Golden Week 2022

## Domestic Tourism Insights

Introduction

The most anticipated holiday week in Japan, Golden Week is a country-wide festival with most offices and schools shutting down and a huge increase in domestic tourism. But due to the pandemic, Golden Week 2020 and 2021 saw significant decreases in tourism. With restrictions being phased out and Covid cases remaining low, Golden Week 2022 showed promising signs of recovery.

During Golden Week 2022, tourism points of interest across Japan saw a 19% increase in daily visitors when compared to the week before. East Japan Railway Co. reported that 710,000 tickets were sold for the period April 28th to May 8th, 2022 for the Shinkansen (bullet train). This has more than doubled compared to the same time last year (Asahi Shimbun).

While it is interesting to compare to previous years to measure recovery, there are multiple reasons why people in Japan might not have chosen to travel this year, including rising costs, inflation, Covid-19, and more.
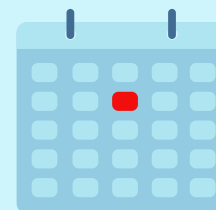
near

In this report, we compared domestic tourist footfall to points of interest during the Golden Week to footfall levels a week before and after. We looked to answer key questions around:
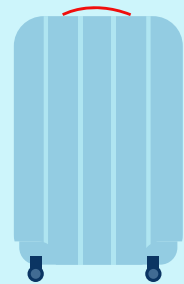
Where did visitors travel from?

What destinations and points of interest did visitors prefer to visit?
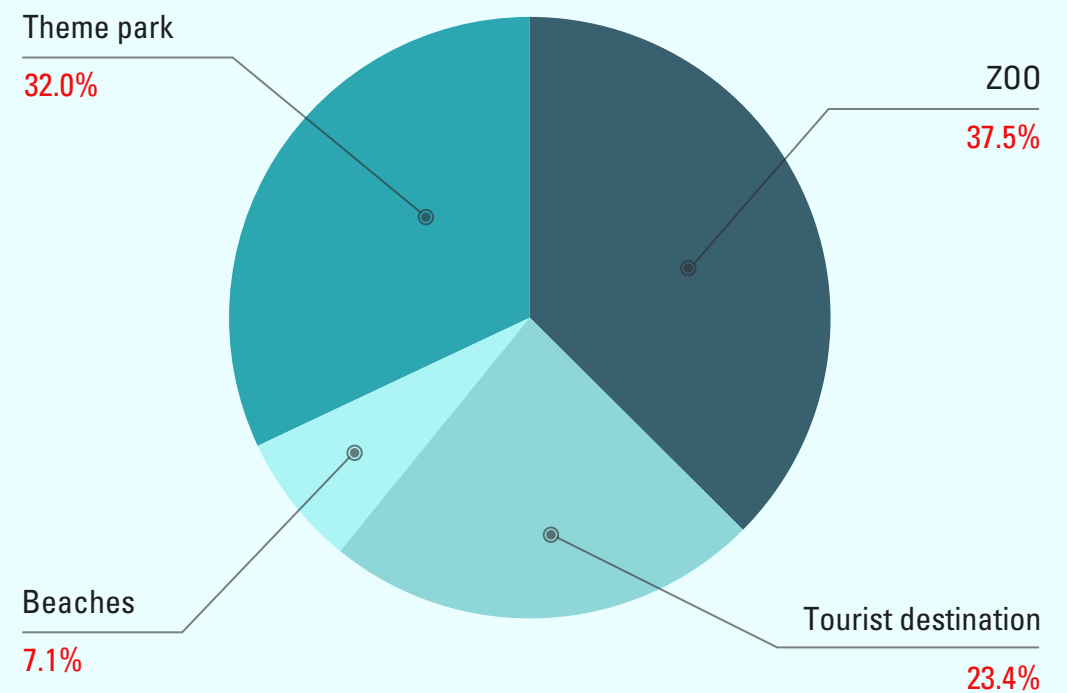
What days of the week and times of the day saw peak visitation?

Key Insights

❶ The most number of visitors seen at the locations analysed were from Tokyo (49%) followed by Kanagawa (13%), Shizuoka (10%), Osaka (8%), and Saitama (7%).

❷ This year, zoos were the most visited among the four types of destinations analyzed, followed by theme parks. Visitors to beaches were low throughout the Golden Week due to adverse weather conditions.
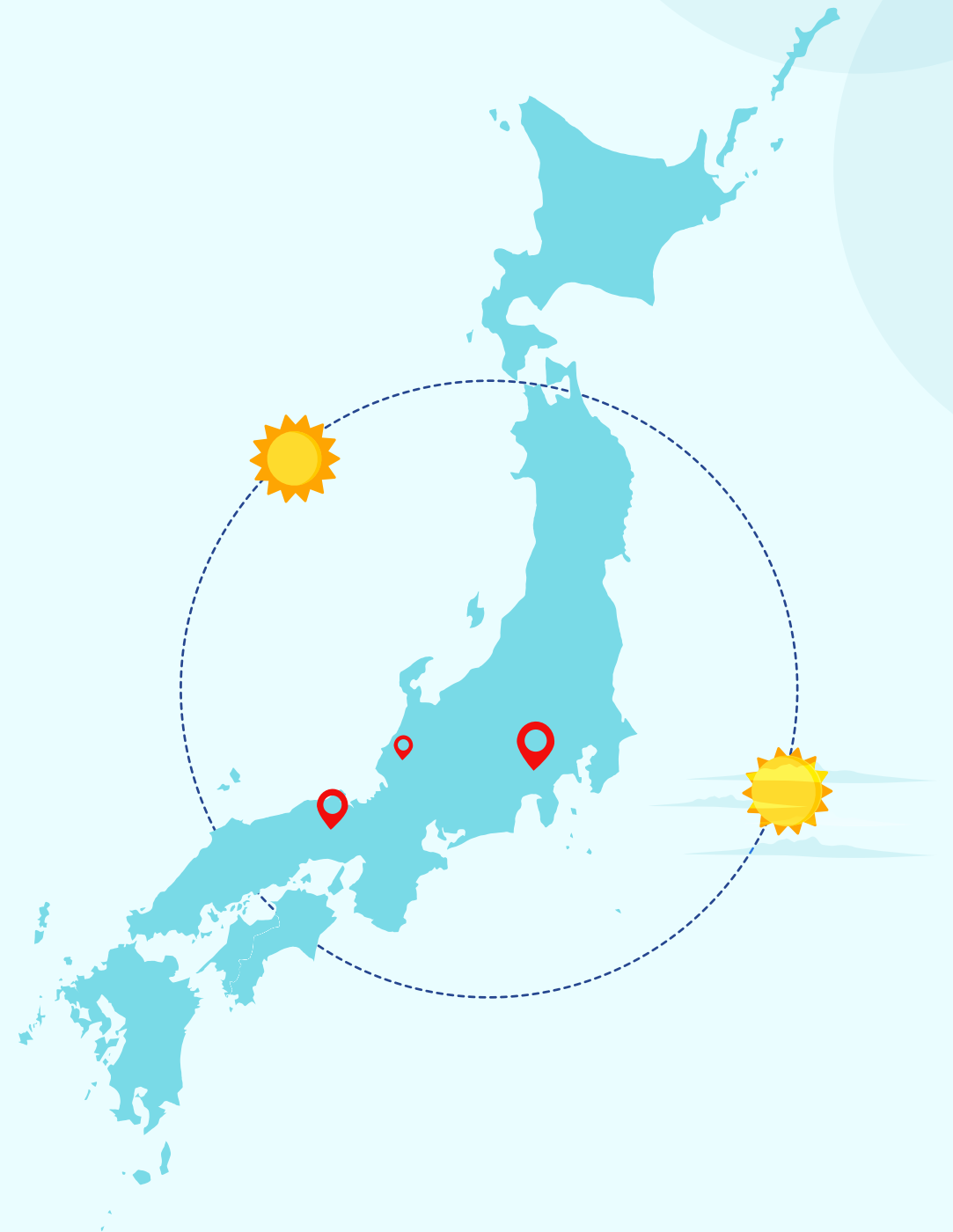

