



# COVID-19 Impact and Recovery Report: Japan

Updated: May 5, 2020

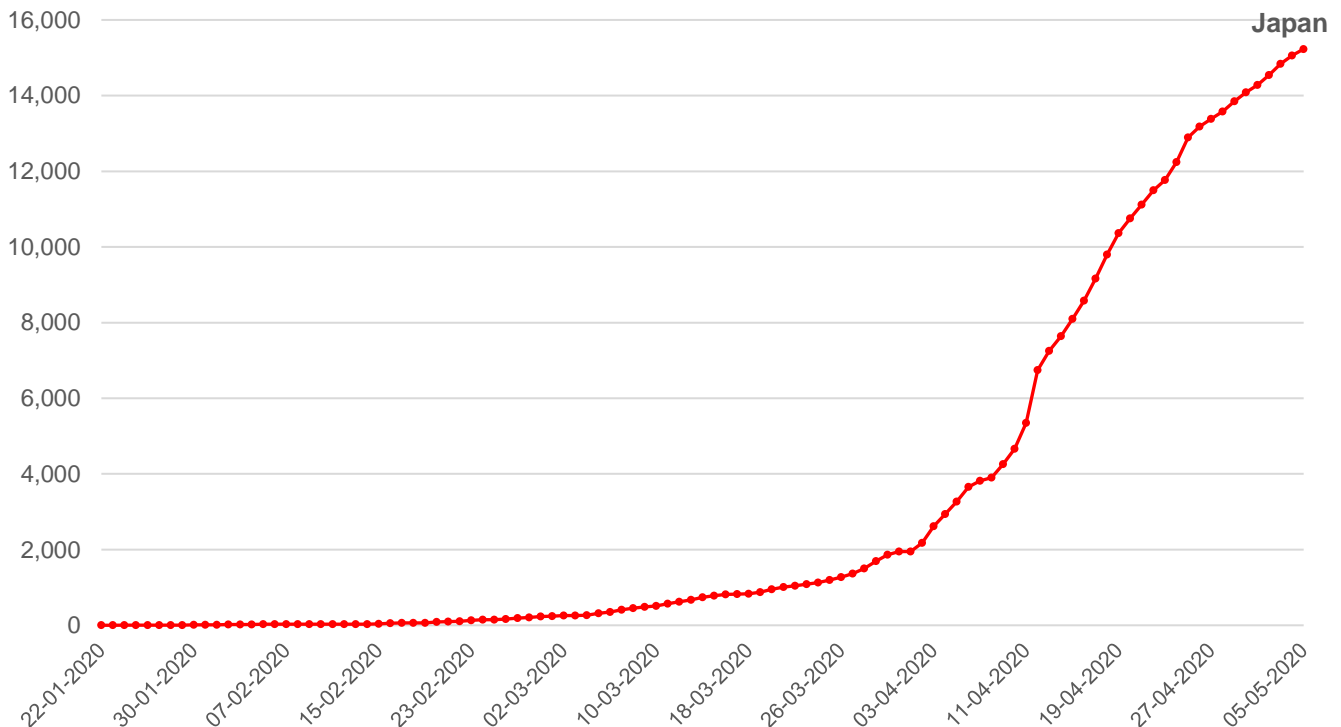
This report provides a snapshot of the situation in Japan. It has the following sections:

1. **COVID-19 Cases and Related Restrictions:** The number and growth rate of cases as of a certain date. Given the fluidity of the situation, these numbers will be out of date very quickly, but the intent is to provide context for analysis, as well as a sense of the scale. It also provides the known travel bans and restrictions in the country.
2. **Estimated Impacts on Travel to Canada:** The effects of COVID-19 on tourism revenue in Canada. This includes estimated spend inside the country, but excludes spending on transportation to get to Canada.
3. **Recovery Signals:** The comprehensive approach to understanding when the market is recovering from a travel perspective based on data and analysis in partnership with Google, Expedia, International Air Transport Association (IATA) and more. Destination Canada uses this information to estimate the stage of recovery of the market.
4. **Methodological Notes:** An explanation of the methodologies in the different sections and relevant sources.

