



Inbound Tourism to Japan

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About JNTO

JNTO's Activities

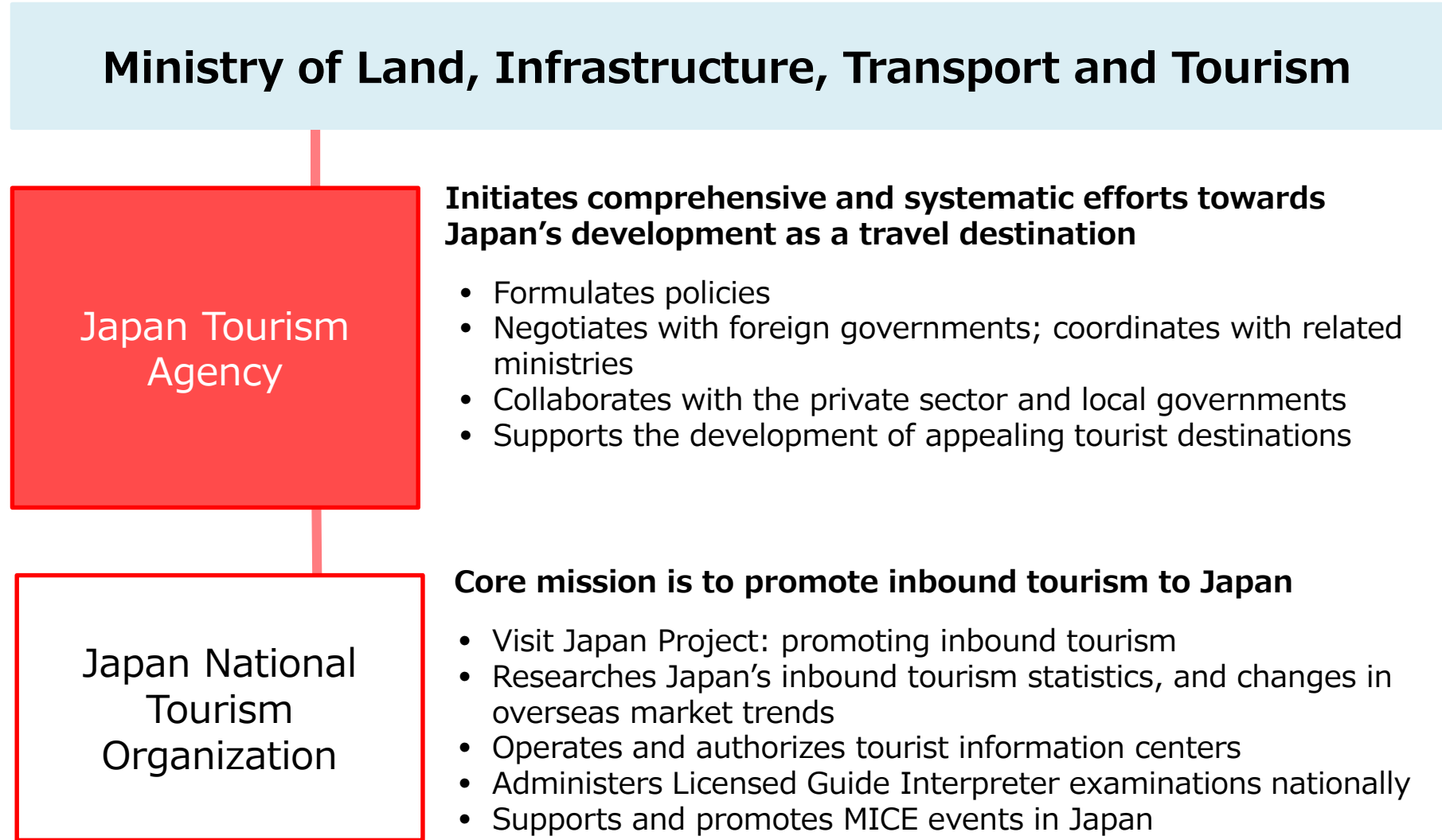
With 21 overseas offices, JNTO uses local perspectives to market and promote international trips to Japan.

<Major Activities>

- Inbound market research and analysis
- Promote Japan tours to local travel agents
- Advertisement and PR via overseas media
- Provide tourism information via websites and social media
- Provide support for MICE in Japan
- Support the development of inbound tourism services



JNTO's Position in the Government



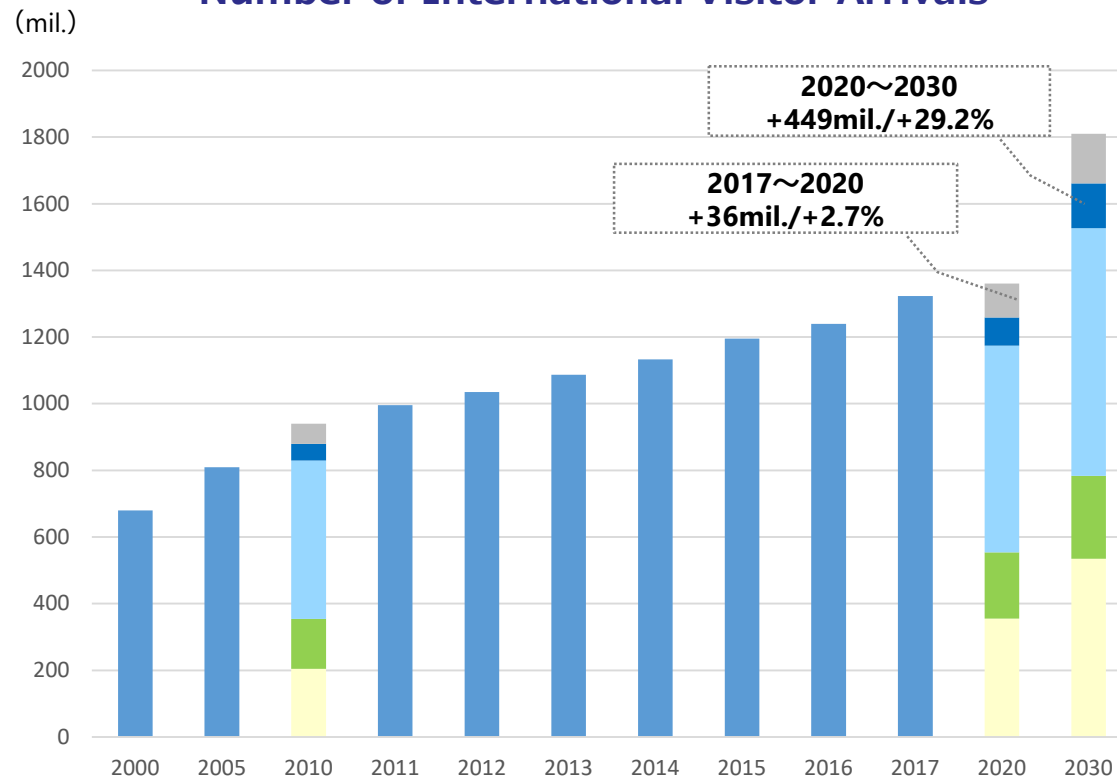
World Tourism Trends

The world tourism market continues to grow (Source: UNWTO World Tourism Barometer)