Saitama (7%)

Osaka (8%)

Tokyo (49%)

Kanagawa (13%)

Theme park
32.0%

ZOO
37.5%

Beaches
7.1%

Tourist destination
23.4%

Key Insights
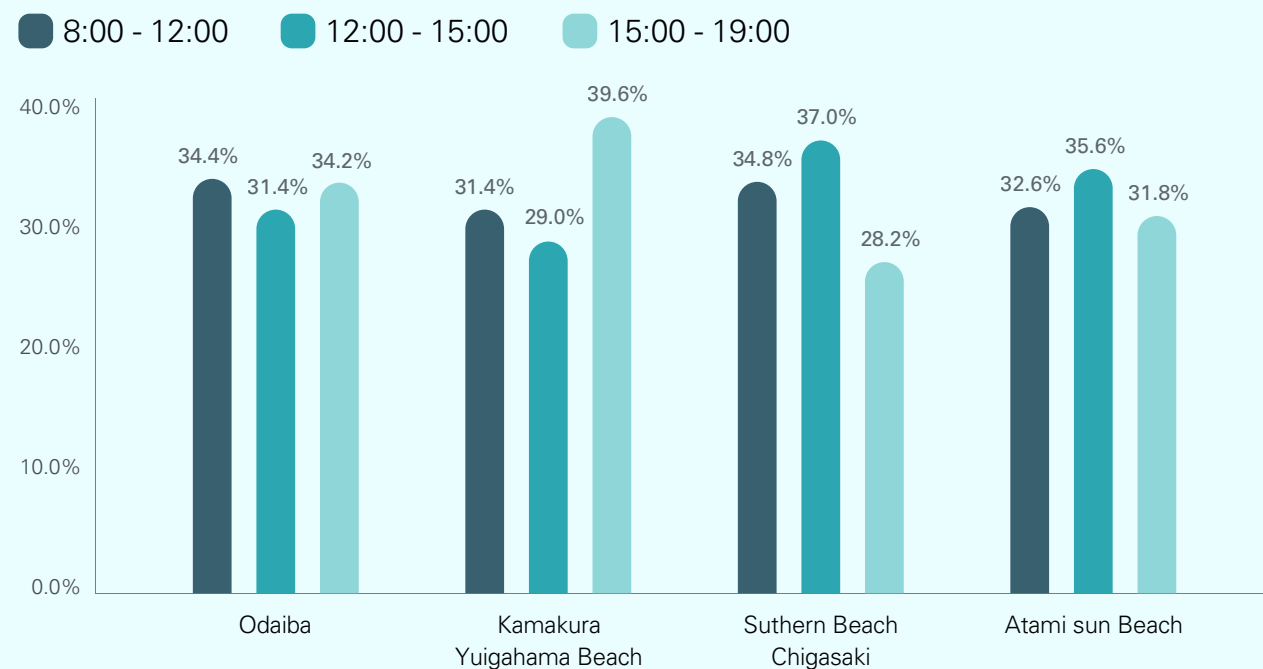
❸ Due to the consecutive holidays, domestic visitors were more willing to travel for longer distances, rather than visit nearby attractions.

❹ Visitors were higher during the first few days of Golden Week, with Friday and Saturday preferred. The popular destinations during this year's Golden Week offered a wide range of activities and attractions for family and couple travellers.

Key Insights

5 Peak visitation hours differed for location but mornings and late afternoons were generally preferred.

Legend:
- 8:00 - 12:00
- 12:00 - 15:00
- 15:00 - 19:00

Location	8:00 - 12:00	12:00 - 15:00	15:00 - 19:00
Odaiba	34.4%	31.4%	34.2%
Kamakura Yuigahama Beach	31.4%	29.0%	39.6%
Suthern Beach Chigasaki	34.8%	37.0%	28.2%
Atami sun Beach	32.6%	35.6%	31.8%

near

Tourist Destinations

Overview

Most destinations saw an increase in visitors during the Golden Week. We calculated the total footfall for one week each - before, during, and after golden week. Visits were higher before and during Golden week for most destinations.