## 1. COVID-19 CASES AND TRAVEL RESTRICTIONS IN JAPAN

As of May 5, 2020, the COVID-19 pandemic is still on an **upward trajectory** in terms of the reported number of confirmed cases and deaths. Current numbers<sup>1</sup>:

- Total Confirmed: 15,078
- Total Deaths: 536
- Total Recovered: 4,156



Source: European CDC (as of May 5, 2020)

Effective March 18, 2020 Canada closed its borders to non-Canadian citizens/permanent residents.<sup>2</sup>

On April 7, 2020, Prime Minister Shinzo Abe declared a state of emergency in Tokyo and six other hard-hit Japanese prefectures (Chiba, Kanagawa and Saitama, Osaka, Hyogo in the west and Fukuoka in the south) to attempt to reduce the impacts of the COVID-19 pandemic. Residents are requested to avoid nonessential trips within and outside the designated areas, but there are no restrictions on travel.<sup>3</sup>

During the Golden Week national holiday (from April 29 to May 6, 2020), the daily rate of infections appeared to be slowing down, with less than 100 new cases for five consecutive days. On May 4, 2020, Prime Minister Shinzo Abe announced a month-long extension of Japan's national emergency measures to help hospitals struggling with COVID-related critically ill patients. The state of emergency will stay in place until May 31, 2020. A panel of experts will reassess Japan's coronavirus infection trends on May 14, 2020 and will consider whether the national emergency can be lifted before the end of the month.

All of Japan's 47 prefectures are covered by the emergency declaration, but 34 prefectures will relax restrictions on movement and restart social and economic activities based on the infection rate of each region. The 13 other prefectures, including Tokyo and Osaka, have been singled out as prefectures where more cautious measures need to be taken to prevent the spread of COVID-19.<sup>4</sup>

The following foreign nationals are denied permission to enter Japan for the time being, unless there are exceptional circumstances: <sup>5</sup>

- 1) Foreign nationals who have stayed in any of the areas listed in the following table within 14 days prior to their application for landing.

<b>Asia</b>	Brunei, China, Hong Kong, Indonesia, Macau, Malaysia, Philippines, Republic of Korea, Singapore, Taiwan, Thailand, Viet Nam
<b>Oceania</b>	Australia, New Zealand
<b>North America</b>	Canada, United States
<b>Latin America and the Caribbean</b>	Antigua and Barbuda, Barbados, Bolivia, Brazil, Chile, Dominica, Dominican Republic, Ecuador, Panama, Peru, Saint Christopher and Nevis
<b>Europe</b>	Albania, Andorra, Armenia, Austria, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Kosovo, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Moldova, Monaco, Montenegro, Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, Russia, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Ukraine, United Kingdom, Vatican
<b>Middle East</b>	Bahrain, Iran, Israel, Kuwait, Oman, Qatar, Saudi Arabia, Turkey, United Arab Emirates
<b>Africa</b>	Côte d'Ivoire, Democratic Republic of the Congo, Djibouti, Egypt, Mauritius, Morocco

- 2) Chinese foreign nationals who have passports issued in Hubei Province or Zhejiang Province.

## 2. ESTIMATED IMPACTS ON TRAVEL TO CANADA

As of May 2, 2020, based on data from payment cards, Statistics Canada, cancellations of previously planned trips, new bookings and forward-looking scheduled air capacity, Destination Canada estimates the economic impact from COVID-19 on Canada to be as outlined below.

### Estimated Change in Tourism Export Revenue Compared to 2019 by Quarter (\$M)

	JAN	FEB	MAR	Total Q1	APR	MAY	JUN	Total Q1+Q2
<b>\$ change compared to 2019 (\$M)</b>	-\$0.4	\$0.4	-\$16.0	<b>-\$16.0</b>	-\$26.0	-\$34.2	-\$30.1	<b>-\$106.4</b>
<b>% change</b>	-1.8%	1.5%	-59.6%		-93.3%	-93.1%	-80.1%	

Source: Destination Canada Estimates (data as of May 2, 2020)

