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CCI Survey Finds Foreign Visitors to Japan Use Social Platforms and Video Sharing Sites as Primary Source of Information and Prefer to Buy from Sustainable Brands

JAPAN – November 8, 2022 - CARTA COMMUNICATIONS Inc. (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; “CCI”), a group company of CARTA HOLDINGS, Inc. has released the results of its survey of visitors to Japan from Australia, Singapore, Thailand and the United States (as they were frequent visitors to Japan before the pandemic), focusing on how their willingness to visit Japan and perception toward Japanese brands have changed before and after the coronavirus pandemic, as the Japanese government has announced that restrictions on new entries of foreign nationals would be lifted from 2022.

Key Survey Findings:

While the number of visitors to Japan has significantly decreased due to the pandemic, those willing to travel to Japan are increasing

41.3% of respondents visited Japan between 2017 and 2019, while only 5.0% did so from 2020 to date. In contrast, 86.3% of respondents are considering or would like to consider visiting Japan by 2023.



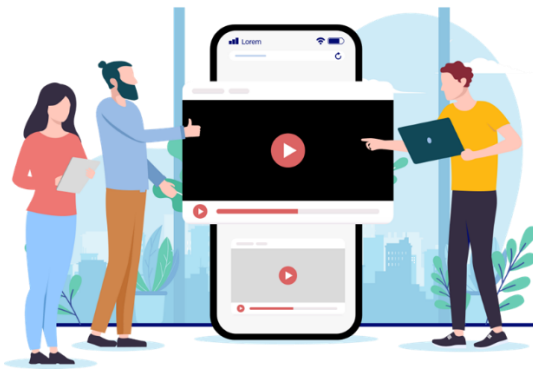
The number of foreign visitors decreased significantly due to Covid-19






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More travellers cited social platforms and video sharing sites as their primary source of information about Japan

The survey suggests that major social platforms such as YouTube, Facebook and Instagram play an important role in introducing and driving interest in Japanese intangible cultural heritage including music, video, art, dance and theater.



 YouTube	65.0 %
 Facebook	57.0 %
 Instagram	47.0 %

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Sustainability matters

Sustainability is an important factor that influences the buying decision. Respondents say they are willing to pay more for sustainable products.



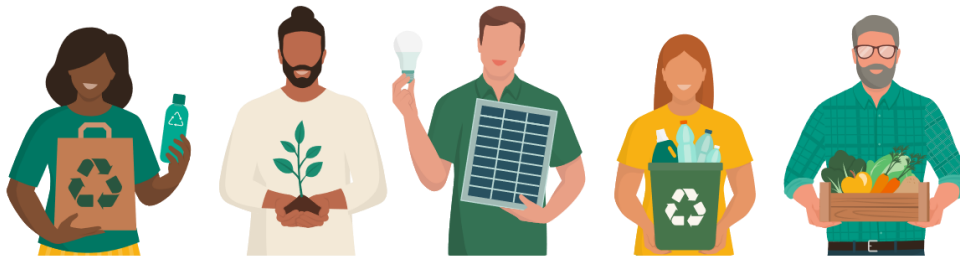
	Try to buy from	Pay more for
Companies committed to recycling	89.5 %	62.5 %
Companies contributing to clean oceans	89.5 %	65.3 %
Companies tackling climate change	88.5 %	64.5 %
Companies committed to eco-friendly products	90.5 %	69.0 %

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Japanese brands are perceived as sustainable

Approximately 60% of respondents think that Japanese products are sustainably produced and sold.

Japanese brands gain global trust



More respondents cited TVs, air-conditioners, cars and motorcycles from Japanese brands as sustainable in comparison to other product categories.

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Survey details:

Title:	Survey of Foreign Visitors to Japan
Methodology:	Questionnaire (consisting of 35 questions)
Survey period:	August 2022
Respondents:	Males and females between the ages of 25-59 from 4 countries including Australia, Singapore, Thailand and the United States with middle class income
Sample size:	100 (per country)
Conducted by:	Syno Japan Inc.

About CCI

Since its foundation as Cyber Communications Inc. in 1996 with the advent of Internet advertising in Japan, the company has been working with media owners, advertising technology platforms, advertising agencies and other partners to create and grow the Internet advertising market by offering an extensive range of digital marketing services.

On July 1, 2021, CARTA COMMUNICATIONS Inc. started its operations by taking over the business from Cyber Communications Inc. CCI is committed to enabling rich communication between consumers and brands by providing cutting-edge products, solutions and services that respond to social changes and market environments. Click [here](#) for more information.



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