

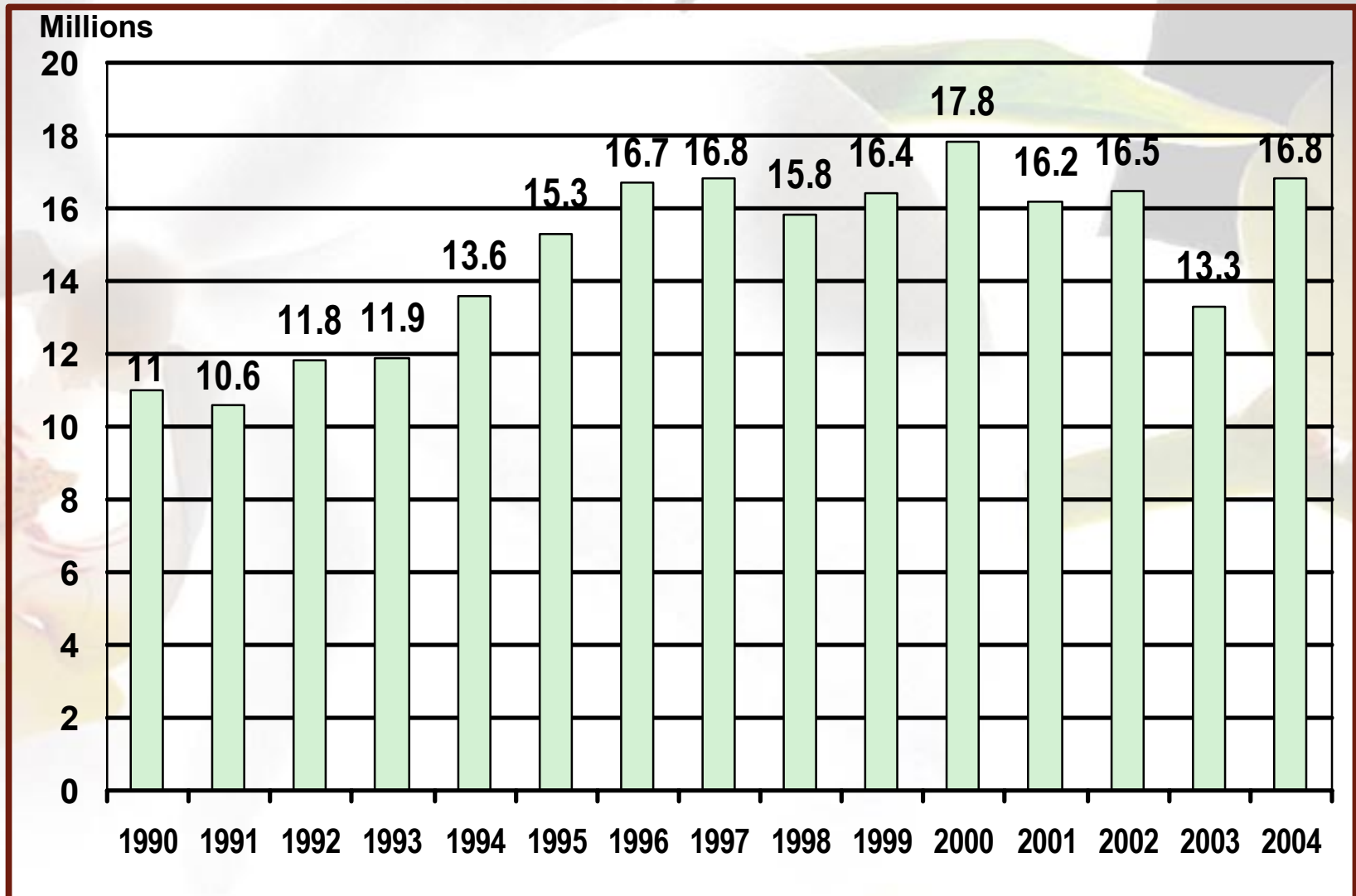


# LINDA HOPKINS

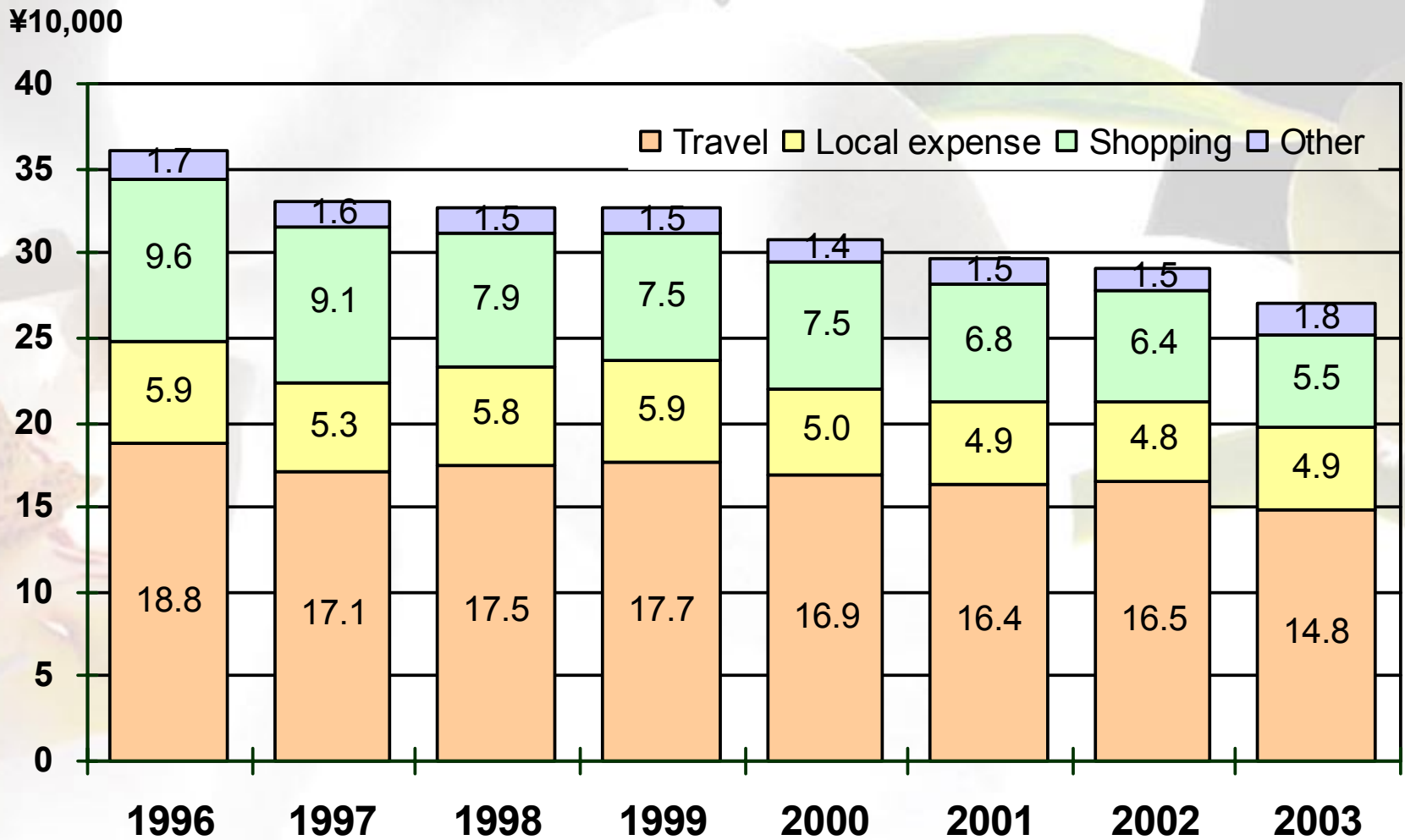
Conference & Research Director

TAX FREE WORLD ASSOCIATION