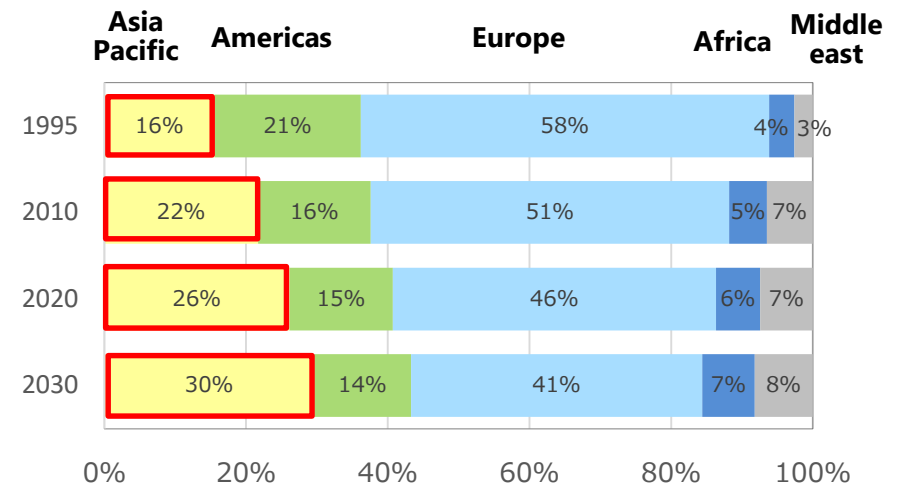
International Visitor Arrivals in 2017: **1.32 billion (+7%)**

→ expected to reach **1.4 billion** in 2020, **1.8 billion** in 2030

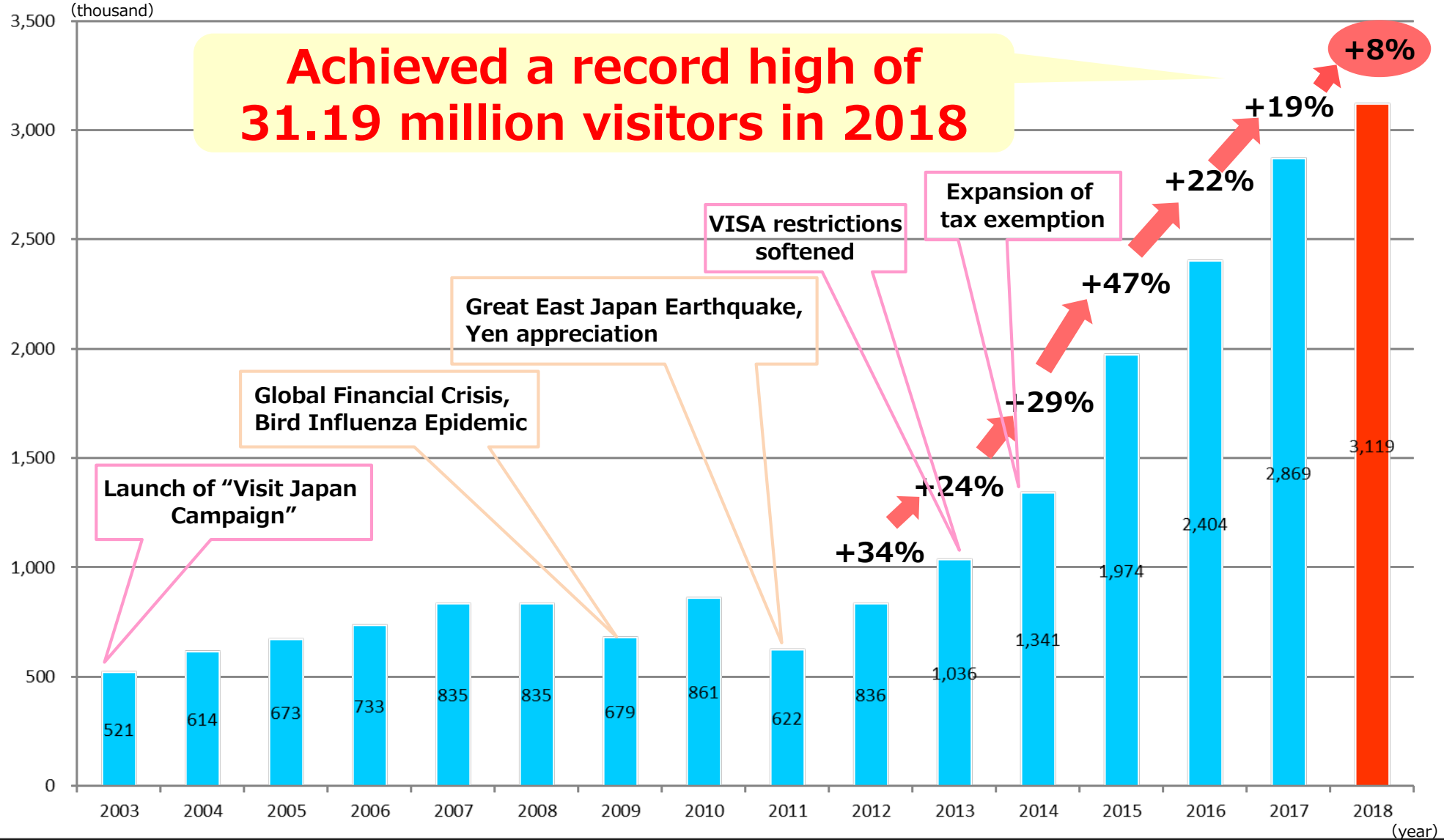
Number of International Visitor Arrivals



