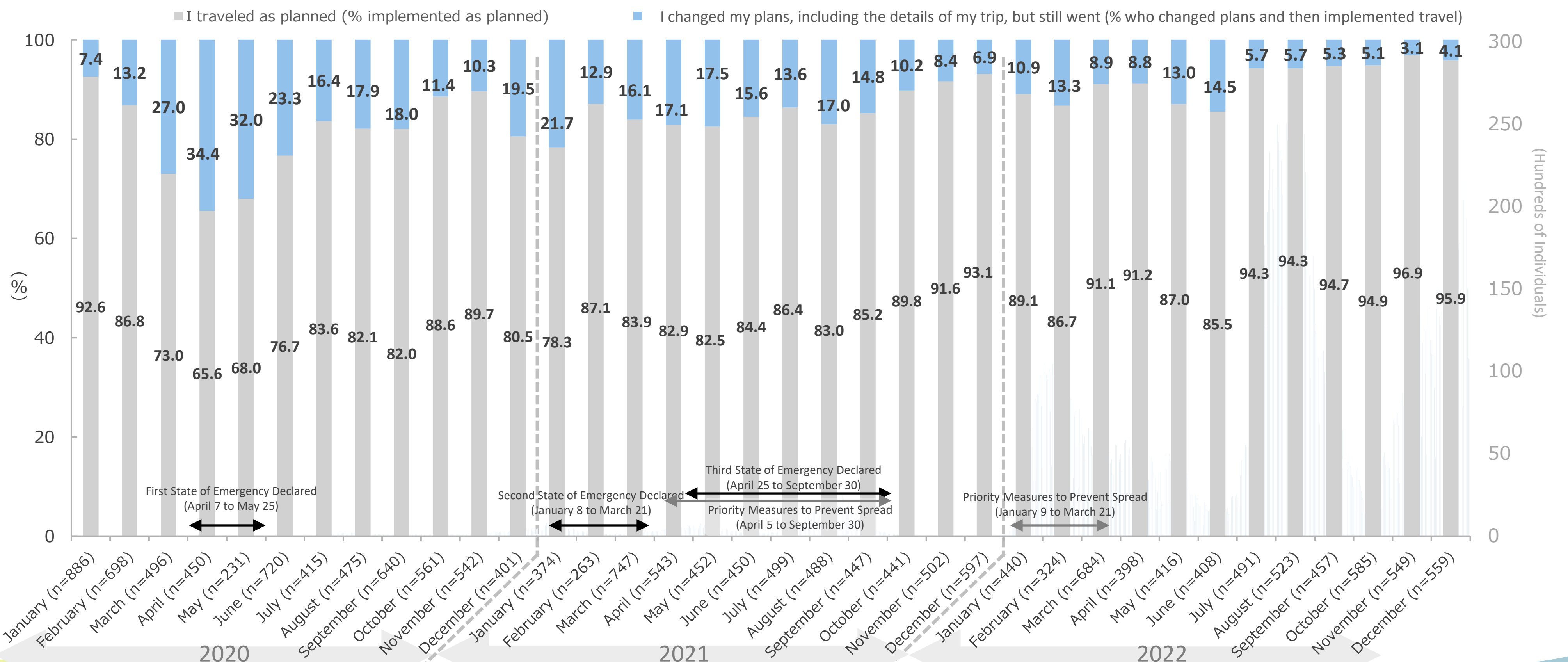
	Male								Female								
Age (years)	16-19	20-29	30-39	40-49	50-59	60-69	70-79	Subtotal	16-19	20-29	30-39	40-49	50-59	60-69	70-79	Subtotal	Total
Respondents (Individuals)	7	119	120	139	111	106	89	691	13	123	97	112	103	102	114	664	1,355
Composition Ratio (%)	0.5	8.8	8.9	10.3	8.2	7.8	6.6	51.0	1.0	9.1	7.2	8.3	7.6	7.5	8.4	49.0	100.0
Trips (Number)	8	232	206	233	177	170	131	1,157	23	223	144	161	153	161	173	1038	2,195
Composition Ratio (%)	0.4	10.6	9.4	10.6	8.1	7.7	6.0	52.7	1.0	10.2	6.6	7.3	7.0	7.3	7.9	47.3	100.0

Note: For more information on the FY2020 JTBF Traveler Trends Survey, please refer to Part 11. For more information on the FY2021 sample, please refer to Part 18.

