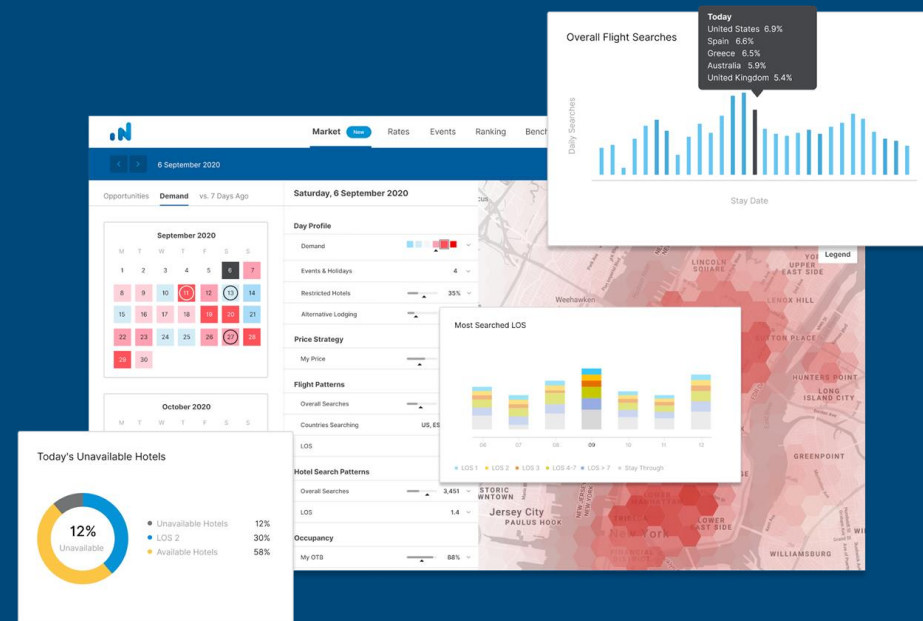




Japan - Market Update

Oct 5, 2021

Tatsunori Yasaki,
Regional Manager of Japan - OTA Insight



Agenda



- **Who?** Quick Intro about OTAI & Myself
- **What?** Global Market Insight & how we collect real-time search data
- **How?** Search Trend for Japan (Flight & Hotel+Covid Cases)
Tokyo, Osaka, Okinawa, Sapporo, Fukuoka
- **Next?** Positive Aspects & Conclusion

About OTA Insight



OTA Insight is a leading cloud-based data intelligence platform for the hospitality industry.

We provide hoteliers and revenue managers for over 55,000 hotels in 186 countries with a suite of revenue management solutions that empower them to make smarter revenue, distribution and marketing decisions.

Today's Data at a glance



Global Market Insight

Now you can track worldwide recovery and spot early signs of demand, with our free to use interactive map.

Data powered by **Market Insight**

Select a destination

Tokyo (JP)

Recovery trend for last 6 months

Search evolution index ⓘ



Evolution

Now

Demand outlook for the next 90 days

Get full access to predictive, real-time intelligence

Request free trial



Data Type:

Real-Time Search Data
(aka Pre-Booking Data)