**Market share of tourists by region:
How Asian markets have expanded**



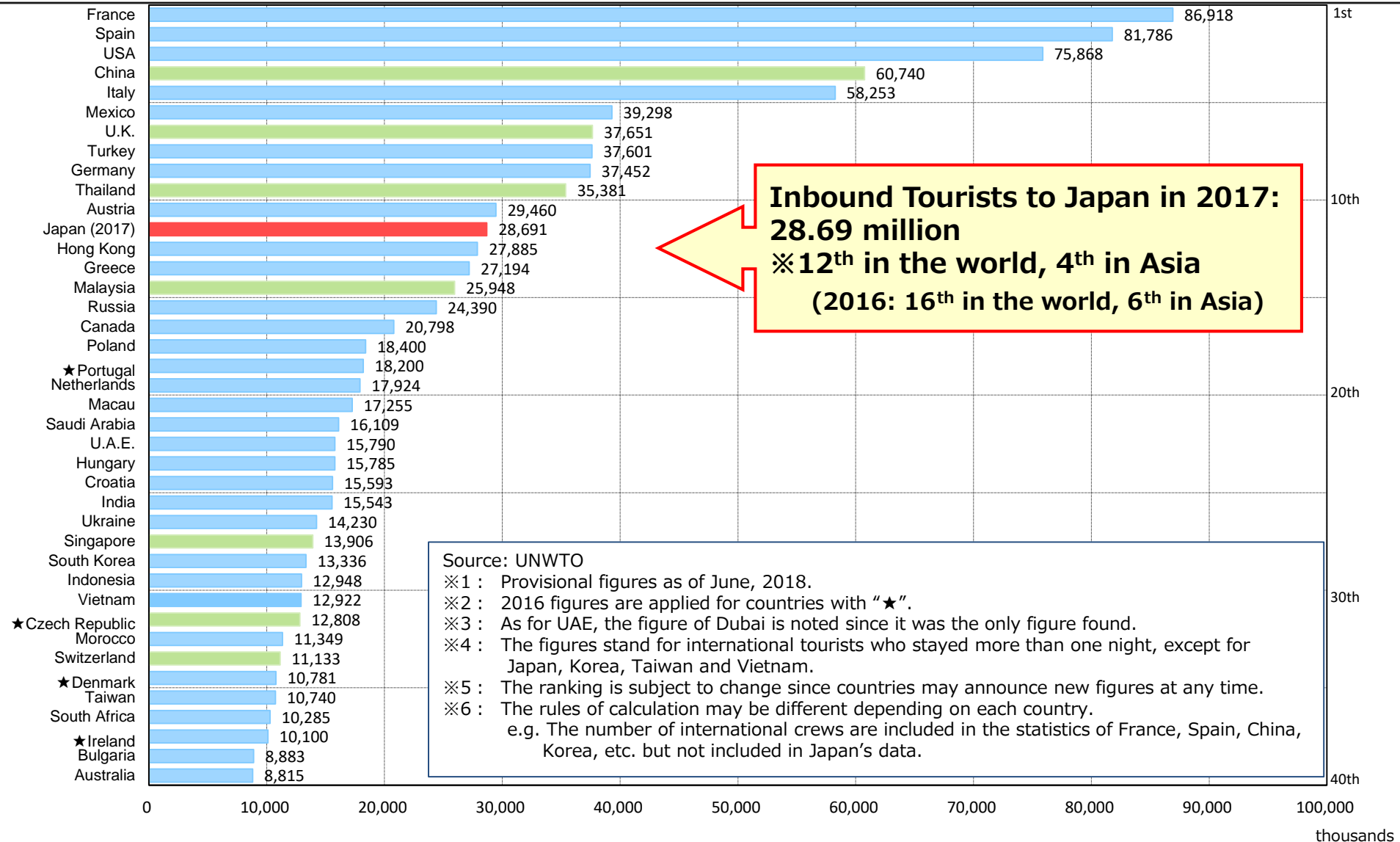
Inbound Tourism Trends



Inbound/Outbound Data of Japan Tourism since 1965

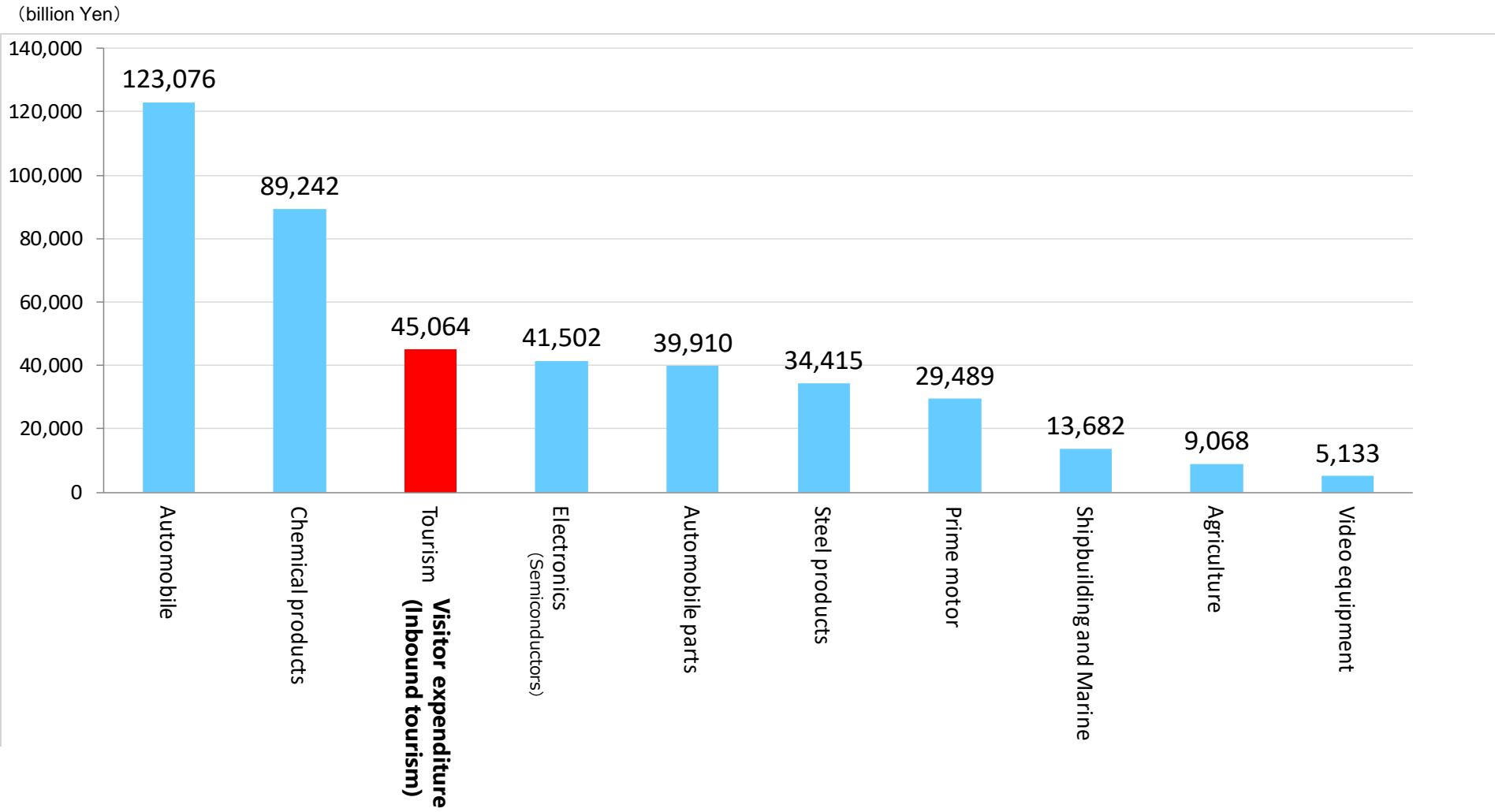


International Comparison in Number of Visitor Arrivals (2017)



