

White Paper on Tourism In Japan

The Tourism Situation in FY2016

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Part I Tourism Trends in 2016

Chapter 1 Global Tourism Trends

Section 1 Global Macroeconomic Conditions

The global economy in 2016 continued to recover moderately in the second half of the year. The reasons behind this are the effects of the Chinese government's economic policies and the economies of developed countries have turned to a slight increase from weakening. The economic situation in each region is as follows.

According to the IMF (International Monetary Fund), the real economic growth rate in the United States in 2008 and 2009 was negative for the second consecutive year. The real economic growth rate improved by 2.5% in 2010, after that it has been in the range of plus 1.6% to 2.6%, and the economic recovery continues. Due to the influence of the strong dollar and the depreciation of crude oil, etc. since the latter half of 2014, weakening in a part of the corporate sector was seen in 2016, but these effects were almost canceled by the end of 2016. However, since the economic environment of the corporate sector was not very good, the real economic growth rate in 2016 was 1.6%, slowing down compared to the 2.6% growth rate of the previous year.

In the EU (European Union), the real economic growth rate has been positive since 2013, 0.3 % to 2.3 %, and the economy has continued to recover moderately. Although the European economy in 2016 was concerned about the impact of the uncertainty of the economic environment due to the UK's withdrawal from the EU, the steady recovery in private consumption is supporting a gradual economic recovery.

The real economic growth rate of the Chinese economy remained at the 7% level from 2012 to 2014, but since 2015 the real economic growth rate has slowed to the 6% level. In 2016, the Chinese economy is recovering through economic stimulus measures including an automobile tax reduction and infrastructure investment.

In the 5 major countries (Indonesia, Malaysia, the Philippines, Thailand and Viet Nam) of ASEAN (Association of Southeast Asian Nations), the real economic growth rate was between 4.6% and 6.9%. The Indonesian economy is on a gradual recovery trend due to strong domestic demand, supported by economic stimulus measures such as investment by government infrastructure, but the Malaysian economy has been slowing its growth due to the slowdown of natural resources and the slowdown of the Chinese economy, so, as a result, the growth rate of the 5 major ASEAN countries has been flat overall.

Among other emerging countries, the real economic growth rate in Latin American and Caribbean countries fell to -1.8% in 2009, but it recovered significantly to 6.1% for 2010. However, after that, the economies of these countries decelerated in recent years, falling to a growth rate of -0.6% in 2016.

In the Middle East and North African countries, the real economic growth rate fell to 1.5% in 2009, but after that the economy recovered. The real economic growth rate stayed between 4.6% and 5.2% until 2012, then slightly decreased to between 2.1% and 3.1% after 2013.

The economies in Sub-Saharan African countries have gradually declined since they showed a high growth rate of 7.0% in 2010, and were between 3.4 and 5.2% until 2015. The growth rate has slowed to 1.4% in 2016. (Fig. I-1)

Fig. I-1 Changes in the Real Economic Growth Rates of Major Countries and Regions

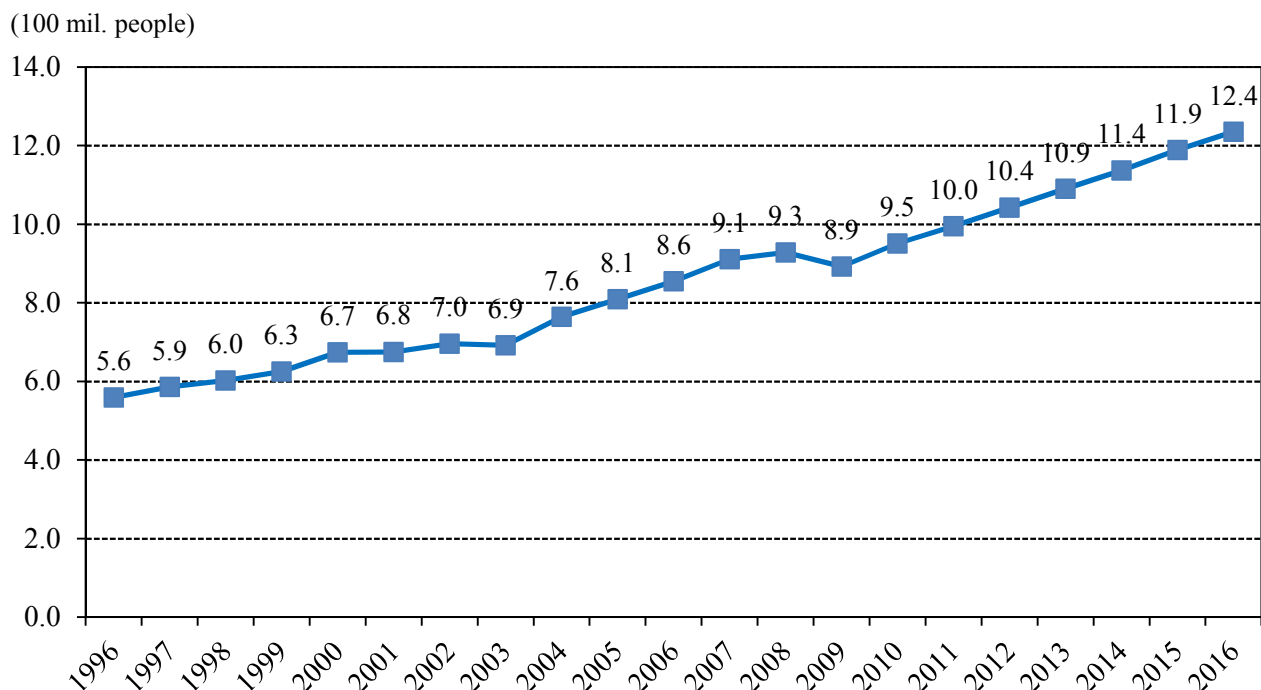
	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Japan	2.2	-1.0	-5.5	4.7	-0.5	1.7	1.4	0.0	0.5	0.5
United States	1.8	-0.3	-2.8	2.5	1.6	2.2	1.7	2.4	2.6	1.6
EU	3.3	0.6	-4.3	2.1	1.7	-0.4	0.3	1.6	2.3	1.9
China	14.2	9.6	9.2	10.6	9.5	7.9	7.8	7.3	6.9	6.6
ASEAN (5 countries)	6.2	5.4	2.4	6.9	4.7	6.2	5.1	4.6	4.8	4.8
Latin Americas and the Caribbean	5.9	4.0	-1.8	6.1	4.6	3.0	2.9	1.0	0.0	-0.6
Middle East and North Africa	5.6	4.8	1.5	5.2	4.6	5.1	2.2	2.6	2.1	3.2
Sub-Saharan Africa	7.1	5.9	3.9	7.0	5.0	4.3	5.2	5.1	3.4	1.4

Source: *World Economic Outlook Database*, October 2016 (IMF)

Section 2 The Global Tourism Situation in 2016

The UNWTO announced in January 2017 that the number of international tourist arrivals worldwide in 2016 had increased by 46 million to reach 1.24 billion, up 3.9% from the previous year. The figure decreased in 2009 due to the impact of the 2008 financial crisis, but it increased in each of the 7 subsequent years. (Fig. I-2)

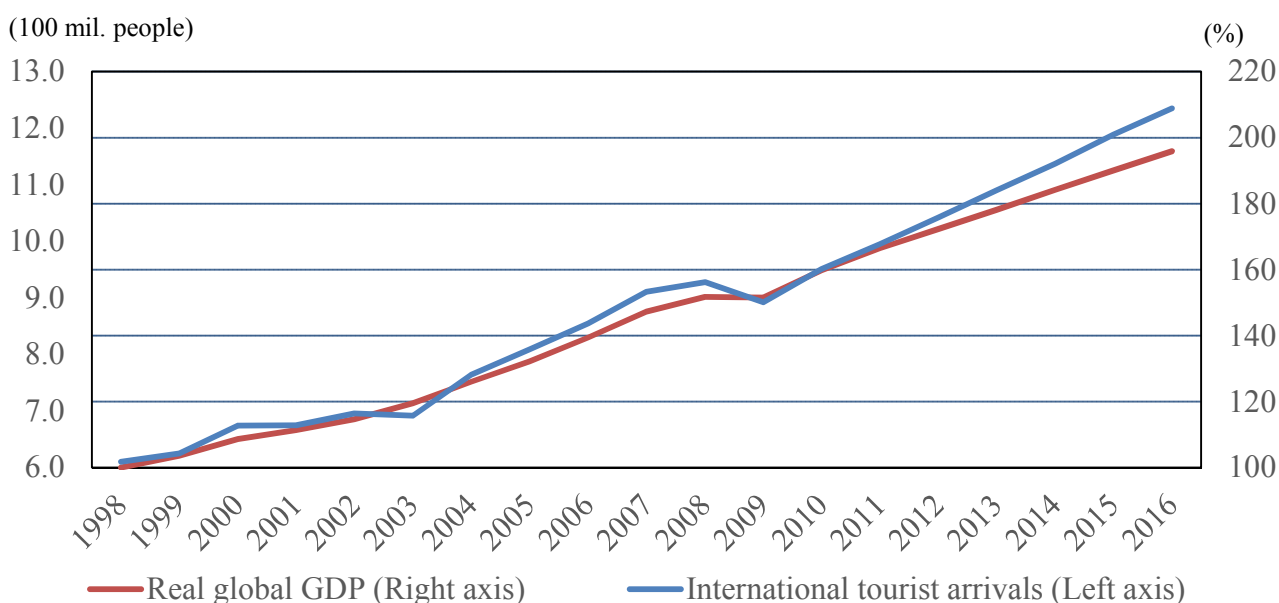
Fig. I-2 Changes in the Number of International Tourist Arrivals



Source: Reference from the UNWTO

While the number of international tourist arrivals is strongly correlated with real global GDP, the number of international tourist arrivals slightly exceeded it. (Fig. I-3)

Fig. I-3 Changes in the Number of International Tourist Arrivals and Real Global GDP



Source: References from the UNWTO and the IMF

Note: Real global GDP is expressed in index numbers by using the value in 1998 as 100.

