

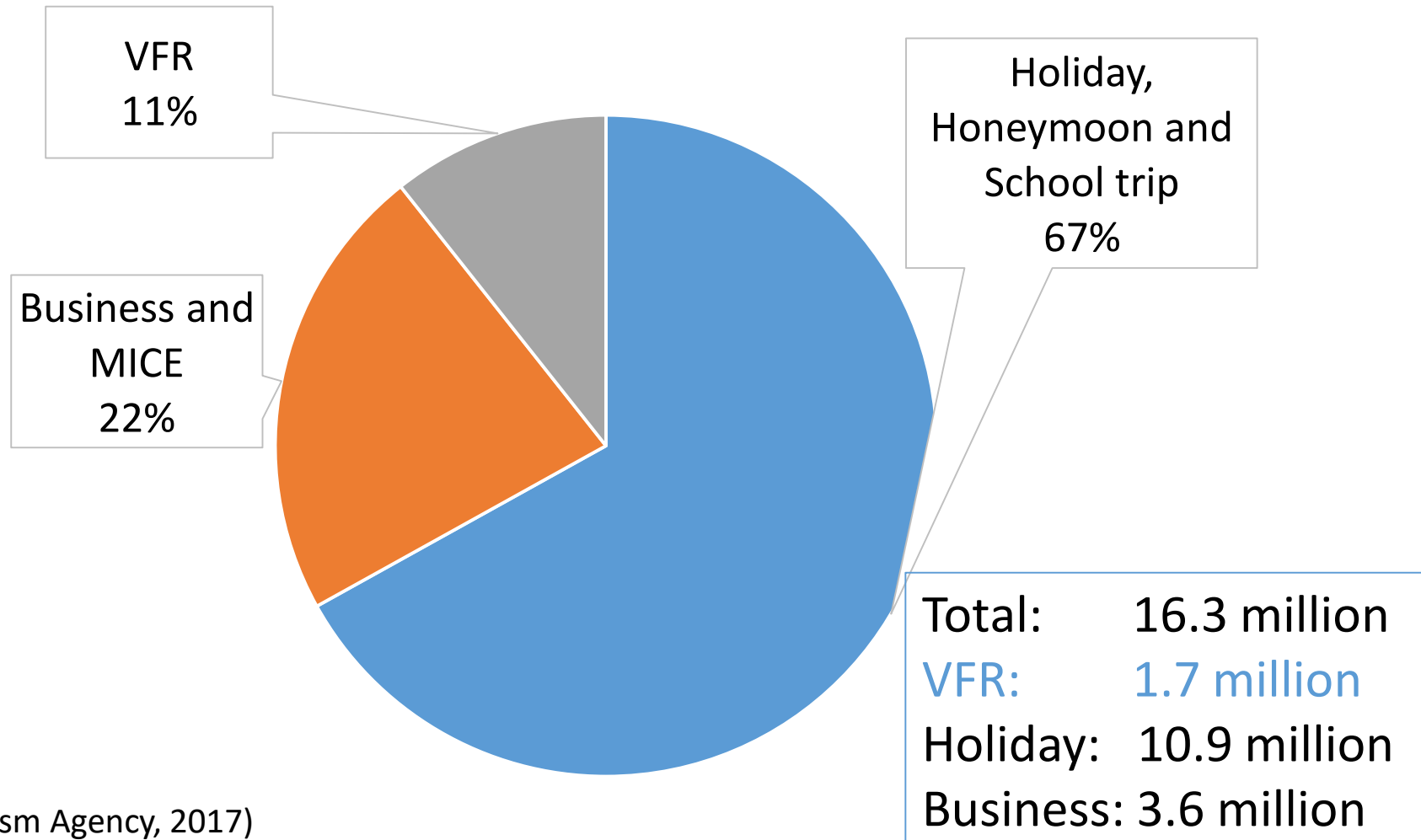
2017 Taikichiro Mori Memorial Research Fund,
Graduate Student Researcher Development Grant,
Research Achievement Report

Understanding the Travel Behaviours of Visiting Friends and Relatives (VFR) for the Tourism Industry and Authorities

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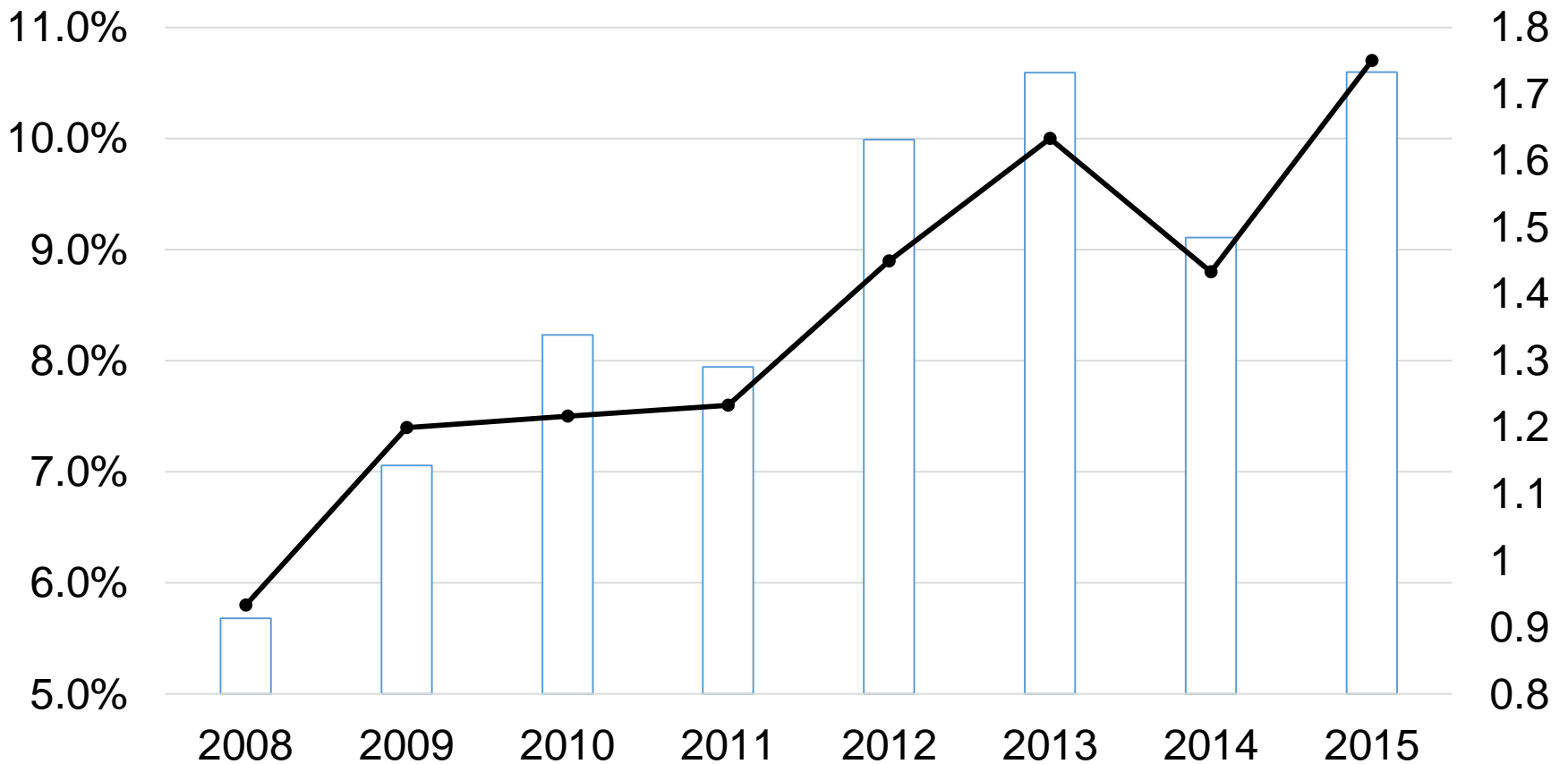
Introduction

Share of Japanese outbound market



Introduction

Number and share of Japanese outbound VFR travellers million



□ Number of VFR ● Share of VFR

(Japan Tourism Agency, 2012; 2013; 2014; 2015, 2016 & 2017a)

Introduction

Share of Outbound VFR Market of Asia and Pacific countries

Country	JPN	CHN	KOR	AUS
Share	10.7%	6.8%	5.0%	25.4%
Year of data	2015	2013	2012	2016 (Fiscal)

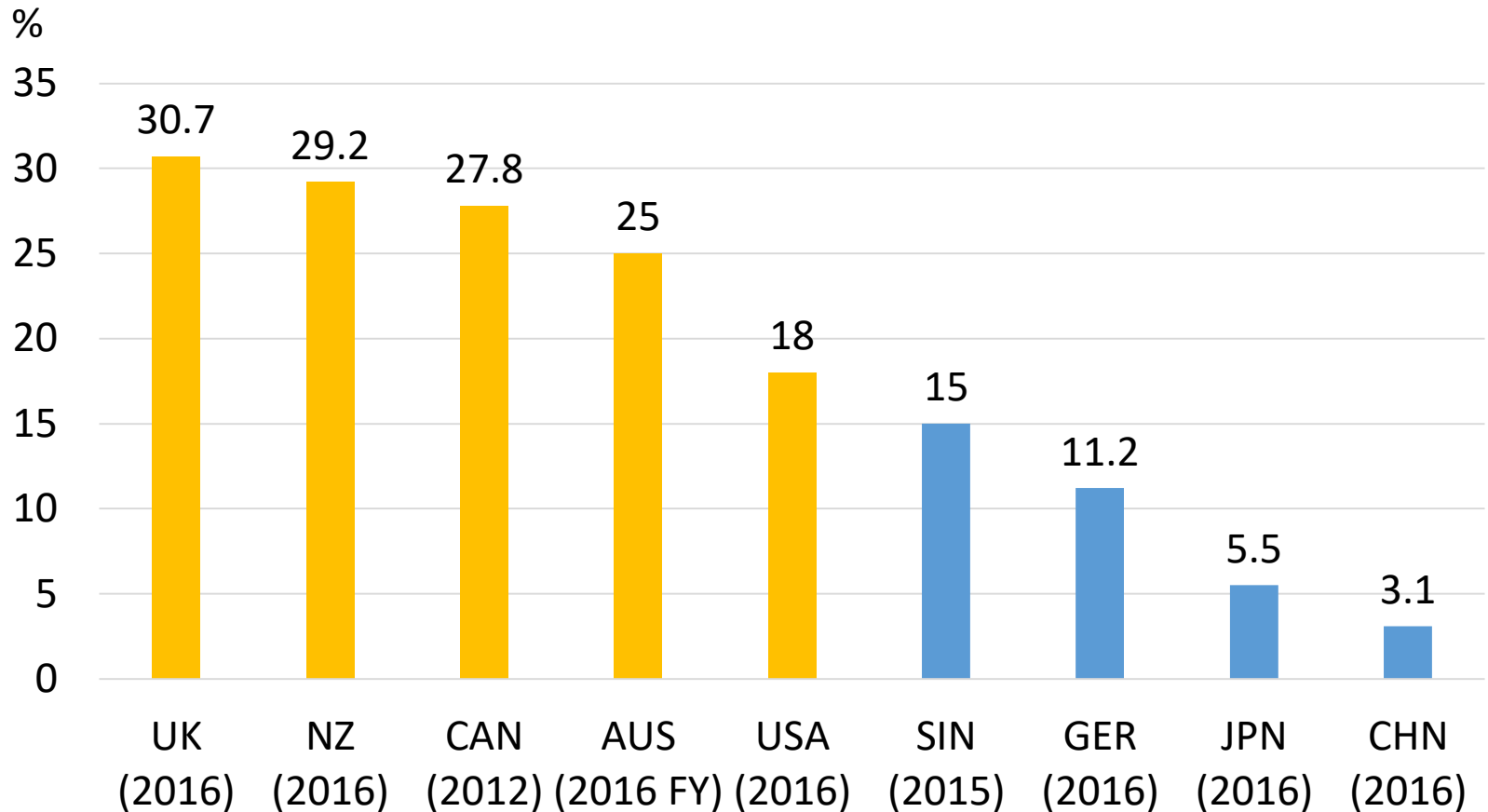
Samples

Country	NZ	UK	USA	Whole EU
Share	42.7%	23.4%	27.4%	6.8%
Year of data	2016	2016	2016	2014

(European travel commission, 2013; German National Tourist Board, 2015; Office for national statistics, 2017; Statistics New Zealand infoshare, 2017; Tourism Research Australia, 2017a; U.S. Department of Commerce, 2017; World tourism cities federation & Ipsos, 2014; Japan tourism