Since July 2022, the Rate of Implementing Domestic Travel Plans as Scheduled is About 95%

- The rate of implementing domestic travel plans as scheduled has increased year by year, despite fluctuations due to COVID-19. Of note, this response has accounted for about 95% of answers since July 2022, indicating fewer changes to travel plans due to the pandemic.

Q. How did COVID-19 affect how you traveled? (Domestic Travel)



Note: Periods of State of Emergency and Priority Measures to Prevent Spread are based on the "Basic Response Policies" from the Novel Coronavirus Infectious Diseases Control Promotion Office, Cabinet Secretariat's Novel Coronavirus Infectious Diseases Control website. Numbers of new positive cases in Japan were Based on data from the Ministry of Health, Labour and Welfare

Note: This question was conducted up to the January 2023 survey, so the data only covers trips conducted up to December 2022.

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In March 2023, 40% of Domestic Travelers "Did Not Feel Anxious About COVID-19"

- In March 2023, the prevailing sentiment among travelers was “I don’t feel anxious about COVID-19 (40.1%)" as the top response, followed by "No point in worrying (35.5%)".
- "I wasn't sure if it was ok to travel," which was added as an option, saw its highest percentage in January 2021 at 23.0%[Note 1], but dropped to by 20pt to 3.7% by the most recent survey in March 2023. This suggests that as people have experienced the pandemic, their anxiety towards COVID-19 has gradually eased and the hesitation to travel has diminished due to changes in the surrounding circumstances.

Q. What were your feelings when traveling? (Domestic Travel) [Multiple answers]

(%)

		I don't feel anxious about COVID-19	No point in worrying	I really want to take this trip	Prices are lower than usual	There's no problem as long as I take proper measures to prevent infection ＊	The current situation doesn't really apply to me	I want to support tourist attractions at the destination	I'm tired of self-restraint/I can't keep holding back	The current situation means there's fewer people	We need to prevent economic stagnation/I want to contribute to economic revitalization	Not an issue because the places I visit and public transportation are taking thorough measures to ＊	I won't be infected/even if I'm infected I won't get sick/it will be mild	I traveled according to the thoughts of my travel companion/s	Because people around me are going	I wasn't sure if it was ok to travel ＊	Because the number of tourists visiting Japan is increasing ★	Other
2022	January (n=440)	29.8	37.5	13.6	8.2	15.5	10.9	10.7	9.8	10.9	9.3	12.7	3.2	4.1	3.4	13.0	–	1.6
	February (n=324)	28.1	37.7	16.4	7.4	16.0	11.7	17.9	10.5	15.7	12.0	13.9	7.7	4.3	3.7	11.1	–	3.4
	March (n=684)	30.1	37.9	12.3	6.9	16.5	12.0	11.8	14.6	11.1	10.2	12.6	5.8	6.0	3.8	8.6	–	2.3
	April (n=435)	33.6	33.3	13.8	7.6	21.1	10.8	14.3	10.6	10.6	7.6	15.4	4.1	5.3	4.1	7.6	–	0.7
	May (n=503)	34.6	36.0	13.5	5.8	16.5	10.5	14.3	11.9	9.9	7.2	13.9	6.8	5.6	5.4	7.6	–	1.0
	June (n=500)	41.8	35.8	17.2	11.4	16.8	12.0	13.4	8.2	11.4	8.6	13.6	5.8	5.8	4.6	6.2	–	1.0
	July (n=491)	33.6	41.1	14.3	7.9	17.9	13.0	11.0	10.6	7.9	8.4	13.4	6.1	7.3	3.7	8.4	–	1.6
	August (n=523)	29.4	40.9	17.0	5.4	13.2	9.6	10.3	12.8	5.4	6.5	11.3	3.6	8.0	4.2	9.2	–	0.4
	September (n=457)	37.2	35.4	16.6	9.0	15.8	12.0	10.7	12.0	7.9	5.0	11.2	5.0	7.2	4.6	5.9	–	1.5
	October (n=585)	30.6	40.5	17.3	11.3	17.1	12.8	9.9	9.1	8.2	5.1	12.5	6.3	3.6	3.4	7.0	–	1.2
	November (n=549)	36.8	36.6	15.5	12.8	16.6	13.8	12.0	8.7	5.5	8.2	11.3	7.1	6.2	3.5	6.6	–	0.0
	December (n=559)	35.1	40.6	17.0	12.5	14.0	12.3	12.0	7.5	6.1	8.1	9.7	6.6	4.3	5.7	6.3	–	0.5
2023	January (n=641)	38.2	36.0	20.1	13.9	15.6	13.7	13.4	11.7	9.2	10.6	7.3	6.7	6.2	4.1	4.8	0.9	0.9
	February (n=570)	38.8	35.4	19.3	15.1	12.6	15.1	12.5	9.5	9.8	11.1	6.5	6.7	7.0	3.9	4.2	1.9	0.5
	March (n=984)	40.1	35.5	20.2	13.5	12.4	11.9	11.3	10.6	7.6	7.1	6.7	6.3	5.6	5.4	3.7	1.8	0.5