### Estimated Change in Tourism Export Revenue Compared to 2019 by Province (\$M)

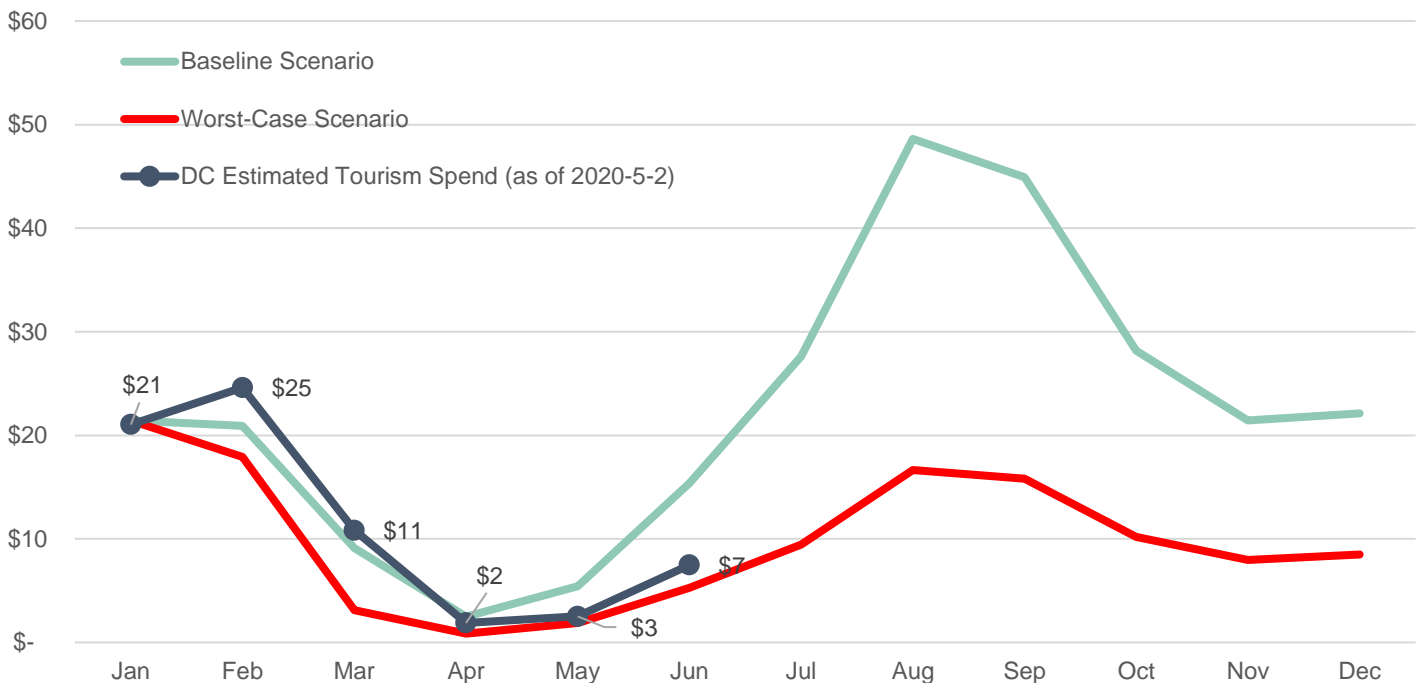
	CAN	BC	AB	SK	MB	ON	QC	NB	NS	PEI	NL	NORTH
Jan - Mar	-\$16.0	-\$6.6	-\$1.4	-\$0.3	-\$0.3	-\$3.9	-\$6.6	-\$0.4	-\$0.4	-\$0.2	-\$0.3	-\$0.8
Jan - Jun	-\$106.4	-\$47.0	-\$12.8	-\$1.3	-\$1.8	-\$24.9	-\$9.3	-\$1.6	-\$1.7	-\$1.6	-\$1.3	-\$3.1

Source: Destination Canada Estimates (data as of May 2, 2020)

Destination Canada has commissioned Tourism Economics<sup>6</sup>, to develop a series of models to estimate the impact of COVID-19 on the Canadian economy and travel. This analysis considers two scenarios: **Baseline Scenario**: (travel is possible in July and August) and **Worst-Case Scenario** (no travel in July and August).

Assessing the current trajectory of COVID-19 against these models will allow Destination Canada and its partners to continue to refine the estimated impacts and understand the speed and scale of recovery. The chart below compares the current estimates against these models.

### Estimated Tourism Spend versus Tourism Economics Baseline and Worst-Case Models, as of May 2, 2020 (\$M)



Source: Destination Canada Estimates, Tourism Economics Estimates

As Japanese travellers generally book their travel to Canada around 30 days in advance, we do not currently have enough data to assess the impacts past the month of June.