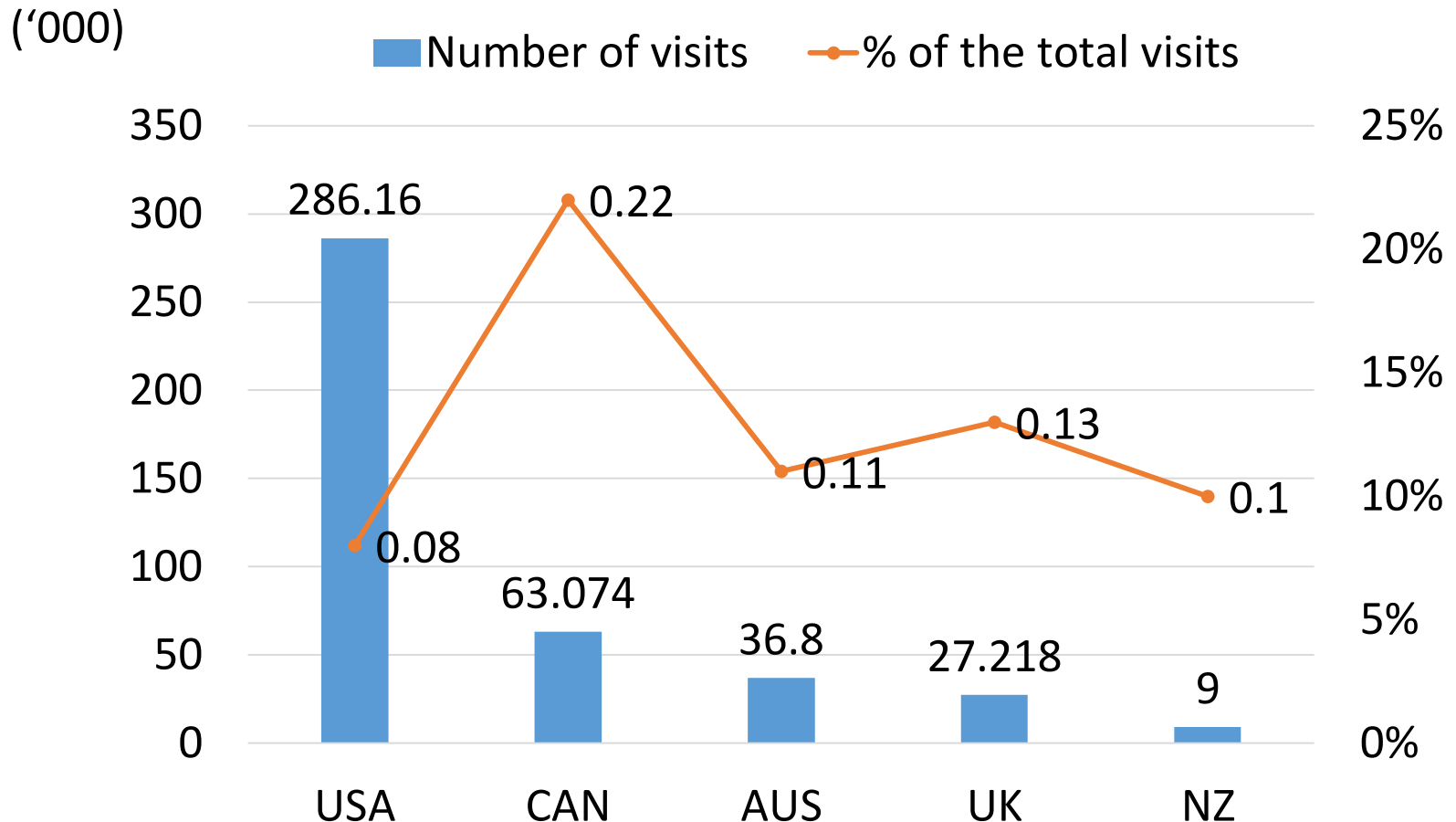
Introduction

Share of VFR travellers among the total inbound number in selected countries



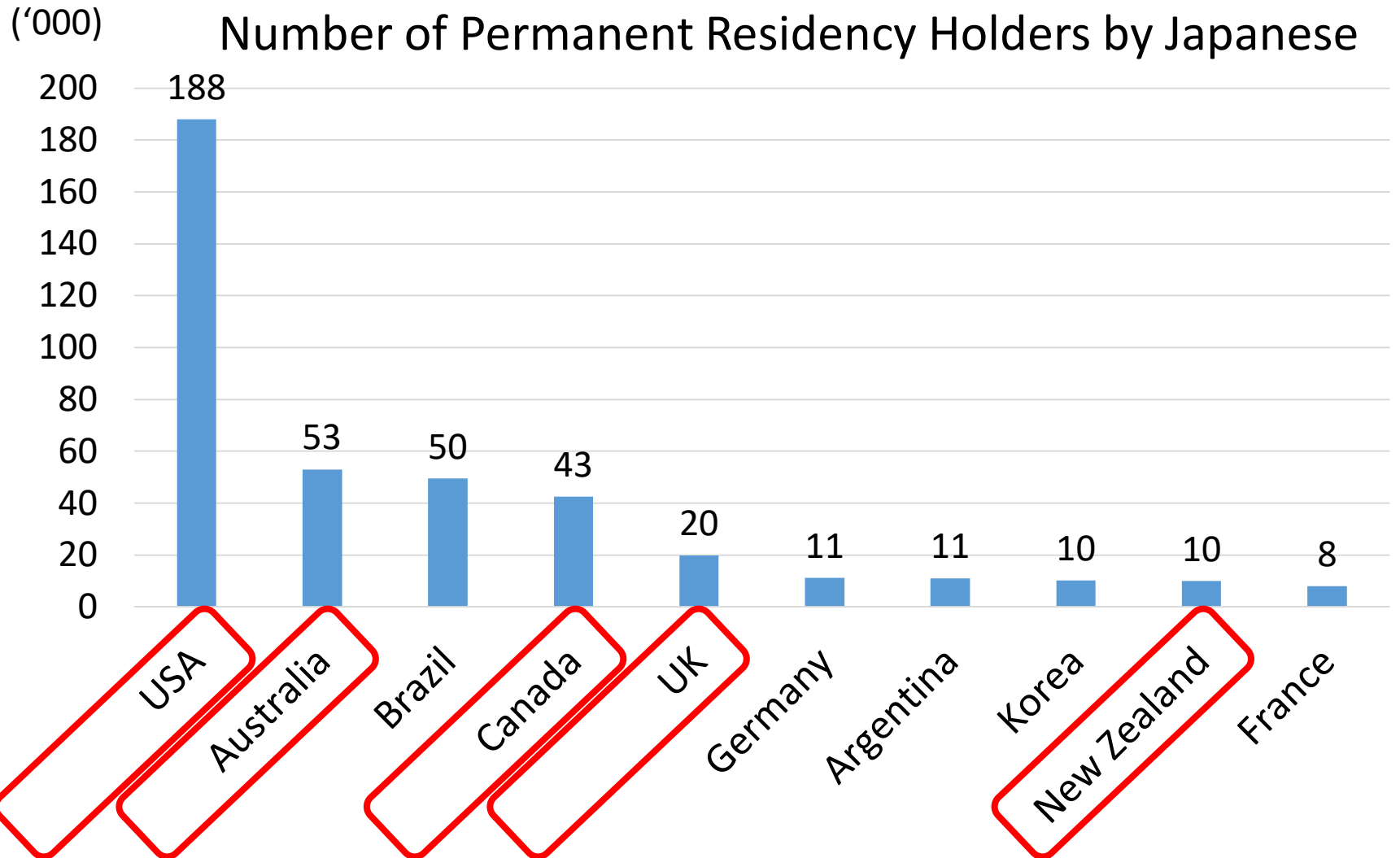
Introduction

Number and percentage of Japanese VFR travellers to the five countries



(Destination Canada, 2017; National Travel and Tourism Office, 2017b; Tourism Australia, 2017; Tourism New Zealand, 2017 ; Visit Britain, 2017b;)

Introduction



(Ministry of foreign affairs of Japan, 2017)

Introduction

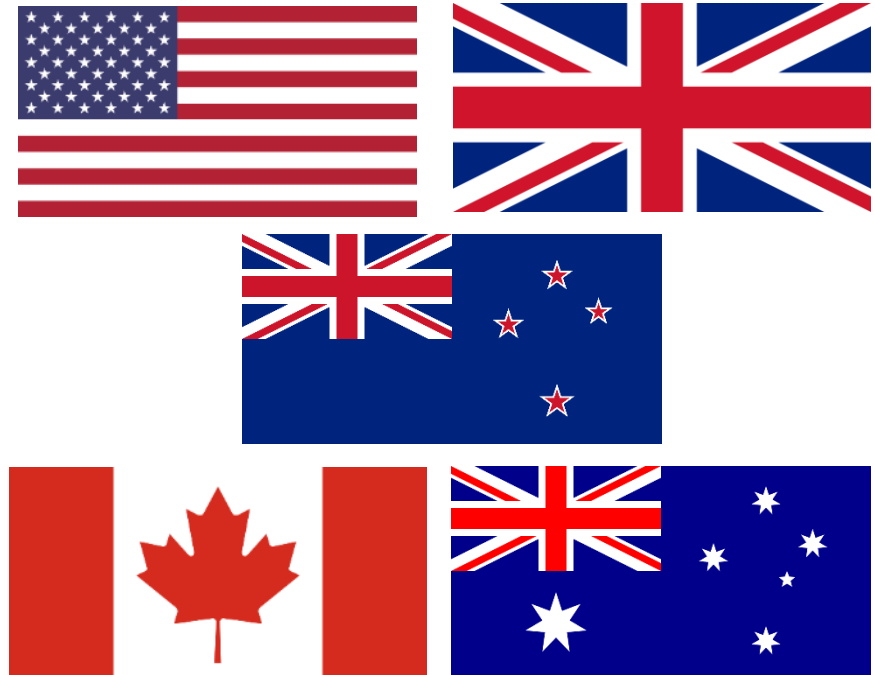
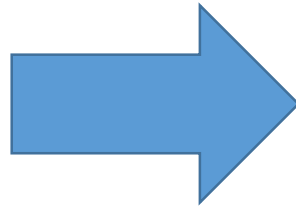
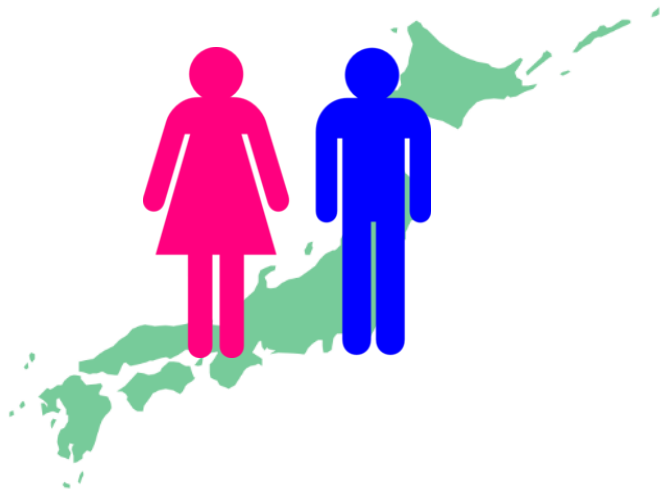
Number of Japanese students

Place	Country	Number
1	USA	18,676
2	Canada	8,189
3	Australia	8,080
4	UK	6,281
5	China	5,072
6	South Korea	4,657
7	Taiwan	3,487
8	Thailand	3,183
9	Germany	2,822
10	Philippines	2,692

(Ministry of education, culture, sports, science and technology of Japan, 2017)

Introduction

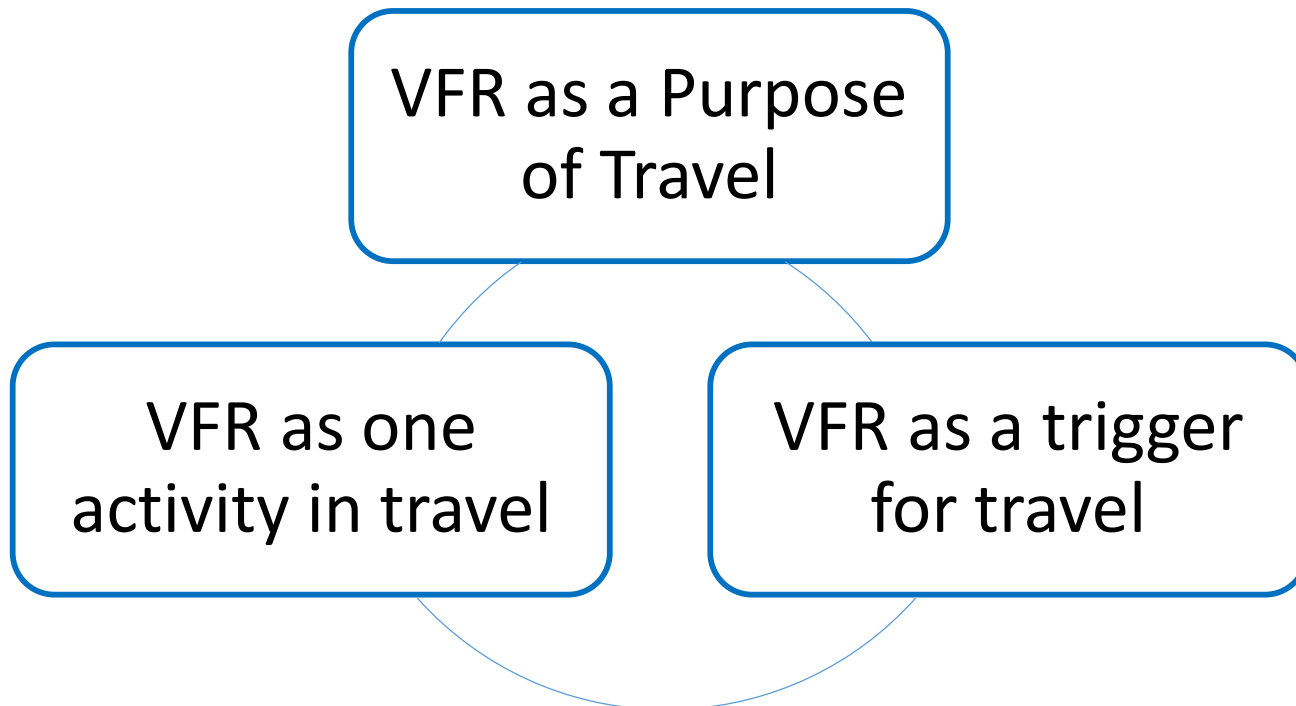
Japanese outbound VFR travellers to these 5 English speaking countries



Literature Review

Definition and Categorisation of the VFR Market

Meanings for VFR Travels



Literature Review

Definition and Categorisation of the VFR Market

- VFR travel is a form of travel involving a visit whereby either (or both) the **purpose of the trip or the type of accommodation** involves visiting friends and relatives (Backer, 2007).



