

Trends of Malaysian Incentive Travel to Japan 2024

Compiled by JNTO Kuala Lumpur Office

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Disclaimer:

All statistics data is based on the information collected by JNTO Kuala Lumpur office from local travel agencies in Malaysia.

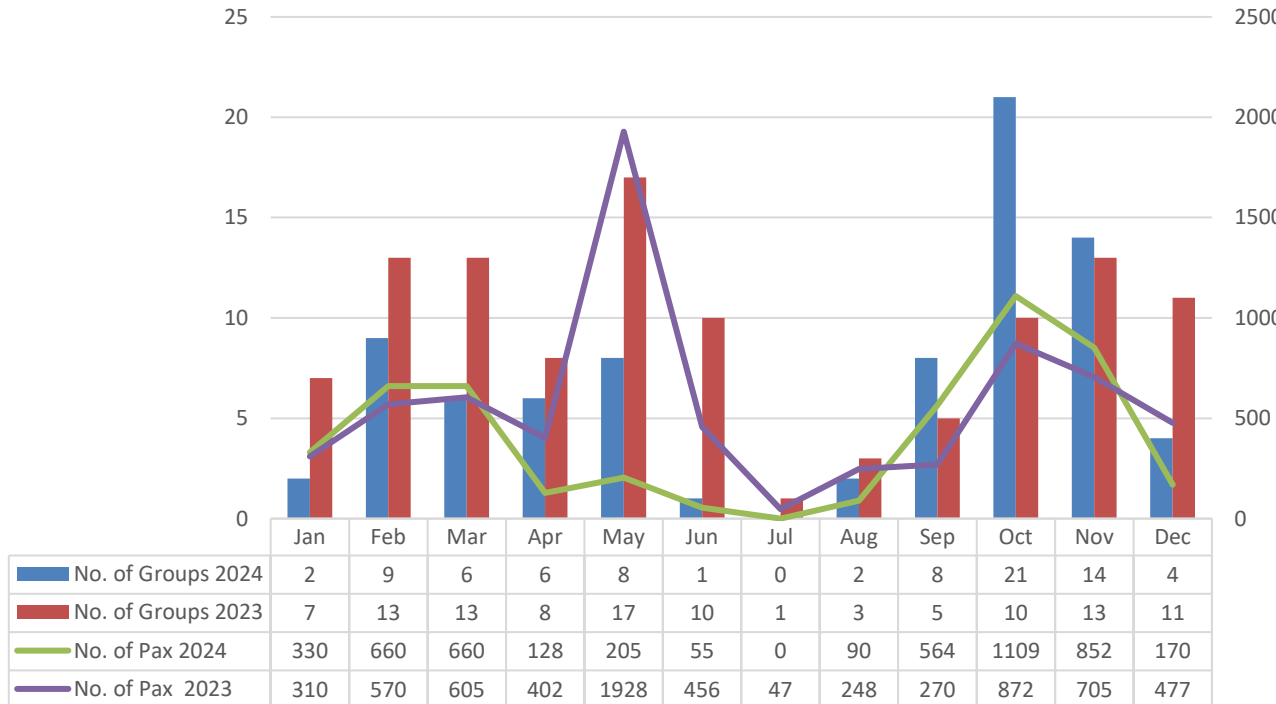
The numbers might be inaccurate due to the non-reported incentive cases.

Overview

	2024	2023
No. of Groups* <small>*Including staggered groups from same organizer</small>	82	111
Total No. of Pax	4,891	6,948
Average Duration of Stay in Japan	5 Nights	5 Nights

- Due to the revised requirements for JNTO HQ incentive support in FY2024, and rising ground fees in Japan, the no. of groups collected is lesser than the previous fiscal year.
- The average group size is 86 pax per group in 2024 under statistical calculation, but more groups are around 20-60 pax per group based on data monitoring.
- The average duration of stay in Japan remained to be 5 nights with total 6-day or 7-day travel period.