Destination Canada currently assesses that May 2020 will be in line with the Worst-Case Scenario. At this point, the data indicates that June 2020 will be tracking slightly above the Worst-Case Scenario. While this may reflect some optimism in Japan that the border will re-open, we assess that it is more likely due to travellers waiting until closer to their planned travel date to rebook in order to have a clearer view on where they can travel to and when.

### 3. RECOVERY SIGNALS

In response to COVID-19, Destination Canada has established a framework and analytical approach to identify signals from consumer and industry behaviour to understand when, where and at what pace travel and tourism will resume. Destination Canada collaborated with partners in destination marketing, media, technology and travel to identify these indicators and signals. The framework has identified multiple phases of recovery, which aligns with user sentiment and intent to travel. The summary of the methodology and terms can be found in Section 4. Methodological Notes.

The framework below provides analysis on when travellers may be considering, planning and reserving travel.

<b>Destination Canada's Assessment of the Japan market:</b>	<b>I COVID Response</b>	Governments are responding with measures such as shelter-in-place orders and mandatory quarantines. Movement is restricted and travel is either not possible, desirable or encouraged.
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**Assessment Summary:**

	Phase				Analysis
	I COVID Response	II Domestic	III Tentative Int'l	IV Regularized Int'l	
Travel Search Index	●	○	○	○	YOY domestic travel searches have been on the decline since the week ending January 5, 2020.
Accommodation Searches on OTA	●	○	○	○	YOY accommodation searches by Japanese for domestic accommodation were on the decline since the week ending January 5, 2020 and have plateaued since week ending April 12, 2020.
Rate of Hotel Booking	●	○	○	○	YOY domestic hotel bookings were on the decline since the week ending January 12, 2020 and have plateaued since week ending April 12, 2020.
Rate of Air Travel	/	○	○	○	Not applicable at this stage.
New COVID Cases	●	○	/	/	The number of weekly new cases continues to decline; the number of new cases for the week ending May 3, 2020 is 1,657.
Dining / Events Search Index	●	○	/	/	YOY domestic dining searches have been on the decline since the week ending January 5, 2020.

Legend:      Current phase ●      Not there yet ○      Signal not applicable □

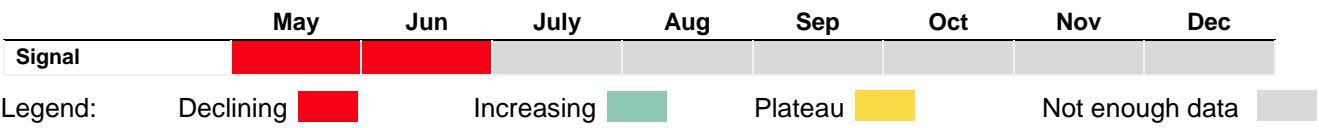
**Future Planned Travel**

The chart below provides an assessment of when travellers are booking travel to Canada. This assessment is based on changes to net planned travel (new bookings, less cancellations) from the country to Canada, compared to past travel behaviour.

- A 'declining' signal indicates that the year-over year net planned travel is falling week over week and is likely not a period currently being considered for travel.
- A 'plateau' signal indicates no change week over week.
- An 'increasing' signal indicates there is an increase in year-over-year net planned booking, week over week and that this time period is being considered for travel to Canada.

A 'not enough data' signal indicates that travellers do not normally book that far in advance so we cannot assess the signal at this time.

**Planned Travel for Japan to Canada as of May 2, 2020**



**4. METHODOLOGICAL NOTES**

**I. COVID-19 Cases:** The intention for this section is to provide context on impact and recovery analysis by providing a snapshot in time of the state of the pandemic and government restrictions. For the most current information on COVID-19 in that country, readers are encouraged to seek information from official government sources.

**II. Estimated Impacts:** The estimates are based on data from spending on credit and debit cards in Canada for January, February and March, normalized against Statistics Canada data. For April onwards, forward-looking air booking and

cancellation data from IATA accredited travel agencies is used. Destination Canada estimates that these IATA bookings account for 65% of the air travel market from Japan to Canada in 2019. Also used in the analysis is the forward-looking scheduled air capacity. These impacts are based on modelled estimates from 2018 spending data, adjusted for travel growth, and using payment card data from 2019 and 2020 wherever possible. The analysis should be taken as indicative only.