Purpose of
Visit

Types of
Accommodation

(e.g. Backer, 2010, 2012, 2015a; Backer & Morrison, 2015; Moscardo, Pearce, Morrison, Green, & O'Leary, 2000; Seaton & Palmer, 1997)

Literature Review

Definition and Categorisation of the VFR Market





	Accommodation: <u>Friends & Relatives</u>	Accommodation: <u>Commercial</u>
Purpose of Visit: <u>VFR</u>	 PVFRs	 CVFRs
Purpose of Visit: <u>Non-VFR</u>	 EVFRs	 non-VFRs

Figure 1. VFR definitional model (Backer, 2012)

Literature Review

Definition and Categorisation of the VFR Market

VFR as a purpose
of travel

VFR as a trigger/
motivation for
travel

VFR as one
activity in travel

VFR as the use of
accommodation

Hypothesis

Travel purpose and motivation related hypothesis

- The existence of travellers' friends and relatives in the destination will increase their motivation to visit the destination.
- The invites by VFR hosts positively effect on the reasons to choose the destination.
- Attractiveness of the destination positively effects on the choice of the destination where VFR hosts live.

Accommodation related hypothesis

- Having VFR as the main purpose of the travel will increase the use of the VFR host's house to stay.
- Recommendation about the accommodation by VFR hosts will increase the use of VFR host's house to stay.
- More number of bedrooms in the VFR host's house positively effects on the use of the VFR host's house to stay.

Travel activity and Payment related hypothesis

- The invites by VFR hosts will increase the payment by them for VFR travellers' spending.
- The payment by the VFR hosts for VFR travellers' spending will increase the total spending of the travel.

Method

Data collection method	Online survey (Rakuten research)
Sample	500 Japanese who have seen their friends and/or relatives in AUS, CAN, NZ, UK and USA
Sampling method	Multi-stage cluster sampling (Creswell, 2015); over 20 y/o, Japanese, VFR experiences
Data collection period	December 2017
Data analysis method (Planned)	Chi-squared test, ANOVA,

Results: Participant profile

Gender and Age

		n	20s	30s	40s	50s	60s
Total		500	15	62	164	165	94
		100.0	3.0	12.4	32.8	33.0	18.8
Gender	Male	325	5	30	97	125	68
		100.0	1.5	9.2	29.8	38.5	20.9
	Female	175	10	32	67	40	26
		100.0	5.7	18.3	38.3	22.9	14.9

Results: Participant profile

Occupation

0% 20% 40% 60% 80% 100%



Student

Self-employed

Public official

Part-time worker

Full-time worker

Temporary worker

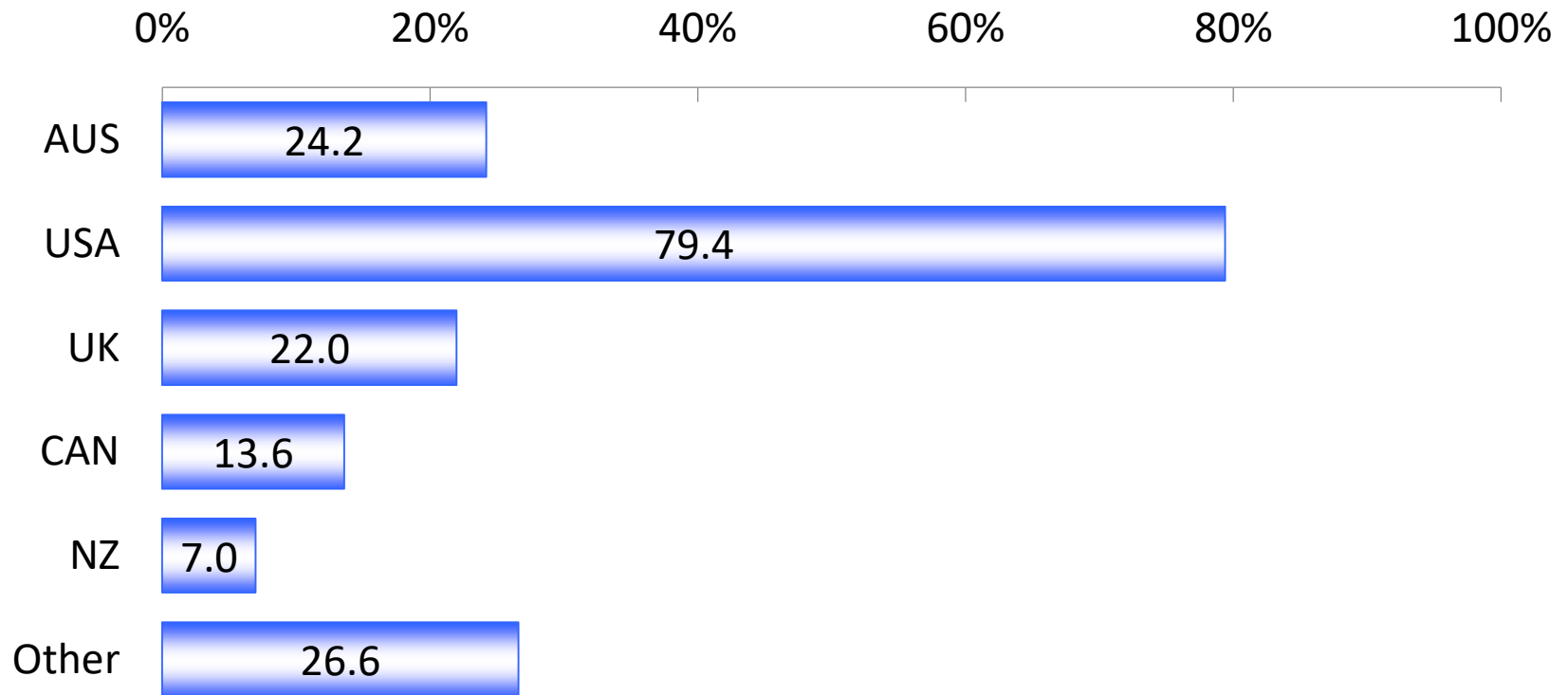
House wife/ husband

Not employed

Other

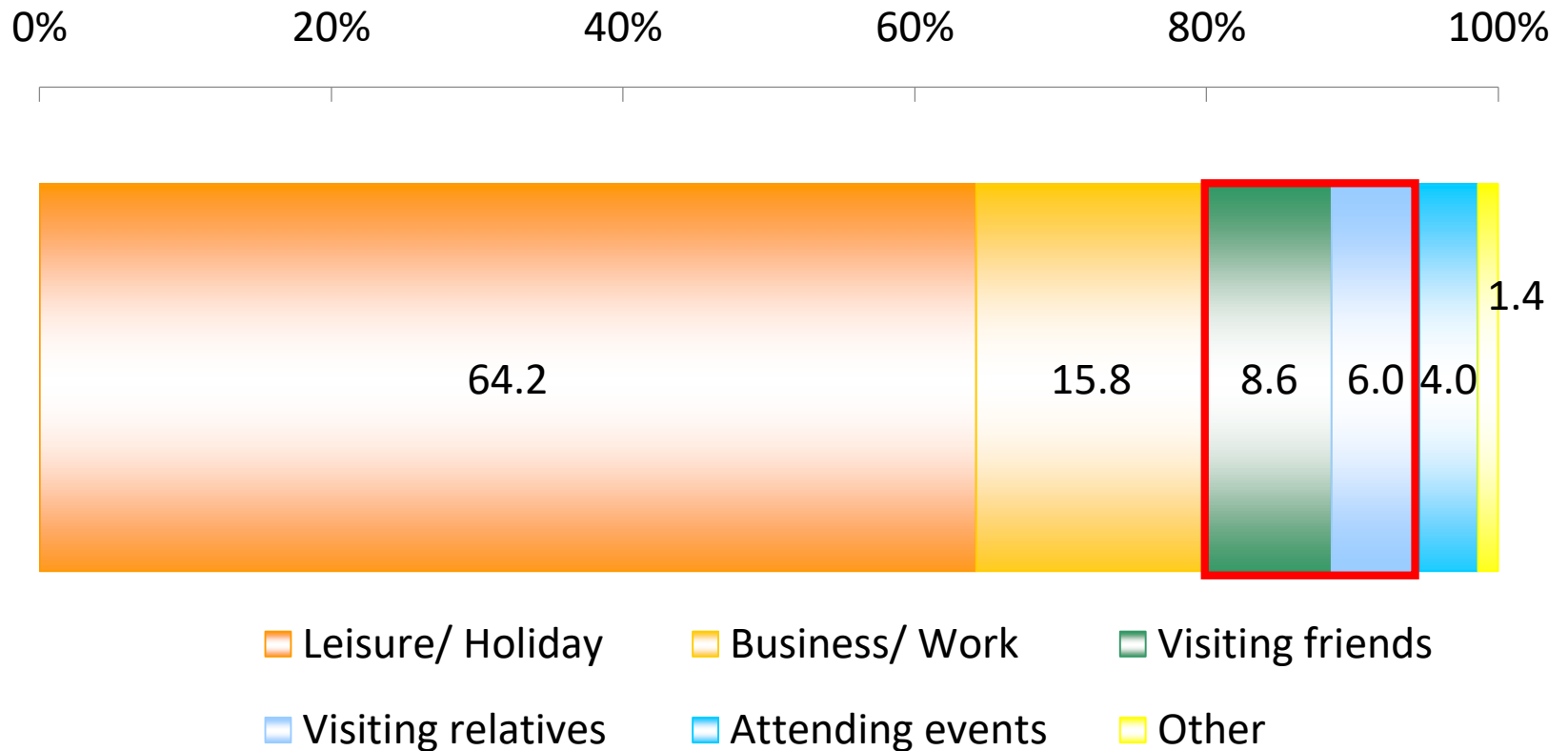
Results: Participant profile

To which country have they been to see their friends and relatives? (MA)



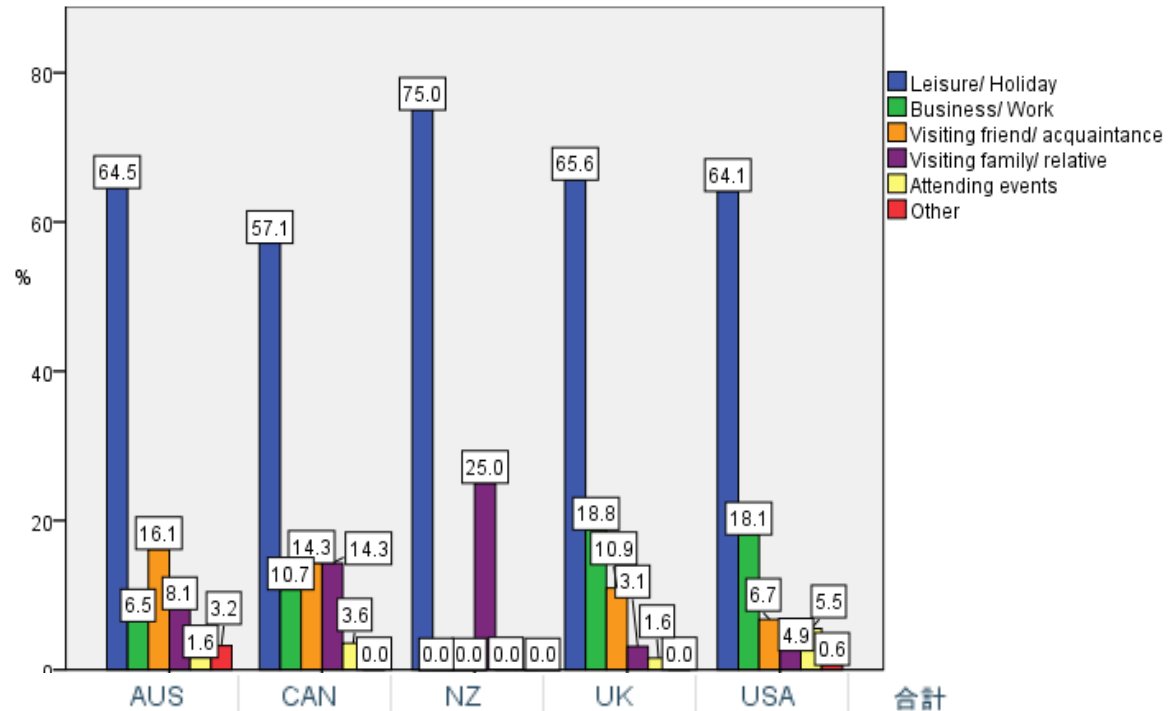
Results: Travel purposes

Main purpose of the travel



Results: Travel purposes

Main purpose of the travel in each destination



	AUS	CAN	NZ	UK	USA	合計
Leisure/ Holiday	40	16	9	42	209	316
Business/ Work	4	3	0	12	59	78
Visiting friend/ acquaintance	10	4	0	7	22	43
Visiting family/ relative	5	4	3	2	16	30
Attending events	1	1	0	1	18	21
Other	2	0	0	0	2	4