An announcement made by the UNWTO in January 2017 indicated that the number of international tourist arrivals in Europe has been on the increase since 2011. It increased by 12.2 million to reach 619.7 million in 2016, up 2.0% from the previous year. In 2016, the number of international tourist arrivals in the Asia-Pacific region increased to 302.9 million, an increase by 23.6 million people or 8.4% over the previous year. In the same year, the number of international tourist arrivals visiting the Americas increased by 8.2 million, or 4.3%, from the previous year to reach 200.9 million. (Fig. I-4)

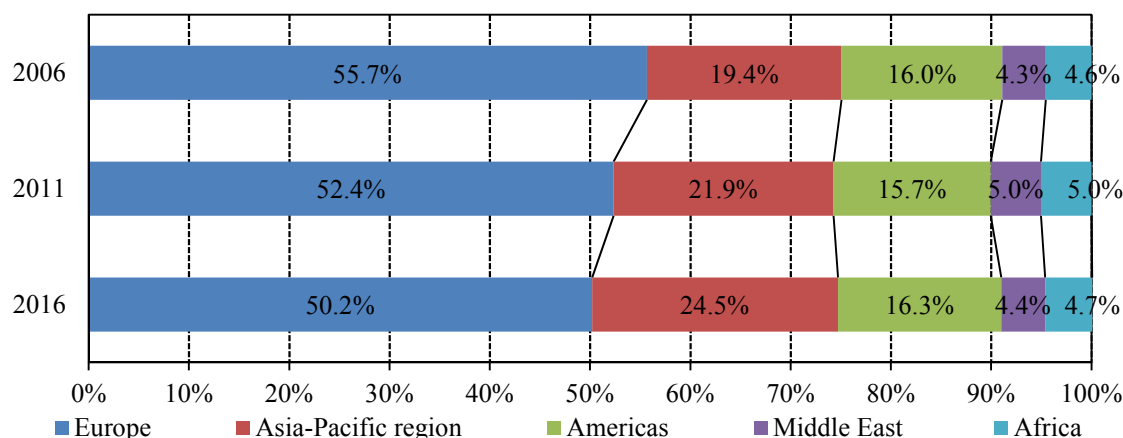
Fig. I-4 The Number of International Tourist Arrivals by Region (2016)

	The number of international tourist arrivals (million people)	YoY change (million people)	YoY change
Worldwide	1,235.0	46.0	3.9%
Europe	619.7	12.2	2.0%
Asia-Pacific region	302.9	23.6	8.4%
Americas	200.9	8.2	4.3%
Africa	58.2	4.4	8.1%
Middle East	53.6	-2.3	-4.1%

Source: Reference from the UNWTO

While the number of international tourist arrivals in Europe have always accounted for more than half of international tourist arrivals worldwide, Europe's share has decreased or remained unchanged in the past 10 years. In contrast, Asia-Pacific's share of international tourist arrivals increased remarkably from 19.4% in 2006 to 24.5% in 2016. The Americas' share of international tourist arrivals has been around 16% since 2006. The share of the Middle East and Africa has been around 5%. (Fig. I-5)

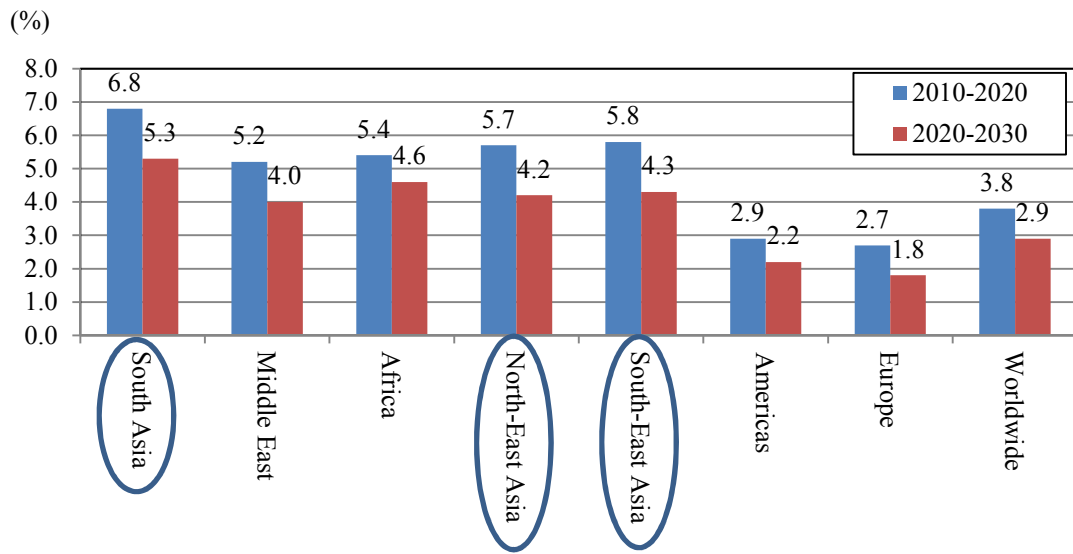
Fig. I-5 The Number of International Tourist Arrivals by Region of Origin (2006-2016)



Source: Reference from the UNWTO

The UNWTO says that the number of international tourist arrivals will continue to rise worldwide. As mentioned above, the number of international tourist arrivals in the Asia-Pacific region has been sharply increasing in recent years. It is expected that the higher growth in the number of international tourist arrivals will continue to be higher in South Asian, Northeast Asian and Southeast Asian countries than in Europe and the Americas. (Fig. I-6)

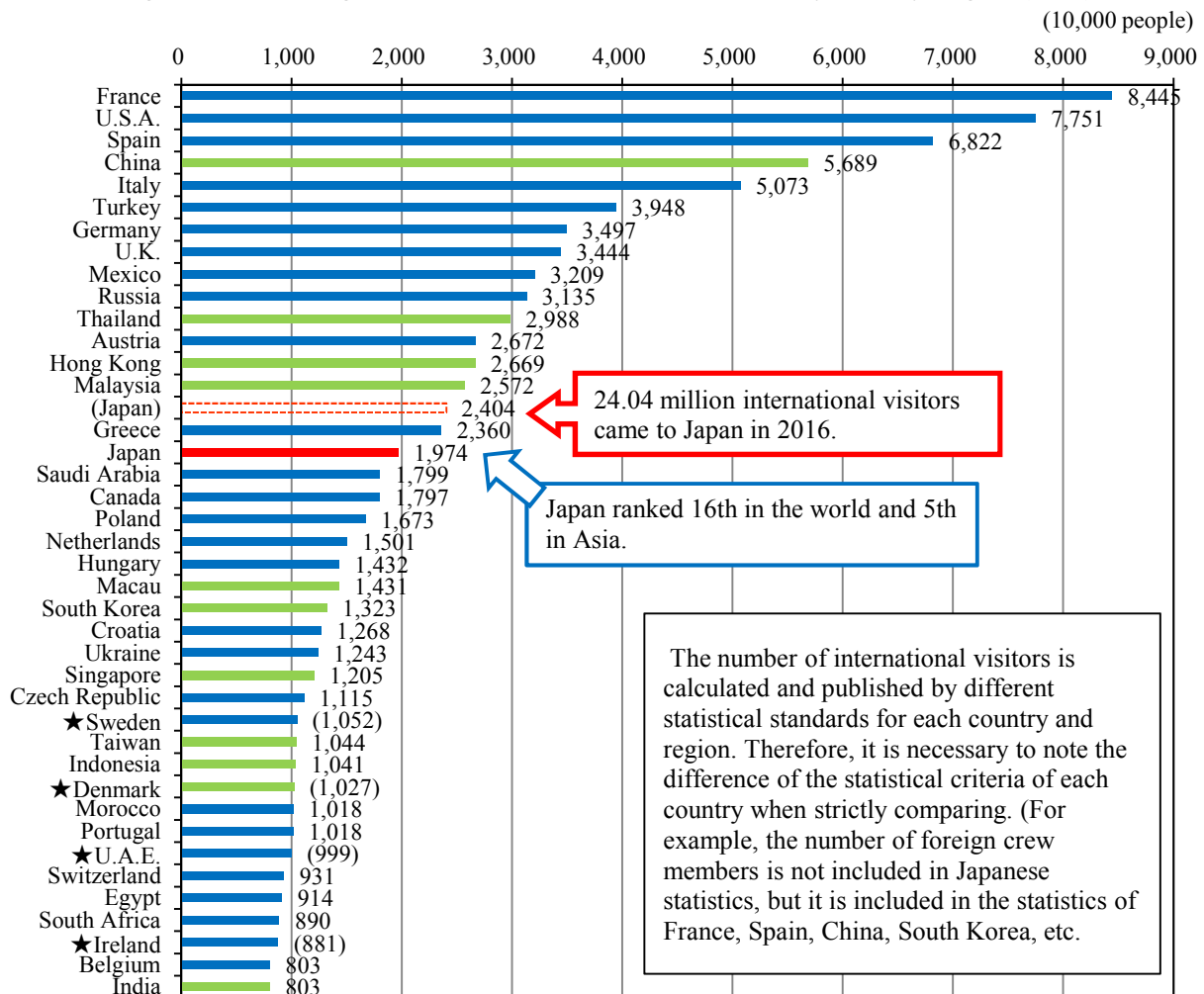
Fig. I-6 Projections of Average Annual Growth Rates of the number of International Tourist Arrivals