Note 1: For sentiment towards domestic travel between 2020 - 2021 see part 18, page 6. Note 2: Sorted using March 2023 as standard. Note 3: ＊ indicates added from the 2021 fiscal year survey, ★ indicates added from the 2023 fiscal year survey

In March 2023, Nearly 40% “Felt Happy to be Able to Travel Freely”

- When asked about their thoughts on domestic travel, the most common sentiment in March 2023 was "I felt happy to be able to travel freely (37.4%)." Additionally, positive reflections such as "It reaffirmed the importance of travel to me" has consistently accounted for around 20% of responses.
- "Thorough infection control was implemented at the destination," which had consistently been maintained at around 30% in 2021 (Note 1), gradually decreased in 2022, and as of March 2023, it has remained at about 10% of responses. However, the consistent trend of fewer than 5% for "I’m worried about the lack of thorough infection control at the destination" suggests that travelers have become less sensitive to infection control measures at their destinations.

Q. What were your impressions of your trip when you traveled? (Domestic Travel) [Multiple answers]

(%)

		I felt happy to be able to travel freely ★	My destination was lively and bustling with people ★	No crowds so it was comfortable	Not much different from before COVID-19	It reaffirmed to me that travel is important *	It was more crowded than I first expected	I wasn't worried about infection ★	It relieved the stress of COVID-19	I was welcomed at my destination	Thorough infection control was implemented at the destination *	I was worried about infection	I was worried I might be a source of infection	I was concerned about the infection control behaviors of other tourists ★	It was deserted and lonely	I'm tired of worrying about infection	I'm worried about the lack of thorough infection control at the destination *	I'm worried that I won't be treated well	Other
2022	January (n=440)	–	–	33.4	20.9	18.0	12.5	–	21.8	11.1	26.4	11.1	7.3	–	6.4	3.4	1.4	3.0	0.9
	February (n=324)	–	–	38.3	18.2	19.1	13.3	–	23.5	14.8	26.9	10.2	9.0	–	7.1	4.9	1.9	4.3	0.6
	March (n=684)	–	–	34.8	18.9	21.5	14.6	–	28.2	13.6	30.4	7.6	5.7	–	5.7	2.9	0.9	2.3	1.2
	April (n=435)	–	–	34.9	23.7	21.1	15.9	–	23.7	14.9	30.6	6.4	8.3	–	4.6	2.5	1.6	1.6	0.5
	May (n=503)	–	–	31.0	26.6	20.7	15.9	–	22.3	16.3	29.6	6.8	3.8	–	3.2	1.2	1.2	2.0	0.4
	June (n=500)	–	–	32.8	22.8	20.4	17.6	–	23.8	15.6	27.2	5.6	5.0	–	3.0	2.4	0.2	1.2	1.2
	July (n=491)	–	–	31.2	28.5	17.5	12.4	–	24.8	15.5	25.9	9.0	6.1	–	3.9	1.8	0.6	1.0	2.2
	August (n=523)	–	–	25.2	27.0	17.8	14.5	–	23.7	10.9	19.3	9.2	7.5	–	1.7	4.2	1.1	1.5	1.0
	September (n=457)	–	–	26.5	24.3	22.3	19.5	–	26.5	16.4	24.1	6.3	7.4	–	3.1	2.6	2.0	0.7	2.6
	October (n=585)	–	–	30.3	26.0	19.5	14.9	–	22.9	19.0	21.9	8.5	7.7	–	3.4	1.9	1.9	2.7	0.9
	November (n=549)	–	–	27.5	24.6	21.3	17.3	–	22.4	16.9	25.0	7.1	6.6	–	2.4	3.6	1.1	2.6	0.5
	December (n=559)	–	–	25.0	22.5	20.6	20.8	–	23.4	17.2	23.6	8.8	4.1	–	2.5	2.7	1.4	2.7	1.3
2023	January (n=641)	35.1	14.5	23.6	18.7	20.4	16.4	16.5	16.1	12.6	15.4	4.2	5.5	5.5	3.0	3.7	2.5	2.7	1.2
	February (n=570)	33.3	17.2	19.1	18.1	18.8	16.5	16.3	15.3	15.3	14.0	4.9	3.5	4.9	4.2	3.7	4.0	3.0	0.4
	March (n=984)	37.4	22.4	19.2	19.1	18.1	17.9	15.8	15.3	14.0	11.7	5.9	3.4	3.4	2.7	2.4	2.0	1.5	0.5