Comparison between Visitor Consumption and Export of Goods in Other Industries

Visitor expenditure of **4.5 trillion yen** exceeds export value of electronics



Japan's New Target Numbers and Goals

	New Targets		
	2017	2020	2030
International Visitors	28.69 million	40 million	60 million
Visitor Expenditure	4.4 trillion yen (US \$44 billion)	8 trillion yen (US \$80 billion)	15 trillion yen (US \$150 billion)
Overnight guests in regional areas	31.88 million	70 million	130 million

3 Goals to Make Japan an Advanced Tourist Destination

1st Goal

Improve tourism resources for regional revitalization

2nd Goal

Innovate and develop the tourism industry as a new economic pillar

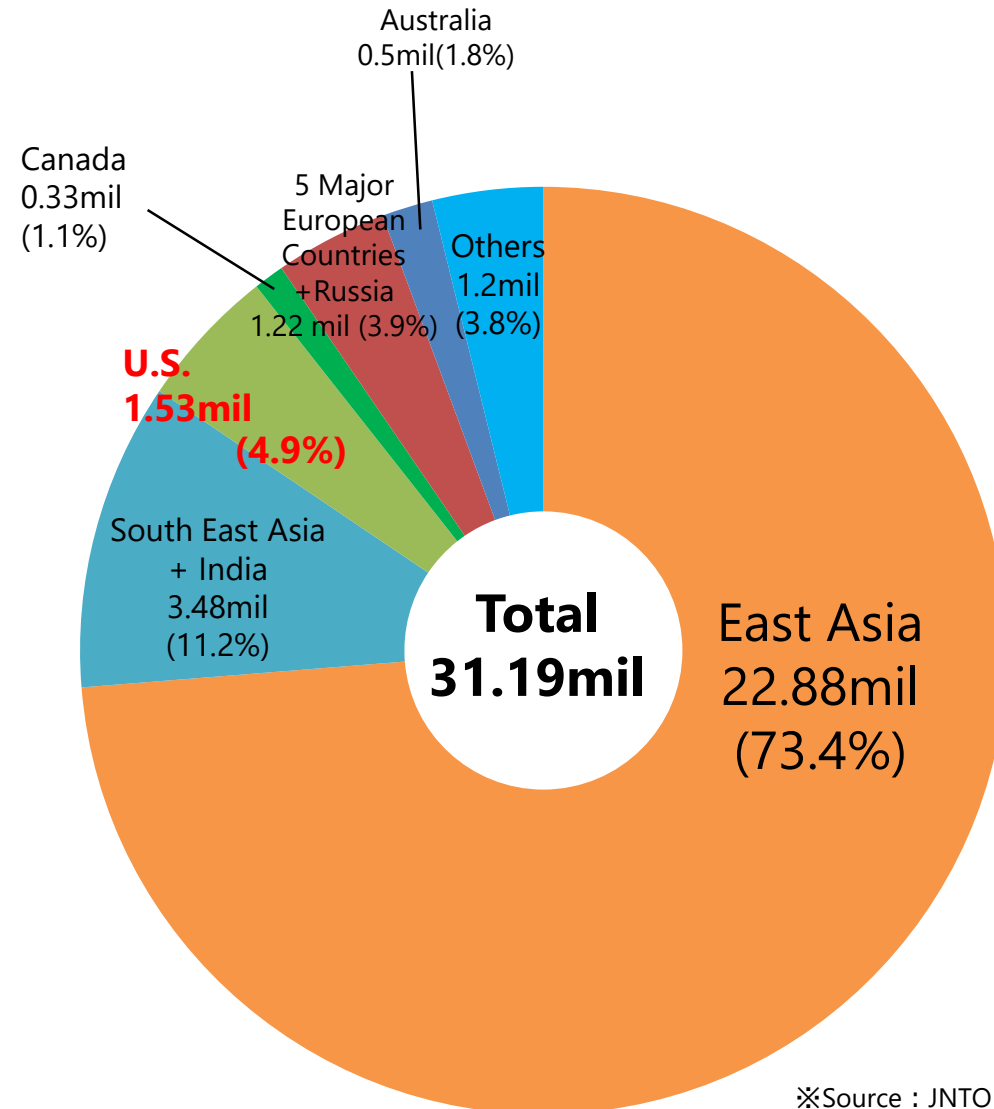
3rd Goal

Create a stress free, fully enjoyable travel environment for all tourists

Market Share of Inbound Tourists to Japan (2018)

Top Inbound Markets to Japan

	<People>
1 China	8,380,100
2 Korea	7,539,000
3 Taiwan	4,757,300
4 Hong Kong	2,207,900
5 U.S.	1,526,500
6 Thailand	1,132,100
7 Australia	552,400
8 The Phillipines	504,000
9 Malaysia	468,300
10 Singapore	437,300
11 Indonesia	396,900
12 Vietnam	389,100



※Source : JNTO

JNTO's Activities

Attracting Inbound Visitors to Japan

◆ Advertisement and publicity overseas



◆ FAM trips for overseas media and travel agents



◆ Exhibiting at travel fairs, Hosting business meetings & events



▲ For local consumers

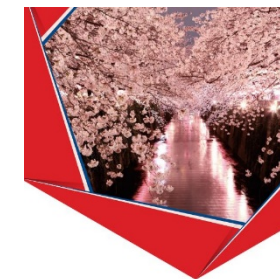


▲ For local travel agents

◆ Joint advertisements for tours to Japan



Attracting MICE events to Japan



JAPAN
Meetings & Events
New Ideas start here



～ Spreading Japan’s various charms for 2020～

Targeting mainly North American, European, and Australian markets, going towards 2020 we will promote Japan as the ideal tourist destination where everyone can enjoy.

Campaign Message

Enjoy
my
Japan

- ◆Tourists discover for themselves Japan’s unique charms that match their interests, and enjoy their favorite “My Japan”.
- ◆Hospitable and friendly as a people, we hope that tourists enjoy our “My Japan”.