Source: Reference from the UNWTO

Statistical standards used for calculating the number of international visitors differ from country to country and from region to region. Thus, the differences in the statistical standards applied for calculation should be taken into account in comparing data on international visitors. In terms of the number of international visitors, France ranked 1st with 84.45 million arrivals in 2015 for the second consecutive year, followed by the United States (77.51 million) and Spain (68.22 million). The number of international visitors to Japan increased to 19.74 million (16th place, 5th in Asia) from 13.41 million (22nd place, 7th in Asia) in 2014, which rose both in number and ranking. The number of international visitors to Japan increased to 24.04 million in 2016, up 21.8% from the previous year. This number is the 15th greatest in the ranking of the number of international visitors by country in 2015. (Fig. I-7)

Fig. I-7 The Ranking of the Number of International Visitors by Country/Region (2015)



Source: JNTO (Japan National Tourism Organization) document based on the data of the UNWTO and national tourism offices

Notes:

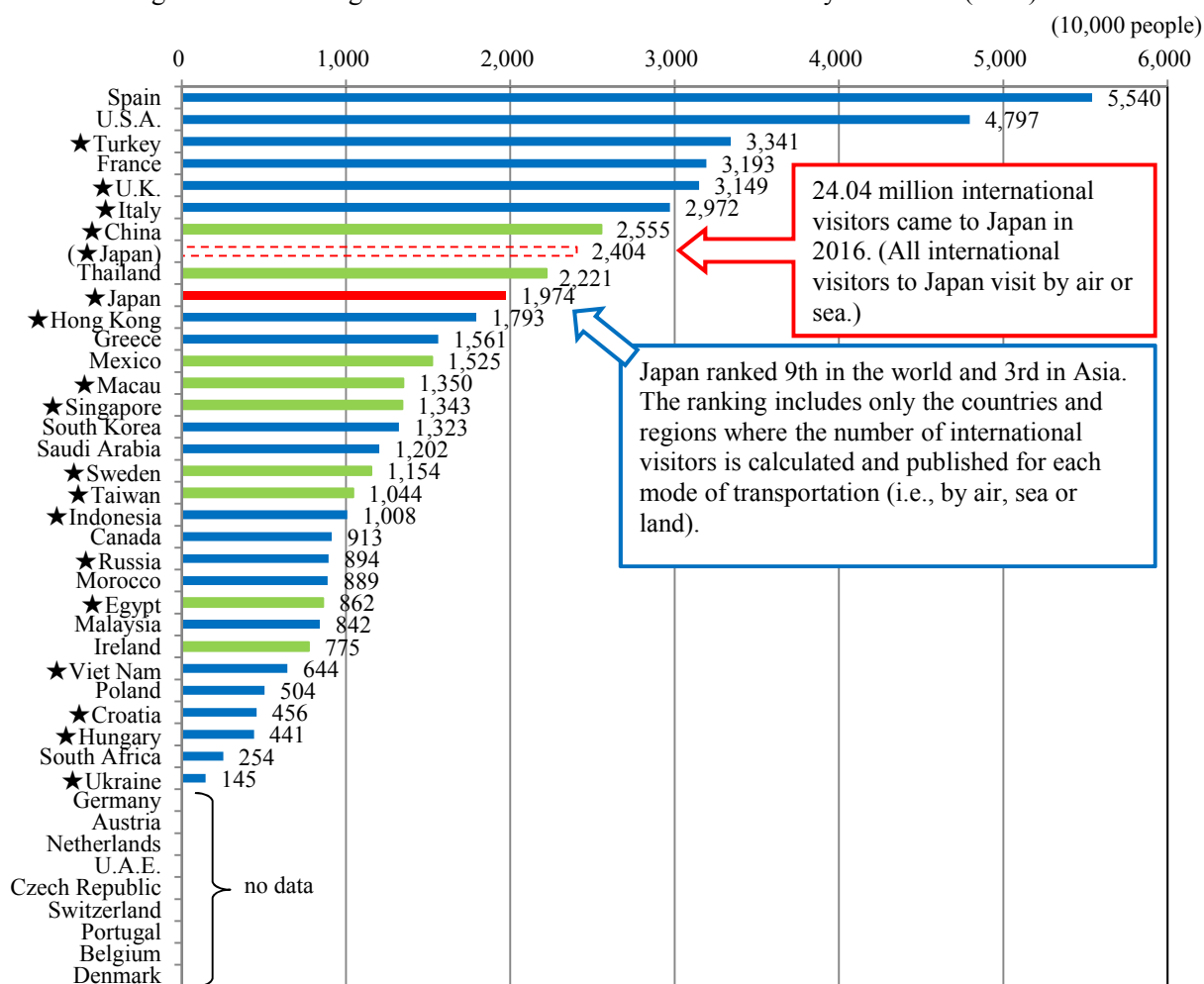
1. Numbers shown above are provisional values as of July 2016.
2. Sweden, Denmark and Ireland used figures in 2014 because the figures in 2015 are unknown. For the U.A.E., we used the figures for 2013. (marked with ★).
3. Except for South Korea, Japan, Taiwan and Viet Nam, the number of international visitors means the number of international visitors who stayed at least one night in the country/region they visited.
4. Rankings are subject to change depending on the timing of data collection, because data may be updated or modified from time to time.
5. Statistical standards used for calculating the number of international visitors differ from country to country and from region to region. Thus, the differences in the statistical standards applied for calculation should be taken into account in comparing data (For example, the number of foreign crew members is not included in Japanese statistics, but it is included in the statistics in France, Spain, China, South Korea, etc.).

Because Japan is an island country, visitors from overseas come to Japan only by air or sea. Other countries in Europe, for example, are accessible by land, and many visitors travel to these countries by rail or car. Thus, for the sake of comparison, Figure I-8 shows the number of international visitors by country for visitors traveling by air or sea.

In 2015, Spain ranked first with 55.4 million visitors from overseas, followed by the United States (47.97 million) and Turkey (33.41 million). Japan had 19.74 million international visitors (9th in the world and 3rd in Asia), ranking higher than in 2014, when the figure was 13.41 million (14th in the world and 6th in Asia).

In 2016, the number of international visitors who traveled to Japan by air or sea was 24.04 million. This number is the 8th greatest in the ranking of the number of international visitors by air or sea in 2015. Note that countries and regions for which the numbers of international visitors traveling by air or sea are not known are excluded from the ranking.

Fig. I-8 The Ranking of the Number of International Visitors by Air or Sea (2015)



