

Prévisions des arrivées des touristes japonais aux Etats-Unis

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Nearly all (90%) of Japanese tour operators reported in the U.S. Department of Commerce sponsored Japan Travel Trade Barometer (as of March 15 - April 29, 2012) that projected bookings for travel to the United States in the second quarter of 2012 would be higher compared to the second quarter of 2011.

The top motivator listed for travel from Japan to the United States over the next six months was the exchange rate to the U.S. Dollar, listed as the top motivator for the last five survey sessions. Other motivators included the level of promotion by U.S. destinations and businesses and deregulation of charter flights.

The top deterrent, on average, listed for travel from Japan to the United States over the next six months was airfare/fuel surcharges. The economy in Japan ranked second. The March 2011 earthquake, tsunami and Fukushima disaster ranked fourth, after being ranked third in the last survey and ranked second as deterrent in the survey prior to that.

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