Tourists’ 7 Passions (Interests)

■ Pinpointing 7 major passions (interests) ranging from nature to culture, based off of a large-scale survey implemented in 6 major countries (including Europe, North America, and Australia)

Tradition



Cuisine



City



Nature



Art



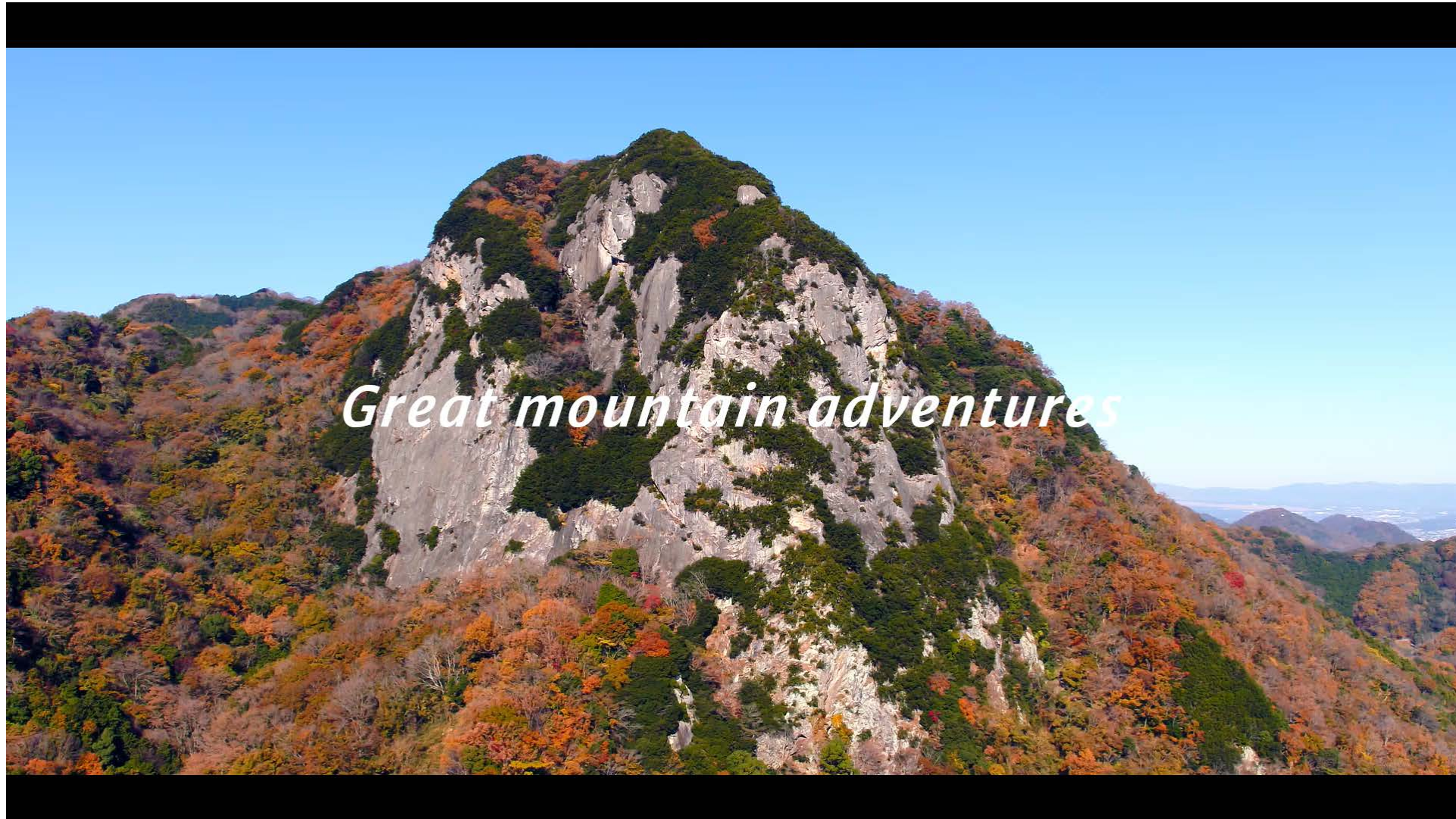
Relaxation



Outdoor





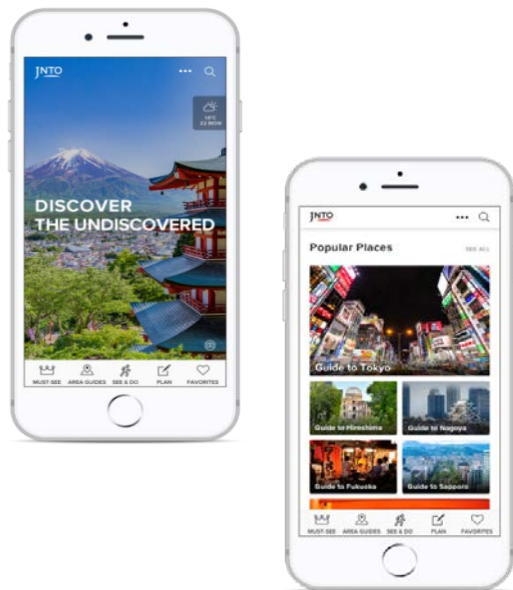


Enhancing Digital Promotions

Utilize our own websites, smartphone apps, and social media to enhance overseas promotions

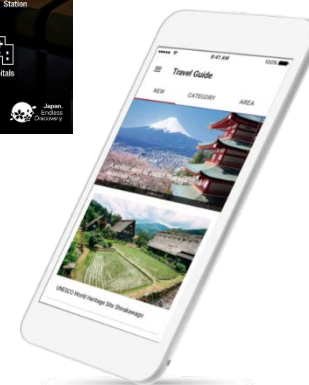
Updated English Website

- Optimized interface for smart phones
- Prepared and edited by English native speakers
- Highly integrated AI search function



『Japan Official Travel App.』 Smartphone App.

- Multilingual
(English, Chinese [Trad./Simp.], Korean)
- Partially available even when offline



Instagram

- Launched in October 2017
- 256k followers



@visitjapanjp

Facebook

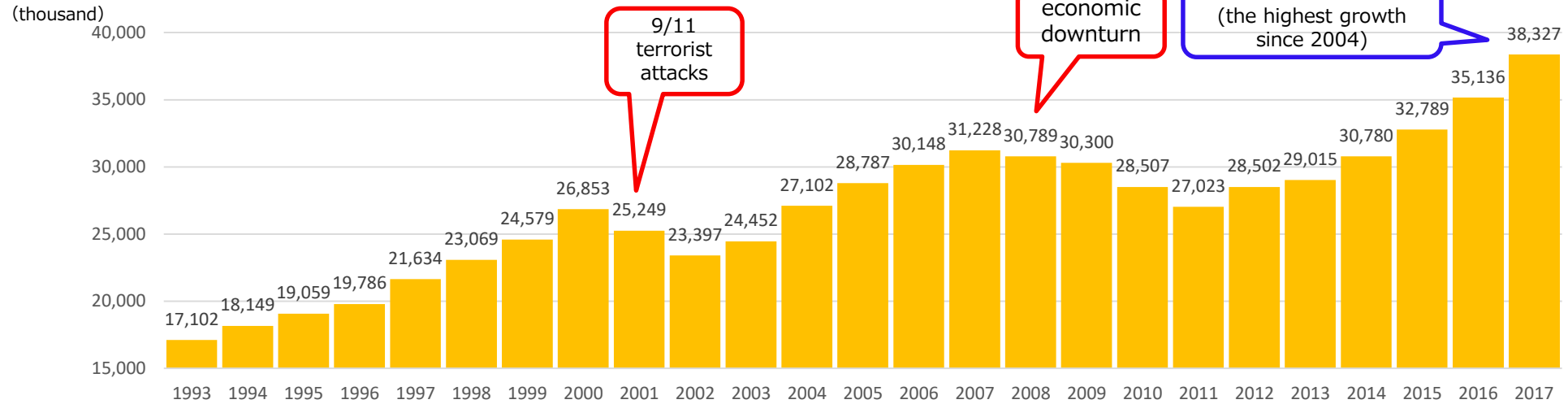
Visit Japan International - 610k followers