Source: Reference from the UNWTO

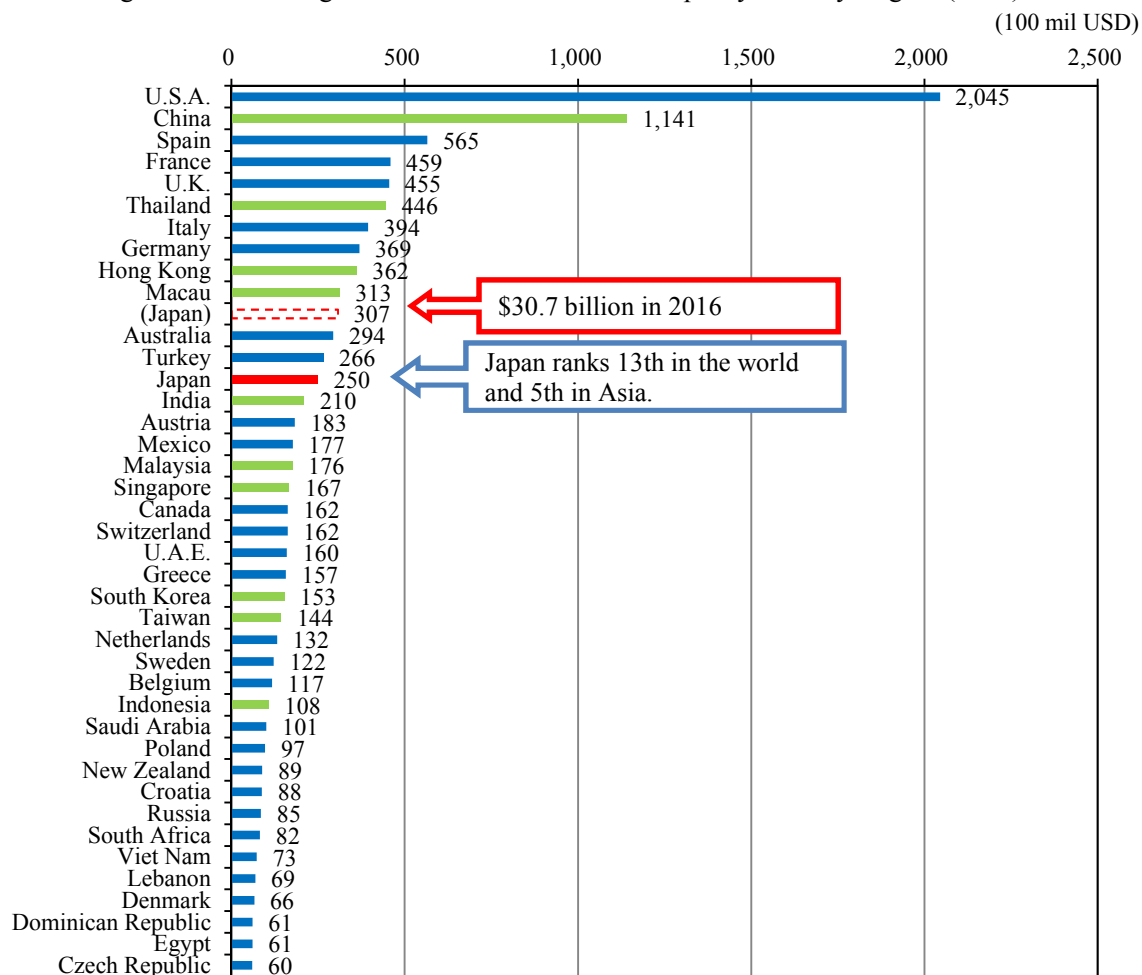
Notes:

1. International visitors are calculated and published according to different statistical criteria for each country and region, so careful comparison is required.
2. Numbers shown above are provisional values as of March 2017.
3. Except for the countries/regions marked with ★, the number of international visitors means the number of international visitors who had at least an overnight stay in the country/region they visited.
4. Green in the graph is a country/region belonging to Asia.
5. In Thailand and Sweden, figures for 2015 are unknown. Therefore, we used figures for 2013 for Thailand and 2014 for Sweden.
6. The numerical values adopted in the graph are the number of international visitors excluding land transportation (entry by car etc.) among the means of transportation of air, sea and land.
7. The number of international visitors by air or sea is unknown for Germany, Austria, the Netherlands, the U.A.E., Czech Republic, Switzerland, Portugal, Belgium and Denmark because data on the means of transportation used by international visitors are unavailable.
8. Rankings are subject to change depending on the timing of data collection, because data may be updated or modified from time to time.

In the ranking of international tourism receipts by country/region in 2015, 1st place was the United States at \$204.5 billion, 2nd place was China at \$114.1 billion, and 3rd place was Spain at \$56.5 billion. In 2014, China was 3rd at \$56.9 billion, but Spain greatly surpassed it, and the 2nd and 3rd positions were replaced. In addition, Thailand increased its position from 9th to 6th.

Japan's international tourism receipts increased to \$25.0 billion (13th in the world and 5th in Asia) in 2015 from \$18.9 billion (17th in the world and 8th in Asia) in 2014. Among Asian countries alone, China's international tourism receipts ranked 1st in 2014 for the second consecutive year. Japan's international tourism receipts in 2016 were \$30.7 billion. This amount is the 11th largest in the ranking of international tourism receipts in 2015. (Fig. I-9)

Fig. I-9 The Ranking of International Tourism Receipts by Country/Region (2015)



Source: JNTO document based on data from the UNWTO and the national tourism office from each country.

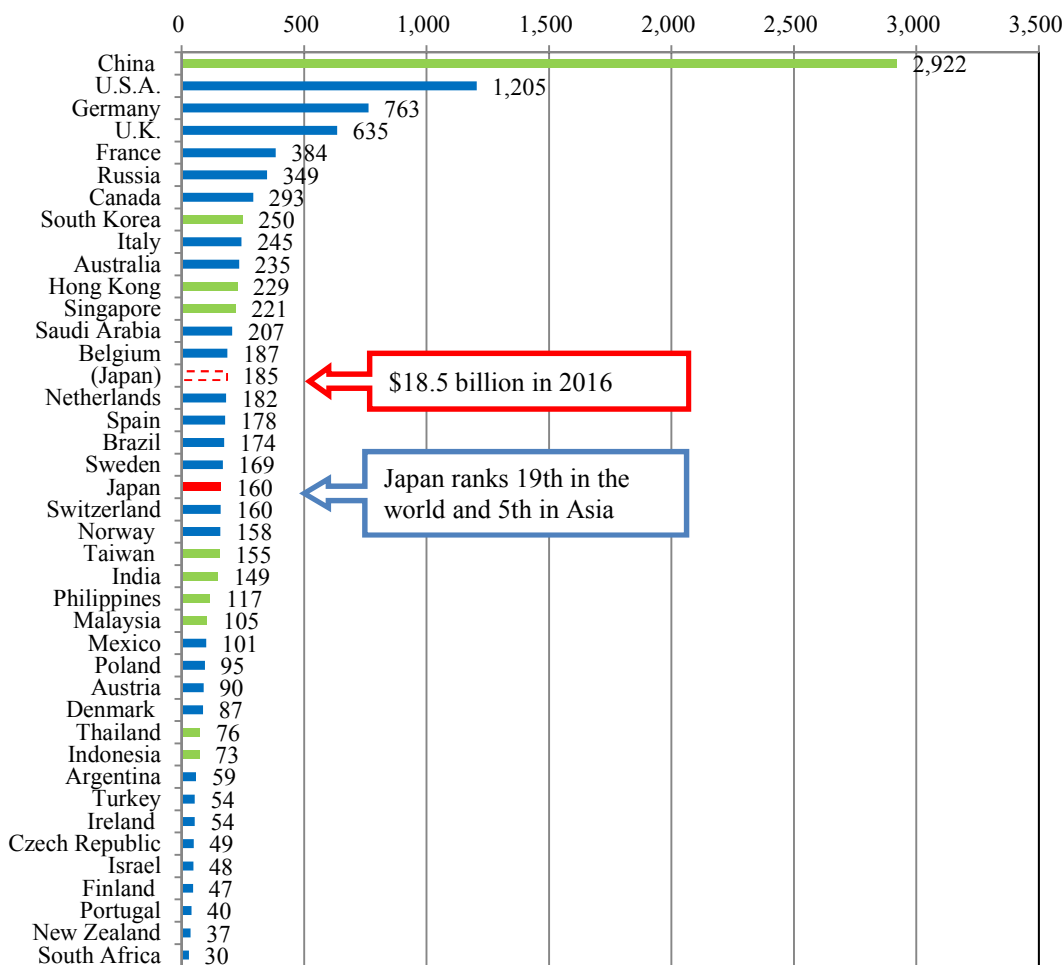
Notes:

1. Numbers shown above are provisional values as of May 2016.
2. International tourism receipts don't include international passenger fares.
3. Data on international tourism receipts may be updated or modified from time to time. Calculated values of international tourism receipts are affected by changes in the exchange rates of foreign currencies to the U.S. dollar. Thus, rankings are subject to change depending on the timing of data collection.

In the ranking of international tourism expenditures by country/region in 2015, China ranked 1st for the 2nd straight year, with \$292.2 billion. The United States ranked 2nd, with \$120.5 billion, and Germany ranked 3rd for the second year in a row, with \$76.3 billion.

The Japan was at \$16 billion (19th in the world and 5th in Asia), and decreased from \$19.3 billion in 2014 (17th in the world and 5th in Asia), both in terms of amount and rank. In 2016, Japan's international tourism expenditures were \$18.5 billion. This amount is the 15th largest in the ranking of international tourism expenditures in 2015. (Fig. I-10)

Fig. I-10 The Ranking of International Tourism Expenditures by Country/Region (2015)
(100 mil. USD)



Source: JNTO document based on data of the UNWTO and national tourism offices from each country.

Notes:

1. Numbers shown above are provisional values as of May 2016.
2. Because Poland's figures for 2015 are unknown, figures for 2014 were used.
3. International tourism expenditures don't include international passenger fares.
4. Data on international tourism expenditures may be updated or modified from time to time. Calculated values of international tourism expenditures are affected by changes in the exchange rates of foreign currencies to the U.S. dollar. Thus, rankings are subject to change depending on the timing of data collection.