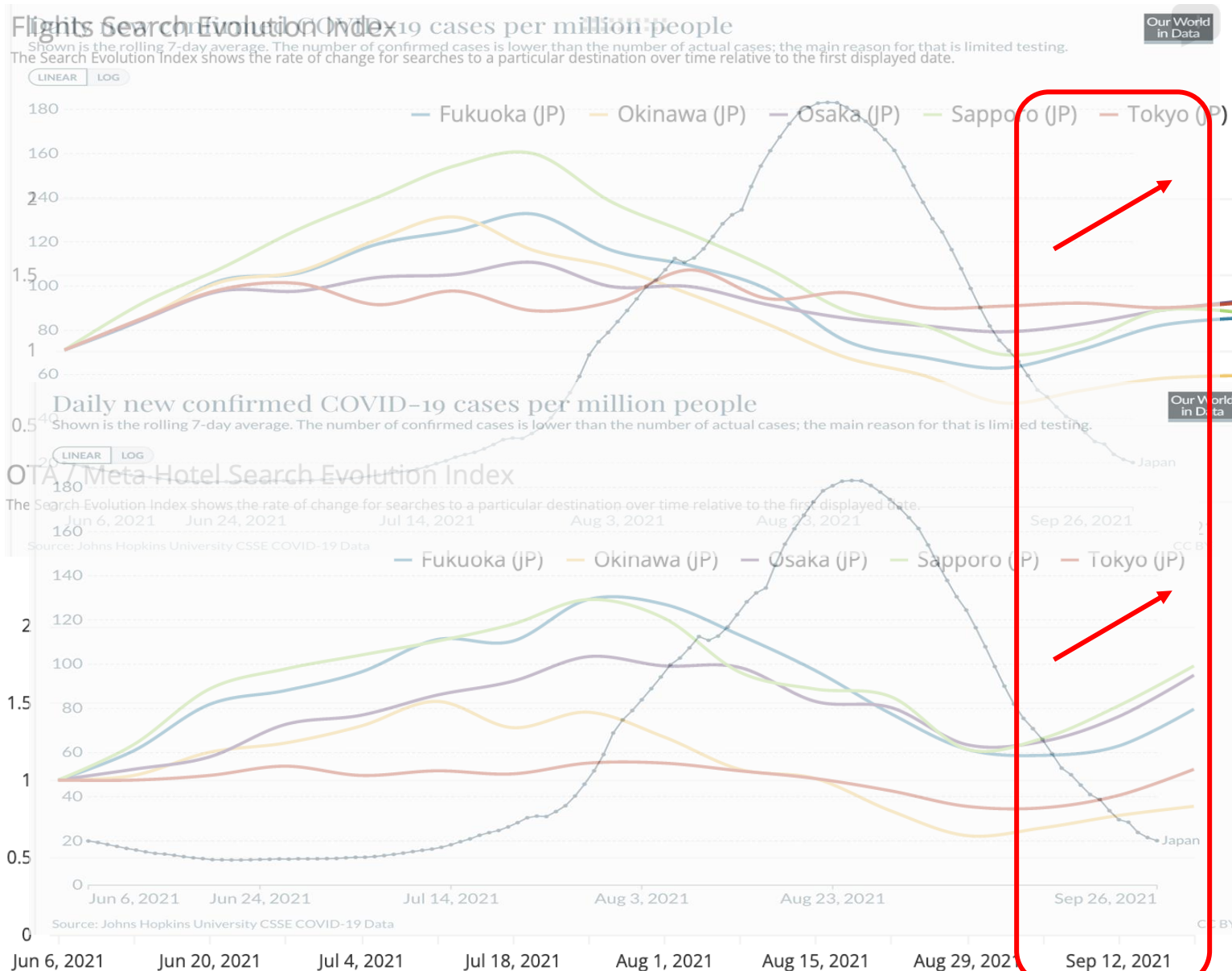
Data Source:

- Global OTAs
- Flight Search Engine
- Meta Search Engine
- GDS
- Review Websites
- Vacation Rental Search
- and more

Google

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Market Insight: how have hotel and flight searches evolved?