Note 1: For reflections on domestic travel between 2020 - 2021 see part 18, page 7. Note 2: Sorted using March 2023 as standard. Note 3: * indicates added from the 2021 fiscal year survey, ★ indicates added from the 2023 fiscal year survey

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In March 2023, Mask Wearing Significantly Declined, Yet Half Wore in Crowded Indoor Locations

- In March 2023, for domestic travel, "Wearing masks (64.0%)" was the most common COVID-19 precaution taken, a significant decrease from the 90% range maintained during 2020-2021. Within mask-wearing, the majority answered "Crowded indoor spaces," with about half of respondents adhering to this practice. The practice of "Encouraging and thoroughly practicing hand washing and gargling" and "encouraging use of and thoroughly use alcohol sanitizing sprays installed at places visited" trended at 60 to 75% in 2022 but decreased to 30 to 40% from January to March 2023.
- The response "Not doing anything in particular" had been under 3% from June 2020 (Note 1), just after the first state of emergency declaration, to December 2022 but increased to around 10% from January to March 2023.

Q. What COVID-19 measures did you take at your destination? (Domestic Travel) [Multiple answers]

(%)

		Wearing masks *4	Crowded indoor spaces	Crowded outdoor spaces	Uncrowded indoor spaces	Public transportation	Uncrowded outdoor spaces	Encouraging and thoroughly practicing hand washing and gargling	Encouraging use of and thoroughly use alcohol sanitizing sprays installed at places visited	Carrying alcohol sanitizer	Using cashless payments	Maintaining social distance	Refrain from talking or talking on a cell phone when others are around *	Taking precautions when eating and drinking	Avoiding densely populated spaces	Avoiding enclosed spaces with poor ventilation	Avoiding close conversations and other close situations	Try not to touch items that are touched by many people	Check the information on COVID-19 measures at places I plan to visit *	Checking information on COVID-19 measures in the region I'm traveling to *	Took a PCR test before traveling *	Brought a thermometer to check my temperature every day *	Checking information on new travel etiquette and new travel rules *	Other	Not doing anything in particular
2022	January (n=440)	94.1	–	–	–	–	–	70.7	71.6	58.9	26.8	38.0	28.4	36.4	42.3	35.9	27.7	31.6	8.6	7.0	3.6	7.3	5.5	0.2	0.5
	February (n=324)	91.7	–	–	–	–	–	68.2	75.6	56.8	33.0	45.1	29.9	43.5	49.7	38.6	29.0	35.2	12.3	10.5	3.7	9.6	8.6	0.0	1.2
