Understanding travel expenditure patterns: a study of Japanese pleasure travelers to the United States by income level

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Abstract

Japanese travelers have been one of the largest groups of travelers to the United States. Given the importance of Japanese travel, an understanding of expenditure patterns is vital to travel organizers and destination marketers. Using the 1997 In-Flight Survey data, this study profiled Japanese pleasure travelers by income level and investigated the determinants of travel expenditure in the US. Marketing implications were drawn from the findings. Several socio-demographic and trip-related variables including age, occupation, travel companion, number of nights spent in the US, and repeat visit were found to significantly contribute to explaining expenditure variations. The findings should be useful to tourism marketers for a better understanding of Japanese pleasure travelers and travel consumption behavior in the US.
Keywords
Travel expenditure patterns; Japanese pleasure travelers; Income groups; Regression analysis

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