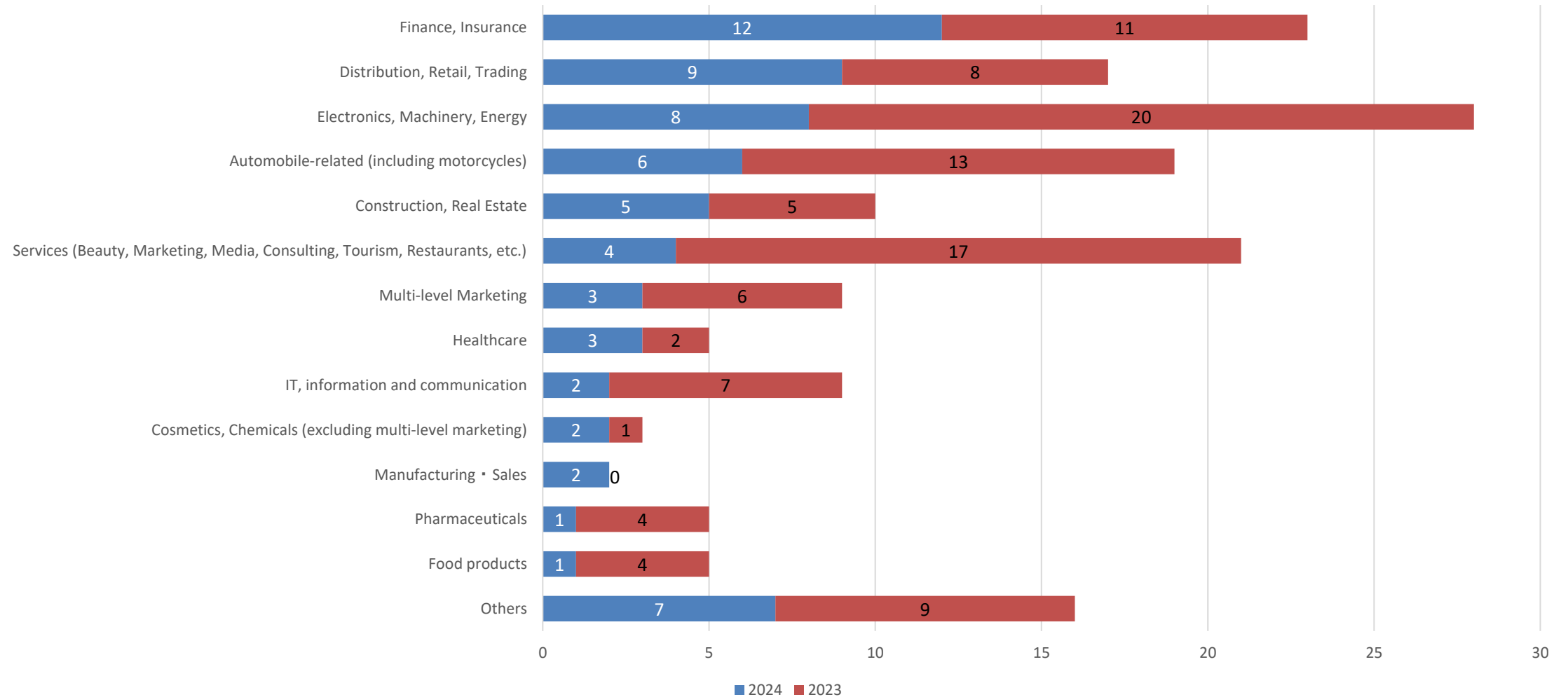
No. of Groups* & No. of Pax by Month 2024 & 2023



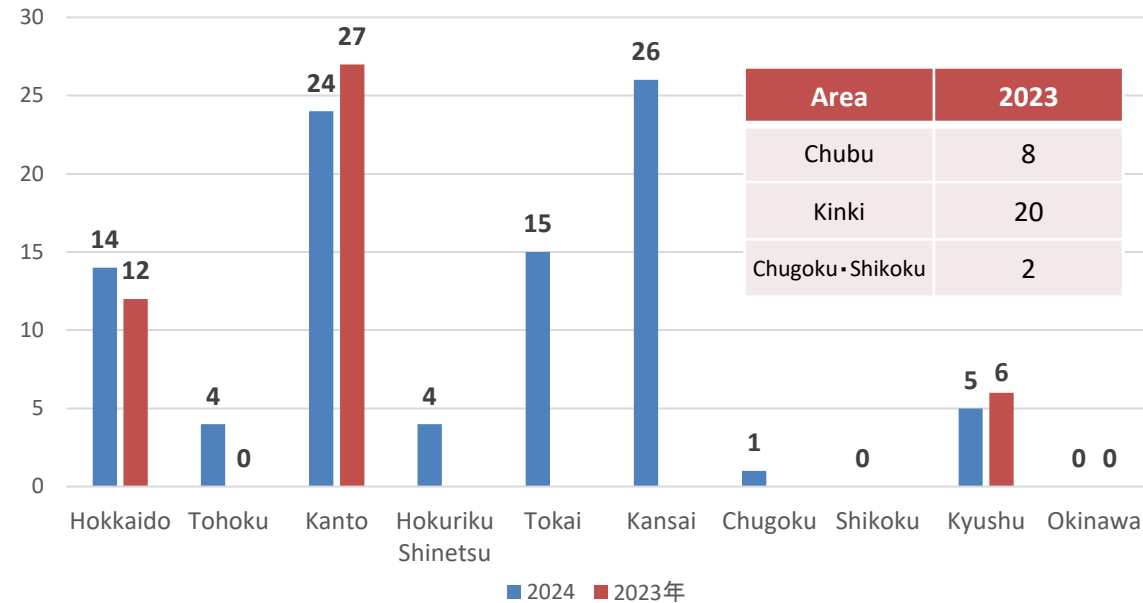
- In 2024, the travel habit of Malaysian incentive groups remained the same as 2023: Malaysians are mainly travelling during cool or cold season that cannot be found in Malaysia.
- In 2024, October has the most incentive groups and no. of pax, which is quite different from the pattern in 2023. May 2023 had the highest no. of groups and pax, but mainly due to a large scale incentive group of 1,290pax.
- Besides summer season, the figure for January is also comparatively low for both years, due to the beginning of new financial year for most Malaysian companies.

