



# Japan Product Camp

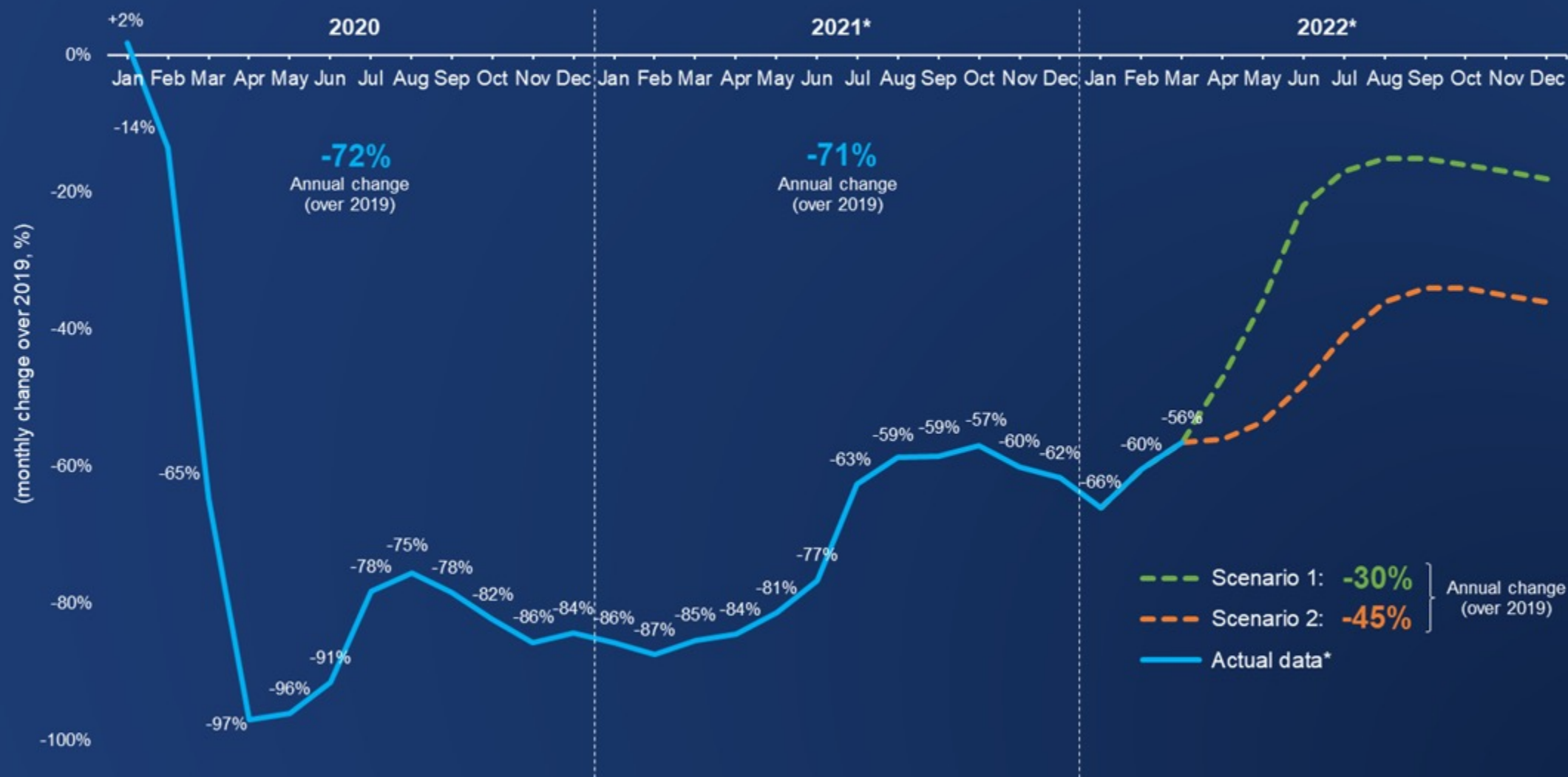
## Travel Tech Challenge

# Introduction of JTravel

- JTravel is the most popular online travel agency in Japan domestic market
- They provide hotel, rent-a-car, bus, dynamic package, and experiences booking in Japan
- You are a Product Manager working at JTravel and you recently saw this graph (on next slide)



## International tourist arrivals: revised Scenarios for 2022 (monthly % change over 2019)



Source: UNWTO (May 2022)

\* Actual data for 2021 and 2022 is preliminary and based on estimates for destinations which have not yet reported results. The above scenarios are subject to revision.

# Change in consumer trends

## **CLOSER**

Domestic tourism has shown positive signs in many markets since people tend to travel closer. Travelers go for 'staycations' or vacations close to home.

## **MORE RESPONSIBLE**

Sustainability, authenticity and localhood: travelers believe in the importance of creating a positive impact on local communities, increasingly searching for authenticity.

## **GET AWAY**

Nature, Rural Tourism and Road Trips have emerged as popular travel choices due to travel limitations and the quest for open-air experiences.

## **LONGER STAYS & HIGHER SPENDING**

2021 has seen a significant increase in spending per trip and longer stays

# The Challenge:

## ~ What comes next after covid ~

- Pick up on one of the trends and build a product/service for foreign tourists to uniquely experience Japan
- JTravel's goal is to increase their inbound market share in Japan
- More people should want to book on JTravel, than other travel services