	March (n=684)	95.6	–	–	–	–	–	67.7	75.6	58.5	30.3	44.4	32.5	39.0	43.6	43.4	30.8	32.3	10.2	7.7	4.4	7.3	7.5	0.0	0.7
	April (n=435)	95.2	–	–	–	–	–	63.0	68.0	57.2	27.6	37.9	27.6	31.7	37.9	34.9	25.1	28.3	10.1	6.0	4.4	5.5	4.8	0.0	0.5
	May (n=503)	91.8	–	–	–	–	–	62.6	71.8	55.9	25.6	34.0	26.2	30.8	36.2	33.6	23.9	28.6	8.9	7.0	3.6	5.4	5.4	0.0	1.6
	June (n=500)	94.0	–	–	–	–	–	62.8	73.4	58.4	29.0	36.2	28.0	32.2	34.0	35.0	25.6	28.6	8.4	6.2	4.0	7.0	5.4	0.4	1.8
	July (n=491)	92.9	–	–	–	–	–	66.4	71.7	56.4	26.7	33.4	24.6	31.0	34.4	32.6	23.2	26.9	8.6	6.7	4.1	9.4	4.9	0.4	2.0
	August (n=523)	91.8	–	–	–	–	–	61.8	71.3	56.0	24.1	28.9	25.2	27.7	30.4	31.5	21.0	26.8	6.3	4.4	5.7	7.3	2.7	0.2	2.5
	September (n=457)	94.3	–	–	–	–	–	62.1	73.7	56.5	27.4	31.3	25.2	28.0	31.7	32.8	20.6	28.0	3.3	2.8	3.1	4.2	2.6	0.0	1.8
	October (n=585)	89.4	–	–	–	–	–	66.7	69.6	57.6	23.9	33.8	25.0	29.1	36.9	32.1	22.9	29.7	8.0	5.1	5.3	5.5	5.8	0.3	1.4
	November (n=549)	90.7	–	–	–	–	–	70.1	69.6	53.9	25.0	33.9	27.1	27.1	33.7	31.9	22.4	30.8	8.0	6.2	4.4	6.0	4.6	0.4	2.0
	December (n=559)	91.1	–	–	–	–	–	63.5	70.1	55.1	26.7	29.2	25.0	27.2	35.6	31.5	22.4	25.9	7.7	6.6	6.6	7.2	5.0	1.1	2.0
2023	January (n=641)	61.5	47.9	36.7	34.6	29.8	27.9	41.8	31.7	30.6	22.9	22.0	18.7	20.3	23.2	19.0	15.8	12.9	8.9	6.2	8.4	6.2	7.2	0.3	10.8
	February (n=570)	56.5	42.6	36.1	30.7	28.1	26.1	38.8	28.8	27.2	27.4	20.4	16.3	18.4	17.2	14.0	10.5	11.2	7.5	7.5	8.2	5.3	5.1	0.5	9.5
	March (n=984)	64.0	49.4	39.8	35.6	31.7	27.0	42.1	29.8	26.9	23.4	18.7	17.5	17.1	16.9	16.3	11.6	10.0	6.5	5.9	5.4	4.4	3.9	0.4	11.8

Note 1: For COVID-19 countermeasures during domestic travel between 2020 - 2021 see part 18, page 8, Note 2: Sorted using March 2023 as standard. Note 3: * indicates added from the 2021 fiscal year survey
Note 4: "Wearing a mask" was subdivided into five items from the May 2023 survey. After January 2023, responses to any of the five subdivided items were counted as "wearing a mask" and totaled.

Shift from Avoiding Contact to Prioritizing Desired Destinations Regardless of COVID

- In deciding domestic travel destinations, ”Destinations I have always wanted to visit, regardless of COVID-19" became the top consideration after January 2023. Also, the increase in responses like ”No particular point of focus/based on travel companion’s intent" indicates that COVID's impact on travel choices is diminishing.
- Aspects emphasized during the pandemic such as ”Areas that are not too densely crowded," ”Thoroughness of infection control at tourist facilities," and ”Can get there without public transportation" accounted for about 30% of responses in January 2022 but decreased to about 10% by March 2023.