Visit Japan (U.S.) - 470k followers

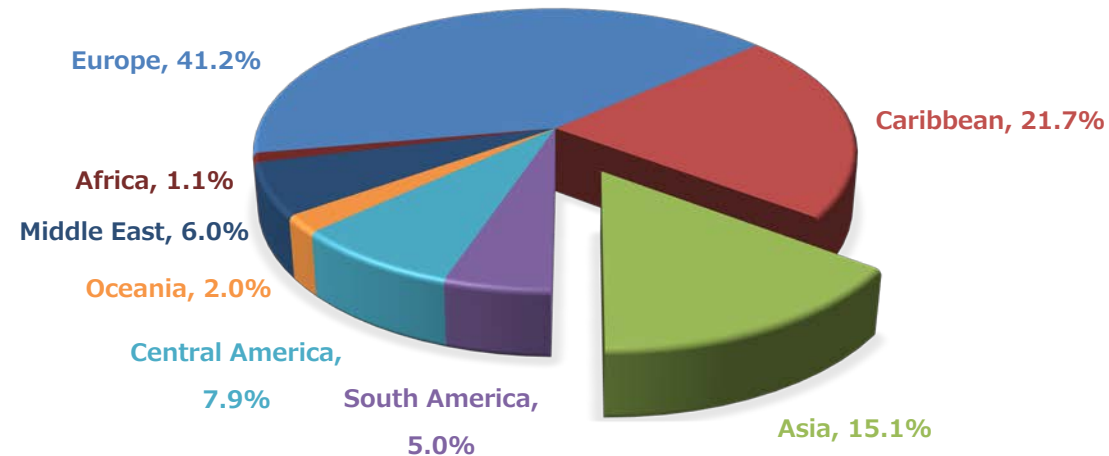


Number of Overseas Travelers from U.S. and their Destinations (2017)

Number of Overseas Travelers



Destination Share by Region

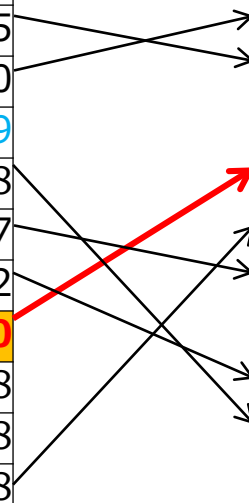


※Source : U.S. Travel and Tourism Statistics (National Travel and Tourism Office, U.S. Department of Commerce)
 Tourists for Canada and Mexico not included

Ranking of Overseas Destinations for U.S. Travelers (2014 & 2017)

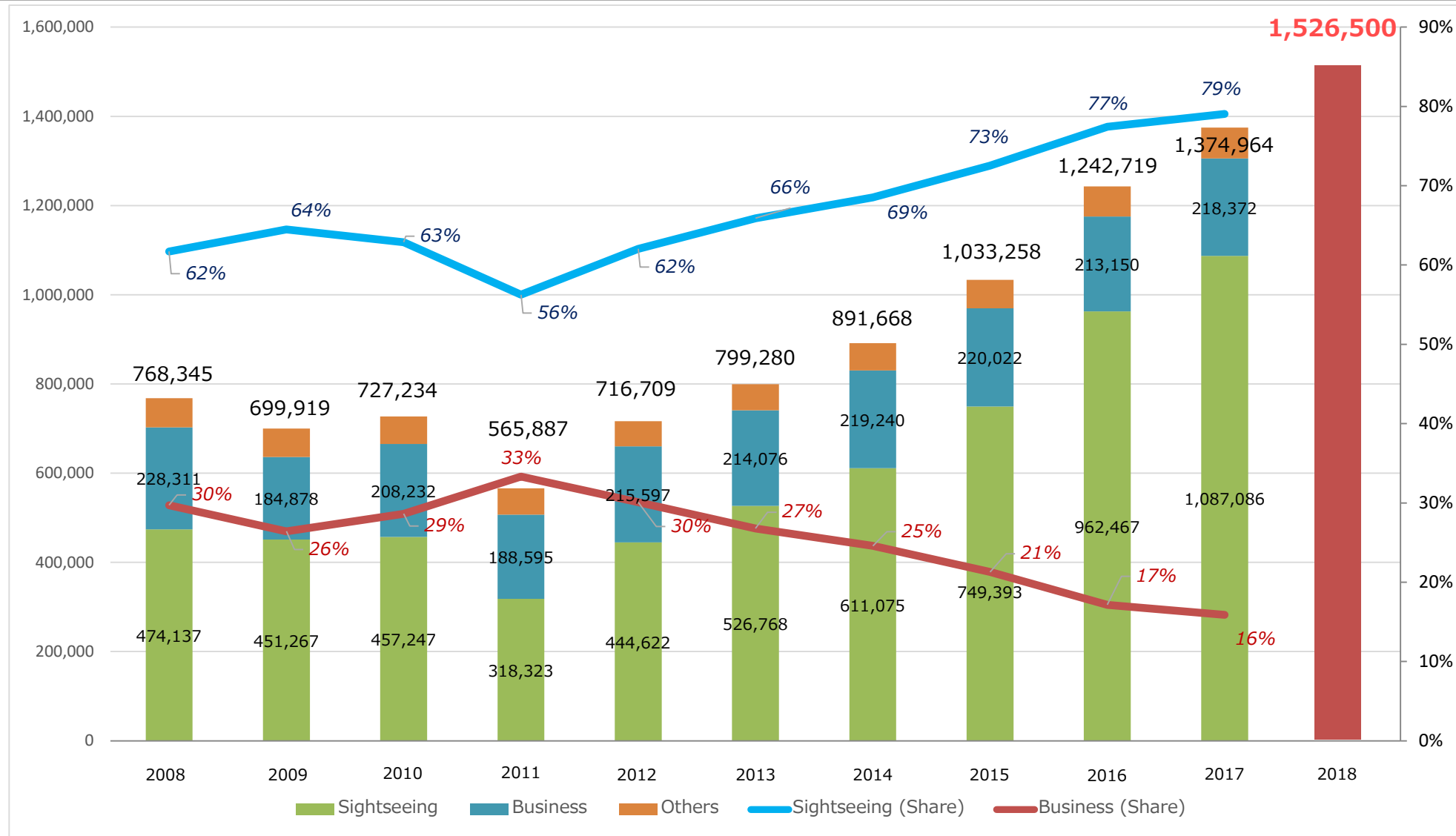
2014 Rank	Country**	2014 Travelers ('000)
1	Mexico	25,882
2	Canada	11,523
3	United Kingdom	2,832
4	Dominican Republic	2,709
5	France	2,124
6	Italy	1,908
7	Germany	1,878
8	Jamaica	1,385
9	Spain	1,170
10	China	1,139
11	Bahamas	1,108
12	India	1,077
13	Costa Rica	862
14	Japan	800
15	Netherlands	708
15	Philippines	708
15	Ireland	708