Chapter 2 Tourism Trends in Japan

According to “The Japanese Economy 2016-2017,” released by the Cabinet Office in January 2017, while the employment and acquisition environments continue to improve, the Japanese economy continues its moderate recovery trend, focused on production, reflecting improvements in business conditions. Also, while personal consumption saw a downward trend due to temporary factors such as the Kumamoto earthquake in 2016 (hereinafter referred to as the Kumamoto earthquake) and the higher than usual number of typhoons making landfall in the summer, there has been some improvement seen since the fall of 2016.

In March 2016, we began to move toward a new goal, which was discussed at the “Meeting of the Council for a Tourism Vision to Support the Future of Japan” In May, the G7 summit was held in Ise-shima, attracting attention from the world and increasing recognition. After the summit, the President of the United States of America, Barack Obama, visited Hiroshima. It was the first time that an incumbent president of the United States visited a place where an atomic bomb was dropped.

The transportation infrastructure in 2016 expanded in March, with the opening of the Hokkaido Shinkansen, connecting Tokyo and Hakodate in the shortest time of 4 hours and 2 minutes. In April, the country's largest highway bus terminal, “Shinjuku Expressway Bus Terminal,” opened. In terms of airports, Kansai International Airport expanded with the terminal 2 building exclusively for LCCs. In January 2017, terminal 2 (international) opened, and the development of an environment for using highway buses and LCCs moved forward.

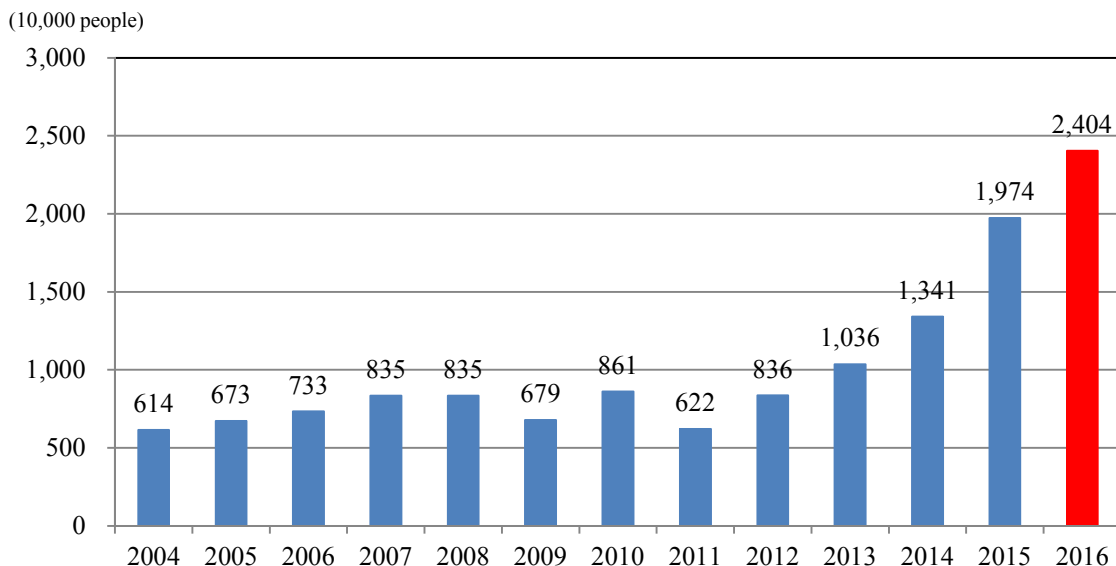
On the other hand, the Kumamoto earthquake occurred in April, and there was major damage to tourist facilities such as Kumamoto Castle and accommodation facilities. In August, 4 typhoons made landfall in Hokkaido and the Tohoku region, and then 2 typhoons made landfall in September, causing significant damage to the Kyushu and Shikoku regions. It was a year that many natural disasters occurred.

Section 1 Travel to Japan

1 Travel to Japan

The number of international visitors to Japan in 2016 was 24.04 million, exceeding the record of 19.74 million set in 2015, an increase of 21.8% from the previous year. It was the fourth consecutive record-setting year. (Fig. I-11)

Fig. I-11 Changes in the Number of International Visitors to Japan



Source: Reference from the JNTO

Under this situation, out of the major 20 markets, except for Russia, 19 markets recorded the highest ever in years.

The number of international visitors to Japan from Asia reached 22.8% over the previous year with 20.1 million people, and the percentage of international visitors to Japan 83.6%.

Along with the growing demand for personal travel and cruises, coupled with the expansion of airline routes, the number of international visitors to Japan from China was 6.373 million people, reaching over 6 million people for the first time.

Due to the impact of the Kumamoto earthquake, which occurred in April, the number of international visitors from South Korea in May decreased from the same period a year ago but after that, the number of international visitors to Japan from South Korea was 5.09 million people and exceeded 5 million people for the first time.

In Taiwan, with the expansion of the LCC and other air routes, the demand for visiting Japan for personal travel has been on track, and the number of Taiwanese visitors to Japan was 4.168 million people exceeding 4 million people for the first time.

The number of international visitors to Japan from Hong Kong was 1.839 million people for the year due to the expansion of air routes.

Of the total number of international visitors 2.51 million people were from the 6 major countries in ASEAN (Association of Southeast Asian Nations), namely Thailand, Singapore, Malaysia, Indonesia, Philippines, Viet Nam.

The number of international visitors to Japan from Europe was 1.422 million people and 729,000 people of them from the 3 major countries (United Kingdom, France, Germany).

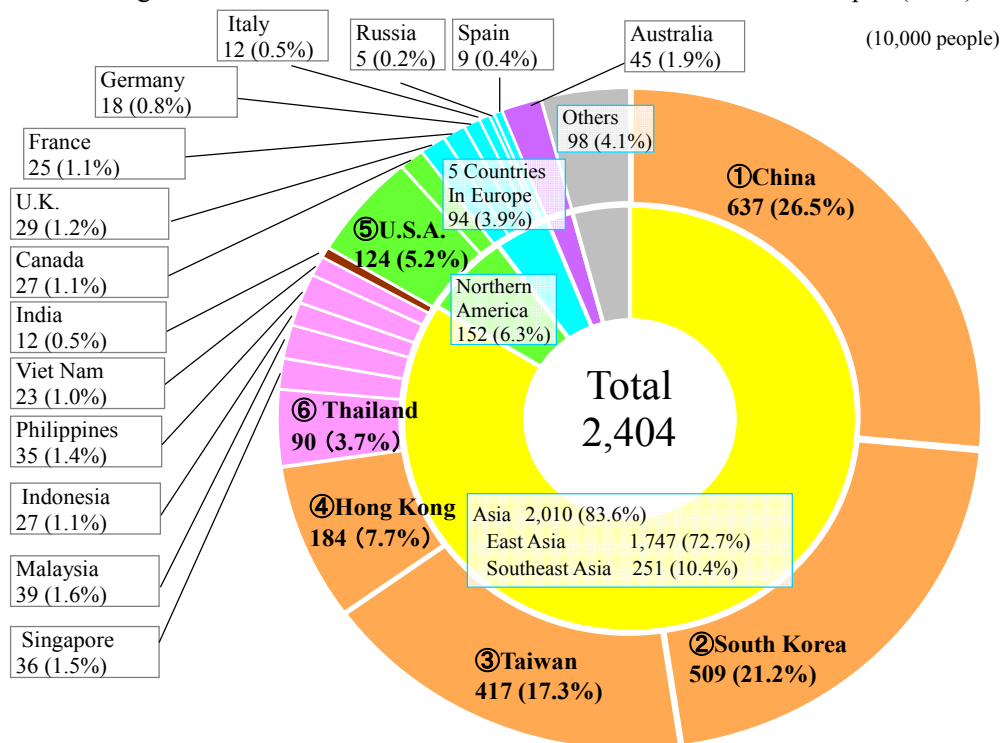
On the other hand, for Russia, overseas travel demand was sluggish due to the decline in the country's currency due to economic sanctions and the stagnation of its own economy, and the number of international visitors to Japan from Russia was at almost the same level as the previous year at 55,000 people.

The number of international visitors to Japan from North America was 1.516 million people, and 1.243 million people of them were from the United States.

The number of international visitors to Japan from Australia was 445,000 people and exceeded 400,000 people for the first time.