- ● One week before ● Golden week ● One week after
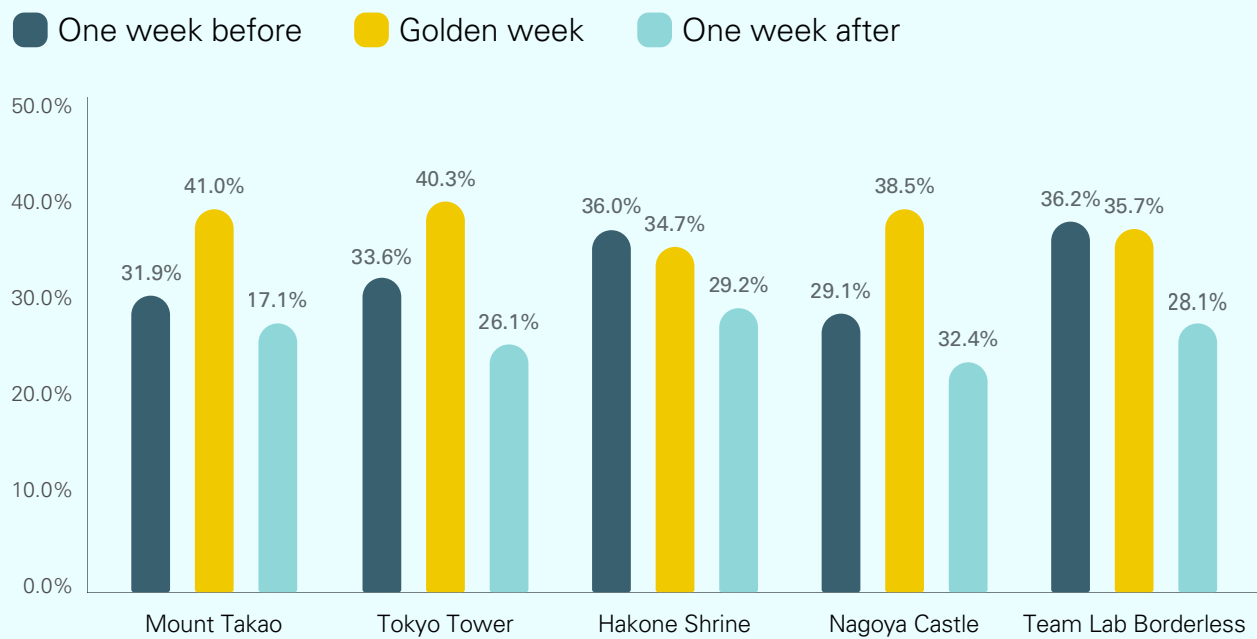
Note: For all the graphs, analysis has been done taking aggregate footfall of each location individually as the base.

Tourist Destinations

Visitor Origin Points

For each of these destinations, following were the top 4 source destinations:

1. Mount Takao:

- 🟥 Tokyo - 26.6%
- 🟩 Kanagawa - 11.3%
- 🟨 Saitama - 9.8%
- 🟦 Yamanashi - 9.6%

2. Tokyo Tower:

- 🟥 Tokyo - 61.1%
- 🟨 Saitama - 11.3%
- 🟩 Kanagawa - 10.9%
- 🟦 Chiba - 5.5%

3. Hakone Shrine:

- 🟥 Tokyo - 51.1%
- 🟦 Chiba - 13.0%
- 🟨 Saitama - 11.9%
- 🟩 Kanagawa - 5.5%

4. Nagoya Castle:

- 🟥 Tokyo - 52.9%
- 🟦 Chiba - 14.1%
- 🟨 Saitama - 10%
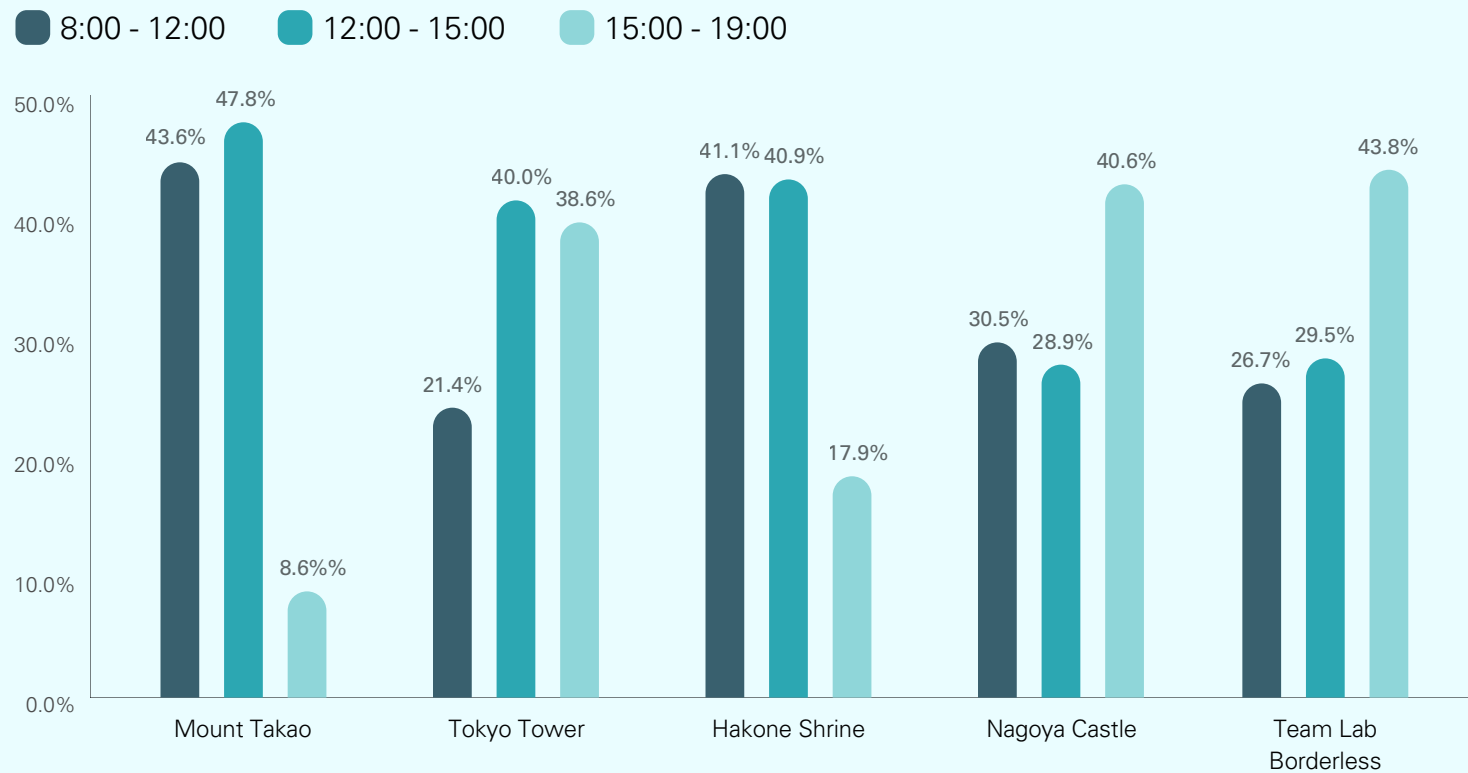- 🟩 Kanagawa - 7.2%

