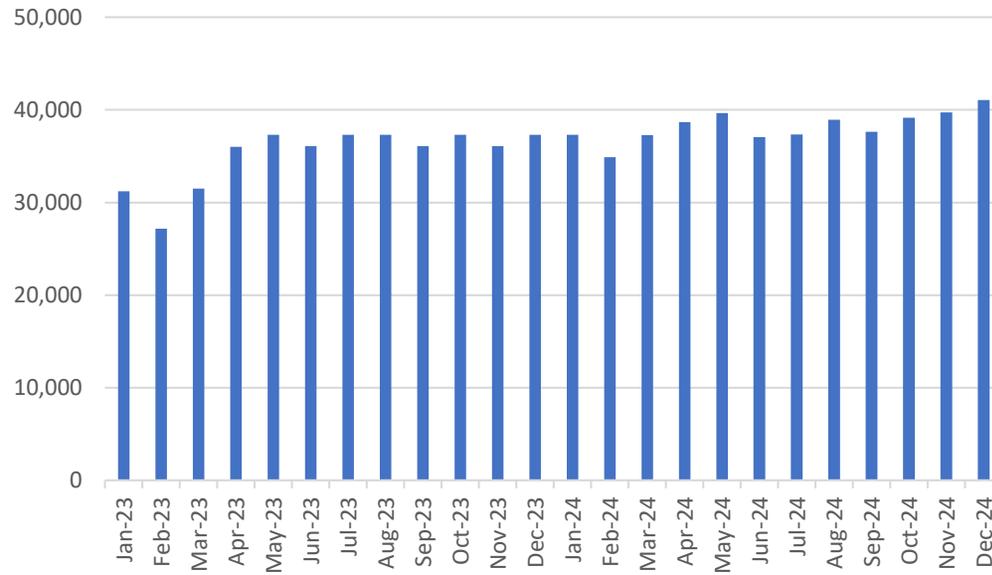


JAPAN

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, and United Airlines.

★ IMPACT ★

In 2023, Japanese residents spent \$69.5 million at Texas destinations.

★ **77%**
Stayed in paid lodging

★ **7.0**
Nights spent in the state on average

★ **93%**
Considered Texas their main destination

Japan to Texas

- In 2023, 52,000 Japanese residents explored Texas on an overnight trip.
- An estimated 16% traveled for vacation/holiday.
- Japan is the tenth largest international market for Texas and the seventh for the U.S. by visitation.