In other areas, 78,000 people visited from South America and 34,000 people from Africa. (Fig. I-12)

Fig. I-12 Breakdown of the Number of International Visitors to Japan (2016)



Source: Reference from JNTO

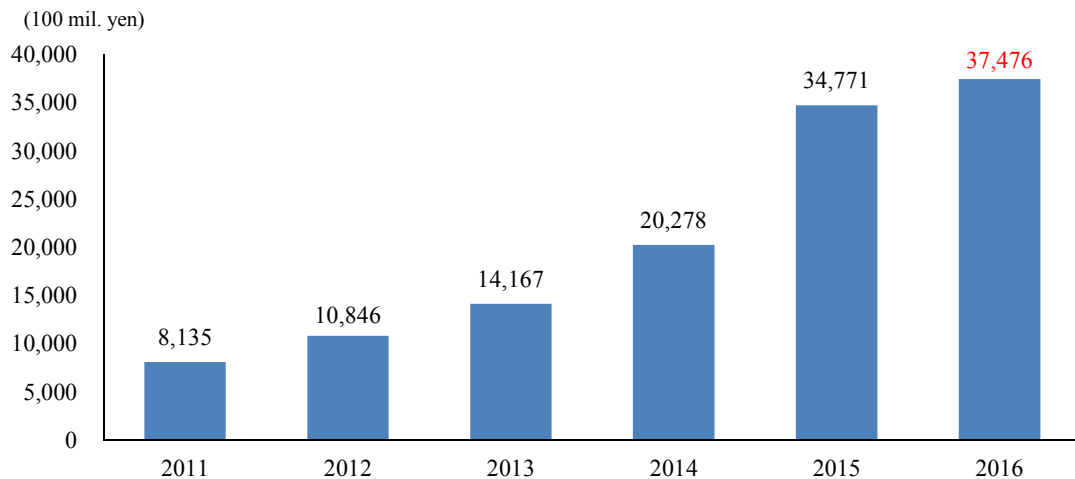
Notes:

1. Values in parentheses indicate share as a percent of all international visitors to Japan.
2. "Others" is Asian, European or other countries/regions not otherwise shown in the pie chart.

The reason why the number of international visitors to Japan has increased steadily is that tourism is regarded as the pillar of Japan's economic growth strategy, and one of the main components of the regional revitalization. Other reasons include the implementation of bold initiatives that have never been done before, such as visa relaxation, consumption tax exemption for international visitors, improving the acceptance environment through multilingual notation and enhancing the CIQ system, all brought about through promotions resulting from cooperation between the Japan National Tourism Organization (JNTO) and other tourism officials.

The amount of consumption in Japan by international visitors rapidly expanded from 2012 and rose 7.8% from the previous year to 3.7476 trillion yen in 2016. (Fig. I-13)

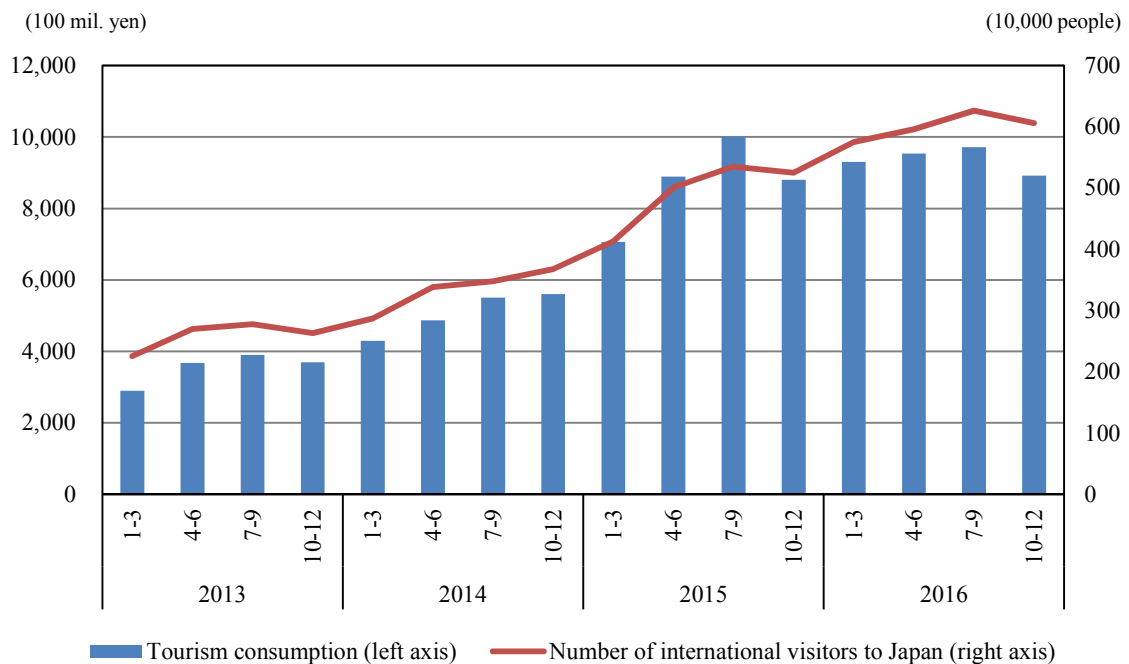
Fig. I-13 Changes in Tourism Consumption by International Visitors



Source: Consumption Trend Survey for Foreigners Visiting Japan (JTA)

Looking at the amount of consumption in Japan by international visitors in 2016 by quarter, except for the July-September quarter, the figures increased compared with the previous year. (Fig. I-14)

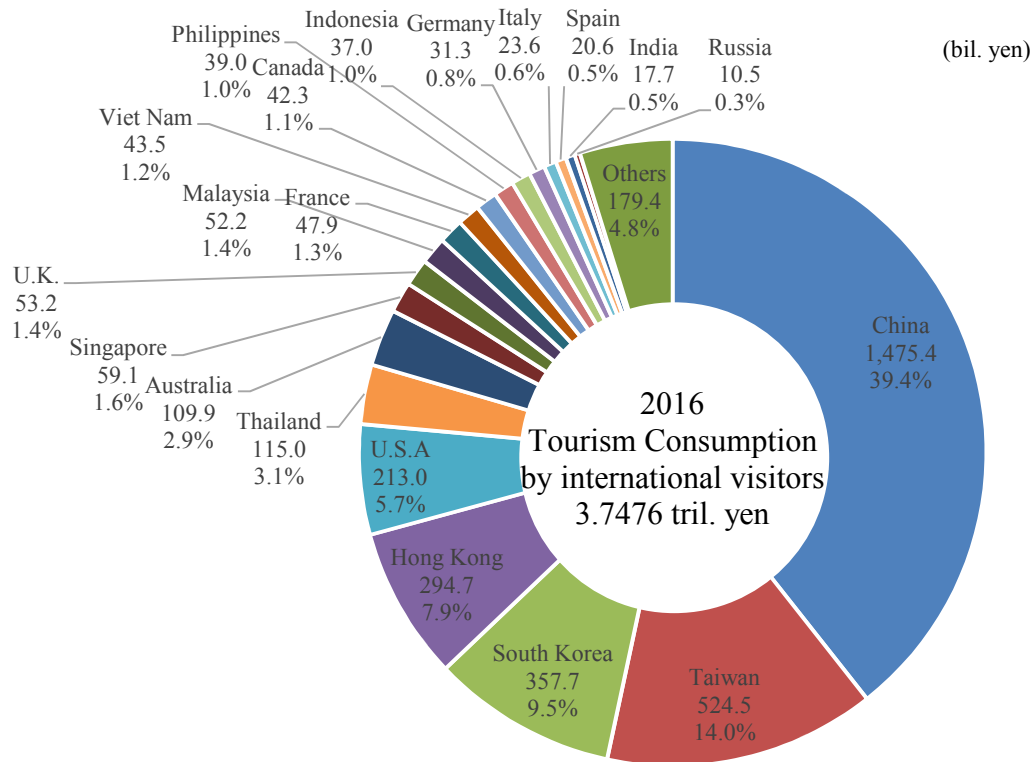
Fig. I-14 Quarterly Changes in Tourism Consumption by International Visitors



Sources: Reference from JNTO (the number of international visitors to Japan); Consumption Trend Survey for Foreigners Visiting Japan (JTA) (tourism consumption)

When the amount of consumption in Japan by international visitors in Japan was analyzed by country and region, China ranked first at 1.4754 trillion yen, and accounted for 39.4% of total amount in 2016. Next was Taiwan at 524.5 billion yen (14.0%), South Korea at 357.7 billion yen (9.5%), Hong Kong at 294.7 billion yen (7.9%), United States 213 billion yen (5.7%), and these top 5 countries accounted for 76.5% of the total. (Fig. I-15)

Fig. I-15 Tourism Consumption by International Visitors Broken Down by Country/Region

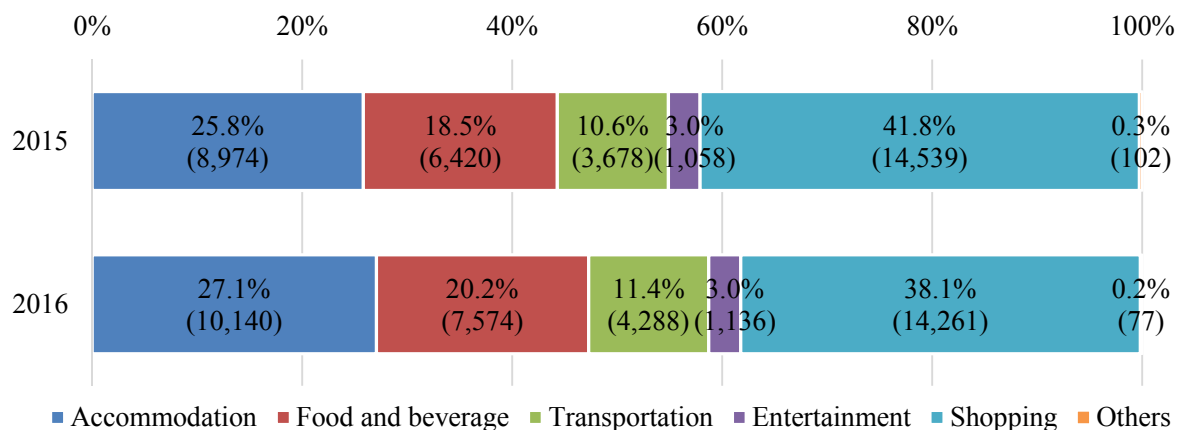


Source: Consumption Trend Survey for Foreigners Visiting Japan (JTA)

The expense item “shopping” accounted for a greater share of all expense items for international visitors in 2016 (38.1%) than it did in 2015 (41.8%) .