Q. What was important to you in deciding on a travel destination? (Domestic Travel) [Multiple answers]

(%)

		Destinations I have always wanted to visit, regardless of COVID-19	Excellent accommodation environment	Areas that are not too densely crowded	Tourist facilities and accommodations are taking thorough measures to prevent infection	Use of travel discount support systems and discount plans	Can get there without public transportation	Areas close to where I live	Areas I'm attached to/Where there are people I want to meet	Areas with thorough infection control	The destination feels welcoming	Thorough infection control during transportation	Low numbers of new COVID-19 infections	Areas with good medical systems	Measures to reduce crowding (reservation systems and information on crowding) have been implemented	PCR testing is recommended for travelers	Other	No particular point of focus/based on travel companion's intent
2022	January (n=440)	17.5	21.1	30.0	27.0	7.0	33.0	16.8	8.6	10.0	6.1	14.8	9.8	2.3	2.0	2.7	0.2	15.7
	February (n=324)	21.6	21.3	29.3	29.3	9.0	29.9	21.9	10.2	11.1	8.6	18.8	11.1	4.3	5.9	4.3	1.2	18.5
	March (n=684)	17.5	21.8	32.0	28.2	6.0	34.1	17.3	7.7	12.3	6.0	16.8	6.7	2.8	2.6	2.3	0.7	16.5
	April (n=435)	20.0	19.1	28.5	22.3	7.8	32.4	15.4	8.5	10.8	8.3	17.0	10.8	2.1	2.5	3.4	1.1	17.2
	May (n=503)	18.5	21.9	27.2	21.3	7.6	30.6	14.7	7.6	12.3	7.2	14.5	9.7	2.8	2.4	3.8	0.4	19.9
	June (n=500)	20.2	20.0	27.0	22.2	13.2	25.6	15.2	11.6	10.4	8.4	14.6	7.8	2.2	1.2	2.8	0.2	20.4
	July (n=491)	18.7	17.9	26.7	21.8	11.2	25.1	14.5	7.5	9.2	4.9	14.1	7.1	2.9	2.0	3.1	1.2	24.8
	August (n=523)	16.3	18.7	28.7	21.2	8.8	27.0	12.8	9.8	9.2	6.1	12.8	5.2	3.4	2.9	1.5	0.6	24.3
	September (n=457)	18.8	18.2	21.9	21.4	11.4	26.5	14.9	8.1	6.8	7.0	11.2	4.2	2.8	2.4	2.6	0.9	26.5
	October (n=585)	22.1	20.9	24.8	20.7	13.8	24.8	10.6	8.2	9.1	6.2	10.4	6.5	2.9	2.9	5.0	1.4	22.2
	November (n=549)	19.9	20.9	23.1	25.0	17.9	18.6	14.6	7.1	11.1	7.7	14.6	6.9	3.5	4.9	7.1	0.5	20.8
	December (n=559)	19.1	20.2	21.8	21.6	15.0	21.5	13.2	8.1	11.4	6.8	10.6	3.6	3.6	3.2	5.4	0.9	23.8
2023	January (n=641)	22.2	19.3	17.6	14.8	10.9	12.0	12.3	10.9	7.8	9.0	7.8	3.7	4.8	4.4	5.8	1.6	23.2
	February (n=570)	21.9	19.1	16.3	13.3	13.3	12.1	8.4	8.8	9.1	7.4	8.2	6.0	5.3	4.6	4.7	0.9	23.3
	March (n=984)	23.8	21.2	14.2	12.9	12.8	11.5	11.2	9.3	7.5	7.0	6.5	4.1	3.5	3.2	2.8	1.5	25.7