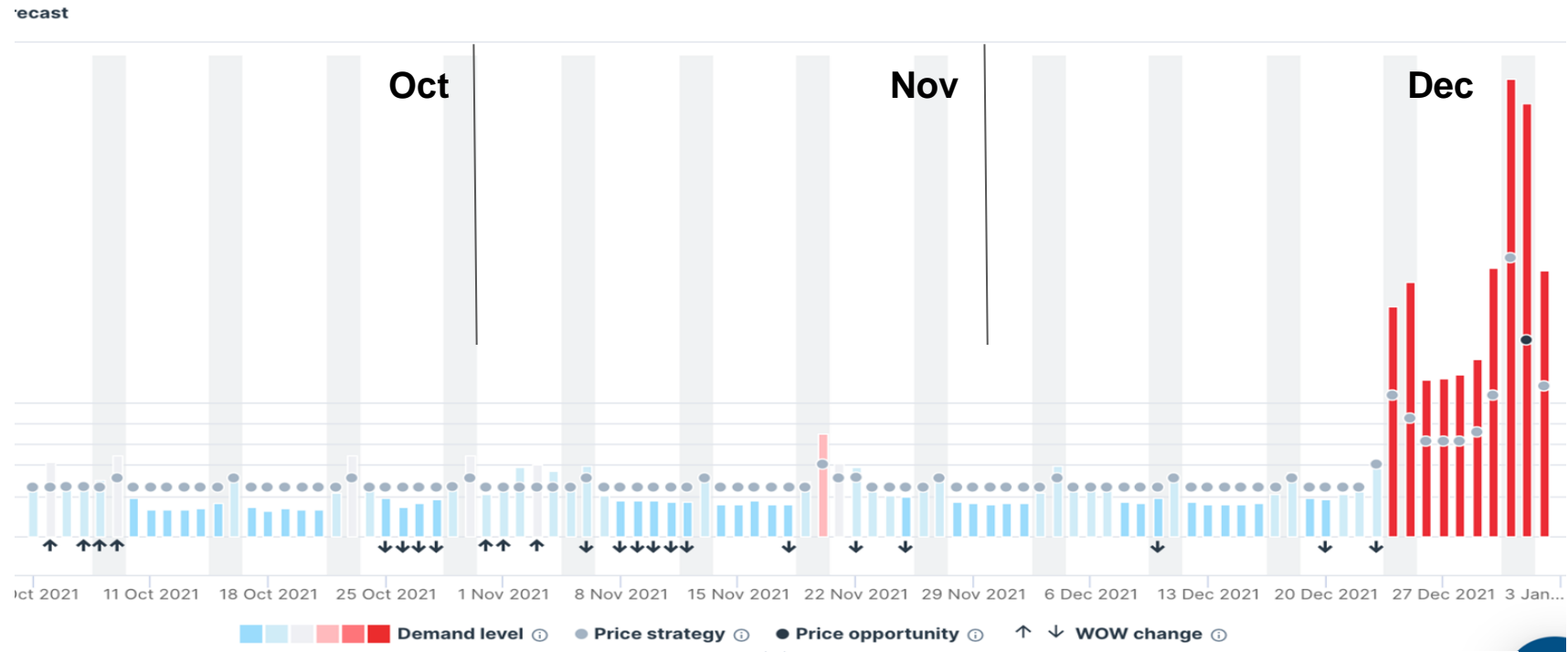
- Searches have been on the rise in the last few weeks for both hotels and flights at all markets even during the State of Emergency.
- Witnessed a closer link between search volume and number of Covid cases rather than Government's decision itself
- People tend to restart travel searches at their own decision as the number of newly confirmed case increases or decreases.

Market Demand Outlook by City



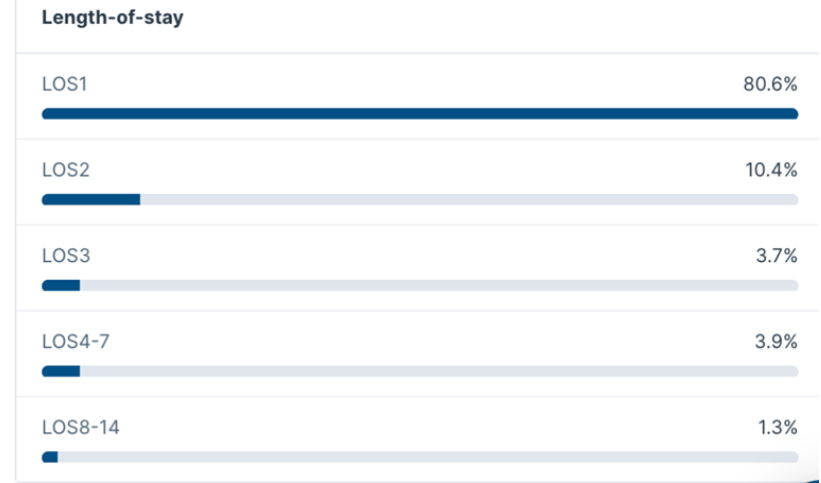
- **Tokyo**
- **Osaka**
- **Fukuoka**
- **Okinawa**
- **Sapporo**

Tokyo Market Demand Outlook for the next 90 days



Top countries searching

Countries		Avg. LOS
Japan	79.2%	2.3
United States of America	8.2%	5.5
Australia	1.3%	4.9
United Kingdom of Great Britain and Northern Ireland	1.0%	6.4
Germany	0.7%	9.0



- People are already starting to search for Christmas to the year end by now.
- Demand for weekdays is increasing and decreasing dynamically possibly because of the influence from the latest News(Removal of restrictions & Decision on the new Prime Minister,etc)
- 79.2% of the searches were from Japan, which is a large percentage of one night stays, but if you look at the total of two or more nights, you can see that 19.3% of the searches were for two or more nights. What actions we can take to capture this demand?