Results: Travel purposes

Main purpose of the travel in each destination

		Main purpose of travel						
		Leisure/ Holiday	Business/ Work	Visiting friend/ acquaintance	Visiting family/ relative	Attending events	Other	Total
AUS	Count	40	4	10	5	1	2	62
	% within destination	64.5%	6.5%	16.1%	8.1%	1.6%	3.2%	100.0%
	Adjusted Residual	.1	-2.2	2.2	.7	-1.1	2.3	
CAN	Count	16	3	4	4	1	0	28
	% within destination	57.1%	10.7%	14.3%	14.3%	3.6%	0.0%	100.0%
	Adjusted Residual	-.8	-.8	1.1	1.9	-.2	-.5	
NZ	Count	9	0	0	3	0	0	12
	% within destination	75.0%	0.0%	0.0%	25.0%	0.0%	0.0%	100.0%
	Adjusted Residual	.8	-1.5	-1.1	2.8	-.7	-.3	
UK	Count	42	12	7	2	1	0	64
	% within destination	65.6%	18.8%	10.9%	3.1%	1.6%	0.0%	100.0%
	Adjusted Residual	.3	.7	.7	-1.1	-1.1	-.8	
USA	Count	209	59	22	16	18	2	326
	% within destination	64.1%	18.1%	6.7%	4.9%	5.5%	0.6%	100.0%
	Adjusted Residual	-.1	1.9	-2.2	-1.5	1.9	-.7	
Total	Count	316	78	43	30	21	4	492
	% within destination	64.2%	15.9%	8.7%	6.1%	4.3%	0.8%	100.0%

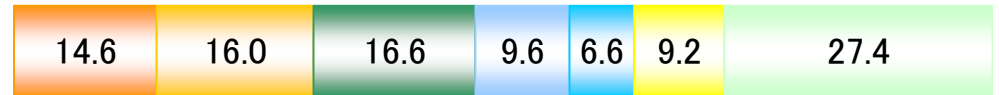
Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	36.896	20	.012
Likelihood Ratio	36.306	20	.014
Linear-by-Linear Association	1.212	1	.271
N of Valid Cases	492		

Results: Travel purposes

Reasons to choose the destination: All destinations

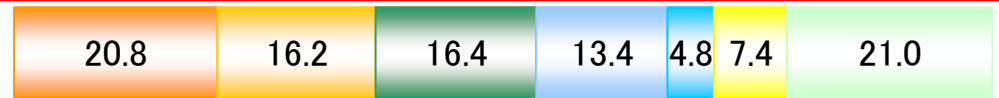
Invited by friends and relatives living in the destination



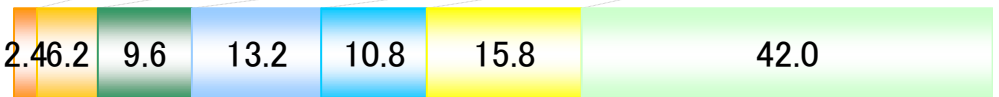
Interested in the destination due to friends and relatives living in the destination



Intended to visit the destination for some reasons even if not having friends and relatives living in the destination



Realised friends and relatives living in the destination although intended to visit other destinations



Originally interested in the destination



Just wanted to travel overseas



Due to business or work



Results: Travel purposes

Reasons to choose the destination:

Realised friends and relatives living in the destination although intended to visit other destinations

		Realised friend and relative living in the destination although intended to visit other destinations							
		Strongly agree	Agree	Somewhat agree	Neutral	Somewhat disagree	Disagree	Strongly disagree	Total
AUS	Count	2	6	14	8	11	8	13	62
	% within Destination	3.2%	9.7%	22.6%	12.9%	17.7%	12.9%	21.0%	100.0%
	Adjusted Residual	.6	1.4	3.6	-.1	1.8	-.7	-3.6	
CAN	Count	1	3	2	3	2	6	11	28
	% within Destination	3.6%	10.7%	7.1%	10.7%	7.1%	21.4%	39.3%	100.0%
	Adjusted Residual	.5	1.1	-.5	-.4	-.7	.8	-.3	
NZ	Count	1	2	2	1	1	0	5	12
	% within Destination	8.3%	16.7%	16.7%	8.3%	8.3%	0.0%	41.7%	100.0%
	Adjusted Residual	1.4	1.6	.8	-.5	-.3	-1.5	.0	
UK	Count	1	4	7	10	7	10	25	64
	% within Destination	1.6%	6.3%	10.9%	15.6%	10.9%	15.6%	39.1%	100.0%
	Adjusted Residual	-.4	.1	.3	.6	.0	-.1	-.5	
USA	Count	6	14	23	44	33	54	152	326
	% within Destination	1.8%	4.3%	7.1%	13.5%	10.1%	16.6%	46.6%	100.0%
	Adjusted Residual	-.8	-2.1	-2.8	.1	-.8	.6	3.0	
Total	Count	11	29	48	66	54	78	206	492
	% within Destination	2.2%	5.9%	9.8%	13.4%	11.0%	15.9%	41.9%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	38.191	24	.033
Likelihood Ratio	36.508	24	.049
Linear-by-Linear Association	19.649	1	.000
N of Valid Cases	492		

Results: Travel purposes

Reasons to choose the destination:
Originally interested in the destination

		Originally interested in the destination							
		Strongly agree	Agree	Somewhat agree	Neutral	Somewhat disagree	Disagree	Strongly disagree	Total
AUS	Count	10	16	19	7	2	3	5	62
	% within Destination	16.1%	25.8%	30.6%	11.3%	3.2%	4.8%	8.1%	100.0%
	Adjusted Residual	-1.7	1.1	2.3	.2	.2	-.8	-1.5	
CAN	Count	8	10	2	4	2	1	1	28
	% within Destination	28.6%	35.7%	7.1%	14.3%	7.1%	3.6%	3.6%	100.0%
	Adjusted Residual	.5	2.0	-1.7	.7	1.4	-.8	-1.7	
NZ	Count	2	6	1	1	1	0	1	12
	% within Destination	16.7%	50.0%	8.3%	8.3%	8.3%	0.0%	8.3%	100.0%
	Adjusted Residual	-.6	2.5	-1.0	-.3	1.2	-1.0	-.6	
UK	Count	10	16	16	5	1	7	9	64
	% within Destination	15.6%	25.0%	25.0%	7.8%	1.6%	10.9%	14.1%	100.0%
	Adjusted Residual	-1.8	.9	1.1	-.8	-.7	1.2	.0	
USA	Count	91	54	59	35	8	25	54	326
	% within Destination	27.9%	16.6%	18.1%	10.7%	2.5%	7.7%	16.6%	100.0%
	Adjusted Residual	2.4	-3.2	-1.3	.2	-.7	.4	2.1	
Total	Count	121	102	97	52	14	36	70	492
	% within Destination	24.6%	20.7%	19.7%	10.6%	2.8%	7.3%	14.2%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	39.189	24	.026
Likelihood Ratio	39.524	24	.024
Linear-by-Linear Association	2.377	1	.123
N of Valid Cases	492		

Results: Travel purposes

			Invited by friend and relative living in the destination							
			Strongly agree	Agree	Somewhat agree	Neutral	Somewhat disagree	Disagree	Strongly disagree	Total
Originally interested in the destination	Strongly agree	Count	21	8	7	10	11	11	55	123
		% within invited by friend and relative living in the destination	28.8%	10.0%	8.4%	20.8%	33.3%	23.9%	40.1%	24.6%
		Adjusted Residual	.9	-3.3	-3.7	-.6	1.2	-.1	5.0	
	Agree	Count	15	31	24	6	5	10	14	105
		% within invited by friend and relative living in the destination	20.5%	38.8%	28.9%	12.5%	15.2%	21.7%	10.2%	21.0%
		Adjusted Residual	-.1	4.3	1.9	-1.5	-.9	.1	-3.6	
	Somewhat agree	Count	12	20	29	12	7	6	11	97
		% within invited by friend and relative living in the destination	16.4%	25.0%	34.9%	25.0%	21.2%	13.0%	8.0%	19.4%
		Adjusted Residual	-.7	1.4	3.9	1.0	.3	-1.1	-4.0	
	Neutral	Count	8	8	7	19	3	3	4	52
		% within invited by friend and relative living in the destination	11.0%	10.0%	8.4%	39.6%	9.1%	6.5%	2.9%	10.4%
		Adjusted Residual	.2	-.1	-.6	7.0	-.3	-.9	-3.4	
	Somewhat disagree	Count	2	2	4	1	4	1	0	14
		% within invited by friend and relative living in the destination	2.7%	2.5%	4.8%	2.1%	12.1%	2.2%	0.0%	2.8%
		Adjusted Residual	.0	-.2	1.2	-.3	3.4	-.3	-2.3	
	Disagree	Count	4	6	6	0	3	15	2	36
		% within invited by friend and relative living in the destination	5.5%	7.5%	7.2%	0.0%	9.1%	32.6%	1.5%	7.2%
		Adjusted Residual	-.6	.1	.0	-2.0	.4	7.0	-3.1	
	Strongly disagree	Count	11	5	6	0	0	0	51	73
		% within invited by friend and relative living in the destination	15.1%	6.3%	7.2%	0.0%	0.0%	0.0%	37.2%	14.6%
		Adjusted Residual	.1	-2.3	-2.1	-3.0	-2.5	-2.9	8.8	
	Total	Count	73	80	83	48	33	46	137	500
		% within invited by friend and relative living in the destination	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	266.331	36	.000
Likelihood Ratio	247.626	36	.000
Linear-by-Linear Association	4.544	1	.033
N of Valid Cases	500		

Results: Travel purposes

			Interested in the destination due to friend and relative living in the destination							
			Strongly agree	Agree	Somewhat agree	Neutral	Somewhat disagree	Disagree	Strongly disagree	Total
Originally interested in the destination	Strongly agree	Count	20	12	10	10	10	9	52	123
		% within Interested in the destination due to friend and relative living in the destination	29.4%	14.0%	9.5%	21.7%	40.0%	21.4%	40.6%	24.6%
		Adjusted Residual	1.0	-2.5	-4.0	-5	1.8	-5	4.9	
	Agree	Count	14	43	22	7	3	5	11	105
		% within Interested in the destination due to friend and relative living in the destination	20.6%	50.0%	21.0%	15.2%	12.0%	11.9%	8.6%	21.0%
		Adjusted Residual	-.1	7.3	.0	-1.0	-1.1	-1.5	-4.0	
	Somewhat agree	Count	14	12	47	7	5	5	7	97
		% within Interested in the destination due to friend and relative living in the destination	20.6%	14.0%	44.8%	15.2%	20.0%	11.9%	5.5%	19.4%
		Adjusted Residual	.3	-1.4	7.4	-.8	.1	-1.3	-4.6	
	Neutral	Count	7	7	13	15	3	2	5	52
		% within Interested in the destination due to friend and relative living in the destination	10.3%	8.1%	12.4%	32.6%	12.0%	4.8%	3.9%	10.4%
		Adjusted Residual	.0	-.8	.7	5.2	.3	-1.3	-2.8	
	Somewhat disagree	Count	0	6	2	1	4	1	0	14
		% within Interested in the destination due to friend and relative living in the destination	0.0%	7.0%	1.9%	2.2%	16.0%	2.4%	0.0%	2.8%
		Adjusted Residual	-1.5	2.6	-.6	-.3	4.1	-.2	-2.2	
	Disagree	Count	5	3	4	4	0	20	0	36
		% within Interested in the destination due to friend and relative living in the destination	7.4%	3.5%	3.8%	8.7%	0.0%	47.6%	0.0%	7.2%
		Adjusted Residual	.1	-1.5	-1.5	.4	-1.4	10.6	-3.7	
Strongly disagree	Count	8	3	7	2	0	0	53	73	
	% within Interested in the destination due to friend and relative living in the destination	11.8%	3.5%	6.7%	4.3%	0.0%	0.0%	41.4%	14.6%	
	Adjusted Residual	-.7	-3.2	-2.6	-2.1	-2.1	-2.8	10.0		
Total	Count	68	86	105	46	25	42	128	500	
	% within Interested in the destination due to friend and relative living in the destination	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	382.212	36	.000
Likelihood Ratio	315.076	36	.000
Linear-by-Linear Association	16.265	1	.000
N of Valid Cases	500		