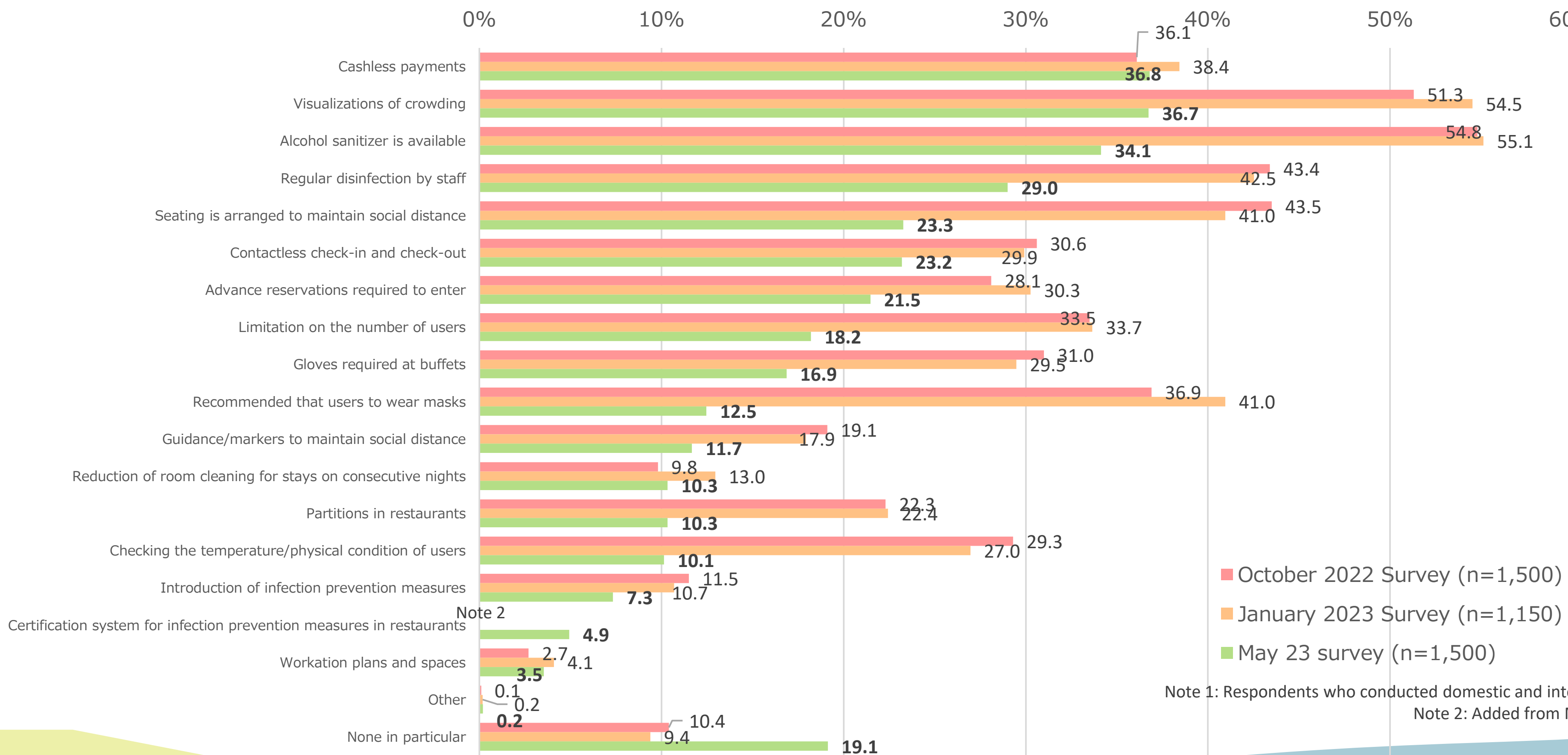
Note 1: Sorted using March 2023 as standard

Japan Travel Bureau Foundation

Desire for Changes to be Maintained: "Cashless Payments," "Visualizations of Crowding"

- In the May 2023 survey on changes during the COVID-19 pandemic that people want to continue, ”Cashless payments (36.8%)" ranked highest, followed closely by ”Visualizations of crowding (36.7%)".
- Examining the changes from the October 2022 survey to the May 2023 survey, ”Recommendations that users wear masks" saw the largest decrease (down by 24.4pt), dropping from 5th to 10th place. While there was also a significant decrease in ”Alcohol sanitizer is available” (down by 20.7pt)" and ”Seating is arranged to maintain social distance (down by 20.2pt)", these measures still remain within the top five preferences.

Q. What changes have been made in tourist facilities, etc. as a result of the COVID-19 pandemic that you would like to see continue? [Multiple answers]



Note 1: Respondents who conducted domestic and international travel
Note 2: Added from May 2023 survey

Trends Amongst Japanese Travelers Amidst the Effects of COVID-19 (Part 24)

Produced from Results of JTBF Travelers Survey

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