5. Team Lab Borderless:

- 🟥 Tokyo - 49.9%
- 🟩 Kanagawa - 10%
- 🟧 Shizuoka - 9.4%
- 🟨 Saitama - 9.1%

Tourist Destinations

Peak Visitation Hours

The majority of visitors to most outdoor locations preferred mornings and afternoons for their visits. Destinations famous for their light displays like Tokyo Tower and Team Lab Borderless had more visitors in the evening.
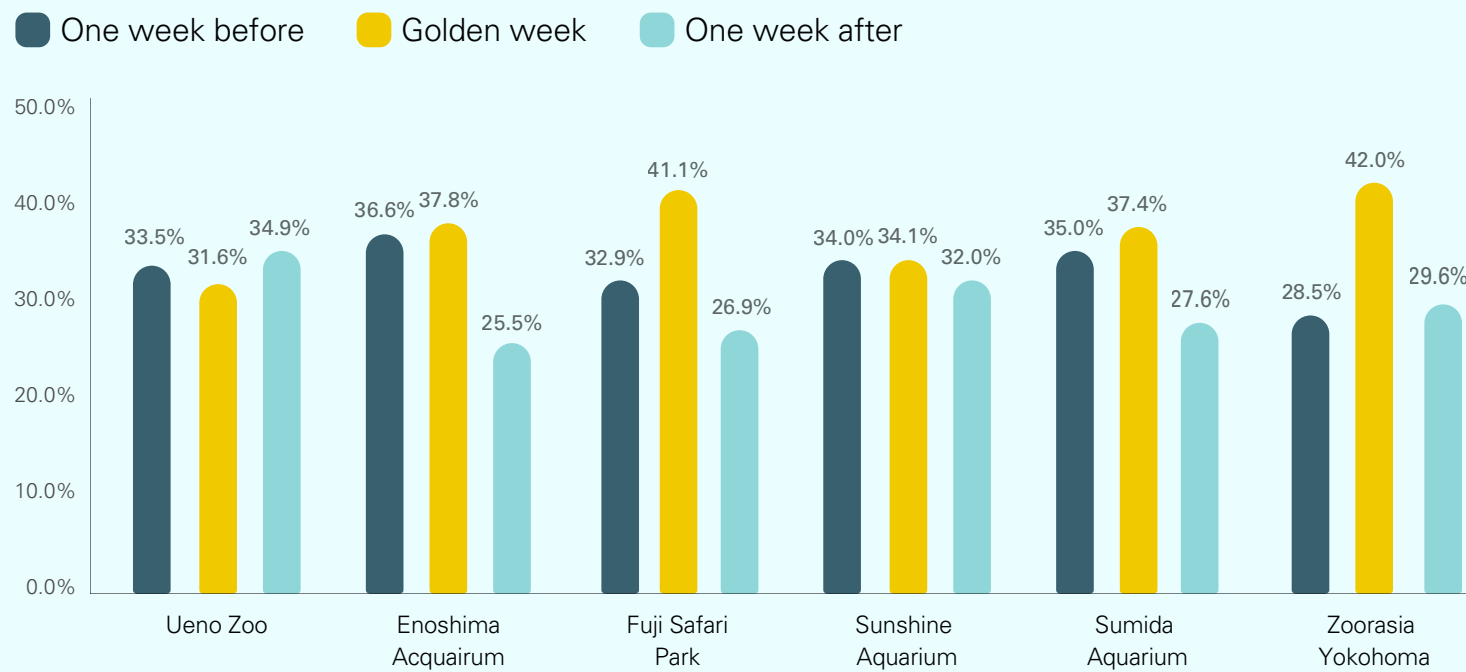
Key Insights:

- The majority of the visitors to all destinations analyzed were from Tokyo.

- Visitors are ready to travel long distances to visit destinations during the Golden Week. For example, the percentage of visitors from Tokyo to Mount Takao (51km away) was much lower than the percentage of visitors seen at Nagoya Castle (350km away).

Legend: ● 8:00 - 12:00 ● 12:00 - 15:00 ● 15:00 - 19:00

Destination	8:00 - 12:00	12:00 - 15:00	15:00 - 19:00
Mount Takao	43.6%	47.8%	8.6%
Tokyo Tower	21.4%	40.0%	38.6%
Hakone Shrine	41.1%	40.9%	17.9%
Nagoya Castle	30.5%	28.9%	40.6%
Team Lab Borderless	26.7%	29.5%	43.8%

Zoos and Aquariums

Overview

Popular zoos in Japan saw a surge in visitors beginning a week before Golden week and peaking during Golden week. Fuji Safari Park and Zoorasia Yokohama were especially popular and had a comparatively higher visitation rate.

Legend: ● One week before ● Golden week ● One week after

Chart data:

Location	One week before	Golden week	One week after
Ueno Zoo	33.5%	31.6%	34.9%
Enoshima Acquairum	36.6%	37.8%	25.5%
Fuji Safari Park	32.9%	41.1%	26.9%
Sunshine Aquarium	34.0%	34.1%	32.0%
Sumida Aquarium	35.0%	37.4%	27.6%
Zoorasia Yokohoma	28.5%	42.0%	29.6%

Zoos and Aquariums

Visitor Origin Points

For each of the analyzed zoos, the following were the top 4 source destinations:

1. Ueno Zoo:
- 🟢 Kanagawa - 68%
- 🔴 Tokyo - 18%
- 🟡 Saitama - 4%
- 🟠 Shizuoka - 2%

2. Enoshima Aquarium:
- 🟢 Aichi - 50%
- 🟢 Osaka - 7%
- 🟡 Mie - 6%
- 🔴 Tokyo - 5%

3. Fuji Safari Park:
- 🟢 Osaka - 33%
- 🟠 Hyogo - 15%
- 🔴 Tokyo -10%
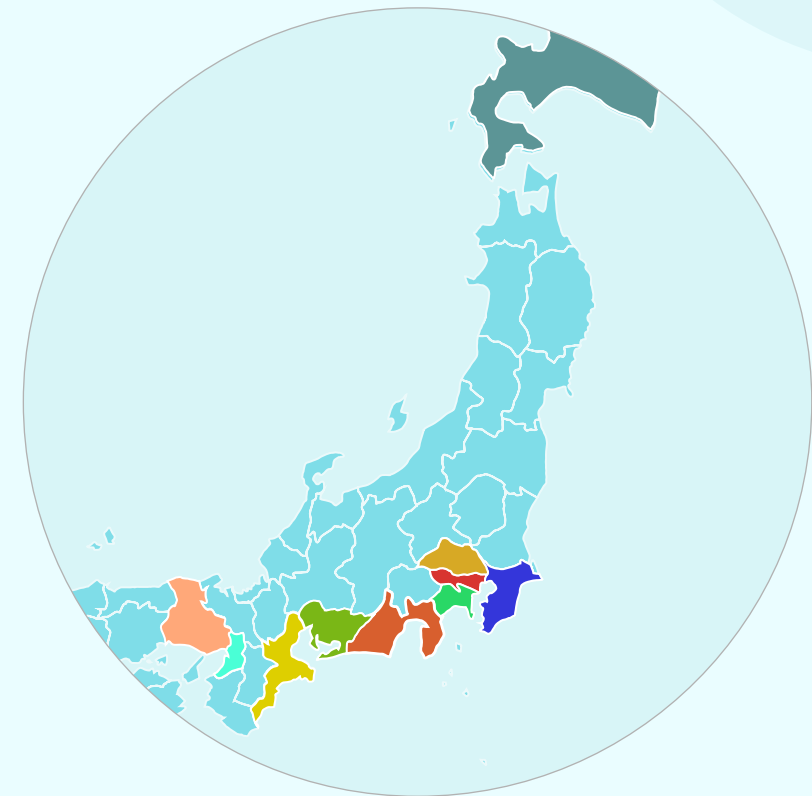- 🟢 Aichi - 7%

4. Sunshine Aquarium:
- 🟢 Kanagawa - 67%
- 🔴 Tokyo - 17%
- 🟡 Saitama - 4%
- 🔵 Chiba - 3%

5. Sumida Aquarium:
- ⚫ Hokkaido - 53%
- 🔴 Tokyo - 10.3%
- 🟢 Kanagawa - 4.8%
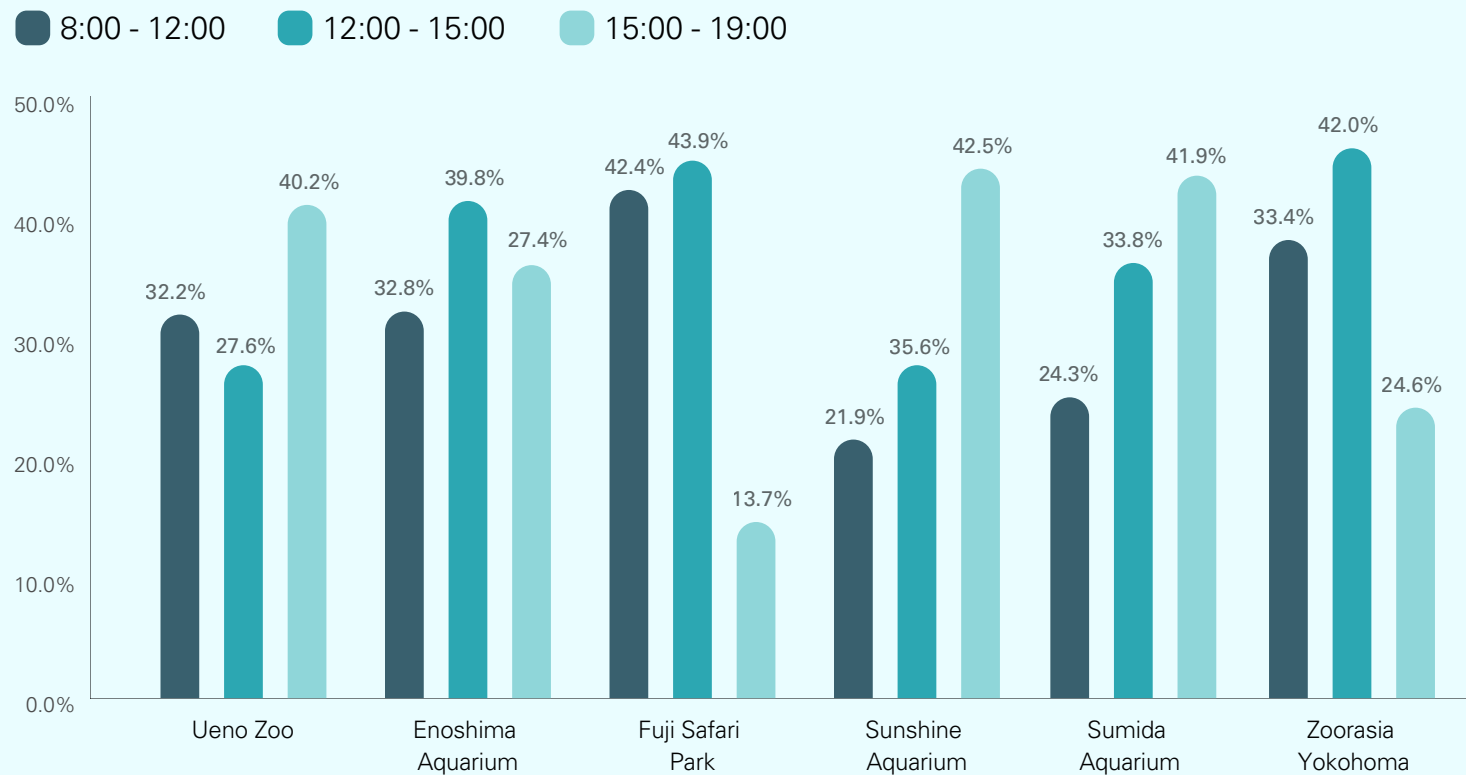- 🔵 Chiba - 4.6%

6. Zoorasia Yokohoma:
- 🔴 Tokyo - 47%
- 🔵 Chiba - 27%
- 🟡 Saitama - 13%
- 🟢 Kanagawa - 3%

Zoos and Aquariums

Peak Visitation Hours

Evenings were popular visitation hours for indoor locations including Sunshine and Sumida Aquarium, while mornings and afternoons were preferred for outdoor locations such as Fuji Safari Park and Zoorasia Yokohama.