On the other hand, the rate of accommodation, food and beverage, and transportation expenses increased in comparison. (Fig. I-16)

Fig. I-16 Tourism Consumption by International Visitors by Expense Item



Source: Consumption Trend Survey for Foreigners Visiting Japan (JTA)

Note: Figures indicate the amount of spending by expense item (100 mil. yen).

When tourism consumption by international visitors is analyzed in terms of their countries/regions of origin and expense items, Chinese visitors' spending rate was especially high at about 783.2 billion yen. Then visitors from Taiwan and Hong Kong followed, with each group of visitors spending over 100 billion yen. (Fig. I-17)

Fig. I-17 Tourism Consumption by International Visitors by Country/Region and Expense Item (2016)

Country/Region	Tourism consumption by international visitors (100 million yen)							
	Total amount	YoY change	Accommodation	Food and Beverage	Transportation	Entertainment	Shopping	Others
Total	37,476	+7.8%	10,140	7,574	4,288	1,136	14,261	77
South Korea	3,577	+18.9%	1,124	908	382	155	996	12
Taiwan	5,245	+0.7%	1,402	1,109	589	172	1,964	9
Hong Kong	2,947	+12.2%	763	636	319	81	1,147	1
China	14,754	+4.1%	2,812	2,482	1,269	320	7,832	39
Thailand	1,150	-4.2%	311	233	149	43	409	4
Singapore	591	+2.1%	212	126	90	12	146	5
Malaysia	522	+13.6%	162	109	78	14	158	0
Indonesia	370	+22.7%	128	61	74	14	94	0
Philippines	390	+14.9%	115	92	47	17	119	0
Viet Nam	435	+20.5%	115	127	46	10	138	0
India	177	+16.1%	75	34	24	3	41	0
U.K.	532	-2.4%	234	121	88	19	70	0
Germany	313	+12.7%	145	68	54	9	37	0
France	479	+6.8%	191	103	88	20	77	0
Italy	236	+13.2%	94	54	46	11	31	0
Spain	206	+17.3%	85	45	41	6	29	0
Russia	105	+5.5%	34	17	12	4	36	2
U.S.A.	2,130	+17.4%	879	511	346	67	324	2
Canada	423	+7.2%	151	99	78	14	80	1
Australia	1,099	+26.3%	444	228	179	80	167	1
Others	1,794	+17.5%	663	410	290	64	366	0

Source: Consumption Trend Survey for Foreigners Visiting Japan (JTA)

According to the category of travel expenditure per person for international visitors to Japan in 2016, the amount spent on shopping was the highest at 59,323 yen, followed by accommodation (42,182 yen), and food and beverage expenses (31,508 yen).

According to country and region, the countries with the highest spending rates were Australia, Spain, the United Kingdom, Germany, Italy and other Western countries. In the shopping section, however, China reached 122,895 yen and continued to be the highest as in the previous year. (Fig. I-18)

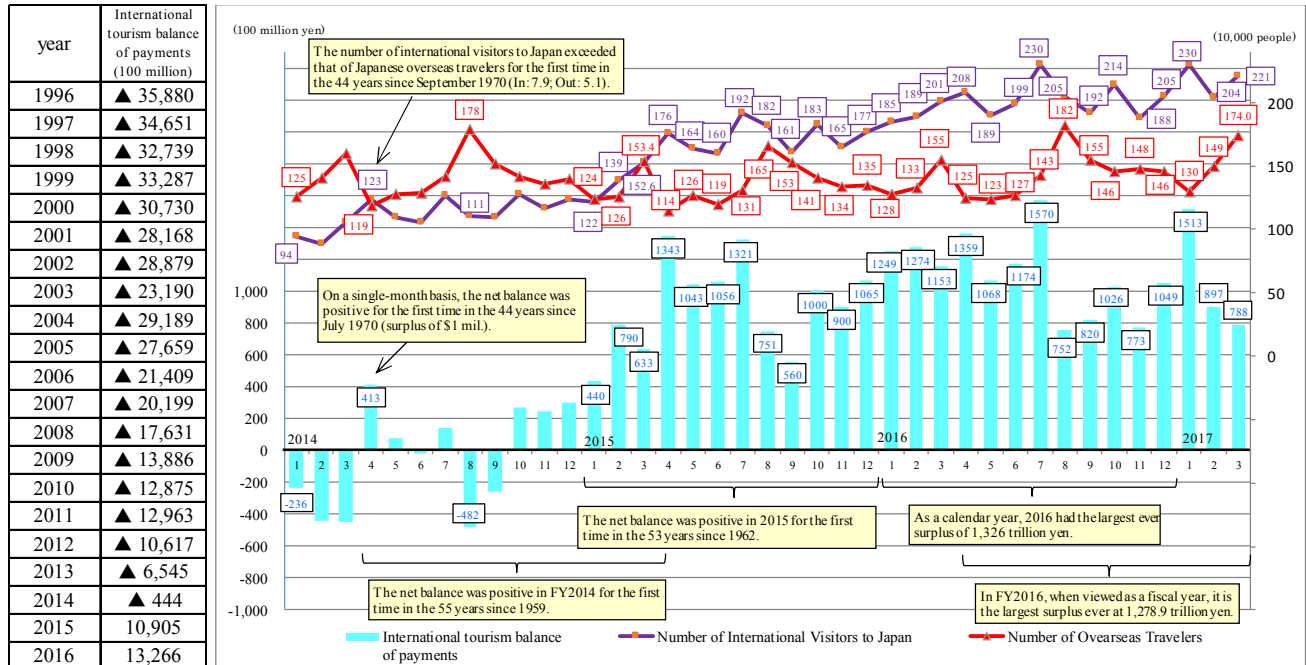
Fig. I-18 Tourism Consumption by International Visitors Per Person by Country/Region (2016)

Country/Region	Tourism consumption by international visitors per person (yen/person)							
	Total amount	YoY change	Accommodation	Food and Beverage	Transportation	Entertainment	Shopping	Others
Total	155,896	-11.5%	42,182	31,508	17,838	4,725	59,323	320
South Korea	70,281	-6.5%	22,090	17,847	7,505	3,042	19,562	234
Taiwan	125,854	-11.1%	33,634	26,611	14,126	4,137	47,122	224
Hong Kong	160,230	-7.0%	41,501	34,570	17,328	4,412	62,389	29
China	231,504	-18.4%	44,126	38,943	19,917	5,014	122,895	609
Thailand	127,583	-15.3%	34,532	25,858	16,529	4,821	45,414	430
Singapore	163,210	-12.9%	58,462	34,903	24,891	3,242	40,428	1,285
Malaysia	132,353	-12.0%	41,047	27,753	19,799	3,671	40,023	60
Indonesia	136,619	-7.2%	47,117	22,586	27,171	5,051	34,665	28
Philippines	112,228	-11.3%	33,192	26,505	13,419	4,959	34,093	59
Viet Nam	186,138	-4.5%	49,314	54,182	19,556	4,125	58,883	77
India	144,275	-2.7%	61,354	27,379	19,713	2,784	32,971	74
U.K.	181,795	-13.7%	80,131	41,220	30,011	6,408	24,000	24
Germany	171,009	-0.0%	78,849	36,899	29,715	5,068	20,350	128
France	189,006	-9.7%	75,462	40,799	34,590	7,830	30,299	26
Italy	198,000	-2.0%	78,597	45,299	38,900	9,315	25,596	293
Spain	224,072	-1.4%	92,211	49,103	44,168	6,482	32,052	57
Russia	190,874	+4.6%	61,845	31,004	21,812	7,258	64,889	4,067
U.S.A.	171,418	-2.4%	70,707	41,137	27,856	5,427	26,111	180
Canada	154,977	-9.2%	55,366	36,319	28,509	5,184	29,326	273
Australia	246,866	+6.7%	99,802	51,202	40,169	17,957	37,587	150
Others	183,083	+2.8%	67,698	41,889	29,633	6,505	37,333	24

Source: Consumption Trend Survey for Foreigners Visiting Japan (JTA)

Against the backdrop of this favorable situation of international tourism and tourism consumption in Japan, the balance of international payments for tourism has improved. In 2015, Japan had resulted in a total annual payments surplus (1.0902 trillion yen) for the first time as a calendar year in the 53 years since 1962. In 2016, the surplus in the travel balance increased further, reaching 1.3266 trillion yen. (Fig. I-19)

Fig. I-19 Changes in International Tourism Balance of Payments in Japan



Sources:

1. Balance of International Payments (Ministry of Finance)
2. Number of International Visitors to Japan (JNTO, Japan National Tourism Organization)
3. Statistical Survey on Legal Migrants (Ministry of Justice)