Osaka Market Demand Outlook for the next 90 days



recast

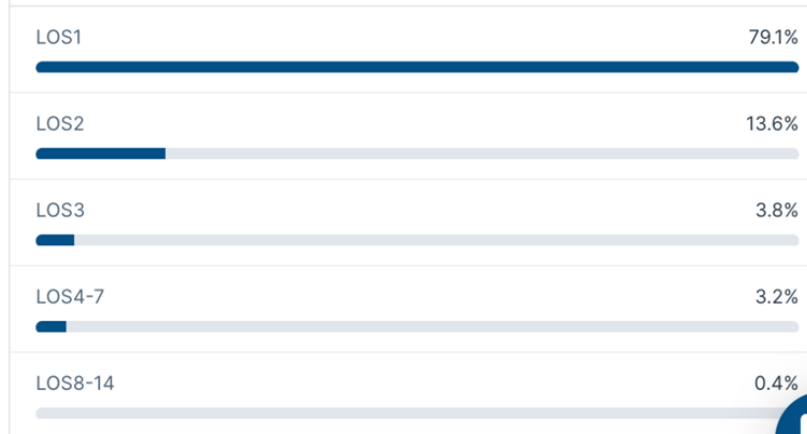


- As in Tokyo, demand levels of Osaka from Christmas to year-end are already high, but overall demand levels are low.
- Compared to the previous week, demand levels on weekdays dropped on average, suggesting that users are still skeptical about traveling to Osaka.
- The IP address of the search source and the LOS distribution are similar to Tokyo. We need to be aware that the current trend in Tokyo will come to Osaka with a few weeks delay and keep a close watch on the situation.