Based on in-market intelligence, we know that travel agents and operators have prioritized repatriation of clients in areas with outright travel bans (e.g. Middle East, India, Peru) and are not processing cancellations normally. Different airlines also use various systems to re-book travel, some of which are incenting late rebooking (i.e. closer to the original date of travel). As such, the forward booking data likely over-represents the amount of travel that will happen and should be taken as an upper bound.

**III. Recovery Signals:** The Recovery Measures are listed in their order of importance in understanding travel behaviour, with the primary measures in black and supporting measures in dark grey. A brief description of each measure is provided below.

Destination Canada has developed a framework to understand the phases of recovery of the travel market. These phases are:

- I. **COVID-19 Response:** Governments are responding with measures such as shelter-in-place orders and mandatory quarantines. Movement is restricted and travel is either not possible, desirable or encouraged.
- II. **Domestic Travel:** Travel by multiple means (air, car, trains, etc.) within the country, across provincial/territorial/state boundaries.
- III. **Tentative International Travel:** Some international travel, likely only required travel such as family-related or urgent business. There may be some leisure travel as some less risk-averse travellers seek to capitalize on reduced prices or increases availability. Airlines may not have restored international routes beyond major hubs.
- IV. **Regularized International Travel:** Regular international travel. Some business meetings and events are re-introduced and attended, leisure travel is closer to pre-COVID-19 levels.

A filled-in dot in the Assessment Summary table signifies that Destination Canada assesses we are in that phase of travel. An empty dot means we have not yet reached that indicator and the crossed off box would signify that the measure does not apply for that phase of recovery. Some measures are currently being developed and will be updated as progress is made.

### Description of the Measures

- **Travel Intent Search Index:** Google search engine queries for travel-related keywords in 2020 compared to 2019 searches, broken down by week (i.e. week of April 19, 2020 vs week of April 19h, 2019). Available for each market's domestic, international and Canada-specific travel search terms.
- **Rate of Accommodation Searches:** Weekly searches in 2020 for accommodation on a major online travel agency (OTA) against a rate of 2019 weekly searches, broken down by week. Available for each market's domestic, international and Canada-specific accommodation searches. This is provided as a rate rather than a volume of searches.
- **Rate of Accommodation Bookings:** Accommodation bookings in 2020 on a major OTA against a rate of 2019 bookings, broken down by week. Available for each market's domestic, international and Canada accommodation bookings. This is provided as a rate rather than a volume of bookings.
- **Rate of Air Travel:** The volume of forward-looking 2020 air bookings by month to Canada versus 2019 air bookings, broken down by week. By comparing against the 2019 average of when travel was booked for and when it was booked, this establishes the amount of impact against each month of travel. When appropriate, this assessment is supplemented by analysis of the forward-looking planned air seat capacity within a country and to other countries.
- **Weekly New COVID-19 Confirmed Cases:** The weekly total of new confirmed COVID-19 cases, as provided by the European Centre for Disease Prevention and Control. Number of cases in the market and within Canada will likely be a determining factor for both governments allowing phased return of travel, as well as consumer confidence in traveling to a market.
- **Dining, Attractions & Events Search Index:** Google searches for dining, attraction and event-related keywords in 2020 compared to 2019 searches, broken down by week. Available for each market's domestic, international and Canada-specific dining, attraction, and event-related search terms. This is provided as an index rather than a volume of searches.

**Sources:**

<sup>1</sup> Johns Hopkins Coronavirus Resource Center, May 5, 2020 5 pm (PST)

<https://coronavirus.jhu.edu/map.html>

<sup>2</sup> National Post, March 16, 2020

<https://nationalpost.com/news/canada/trudeau-travel-restrictions-ban-coronavirus-covid19-canada>

<sup>3</sup> Global News, April 8, 2020

<https://globalnews.ca/news/6792908/coronavirus-japan-state-of-emergency-explained/>

<sup>4</sup> The Diplomat, May 8, 2020

<https://thediplomat.com/2020/05/japan-navigates-an-extended-national-emergency/>

<sup>5</sup> Japan Endless Discovery, May 5, 2020

<https://www.japan.travel/en/coronavirus/>

<sup>6</sup> Tourism Economics, COVID-19's Impact on Canadian Tourism, March 23, 2020

<https://www.destinationcanada.com/en/coronavirus-updates/covid-19-research>