Discussion: Travel purposes

Within Purposes/ motivations

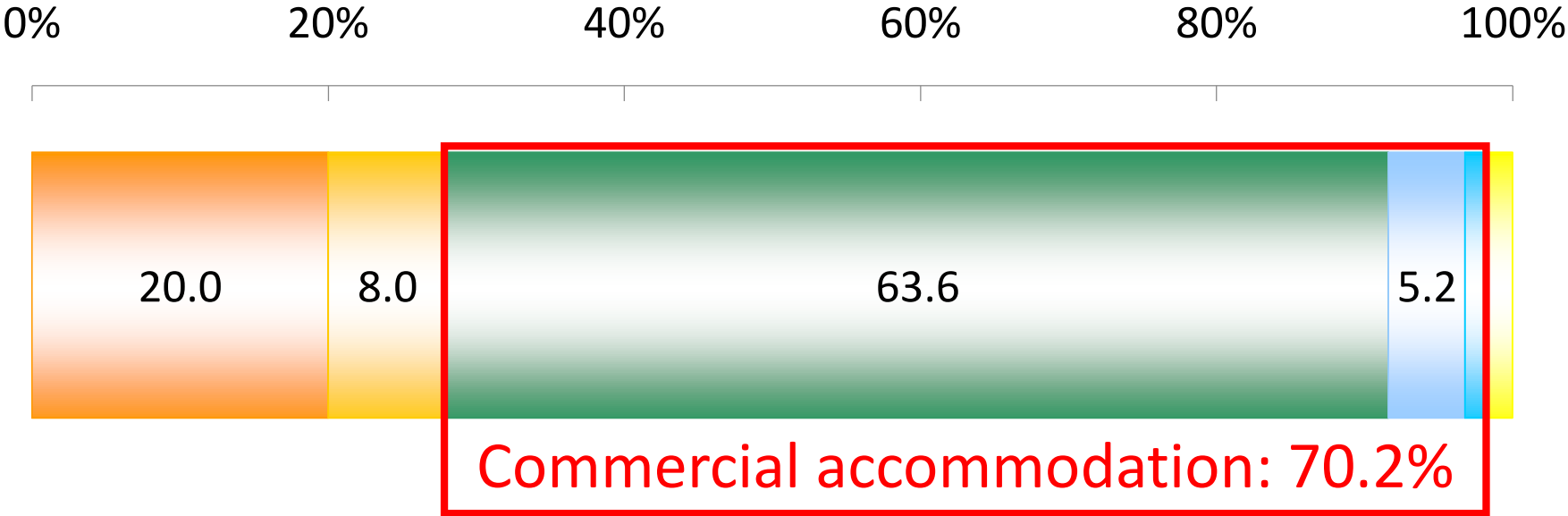
- A direct proportion was seen between Attractiveness of the destination, and Invites by the VFR host and Interested due to the VFR hosts.
- The destination factor and the VFR host factor being high as triggers are important to make the travellers do VFR travel.
- Attractiveness of the destination is a more important factor since the VFR travellers are not frequently invited by the VFR hosts and interested due to the VFR hosts.

Between the destination and purposes/ motivations

- AUS: Both factors of Influence of the VFR hosts and Attractiveness of the destination are higher and more important than other four destinations.
- USA: Both factors of Influence of the VFR hosts and Attractiveness of the destination are lower and less important than other four destinations.

Results: Accommodation

Accommodation used



Friend's house

Relative's house

Hotel

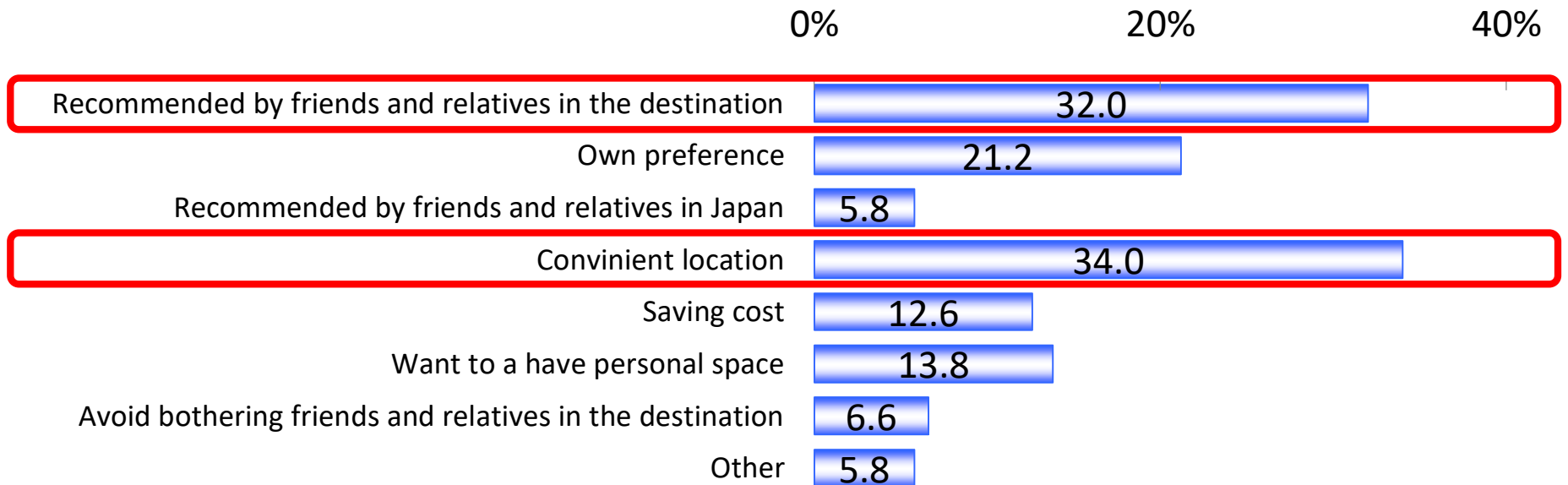
Serviced apartment

Vacation rental

Other

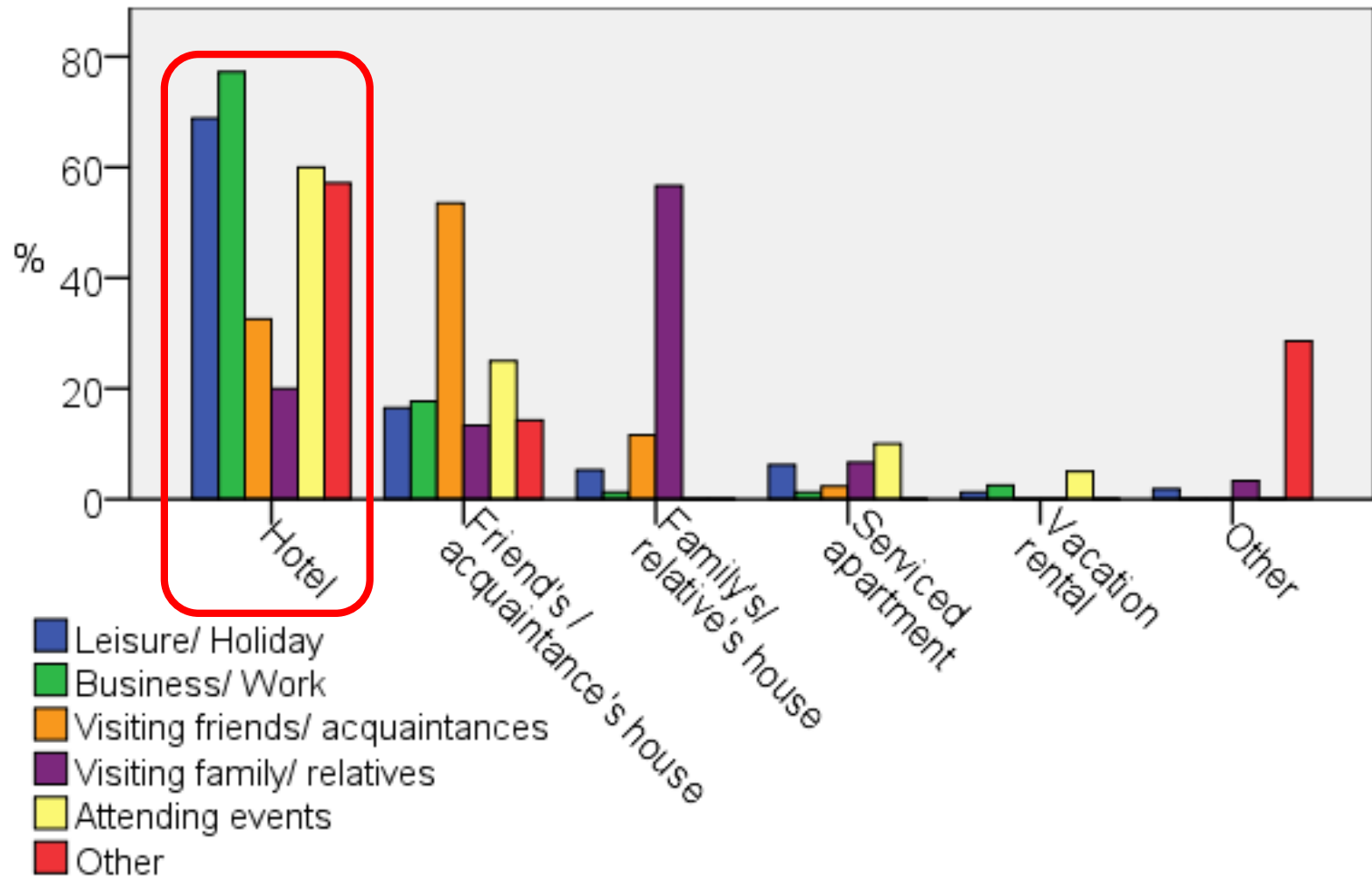
Results: Accommodation

Reasons to choose the accommodation used



Results: Accommodation

Accommodation used by each main purpose of the travel



Results: Accommodation

Accommodation used

		Accommodation type						Total
		Friend's / acquaintance's house	Family's/ relative's house	Hotel	Serviced apartment	Vacation rental	Other	
AUS	Count	15	6	36	3	1	1	62
	% within Destination	24.2%	9.7%	58.1%	4.8%	1.6%	1.6%	100.0%
	Adjusted Residual	.9	.5	-1.2	-.2	.1	1.1	
CAN	Count	6	4	16	2	0	0	28
	% within Destination	21.4%	14.3%	57.1%	7.1%	0.0%	0.0%	100.0%
	Adjusted Residual	.2	1.2	-.9	.5	-.7	-.4	
NZ	Count	2	1	8	1	0	0	12
	% within Destination	16.7%	8.3%	66.7%	8.3%	0.0%	0.0%	100.0%
	Adjusted Residual	-.3	.0	.1	.5	-.4	-.3	
UK	Count	9	1	48	5	1	0	64
	% within Destination	14.1%	1.6%	75.0%	7.8%	1.6%	0.0%	100.0%
	Adjusted Residual	-1.2	-2.1	1.8	1.0	.1	-.7	
USA	Count	65	28	211	15	5	2	326
	% within Destination	19.9%	8.6%	64.7%	4.6%	1.5%	0.6%	100.0%
	Adjusted Residual	.2	.5	-.1	-.9	.3	.0	
Total	Count	97	40	319	26	7	3	492
	% within Destination	19.7%	8.1%	64.8%	5.3%	1.4%	0.6%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.222	20	.908
Likelihood Ratio	14.476	20	.806
N of Valid Cases	492		

Results: Accommodation

Accommodation used

		Accommodation type						Total
		Friend's / acquaintance' s house	Family's/ relative's house	Hotel	Serviced apartment	Vacation rental	Other	
Sibling	Count	1	14	9	2	0	0	26
	% within Host Type	3.8%	53.8%	34.6%	7.7%	0.0%	0.0%	100.0%
	Adjusted Residual	-2.1	8.9	-3.3	.6	-.6	-.4	
Parent	Count	1	0	4	0	1	0	6
	% within Host Type	16.7%	0.0%	66.7%	0.0%	16.7%	0.0%	100.0%
	Adjusted Residual	-.2	-.7	.1	-.6	3.2	-.2	
Relative	Count	7	15	29	4	0	0	55
	% within Host Type	12.7%	27.3%	52.7%	7.3%	0.0%	0.0%	100.0%
	Adjusted Residual	-1.4	5.6	-2.0	.7	-.9	-.6	
Co-worker (Past or present)	Count	10	1	49	3	0	0	63
	% within Host Type	15.9%	1.6%	77.8%	4.8%	0.0%	0.0%	100.0%
	Adjusted Residual	-.9	-2.0	2.3	-.2	-1.0	-.7	
Friend	Count	70	9	170	13	4	2	268
	% within Host Type	26.1%	3.4%	63.4%	4.9%	1.5%	0.7%	100.0%
	Adjusted Residual	3.7	-4.1	-.7	-.4	.2	.5	
Acquaintance	Count	11	1	61	4	2	1	80
	% within Host Type	13.8%	1.3%	76.3%	5.0%	2.5%	1.3%	100.0%
	Adjusted Residual	-1.5	-2.4	2.3	-.1	.9	.8	
Other	Count	0	0	2	0	0	0	2
	% within Host Type	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
	Adjusted Residual	-.7	-.4	1.0	-.3	-.2	-.1	
Total	Count	100	40	324	26	7	3	500
	% within Host Type	20.0%	8.0%	64.8%	5.2%	1.4%	0.6%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	146.093	30	.000
Likelihood Ratio	103.061	30	.000
Linear-by-Linear Association	1.460	1	.227
N of Valid Cases	500		