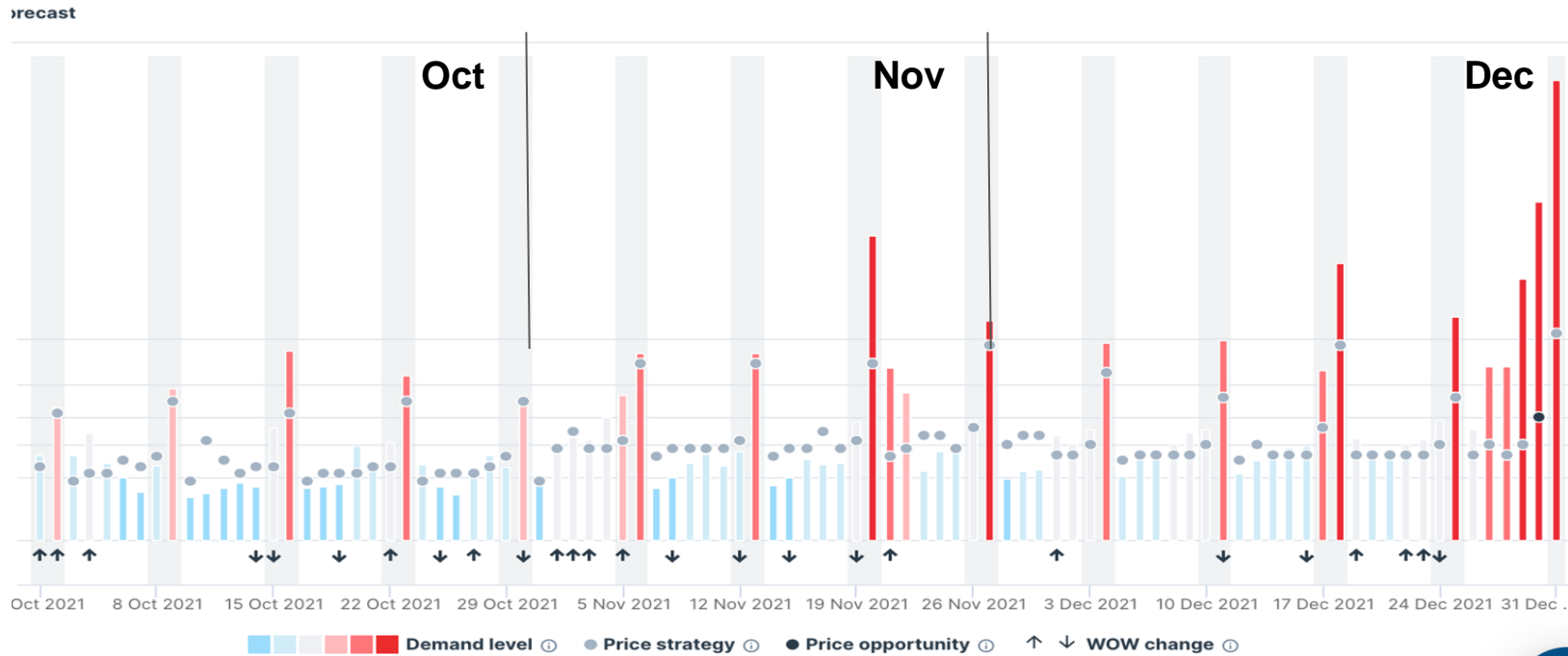
Top countries searching

Countries		Avg. LOS
Japan	86.4%	2.0
United States of America	6.0%	3.1
Australia	1.9%	2.9
United Kingdom of Great Britain and Northern Ireland	1.1%	2.7
France	0.8%	1.7

Length-of-stay