Legend: ● 8:00 - 12:00 ● 12:00 - 15:00 ● 15:00 - 19:00

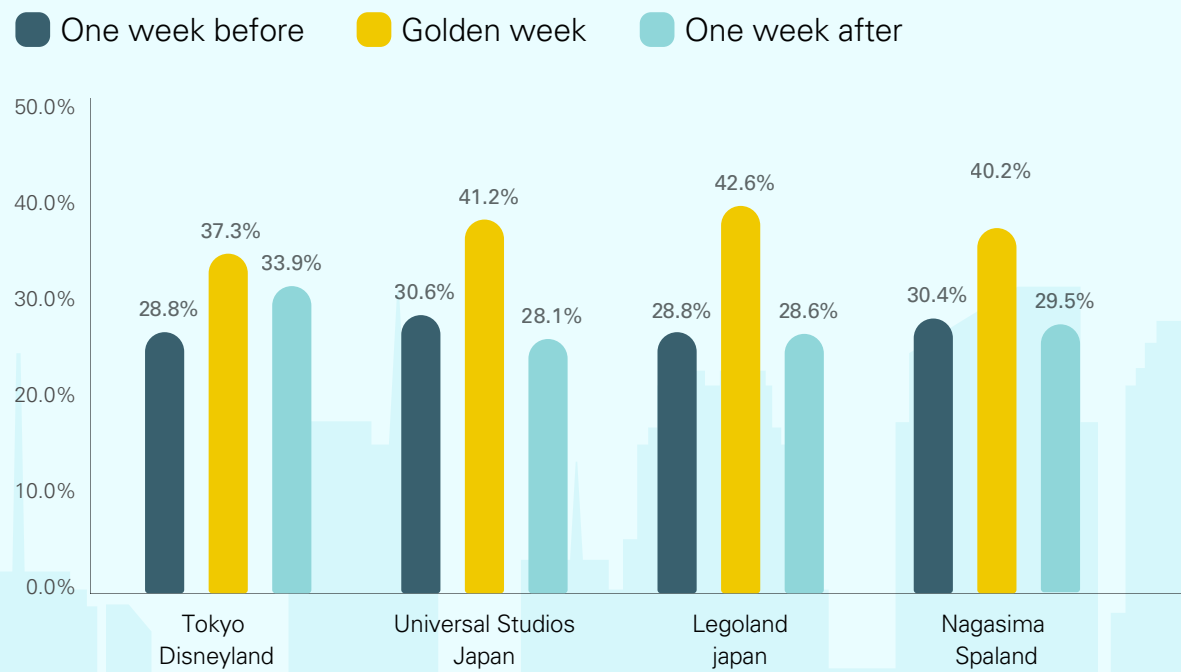|	8:00 - 12:00	12:00 - 15:00	15:00 - 19:00
Ueno Zoo	32.2%	27.6%	40.2%
Enoshima Aquarium	32.8%	39.8%	27.4%
Fuji Safari Park	42.4%	43.9%	13.7%
Sunshine Aquarium	21.9%	35.6%	42.5%
Sumida Aquarium	24.3%	33.8%	41.9%
Zoorasia Yokohoma	33.4%	42.0%	24.6%

Key Insights:

- Visitor origin points indicate a willingness to travel long distances during the Golden Week, for example, Osaka residents comprised the majority of visitors seen at Fuji Safari Park, having traveled close to 385km.

- Visitors from Tokyo and Kanagawa feature in the top 4 of all the zoos and aquariums analyzed
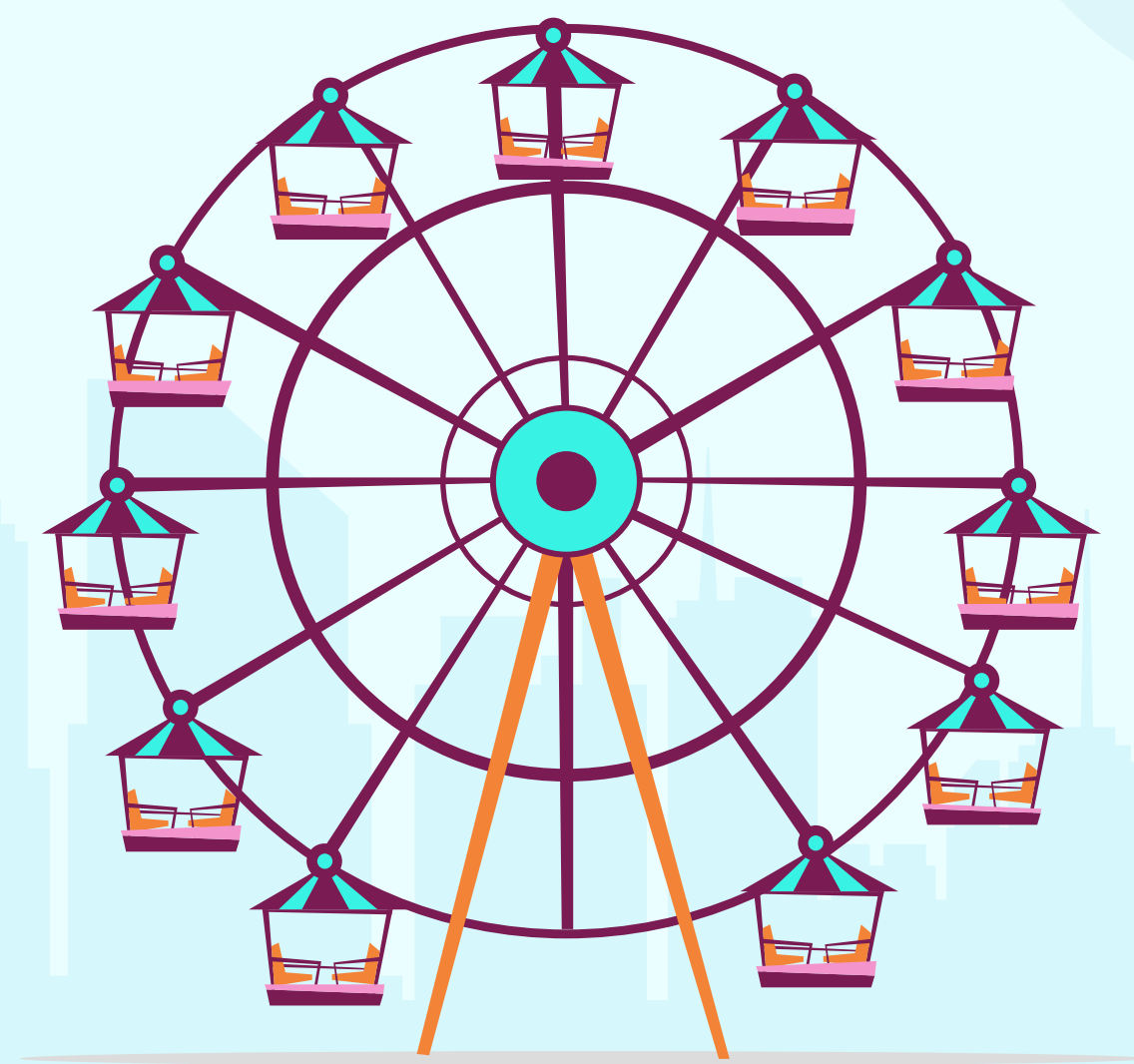
Theme Parks

Overview

Theme parks recorded a significant increase in visitors during the Golden Week with Legoland and Universal Studios Japan performing comparatively well.