Results: Accommodation

Accommodation used

			Accommodation type					Total	
			Friend's / acquaintance's house	Family's/ relative's house	Hotel	Serviced apartment	Vacation rental		Other
Main purpose of travel	Leisure/ Holiday	Count	53	17	226	20	4	2	322
		% within Accommodation type	53.0%	42.5%	69.8%	76.9%	57.1%	66.7%	64.4%
		Adjusted Residual	-2.7	-3.0	3.4	1.4	-.4	.1	
	Business/ Work	Count	14	1	61	1	2	0	79
		% within Accommodation type	14.0%	2.5%	18.8%	3.8%	28.6%	0.0%	15.8%
		Adjusted Residual	-.6	-2.4	2.5	-1.7	.9	-.8	
	Visiting friend/ acquaintance	Count	23	5	14	1	0	0	43
		% within Accommodation type	23.0%	12.5%	4.3%	3.8%	0.0%	0.0%	8.6%
		Adjusted Residual	5.7	.9	-4.6	-.9	-.8	-.5	
	Visiting family/ relative	Count	4	17	7	2	0	0	30
		% within Accommodation type	4.0%	42.5%	2.2%	7.7%	0.0%	0.0%	6.0%
		Adjusted Residual	-.9	10.1	-4.9	.4	-.7	-.4	
	Attending events	Count	5	0	14	2	1	0	22
		% within Accommodation type	5.0%	0.0%	4.3%	7.7%	14.3%	0.0%	4.4%
		Adjusted Residual	.3	-1.4	-.1	.8	1.3	-.4	
	Other	Count	1	0	2	0	0	1	4
		% within Accommodation type	1.0%	0.0%	0.6%	0.0%	0.0%	33.3%	0.8%
		Adjusted Residual	.3	-.6	-.6	-.5	-.2	6.3	
Total	Count	100	40	324	26	7	3	500	
	% within Accommodation type	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	193.304	25	.000
Likelihood Ratio	111.807	25	.000
Linear-by-Linear Association	8.442	1	.004
N of Valid Cases	500		

Results: Accommodation

Accommodation used

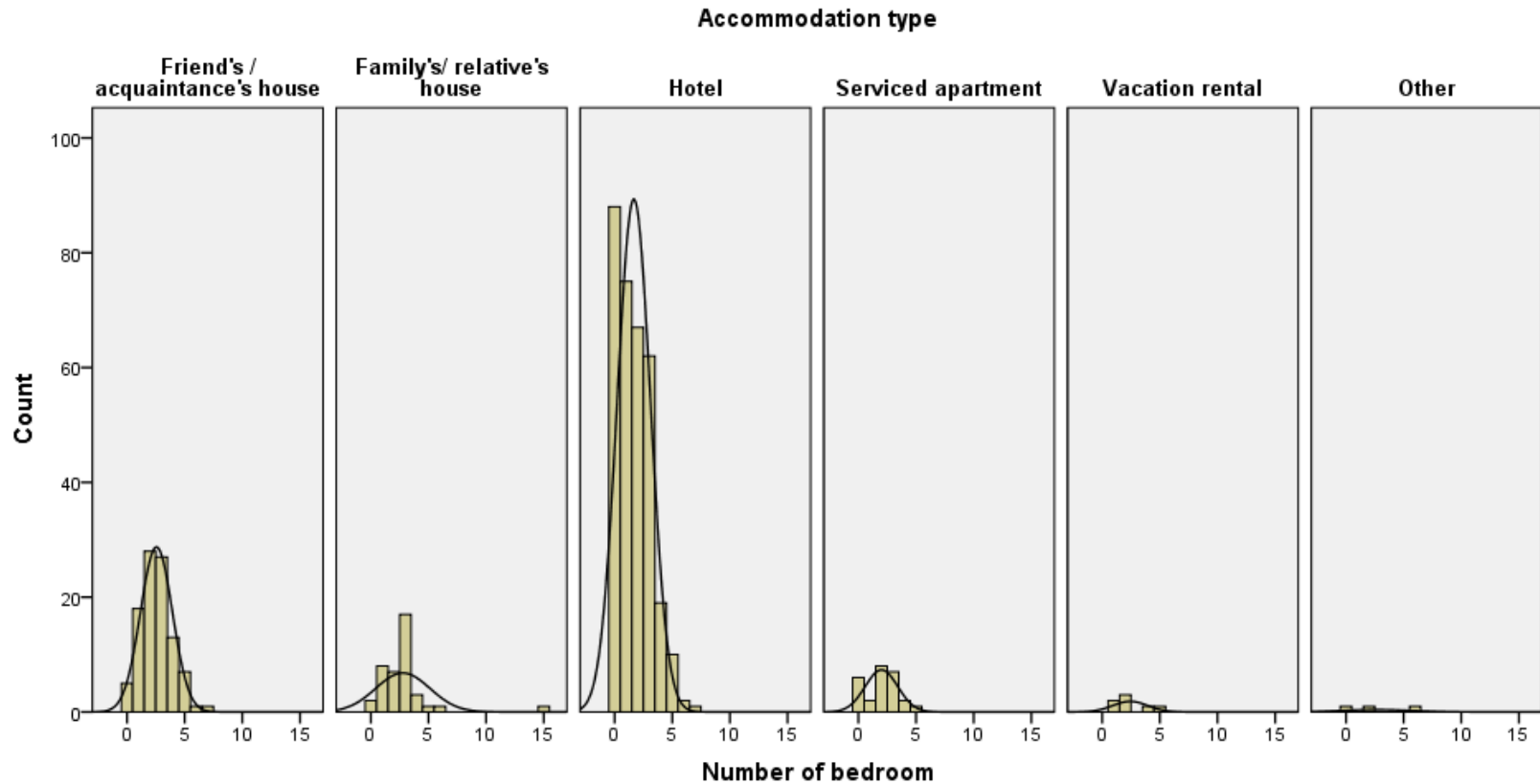
			Accommodation type					
			Friend's / acquaintance's house	Family's/ relative's house	Hotel	Serviced apartment	Vacation rental	Other
Reason to choose the accommodation used	Recommendation by friend and relative in the destination	Count	87	30	35	6	3	0
		% within Reason to choose the accommodation used	54.0%	18.6%	21.7%	3.7%	1.9%	0.0%
		% within Accommodation type	87.0%	75.0%	10.8%	23.1%	42.9%	0.0%
Own preference	Own preference	Count	8	4	85	7	2	0
		% within Reason to choose the accommodation used	7.5%	3.8%	80.2%	6.6%	1.9%	0.0%
		% within Accommodation type	8.0%	10.0%	26.2%	26.9%	28.6%	0.0%
Recommendation by friend and relative in Japan	Recommendation by friend and relative in Japan	Count	7	6	15	1	0	0
		% within Reason to choose the accommodation used	24.1%	20.7%	51.7%	3.4%	0.0%	0.0%
		% within Accommodation type	7.0%	15.0%	4.6%	3.8%	0.0%	0.0%
Convinient location	Convinient location	Count	10	4	144	11	1	0
		% within Reason to choose the accommodation used	5.9%	2.4%	84.7%	6.5%	0.6%	0.0%
		% within Accommodation type	10.0%	10.0%	44.4%	42.3%	14.3%	0.0%
Saving cost	Saving cost	Count	20	2	33	5	3	1
		% within Reason to choose the accommodation used	31.3%	3.1%	51.6%	7.8%	4.7%	1.6%
		% within Accommodation type	20.0%	5.0%	10.2%	19.2%	42.9%	33.3%
Want to have personal space	Want to have personal space	Count	3	1	59	6	0	0
		% within Reason to choose the accommodation used	4.3%	1.4%	85.5%	8.7%	0.0%	0.0%
		% within Accommodation type	3.0%	2.5%	18.2%	23.1%	0.0%	0.0%
Avoid bothering friend and relative in the destination	Avoid bothering friend and relative in the destination	Count	1	1	30	0	1	0
		% within Reason to choose the accommodation used	3.0%	3.0%	90.9%	0.0%	3.0%	0.0%
		% within Accommodation type	1.0%	2.5%	9.3%	0.0%	14.3%	0.0%
Other	Other	Count	0	0	24	1	0	2
		% within Reason to choose the accommodation used	0.0%	0.0%	88.9%	3.7%	0.0%	7.4%
		% within Accommodation type	0.0%	0.0%	7.4%	3.8%	0.0%	66.7%

Chi-Square Tests

Reason to choose the accommodation used	Accommodation type	
	Chi-Square Tests	410.233
df	40	
Pearson Chi-Square	.000	

Results: Accommodation

Accommodation used



ANOVA

Accommodation type

	Sum of Square	df	Mean Square	F	Sig.
Between Groups	22.335	8	2.792	3.220	.001
Within Groups	425.703	491	.867		
Total	448.038	499			

Discussion: Accommodation

Accommodation type and the host type

- The host type is influential on the accommodation type.
- Seeing friends is likely to make the travellers stay at the friends' house.
- Seeing siblings is likely to make the travellers stay at the family's (siblings') house.
- Seeing relatives is likely to make the travellers stay at the relatives' house.

Accommodation type and the main purpose of the travel

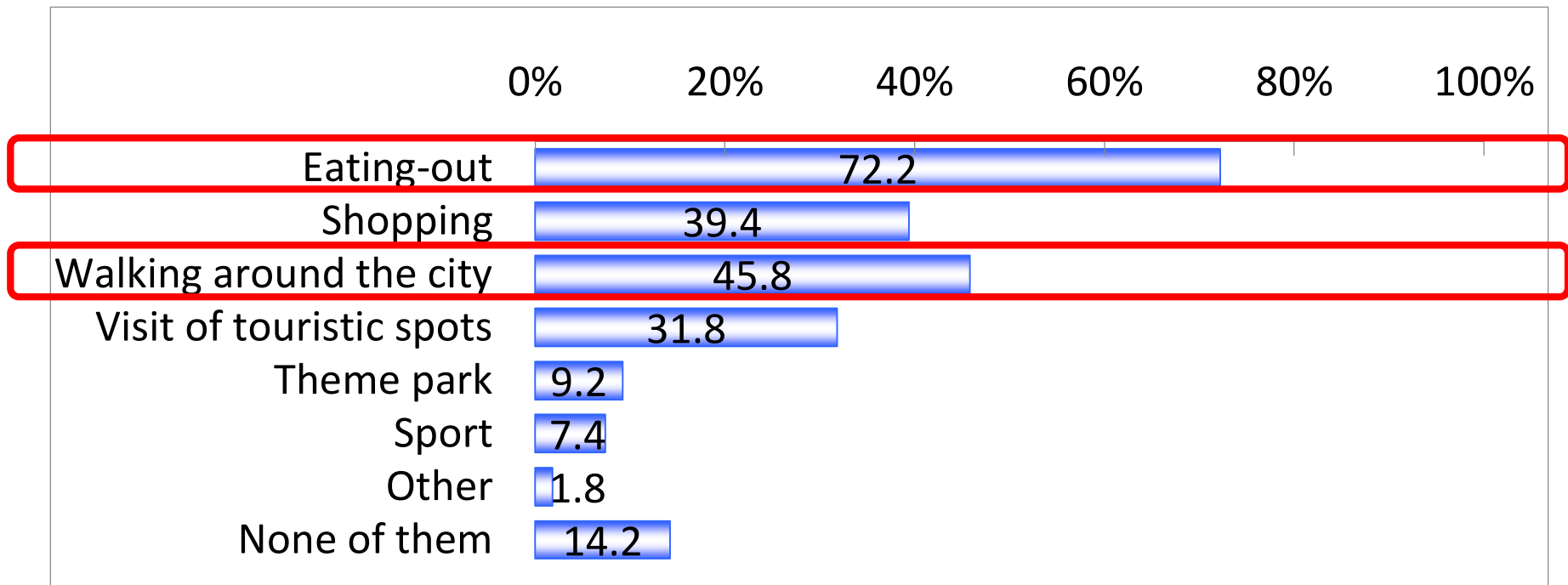
- The main purpose of the travel is influential on the accommodation type.
- The travellers having VFR as the main purpose of the travel are more likely to stay at the VFR hosts' house.
- The travellers having other main purpose of the travel than VFR are more likely to stay at commercial accommodation although they see their friends and relatives in the destination.

Accommodation type and the number of bedrooms in the hosts' house

- There is a significant difference depending on the number of bedrooms in the VFR host's house.
- Less the number of bedrooms, the more stay at hotels.