2017 Rank	Country**	2017 Travelers ('000)
1	Mexico	35,050
2	Canada	14,326
3	United Kingdom	3,756
4	Dominican Republic	2,721
5	France	2,645
6	Italy	2,338
7	Germany	2,185
8	Spain	1,648
9	Jamaica	1,571
10	China	1,380
11	Japan	1,150
11	Ireland	1,150
13	India	1,111
13	Netherlands	1,111
15	Costa Rica	1,073
16	Bahamas	997
17	Philippines	843



※Source : U.S. Travel and Tourism Statistics (National Travel and Tourism Office, U.S. Department of Commerce)

Number of U.S. Travelers to Japan and Travel Purpose

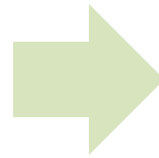


※Source : JNTO

Expectations for Visiting Japan

What tourists expected before the trip
(multiple responses)

Category	%
Japanese cuisine	77.9
Nature & scenery	46.0
Japanese sake	39.8
Traditional culture & history	39.7
Shopping	39.2
Strolling in the city	37.7
Japanese daily life experience	32.1
Museums	26.3
Hot springs	20.1
Appreciating four seasons	18.5



What tourists want to do next time
(multiple responses)

Category	%
Japanese cuisine	72.9
Nature & scenery	53.6
Traditional culture & history	49.8
Appreciating four seasons	41.7
Japanese sake	40.9
Hot springs	40.4
Shopping	39.1
Japanese daily life experience	37.6
Museums	37.3
Strolling in the city	35.8

※出典：観光庁「訪日外国人消費動向調査」H29年間確報値

JNTO's Promotion in the U.S.

Approached the travel industry

Successfully invited North America's biggest annual gathering of travel agents, "Travel Leaders Network," to Kyoto, Japan, for the first time



Presentation by JNTO



Inspection tour at Fushimi Inari Taisha (Shrine) in Kyoto

Expanding opportunities for media exposure

Relationship-building with major media outlets through regular meetings, as well as providing information and support
→Promoting the media exposure of various regions in Japan



Travel + Leisure : Japan selected as "Destination of the Year"



Featured Japan in the December print and online edition

Promotion for local consumers

Exhibiting at travel marts



- ◆ LA Times Travel Show
- ◆ New York Times Travel Show



Condé Nast Traveler : Tokyo, Kyoto, and Osaka ranked in "Best Big Cities" of "Readers' Choice Awards"



1. Tokyo, Japan

Trapping our list of world cities per capita, Tokyo continues to thrill with its combination of ultramodern, new, 10 skyscrapers and tranquil temples, unmatchable.



2. Kyoto, Japan

This decade has been 2010's—literally, from ancient, the classic, and historical, modern, make you see your travel choice travels and your personal.

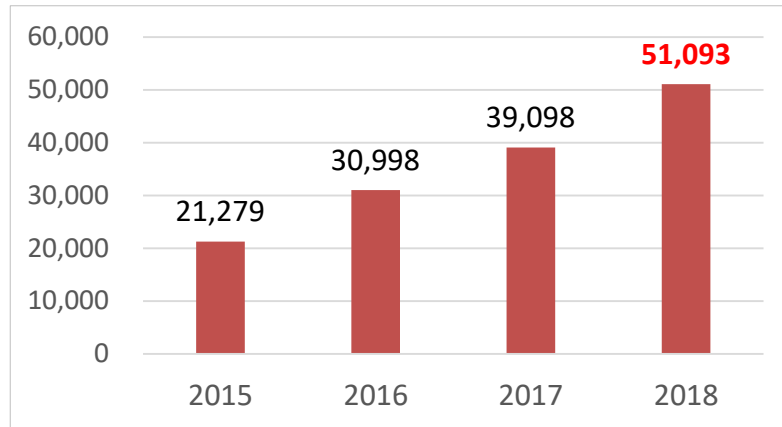


12. Osaka, Japan

Japan's second largest city is also ranked as one of the most beautiful cities in the world. For reasons, it's not clear.

Expanding Cruise Tours from the U.S.

Expanding cruise passengers from the U.S



Source : JNTO

More cruise ships visiting local cities in Japan



A route example by Princess Cruises

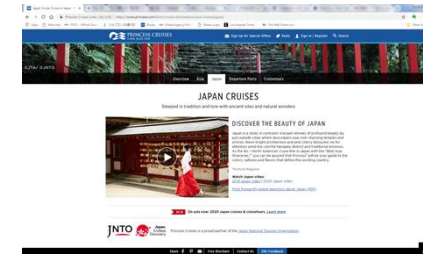
Efforts to expand cruises from the U.S.

① Exhibiting at "Seatrade Cruise Global 2018"



② Holding seminars in cooperation with cruise ship companies

e.g. Seabourn, Princess Cruises, Holland America Line, etc.