Legend: ● One week before ● Golden week ● One week after

	One week before	Golden week	One week after
Tokyo Disneyland	28.8%	37.3%	33.9%
Universal Studios Japan	30.6%	41.2%	28.1%
Legoland japan	28.8%	42.6%	28.6%
Nagasima Spaland	30.4%	40.2%	29.5%

Note: Analysis is done taking aggregate footfall of each POI individually as the base.

Theme Parks

Visitor Origin Points

For each of the Theme parks, the following were the top 4 source destinations:

1. Tokyo Disneyland:
- 🟢 Kanagawa - 50.6%
- 🔴 Tokyo - 35.9%
- 🟡 Saitama - 3.1%
- 🔵 Chiba - 3.0%

2. Universal Studios Japan:
- 🔵 Chiba - 48.6%
- 🔴 Tokyo - 28.6%
- 🟡 Saitama - 7.6%
- 🟢 Kanagawa - 7.2%

3. Legoland Japan:
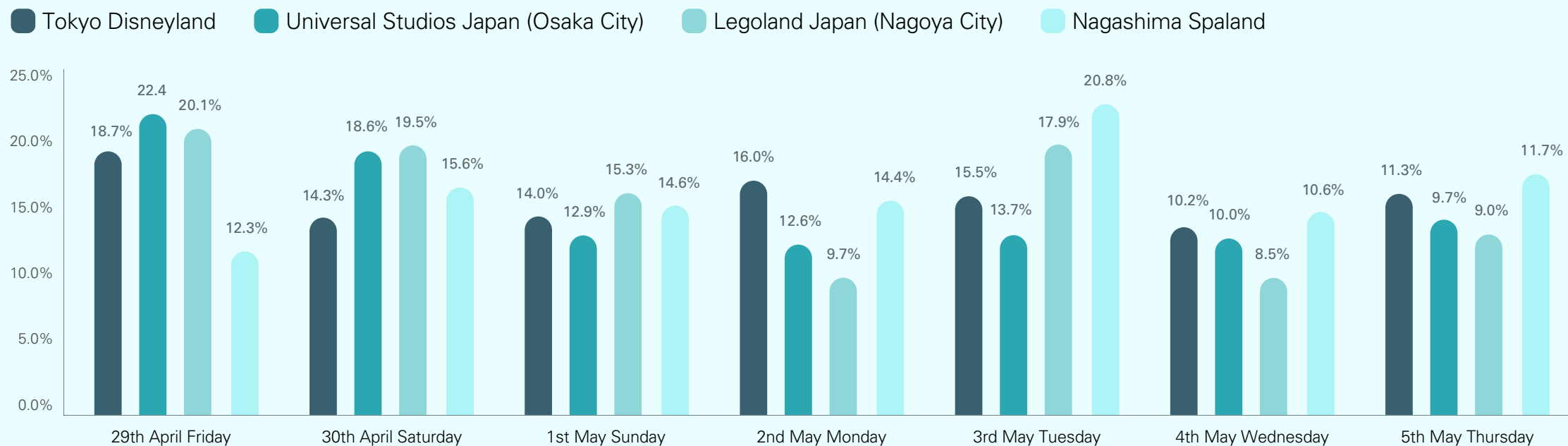- 🔴 Tokyo- 57.1%
- 🔵 Saitama - 16.4%
- 🟢 Kanagawa - 7.1%
- 🔵 Chiba - 5.6%

4. Nagashima Spaland:
- 🔴 Tokyo - 49.5%
- 🔵 Chiba - 10.4%
- 🟡 Saitama - 10.1%
- 🟢 Kanagawa - 9.0%

Theme Parks

Peak Visitation Hours

● Tokyo Disneyland ● Universal Studios Japan (Osaka City) ● Legoland Japan (Nagoya City) ● Nagashima Spaland


Key Insights:

- Visitor origin points indicate a willingness to travel long distances during the Golden Week, for example, Osaka residents comprised the majority of visitors seen at Fuji Safari Park, having traveled close to 385km.

- Visitors from Tokyo and Kanagawa feature in the top 4 of all the zoos and aquariums analyzed.

Beaches

Overview

Due to adverse weather conditions, visits to beaches fell during Golden Week except for Atami Sun Beach. The graph illustrates the direct correlation between weather conditions and the footfall to beaches.

■ One week before   ■ Golden week   ■ One week after
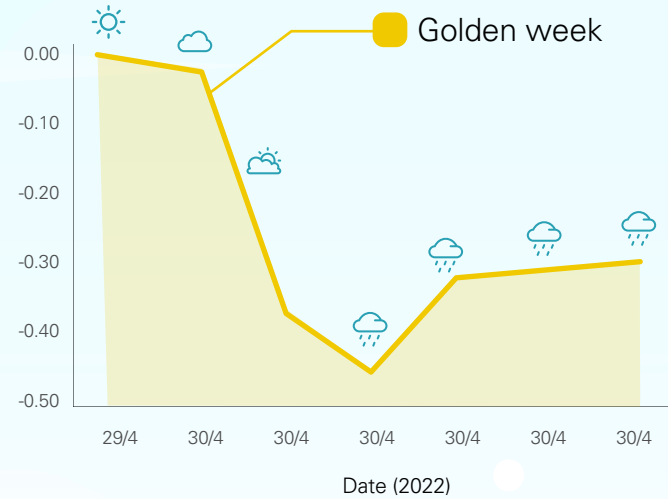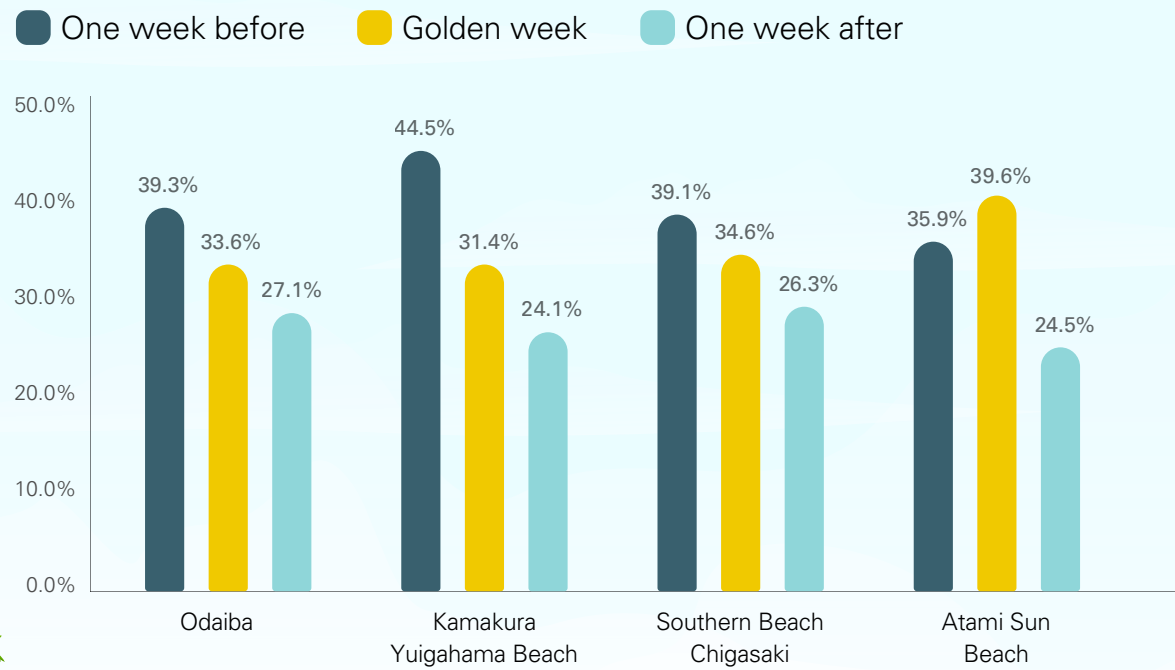
Conclusion