# JAPANESE OUTBOUND TRAVEL HISTORY

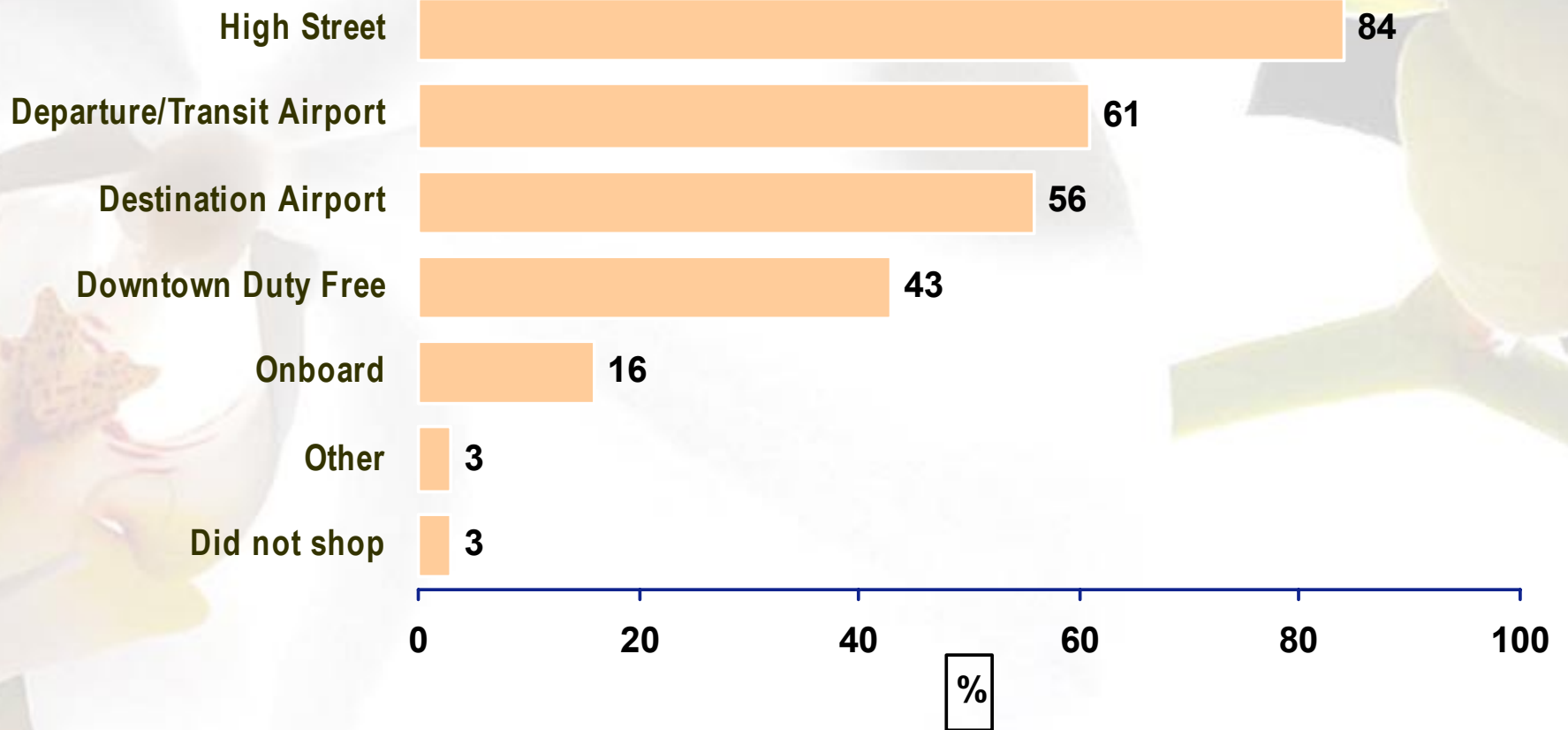


# JAPANESE SHOPPING SPEND WITHIN TOTAL TRIP EXPENDITURE



Source: Japan Travel Bureau

# WHERE JAPANESE TRAVELLERS SHOP



Source: 2004 TFWA Asia-Pacific Traveller Study

# WHAT JAPANESE TRAVELLERS PURCHASE & TOTAL AVG SPEND ON CATEGORY



Source: 2004 TFWA Asia-Pacific Traveller Study