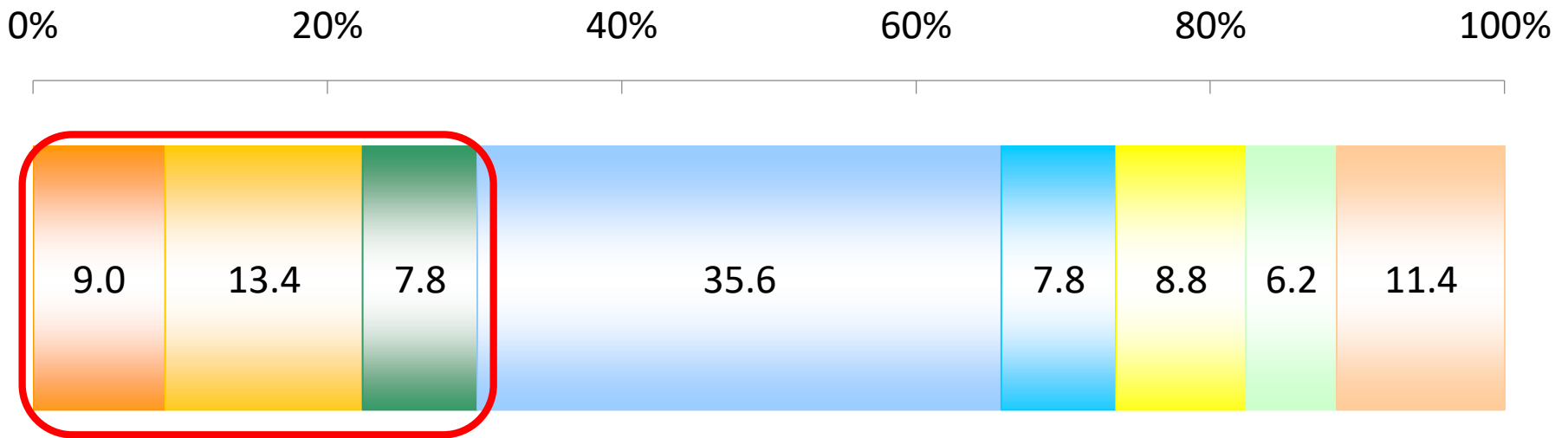
Results: Travel activity and Payment

Activities accompanied by friends and relatives



Results: Travel activity and Payment

Main payer of the activities accompanied by friends and relatives in the destination



- All paid by friends and relatives
- Mostly paid by friends and relatives
- Bit more paid by friends and relatives
- Bit more paid by you
- All paid by you

- Mostly paid by friends and relatives
- Split the bill or separate the bill
- Mostly paid by you
- No accompaniment

Results: Travel activity and Payment

			Main payor of the activities accompanied by friend and relative in the destination								
			All paid by friend and relative	Mostly paid by friend and relative	Bit more paid by friend and relative	Split the bill or seperate the bill	Bit more paid by you	Mostly paid by you	All paid by you	No accompanny	Total
Invited by friend and relative living in the destination	Strongly agree	Count	14	12	3	25	7	7	4	1	73
		% within Main payor of the activities accompanied by the VFR host in the destination	31.1%	17.9%	7.7%	14.0%	17.9%	15.9%	12.9%	1.8%	14.6%
		Adjusted Residual	3.3	.8	-1.3	-.3	.6	.3	-.3	-2.9	
Agree	Agree	Count	8	20	9	25	5	5	3	5	80
		% within Main payor of the activities accompanied by the VFR host in the destination	17.8%	29.9%	23.1%	14.0%	12.8%	11.4%	9.7%	8.8%	16.0%
		Adjusted Residual	.3	3.3	1.3	-.9	-.6	-.9	-1.0	-1.6	
Somewhat agree	Somewhat agree	Count	11	11	6	35	6	6	1	7	83
		% within Main payor of the activities accompanied by the VFR host in the destination	24.4%	16.4%	15.4%	19.7%	15.4%	13.6%	3.2%	12.3%	16.6%
		Adjusted Residual	1.5	.0	-.2	1.4	-.2	-.6	-2.1	-.9	
Neutral	Neutral	Count	4	7	2	18	4	4	3	6	48
		% within Main payor of the activities accompanied by the VFR host in the destination	8.9%	10.4%	5.1%	10.1%	10.3%	9.1%	9.7%	10.5%	9.6%
		Adjusted Residual	-.2	.3	-1.0	.3	.1	-.1	.0	.3	
Somewhat disagree	Somewhat disagree	Count	2	5	3	18	1	1	2	1	33
		% within Main payor of the activities accompanied by the VFR host in the destination	4.4%	7.5%	7.7%	10.1%	2.6%	2.3%	6.5%	1.8%	6.6%
		Adjusted Residual	-.6	.3	.3	2.4	-1.1	-1.2	.0	-1.6	
Disagree	Disagree	Count	2	2	4	22	4	5	3	4	46
		% within Main payor of the activities accompanied by the VFR host in the destination	4.4%	3.0%	10.3%	12.4%	10.3%	11.4%	9.7%	7.0%	9.2%
		Adjusted Residual	-1.2	-1.9	.2	1.8	.2	.5	.1	-.6	
Strongly disagree	Strongly disagree	Count	4	10	12	35	12	16	15	33	137
		% within Main payor of the activities accompanied by the VFR host in the destination	8.9%	14.9%	30.8%	19.7%	30.8%	36.4%	48.4%	57.9%	27.4%
		Adjusted Residual	-2.9	-2.5	.5	-2.9	.5	1.4	2.7	5.5	
Total	Total	Count	45	67	39	178	39	44	31	57	500
		% within Main payor of the activities accompanied by the VFR host in the destination	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	92.053	42	.000
Likelihood Ratio	94.243	42	.000
Lineaer-by Linear Association	49.833	1	.000
N of Valid Cases	500		

Results: Travel activity and Payment

			Main payor of the activities accompanied by friend and relative in the destination								
			All paid by friend and relative	Mostly paid by friend and relative	Bit more paid by friend and relative	Split the bill or seperate the bill	Bit more paid by you	Mostly paid by you	All paid by you	No accompanny	Total
Interested in the destination due to friend and relative living in the destination	Strongly agree	Count	13	12	2	22	5	6	7	1	68
		% within Main payor of the activities accompanied by the VFR host in the destination	28.9%	17.9%	5.1%	12.4%	12.8%	13.6%	22.6%	1.8%	13.6%
		Adjusted Residual	3.1	1.1	-1.6	-.6	-.1	.0	1.5	-2.8	
	Agree	Count	10	20	9	27	2	5	2	11	86
		% within Main payor of the activities accompanied by the VFR host in the destination	22.2%	29.9%	23.1%	15.2%	5.1%	11.4%	6.5%	19.3%	17.2%
		Adjusted Residual	.9	2.9	1.0	-.9	-2.1	-1.1	-1.6	.4	
	Somewhat agree	Count	10	18	6	41	10	11	3	6	105
		% within Main payor of the activities accompanied by the VFR host in the destination	22.2%	26.9%	15.4%	23.0%	25.6%	25.0%	9.7%	10.5%	21.0%
		Adjusted Residual	.2	1.3	-.9	.8	.7	.7	-1.6	-2.1	
Neutral	Count	4	6	4	14	5	3	3	7	46	
	% within Main payor of the activities accompanied by the VFR host in the destination	8.9%	9.0%	10.3%	7.9%	12.8%	6.8%	9.7%	12.3%	9.2%	
	Adjusted Residual	-.1	-.1	.2	-.8	.8	-.6	.1	.9		
Somewhat disagree	Count	1	1	3	15	1	0	2	2	25	
	% within Main payor of the activities accompanied by the VFR host in the destination	2.2%	1.5%	7.7%	8.4%	2.6%	0.0%	6.5%	3.5%	5.0%	
	Adjusted Residual	-.9	-1.4	.8	2.6	-.7	-1.6	.4	-.5		
Disagree	Count	2	2	6	21	4	3	1	3	42	
	% within Main payor of the activities accompanied by the VFR host in the destination	4.4%	3.0%	15.4%	11.8%	10.3%	6.8%	3.2%	5.3%	8.4%	
	Adjusted Residual	-1.0	-1.7	1.6	2.0	.4	-.4	-1.1	-.9		
Strongly disagree	Count	5	8	9	38	12	16	13	27	128	
	% within Main payor of the activities accompanied by the VFR host in the destination	11.1%	11.9%	23.1%	21.3%	30.8%	36.4%	41.9%	47.4%	25.6%	
	Adjusted Residual	-2.3	-2.8	-.4	-1.6	.8	1.7	2.2	4.0		
Total	Count	45	67	39	178	39	44	31	57	500	
	% within Main payor of the activities accompanied by the VFR host in the destination	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	88.728	42	.000
Likelihood Ratio	94.751	42	.000
Linear-by-Linear Association	34.105	1	.000
N of Valid Cases	500		

Results: Travel activity and Payment

			Main payor of the activities accompanied by friend and relative in the destination							Total	
			All paid by friend and relative	Mostly paid by friend and relative	Bit more paid by friend and relative	Split the bill or seperate the bill	Bit more paid by you	Mostly paid by you	All paid by you	No accompanny	
Realised friend and relative living in the destination although intended to visit other destinations	Strongly agree	Count	5	2	0	4	0	1	0	0	12
		% within Main payor of the activities accompanied by the VFR hosts in the destination	11.1%	3.0%	0.0%	2.2%	0.0%	2.3%	0.0%	0.0%	2.4%
		Adjusted Residual	4.0	.3	-1.0	-.2	-1.0	-.1	-.9	-1.3	
	Agree	Count	3	10	7	9	0	1	1	0	31
		% within Main payor of the activities accompanied by the VFR hosts in the destination	6.7%	14.9%	17.9%	5.1%	0.0%	2.3%	3.2%	0.0%	6.2%
		Adjusted Residual	.1	3.2	3.2	-.8	-1.7	-1.1	-.7	-2.1	
	Somewhat agree	Count	7	9	2	18	5	3	0	4	48
		% within Main payor of the activities accompanied by the VFR hosts in the destination	15.6%	13.4%	5.1%	10.1%	12.8%	6.8%	0.0%	7.0%	9.6%
		Adjusted Residual	1.4	1.1	-1.0	.3	.7	-.7	-1.9	-.7	
	Neutral	Count	4	13	3	20	8	6	7	5	66
		% within Main payor of the activities accompanied by the VFR hosts in the destination	8.9%	19.4%	7.7%	11.2%	20.5%	13.6%	22.6%	8.8%	13.2%
		Adjusted Residual	-.9	1.6	-1.1	-1.0	1.4	.1	1.6	-1.0	
	Somewhat disagree	Count	5	5	6	29	3	1	2	3	54
		% within Main payor of the activities accompanied by the VFR hosts in the destination	11.1%	7.5%	15.4%	16.3%	7.7%	2.3%	6.5%	5.3%	10.8%
		Adjusted Residual	.1	-.9	1.0	2.9	-.7	-1.9	-.8	-1.4	
	Disagree	Count	7	10	9	29	7	6	4	7	79
		% within Main payor of the activities accompanied by the VFR hosts in the destination	15.6%	14.9%	23.1%	16.3%	17.9%	13.6%	12.9%	12.3%	15.8%
		Adjusted Residual	.0	-.2	1.3	.2	.4	-.4	-.5	-.8	
	Strongly disagree	Count	14	18	12	69	16	26	17	38	210
		% within Main payor of the activities accompanied by the VFR hosts in the destination	31.1%	26.9%	30.8%	38.8%	41.0%	59.1%	54.8%	66.7%	42.0%
		Adjusted Residual	-1.6	-2.7	-1.5	-1.1	-.1	2.4	1.5	4.0	
	Total	Count	45	67	39	178	39	44	31	57	500
		% within Main payor of the activities accompanied by the VFR hosts in the destination	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	92.522	42	.000
Likelihood Ratio	93.435	42	.000
Lineaer-by-Linear Association	35.955	1	.000
N of Valid Cases	500		

