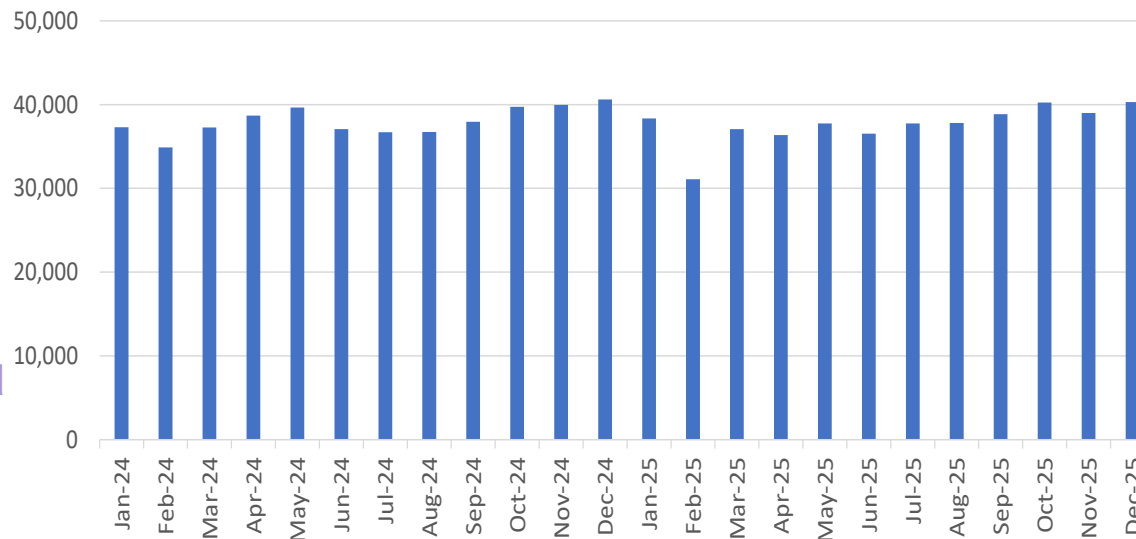


JAPAN

Scheduled seats from **Japan to Texas** by month shown below.

Direct flights from **Tokyo to Texas** scheduled on All Nippon Airways, American Airlines, Japan Airlines, United Airlines and ZIPAIR Tokyo Inc.



★ IMPACT ★

In 2024, Japanese residents spent \$52.6 million at Texas destinations.

★ **83%**
Stayed in paid lodging

★ **11.4**
Nights spent in the state on average

★ **86%**
Considered Texas their main destination

Japan to Texas

- In 2024, 43,000 Japanese residents explored Texas on an overnight trip.
- An estimated 20% traveled for vacation/holiday.
- Japan is the tenth largest international market for Texas and the fifth for the U.S. by visitation.

10th

largest overseas visitor market for Texas