Fukuoka Market Demand Outlook for the next 90 days



Top countries searching

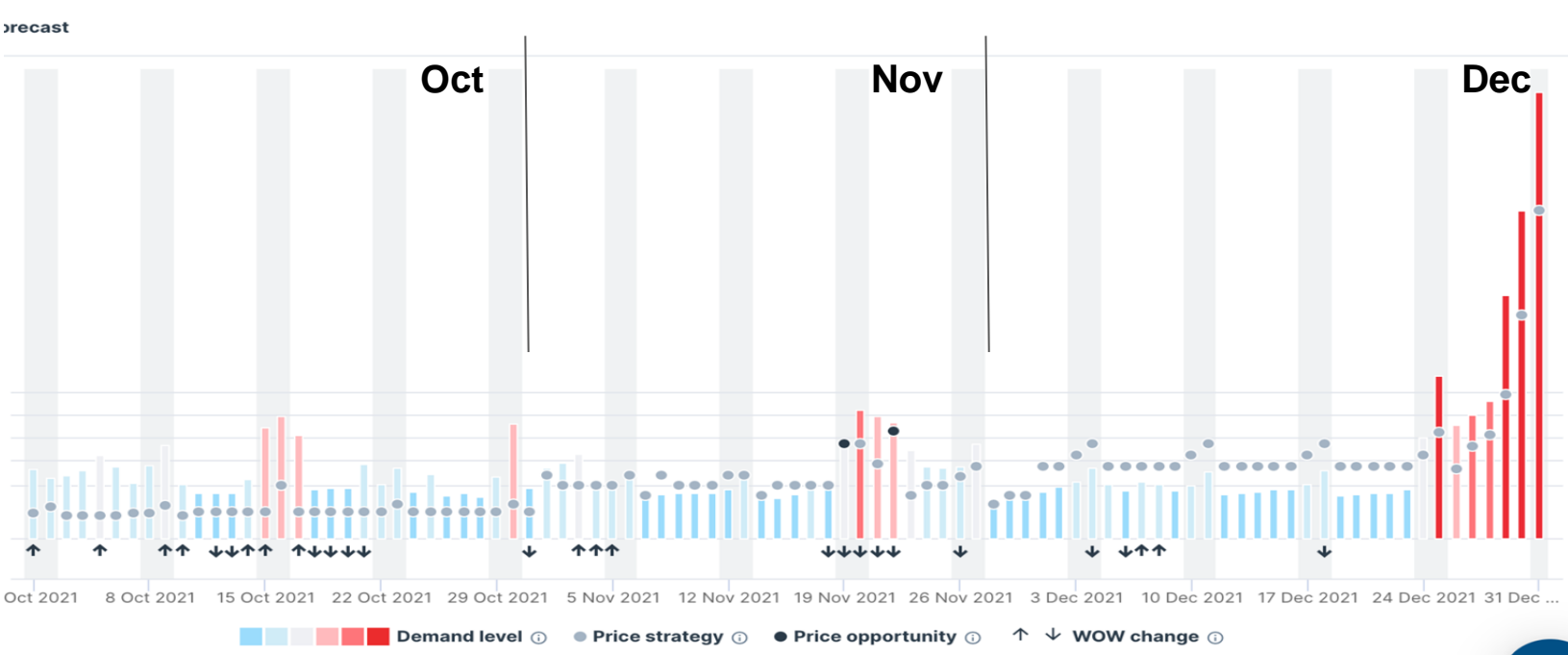
Countries		Avg. LOS
Japan	93.5%	2.1
Australia	2.7%	5.1
Hong Kong	0.9%	1.7
United States of America	0.5%	2.4
China	0.5%	3.8