Results: Travel activity and Payment

		Main payor of the activities accompanied by friend and relative in the destination									
		All paid by friend and relative	Mostly paid by friend and relative	Bit more paid by friend and relative	Split the bill or separate the bill	Bit more paid by you	Mostly paid by you	All paid by you	No accompanny	Total	
Intended to visit the destination for some reasons even if not having friend and relative living in the destination	Strongly agree	Count	10	6	6	43	1	11	11	16	104
		% within Main payor of the activities accompanied the VFR host in the destination	22.2%	9.0%	15.4%	24.2%	2.6%	25.0%	35.5%	28.1%	20.8%
		Adjusted Residual	.2	-2.6	-.9	1.4	-2.9	.7	2.1	1.4	
Agree	Count	7	15	11	25	7	6	2	8	81	
		% within Main payor of the activities accompanied the VFR host in the destination	15.6%	22.4%	28.2%	14.0%	17.9%	13.6%	6.5%	14.0%	16.2%
		Adjusted Residual	-.1	1.5	2.1	-1.0	.3	-.5	-1.5	-.5	
Somewhat agree	Count	7	13	5	31	11	8	2	5	82	
		% within Main payor of the activities accompanied the VFR host in the destination	15.6%	19.4%	12.8%	17.4%	28.2%	18.2%	6.5%	8.8%	16.4%
		Adjusted Residual	-.2	.7	-.6	.5	2.1	.3	-1.5	-1.7	
Neutral	Count	8	14	4	27	4	3	4	3	67	
		% within Main payor of the activities accompanied the VFR host in the destination	17.8%	20.9%	10.3%	15.2%	10.3%	6.8%	12.9%	5.3%	13.4%
		Adjusted Residual	.9	1.9	-.6	.9	-.6	-1.3	-.1	-1.9	
Somewhat disagree	Count	2	4	3	11	0	1	2	1	24	
		% within Main payor of the activities accompanied the VFR host in the destination	4.4%	6.0%	7.7%	6.2%	0.0%	2.3%	6.5%	1.8%	4.8%
		Adjusted Residual	-.1	.5	.9	1.1	-1.5	-.8	.4	-1.1	
Disagree	Count	3	5	3	13	5	3	1	4	37	
		% within Main payor of the activities accompanied the VFR host in the destination	6.7%	7.5%	7.7%	7.3%	12.8%	6.8%	3.2%	7.0%	7.4%
		Adjusted Residual	-.2	.0	.1	-.1	1.3	-.2	-.9	-.1	
Strongly disagree	Count	8	10	7	28	11	12	9	20	105	
		% within Main payor of the activities accompanied the VFR host in the destination	17.8%	14.9%	17.9%	15.7%	28.2%	27.3%	29.0%	35.1%	21.0%
		Adjusted Residual	-.6	-1.3	-.5	-2.2	1.2	1.1	1.1	2.8	
Total	Count	45	67	39	178	39	44	31	57	500	
		% within Main payor of the activities accompanied the VFR host in the destination	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	61.671	42	.026
Likelihood Ratio	68.173	42	.006
Linear-by-Linear Association	1.360	1	.244
N of Valid Cases	500		

Results: Travel activity and Payment

			Main payor of the activities accompanied by friend and relative in the destination							Total	
			All paid by friend and relative	Mostly paid by friend and relative	Bit more paid by friend and relative	Split the bill or separate the bill	Bit more paid by you	Mostly paid by you	All paid by you	No accompanny	Total
Originally interested in the destination	Strongly agree	Count	12	13	6	48	6	12	11	15	123
		% within Main payor of the activities accompanied by the VFR host in the destination	26.7%	19.4%	15.4%	27.0%	15.4%	27.3%	35.5%	26.3%	24.6%
Adjusted Residual			.3	-1.1	-1.4	.9	-1.4	.4	1.5	.3	
	Agree	Count	11	15	9	45	7	4	2	12	105
		% within Main payor of the activities accompanied by the VFR host in the destination	24.4%	22.4%	23.1%	25.3%	17.9%	9.1%	6.5%	21.1%	21.0%
Adjusted Residual			.6	.3	.3	1.7	-.5	-2.0	-2.1	.0	
	Somewhat agree	Count	8	17	9	34	13	10	2	4	97
		% within Main payor of the activities accompanied by the VFR host in the destination	17.8%	25.4%	23.1%	19.1%	33.3%	22.7%	6.5%	7.0%	19.4%
Adjusted Residual			-.3	1.3	.6	-.1	2.3	.6	-1.9	-2.5	
	Neutral	Count	4	8	3	17	1	6	7	6	52
		% within Main payor of the activities accompanied by the VFR host in the destination	8.9%	11.9%	7.7%	9.6%	2.6%	13.6%	22.6%	10.5%	10.4%
Adjusted Residual			-.3	.4	-.6	-.5	-1.7	.7	2.3	.0	
	Somewhat disagree	Count	2	4	2	5	0	0	1	0	14
		% within Main payor of the activities accompanied by the VFR host in the destination	4.4%	6.0%	5.1%	2.8%	0.0%	0.0%	3.2%	0.0%	2.8%
Adjusted Residual			.7	1.7	.9	.0	-1.1	-1.2	.1	-1.4	
	Disagree	Count	4	5	3	11	5	2	2	4	36
		% within Main payor of the activities accompanied by the VFR host in the destination	8.9%	7.5%	7.7%	6.2%	12.8%	4.5%	6.5%	7.0%	7.2%
Adjusted Residual			.5	.1	.1	-.7	1.4	-.7	-.2	-.1	
	Strongly disagree	Count	4	5	7	18	7	10	6	16	73
		% within Main payor of the activities accompanied by the VFR host in the destination	8.9%	7.5%	17.9%	10.1%	17.9%	22.7%	19.4%	28.1%	14.6%
Adjusted Residual			-1.1	-1.8	.6	-2.1	.6	1.6	.8	3.1	
Total		Count	45	67	39	178	39	44	31	57	500
		% within Main payor of the activities accompanied by the VFR host in the destination	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	60.659	42	.031
Likelihood Ratio	66.207	42	.010
Linear-by-Linear Association	4.257	1	.039
N of Valid Cases	500		

Results: Travel activity and Payment

			Main payor of the activities accompanied by friend and relative in the destination								Total
			All paid by friend and relative	Mostly paid by friend and relative	Bit more paid by friend and relative	Split the bill or separate the bill	Bit more paid by you	Mostly paid by you	All paid by you	No accompanpy	Total
Actively invited by friend and relative in the destination	Very frequently	Count	12	12	3	17	6	5	3	3	61
		% within Main payor of the activities accompanied by the VFR host in the destination	26.7%	17.9%	7.7%	9.6%	15.4%	11.4%	9.7%	5.3%	12.2%
		Adjusted Residual	3.1	1.5	-.9	-1.3	.6	-.2	-.4	-1.7	
	Frequently	Count	15	25	14	58	7	14	3	6	142
		% within Main payor of the activities accompanied by the VFR host in the destination	33.3%	37.3%	35.9%	32.6%	17.9%	31.8%	9.7%	10.5%	28.4%
		Adjusted Residual	.8	1.7	1.1	1.5	-1.5	.5	-2.4	-3.2	
	Sometimes	Count	10	24	16	66	14	11	7	15	163
		% within Main payor of the activities accompanied by the VFR host in the destination	22.2%	35.8%	41.0%	37.1%	35.9%	25.0%	22.6%	26.3%	32.6%
		Adjusted Residual	-1.6	.6	1.2	1.6	.5	-1.1	-1.2	-1.1	
	Neutral	Count	4	6	6	21	6	7	11	17	78
		% within Main payor of the activities accompanied by the VFR host in the destination	8.9%	9.0%	15.4%	11.8%	15.4%	15.9%	35.5%	29.8%	15.6%
		Adjusted Residual	-1.3	-1.6	.0	-1.7	.0	.1	3.2	3.1	
	infrequently	Count	2	0	0	8	2	2	3	1	18
		% within Main payor of the activities accompanied by the VFR host in the destination	4.4%	0.0%	0.0%	4.5%	5.1%	4.5%	9.7%	1.8%	3.6%
		Adjusted Residual	.3	-1.7	-1.3	.8	.5	.4	1.9	-.8	
	Rarely	Count	0	0	0	4	1	2	1	3	11
		% within Main payor of the activities accompanied by the VFR host in the destination	0.0%	0.0%	0.0%	2.2%	2.6%	4.5%	3.2%	5.3%	2.2%
		Adjusted Residual	-1.1	-1.3	-1.0	.1	.2	1.1	.4	1.7	
Not at all	Count	2	0	0	4	3	3	3	12	27	
	% within Main payor of the activities accompanied by the VFR host in the destination	4.4%	0.0%	0.0%	2.2%	7.7%	6.8%	9.7%	21.1%	5.4%	
	Adjusted Residual	-.3	-2.1	-1.6	-2.3	.7	.4	1.1	5.6		
Total	Count	45	67	39	178	39	44	31	57	500	
	% within Main payor of the activities accompanied by the VFR host in the destination	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	108.232	42	.000
Likelihood Ratio	108.034	42	.000
Linear-by-Linear Association	59.103	1	.000
N of Valid Cases	500		

Results: Travel activity and Payment

			Main payor of the activities accompanied by friend and relative in the destination								
			All paid by friend and relative	Mostly paid by friend and relative	Bit more paid by friend and relative	Split the bill or seperate the bill	Bit more paid by you	Mostly paid by you	All paid by you	No accompany	Total
Person met in the destination	Sibling	Count	6	3	2	6	2	2	2	3	26
		% within Main payor of the activities accompanied by the VFR host in the destination	13.3%	4.5%	5.1%	3.4%	5.1%	4.5%	6.5%	5.3%	5.2%
		Adjusted Residual	2.6	-.3	.0	-1.4	.0	-.2	.3	.0	
	Parent	Count	1	1	1	0	1	0	0	2	6
		% within Main payor of the activities accompanied by the VFR host in the destination	2.2%	1.5%	2.6%	0.0%	2.6%	0.0%	0.0%	3.5%	1.2%
		Adjusted Residual	.7	.2	.8	-1.8	.8	-.8	-.6	1.7	
	Relative	Count	7	10	5	9	9	4	7	4	55
		% within Main payor of the activities accompanied by the VFR host in the destination	15.6%	14.9%	12.8%	5.1%	23.1%	9.1%	22.6%	7.0%	11.0%
		Adjusted Residual	1.0	1.1	.4	-3.2	2.5	-.4	2.1	-1.0	
	Co-worker (Past or present)	Count	6	7	3	22	4	4	4	13	63
		% within Main payor of the activities accompanied by the VFR host in the destination	13.3%	10.4%	7.7%	12.4%	10.3%	9.1%	12.9%	22.8%	12.6%
		Adjusted Residual	.2	-.6	-1.0	-.1	-.5	-.7	.1	2.5	
	Friend	Count	21	35	20	119	18	23	11	21	268
		% within Main payor of the activities accompanied by the VFR host in the destination	46.7%	52.2%	51.3%	66.9%	46.2%	52.3%	35.5%	36.8%	53.6%
		Adjusted Residual	-1.0	-.2	-.3	4.4	-1.0	-.2	-2.1	-2.7	
	Acquaintance	Count	4	11	8	21	5	11	7	13	80
		% within Main payor of the activities accompanied by the VFR host in the destination	8.9%	16.4%	20.5%	11.8%	12.8%	25.0%	22.6%	22.8%	16.0%
		Adjusted Residual	-1.4	.1	.8	-1.9	-.6	1.7	1.0	1.5	
	Other	Count	0	0	0	1	0	0	0	1	2
		% within Main payor of the activities accompanied by the VFR host in the destination	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	1.8%	0.4%
		Adjusted Residual	-.4	-.6	-.4	.4	-.4	-.4	-.4	1.7	
Total	Count	45	67	39	178	39	44	31	57	500	
	% within Main payor of the activities accompanied by the VFR host in the destination	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	62.406	42	.022
Likelihood Ratio	61.037	42	.029
Lineaar-by Linear Association	1.436	1	.231
N of Valid Cases	500		

Discussion: Travel Activity and Payment

The cost of the travel

- There is no significant difference in the total spending of the travel depending on the main payer of the activity (Sig: 0.380).
- The main purpose of the travel influences on the total cost of the travel a little (Sig: 0.034).
- It reveals that the VFR travellers having a different main purpose of the travel from VFR spend more than the VFR travellers having VFR as the main purpose of the travel.

Discussion: Travel Activity and Payment

Who pays for the cost

- The VFR travellers who changed a destination due to the existence of the VFR host are more likely to be paid by the hosts.
- The hosts still pay for the VFR travellers to some extent even if the travellers are more destination focused than the VFR host to choose the destination.
- Even though the VFR travellers come to the destination under the reason of being originally interested in the destination, the VFR hosts are more likely to pay for the travellers.
- The frequency of the invites by the VFR hosts has a direct proportion in the extent of the payment by them for the VFR travellers.
- In the case of VF, paying equally is the most likely. In the case of VR, closer family to the travellers, more paid by the VFR hosts.
- Relatively, the VFR travellers of VR pay more than the VFR hosts, excluding the relatives' group as the VFR hosts.

Summary and Conclusion

Travel Purposes/ Motivations

- Attractiveness of the destination is a more important factor for Japanese VFR market to increase.
- Both are necessary factors for Japanese VFR market to increase: Attractiveness of the destination and Invites by the VFR host.

Accommodation Type

- The host type is influential on the accommodation type (friends, siblings and relatives).
- The travellers having other main purpose of the travel than VFR are more likely to stay at commercial accommodation although they see their friends and relatives in the destination.
- The travellers having VFR as the main purpose of the travel are more likely to stay at the VFR hosts' house.

The cost of the travel

- The VFR travellers having a different main purpose of the travel from VFR spend more than the VFR travellers having VFR as the main purpose of the travel.

Main payer of the cost

- Japanese VFR hosts pay a lot in any circumstances of the VFR travellers' reason to come to the destination.

Summary and Conclusion

VFR as a purpose
of travel

VFR as a trigger/
motivation for
travel

VFR as one
activity in travel

VFR as the use of
accommodation

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Thank you