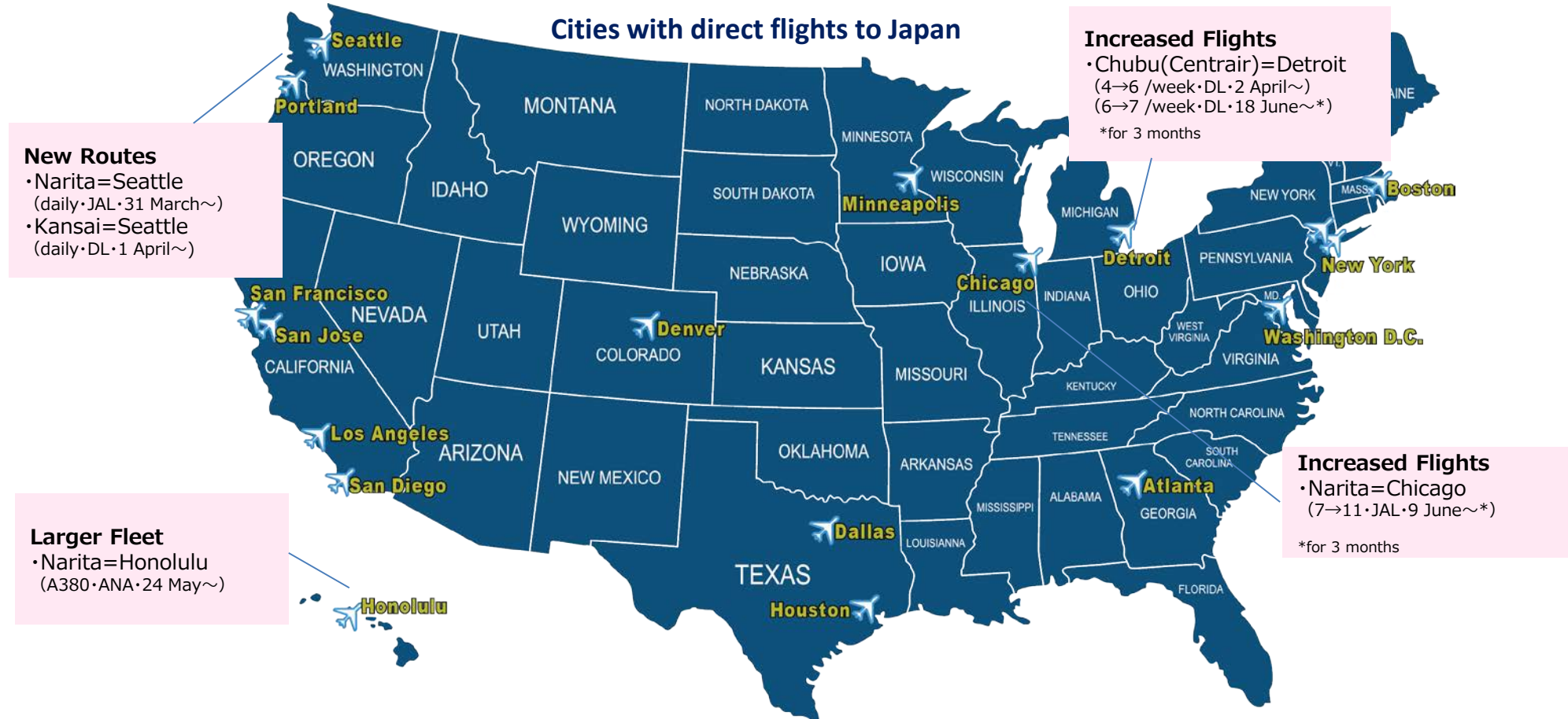


③ Familiarization trips for cruise ship companies



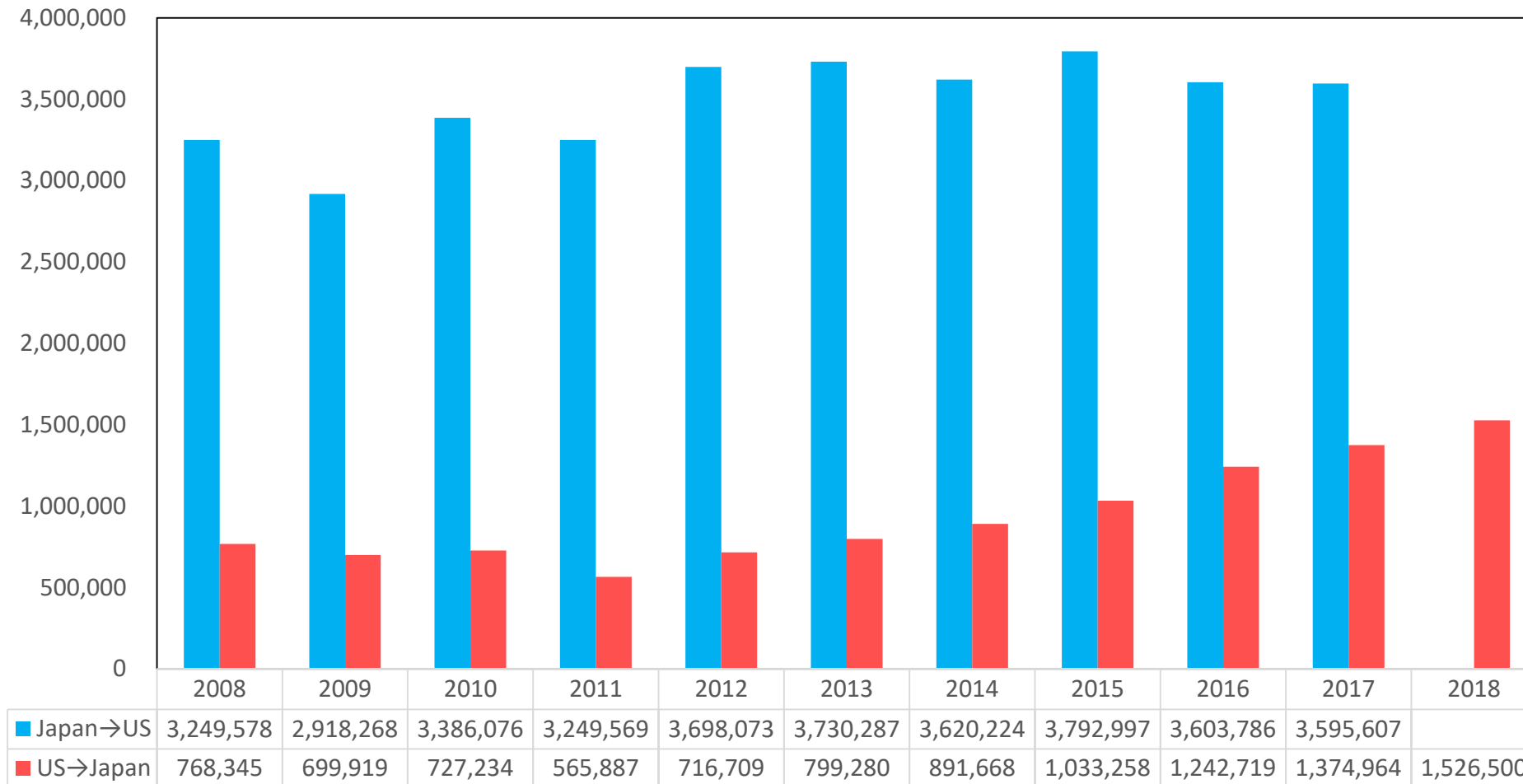
Flight Network between U.S. and Japan

- **Expanding flight networks can be the tailwind for mutual exchange**
- **521 flights per week** (from the beginning of Winter 2018 schedule)
- **Establishment of new routes, increased flights, and expansion of equipment are scheduled**
- **Slots for int'l flights to Haneda will be increased in 2020: another great opportunity**



Tourism Exchange between Japan and the U.S.

- The U.S. is **the top destination for Japanese travelers: firm progress at 3 million visitors**
- Number of U.S. travelers to Japan keeps growing since 2012: **1.5 million in 2018**
- **More U.S.-Japan mutual exchange expected** with expanding flight networks and mega sport events



Source : UNWTO (Japan→US), JNTO (US→Japan)

Thank you.

We hope to see you soon in Japan!

Japan National Tourism Organization (JNTO)