*Includes staggered groups from same organizer with different departure dates

No. of Groups by Business Type 2024 & 2023



No. of Groups by Destinations 2024 & 2023



*Each area contains the data of same group visiting multiple areas.
 **The area categorization has been revised in 2024 for some parts of Japan. The 2023 data of relevant area is listed in separate table.
 ***There are groups that did not share about their destinations during hearing.

- From the graph above, we can still observe the high demands on Golden route which normally includes Kanto (Tokyo, Kanagawa), Kansai (Osaka, Kyoto) and Tokai (Shirakawago, Mt. Fuji).
- Hokkaido, being Malaysians' top choice for winter season has secured its place after Tokai region.
- In 2024, Tohoku and Hokuriku Shinetsu (Alpine Route) have risen as 2 new incentive destinations in Malaysia. The selection of incentive destinations usually get influenced by the leisure market trend a lot which Tohoku and Alpine Route contents are being massively promoted on social media these years.

Tour Fee per pax 2024

	Total Tour Fare	Ground Fare	Freight
Average	USD 2,268 ≈RM 9,926	USD 1,610 ≈RM 7,046	USD 760 ≈RM 3,326
Median	USD 2,016 ≈RM 8,823	USD 1,585 ≈RM 6,937	USD 700 ≈RM 3,064

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Incentive Support Services

JNTO offers support services for companies planning incentives in Japan

1. Recommendations on venues and activities.

2. Introductions to relevant cities, agencies or suppliers in Japan.

3. Support for site-visits prior to destination selection.

4. Other (welcome letter, Giveaways, guidebooks etc.)

For details please contact our local staff.

Local contacts

Support Programs for Incentive Travels

Region: Kanto

Support for Promoting Incentive Travel										
Type of Support	Tokyo	Tsukuba	Maebashi	Saitama	Chiba	Narita	Kisarazu	Urayasu	Yokohama	Hakone
Site inspection support (provision of accommodation, food, tourist activities)	✓	-	-	-	✓	✓	✓	✓	✓	-
Creation of draft proposals, providing information	-	✓	✓	-	✓	✓	✓	✓	✓	-
Support During Incentive Travel										
Type of Support	Tokyo	Tsukuba	Maebashi	Saitama	Chiba	Narita	Kisarazu	Urayasu	Yokohama	Hakone
Accommodation	✓	✓	✓	✓	✓	✓	✓	✓	✓	-
Airport transfer services	✓	-	✓	-	✓	✓	✓	✓	✓	-
Welcome banners	✓	-	✓	-	✓	✓	✓	✓	-	-
Chartered transport (e.g. coaches)	✓	✓	✓	✓	✓	✓	✓	✓	✓	-
Prepaid cards for public transport	✓	-	✓	-	✓	✓	✓	✓	✓	-
Venues (MICE facilities, unique venues)	✓	✓	✓	✓	✓	✓	✓	✓	✓	-
Event management services	✓	-	✓	-	✓	✓	✓	✓	✓	-
Recruiting volunteers to assist at events	✓	-	✓	-	✓	✓	✓	✓	-	-
Excursions, technical visits etc.	✓	✓	✓	✓	✓	✓	✓	✓	✓	-
Attractions, entertainment etc.	✓	✓	✓	✓	✓	✓	✓	✓	✓	-
Experience programs	✓	✓	✓	✓	✓	✓	✓	✓	✓	-

New contents added!



<https://www.japanmeetings.org/japan-incentive/contents/>

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JAPAN: Curating Unforgettable Experiences

For those looking for new ideas and destinations for incentive travel

Japan offers a wealth of diverse venues and activities for incentive travel that you can enjoy with peace of mind. These include outdoor activities at mountain and seaside resorts, nature experiences, team-building activities, urban adventures with a focus on sustainability, clinical visits to learn about and understand world-leading technology, and luxurious stays at hotels and Japanese-style inns. We have a wide range of content that represent all of these categories and more from all over the country. What you see here is just a small sampling of everything that is available, but we hope that it will help you to add some color to your incentive travel plans.

Region: Prefectures:

Category: ☐ Tradition & Culture ☐ Cuisine ☐ Nature ☐ Outdoor & Sports ☐ Education ☐ Art ☐ Relaxation

Search Reset

Map of Japan showing regions: Hokkaido, Tohoku, Kanto, Tokai, Kansai, Shikoku, Kyushu, Chugoku, Hokuriku Shinetsu.

Search Results: 50 PDF Download

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