Length-of-stay

LOS1	76.4%
LOS2	15.9%
LOS3	4.1%
LOS4-7	3.1%
LOS8-14	0.5%

- Increasing demand levels and a good balance of supply indicate a clear market recovery trend.
- The next step is to figure out how to maximize weekend sales while optimizing weekday intake.
- Perhaps because of the large number of travelers from within the Kyushu region, there tends to be a large number of one-night searches from Japan. Capturing the demand for intra-regional travel is considered to be the key to success.

Okinawa Market Demand Outlook for the next 90 days



- Overall, searches are concentrated at the end of the year and during the holidays.
- 91.9% of flight searches are from Japan, and most of them are from Tokyo and Nagoya.
- Guests with longer LOS and lead time will be the main target, so the winner will be determined by the ability to capture them early in Q4 using promotions for LOS, early booker discounts, and dynamic packages, etc.

Top countries searching

Countries	Avg. LOS
Japan	91.9% 4.2
Tokyo, all airports	23.9%
Tokyo Haneda International Airport	14.0%
Chubu Centrair International Airport	11.8%
Osaka, all airports	10.1%

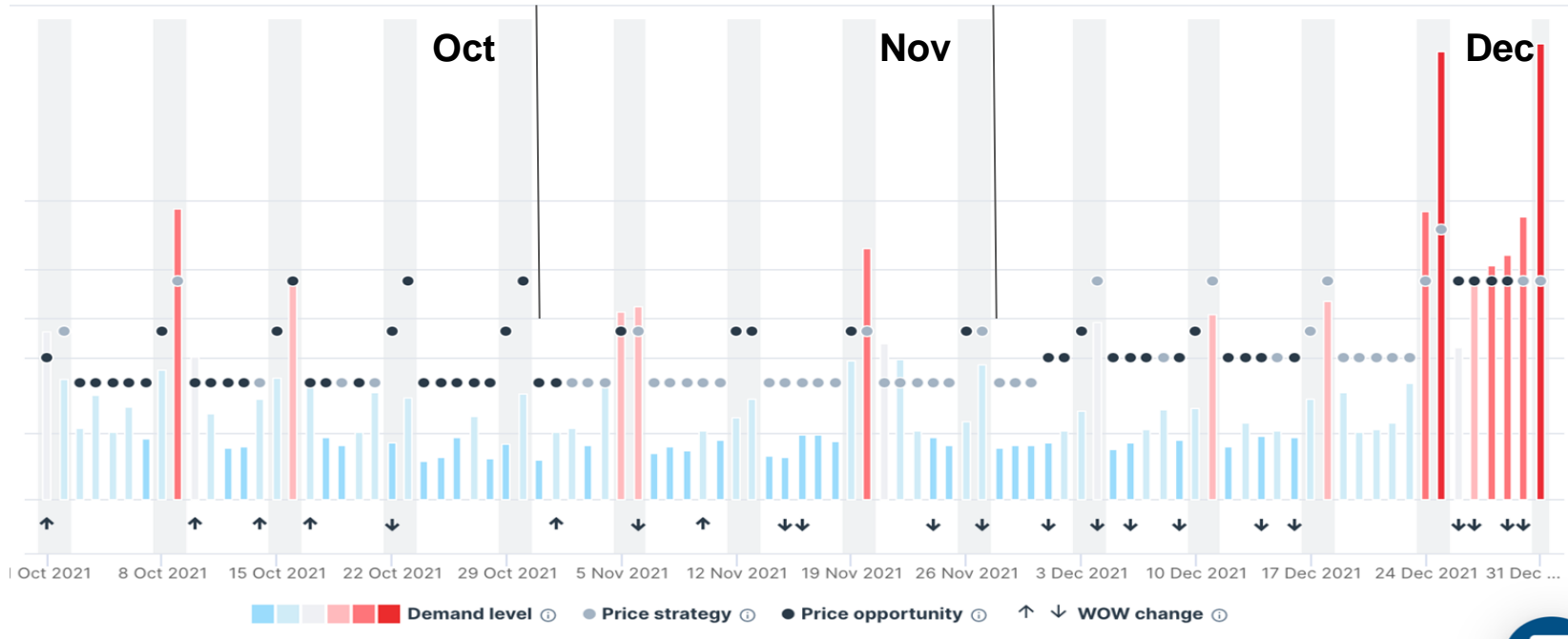
Length-of-stay

LOS1	12.8%
LOS2	33.7%
LOS3	24.7%
LOS4-7	24.5%
LOS8-14	4.3%

Sapporo Market Demand Outlook for the next 90 days



forecast



- Similar to Okinawa, searches are concentrated at the end of the year and on holidays.
- The majority of flight searches are from Tokyo and Nagoya with LOS 2 to 7.
- Although the Sapporo Snow Festival has been cancelled, the key will be to offer products that take advantage of the appeal of each content, such as autumn leaves, skiing, hot springs, and travel within the region, which could not be fully utilized due to the pandemic last year, and to utilize dynamic packages.

Top countries searching

Countries		Avg. LOS
Japan	85.2%	4.3
Tokyo, all airports	25.6%	
Chubu Centrair International Airport	11.0%	
Tokyo Haneda International Airport	10.6%	
Osaka, all airports	6.9%	

Length-of-stay

LOS1	20.3%
LOS2	35.1%
LOS3	19.4%
LOS4-7	20.8%
LOS8-14	4.4%

Summary of Positive Aspects in Japan & Conclusion



Medical

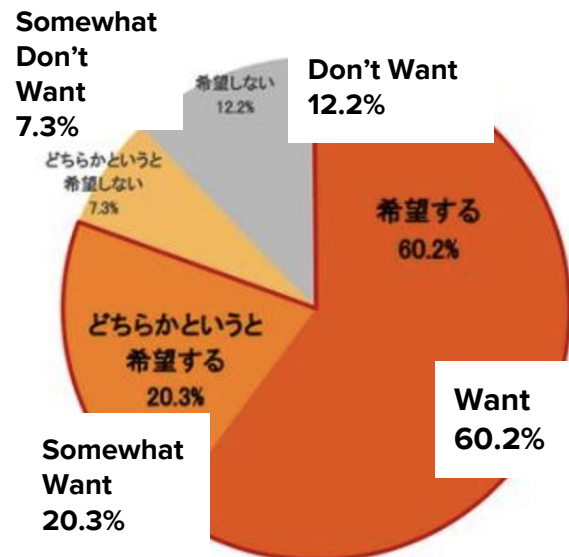
- High Vaccine Penetration (60%+ Fully Vaccinated)
- [Invention of New Vaccine Patch](#)
- Enough Vaccine Contract (560 Million = 4.4 times the entire Japanese population)
- Antibody cocktail treatment is getting popular

Travel Industry

- Encourage intra-regional travel (21/47 Prefectures are campaigning as of September)
- Resumed discussion of Goto Travel Campaign

Lifestyle

- Adoption to New-Normal
- High level of willingness to travel (80.5% Want Go To Travel Campaign to be reactivated)



After all, no one has the absolute right answer.

The only measure we can take is to spread our antennas higher and wider than ever before, constantly gather information, & act without missing any data that could be a sign of recovery.



Are you ready to turn lookers into bookers?

Tatsunori Yasaki

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