Domestic travel and tourism during Golden Week has not yet returned to pre-Covid levels, with visitorship down by 33% compared to Golden Week 2019. In addition to the risk of Covid-19 infections, we can also attribute lower tourism levels to other factors such as rising costs, low consumer confidence and inflation, which recently hit a seven-year high.

However, while recovery has been slow, it has been steady. Destinations expect to see stronger recovery during the summer holidays and await the reopening of borders to international tourists. The pandemic has also given rise to new trends such a preference for more open spaces (such as this year's top location - zoos) and a willingness to travel longer distances. It is important for destinations and companies to stay ahead of developing trends and shifts in consumer behaviour.

Near's high quality, privacy safe data and insights on tourist profiles, visitation patterns and more can help destinations understand and predict constantly evolving tourist behaviour and trends.

Methodology

Near studied tourist footfall to shortlisted destinations in Japan for the period of Golden Week 2022 (29th April - 5th May) and compared this to the footfall a week before, and after Golden Week. Reports used include Estimated Visitors, Common Evening Location, Demographics, Dwell Time, and Brand affinity reports.
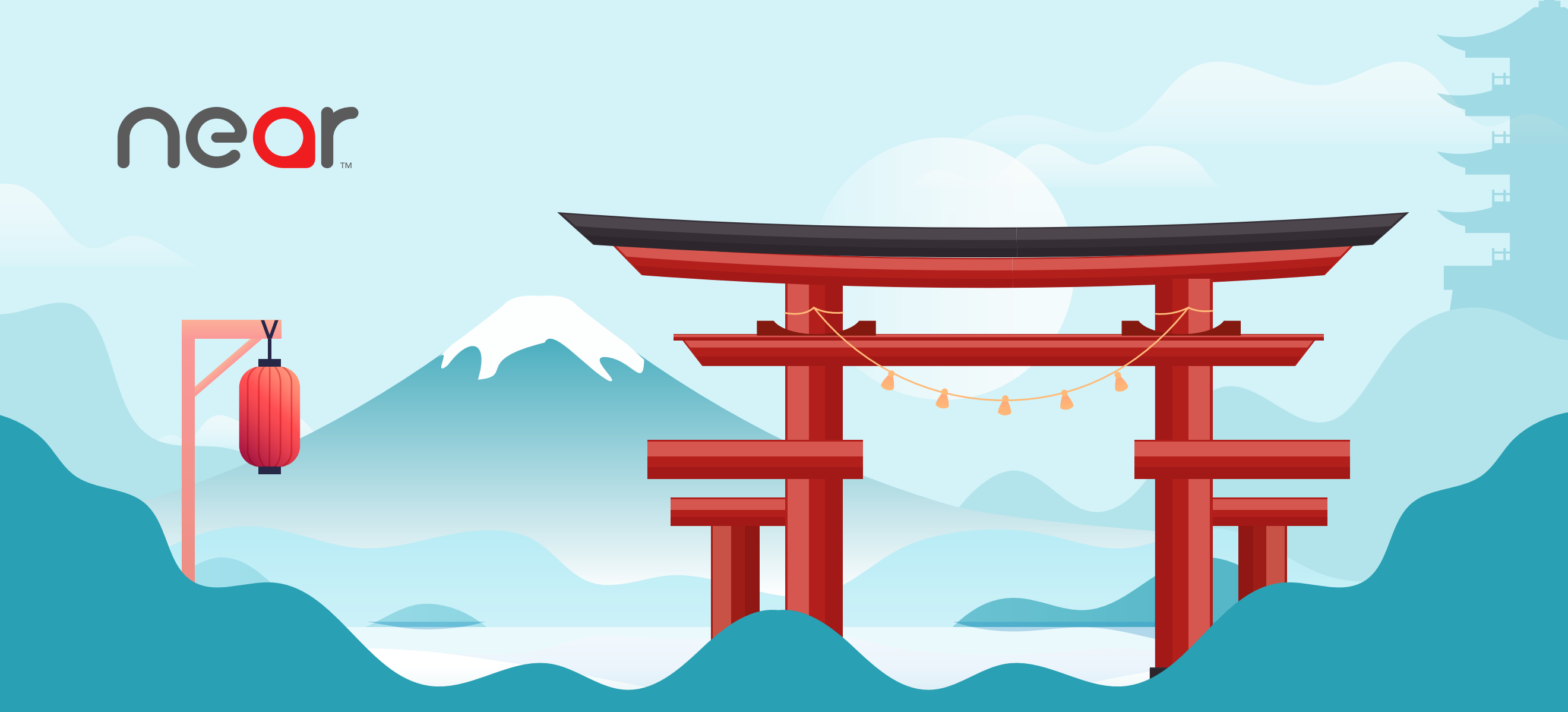
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We are determined to provide actionable insights as we work relentlessly to shape, build, and maintain the world's largest source of intelligence on people, places, and products in both the physical and digital space.

Ultimately, our vision is to inspire the world to make better decisions. And, to inspire ourselves to deliver the most trusted, privacy-led source of intelligence on people, places, and products.

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