Notes:

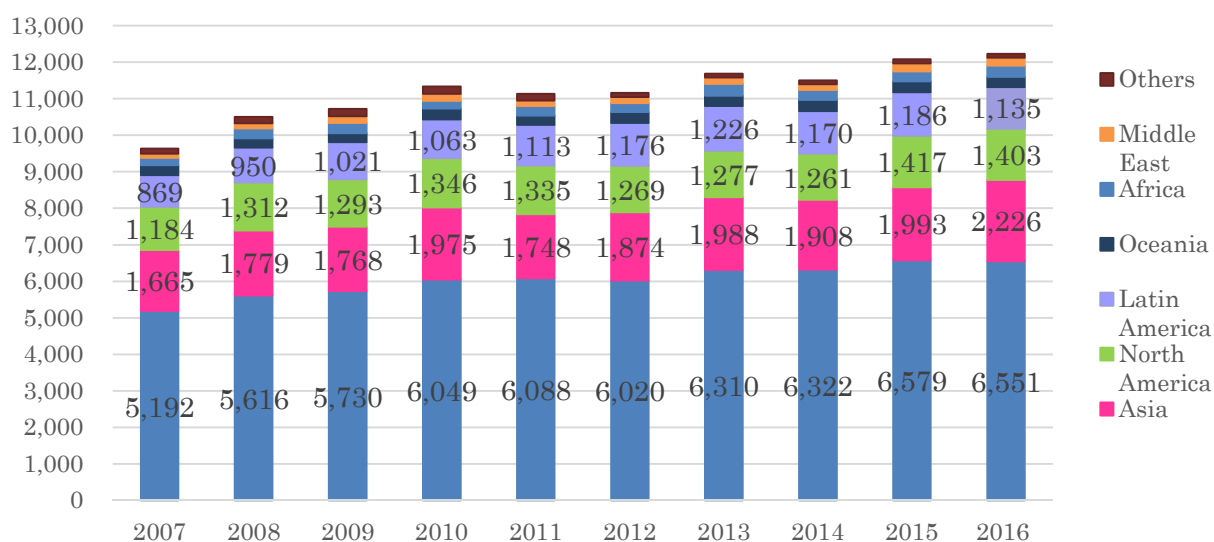
1. The figures for the international tourism balance of payments in Japan between January 2014 and December 2015 are final figures.
2. Each figure for each month is rounded off to the nearest whole number. Totals may not be exact to the last digit.

2 International Conferences and Exhibitions Held in Japan

(1) International conferences

According to statistics compiled by the ICCA (International Congress and Convention Association), an international association of organizations and companies specializing in businesses related to international meetings, the number of international conferences held worldwide is on the rise. About half of all international conferences held in 2015 were held in Europe, where many international institutions and academic societies are headquartered. However, the number of international conferences held in the Middle East and Asia is rapidly growing because of the high economic growth rate in these regions. (Fig. I-20)

Fig. I-20 Change in the Number of International Conferences Worldwide and by Region



Sources: ICCA (A Modern History of International Association Meetings 1963-2012) (May 2017), ICCA Statistics Report (2013, 2014, 2015, 2016) (May 2017)

Note: For the conferences organized as “others” in the report, the number of events held was less than 4 and region classification is impossible, so we do not classify the area.

ICCA statistics show that Japan hosted 410 international conferences in 2016, the seventh-most of any country in the world. (Fig. I-21)

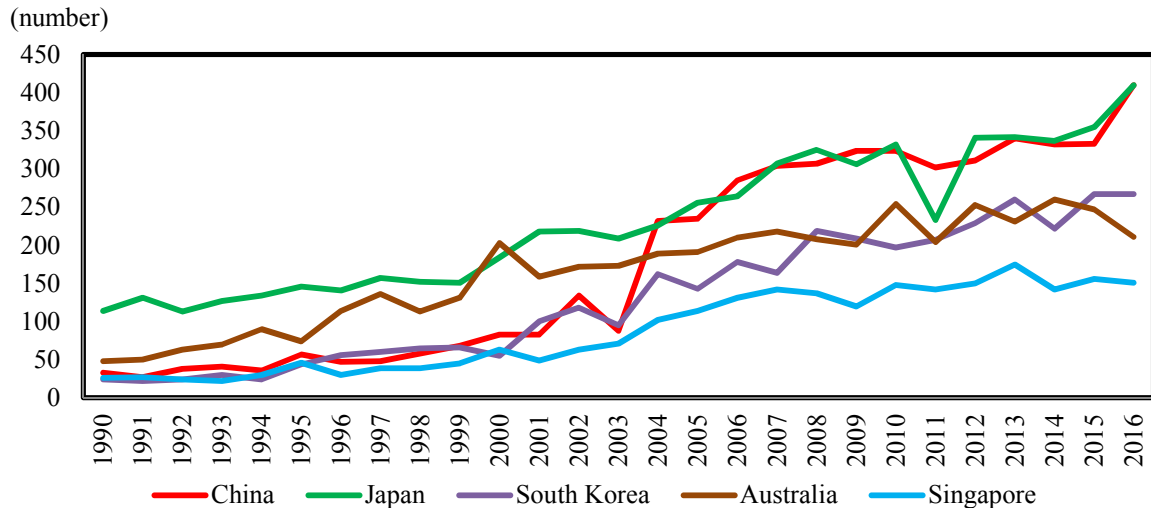
Fig I-21 Breakdown of the Number of International Conferences by Host Country (2016)

Rank	Country	Number
1	U.S.A.	934
2	Germany	689
3	U.K.	582
4	France	545
5	Spain	533
6	Italy	468
7	Japan	410
7	China	410
9	Netherlands	368
10	Canada	287
10	Portugal	287
12	Austria	268
13	South Korea	267
14	Sweden	260
15	Brazil	244

Source: ICCA Statistics Report (2016) (May, 2017)

Looking at the number of international conferences held in Asia and the Pacific region by country, in recent years the number of events held in the five major countries including Japan (Japan, China, South Korea, Singapore and Australia) has been increasing. In 2016, however, the number of events held in Korea, Australia and Singapore declined while Japan and China have increased the number of events held. (Fig. I-22) As a result, Japan's share of the total number of hosted events held by the five major countries in the region, that had been on a downward trend, was 28.3%, which was the top for five consecutive years, but the rise in the number held in China (28.3% at the same rate) means competition is getting stronger. (Fig. I-23)

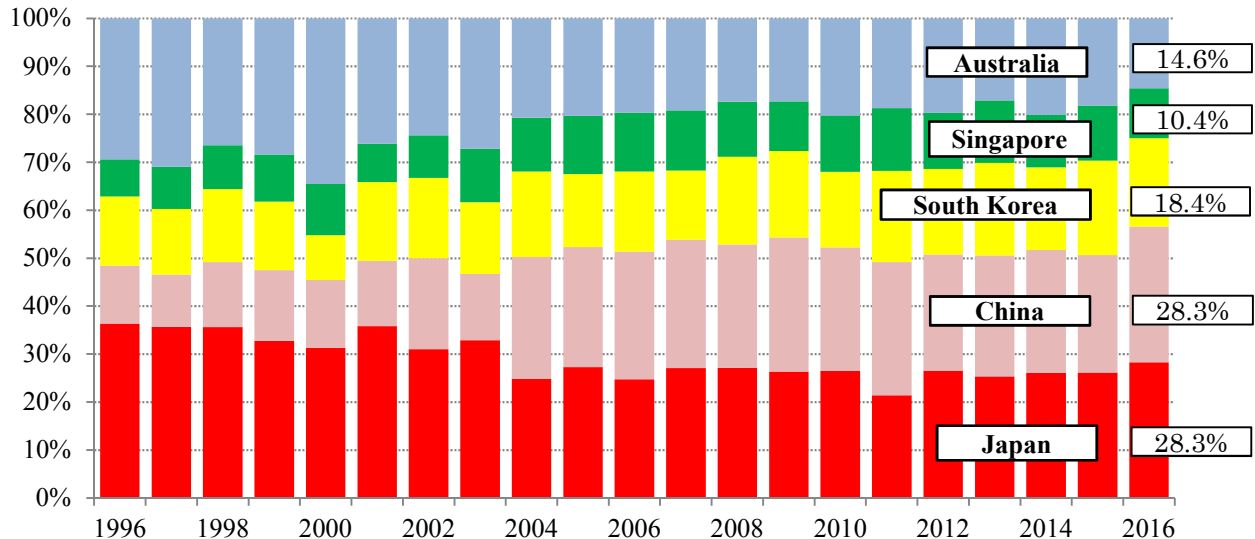
Fig. I-22 Number of International Conferences in the Major Countries of the Asia and Pacific Region (1990-2016)



Sources: ICCA (A Modern History of International Association Meetings 1963-2012) (May 2017), ICCA Statistics Report (2013, 2014, 2015, 2016) (May 2017)

Note: Data on the number of international conferences held in 2016 will be announced in June 2017.

Fig. I-23 Changes in Japan's Share of International Conferences in the Asia and Pacific Region (1996-2016)

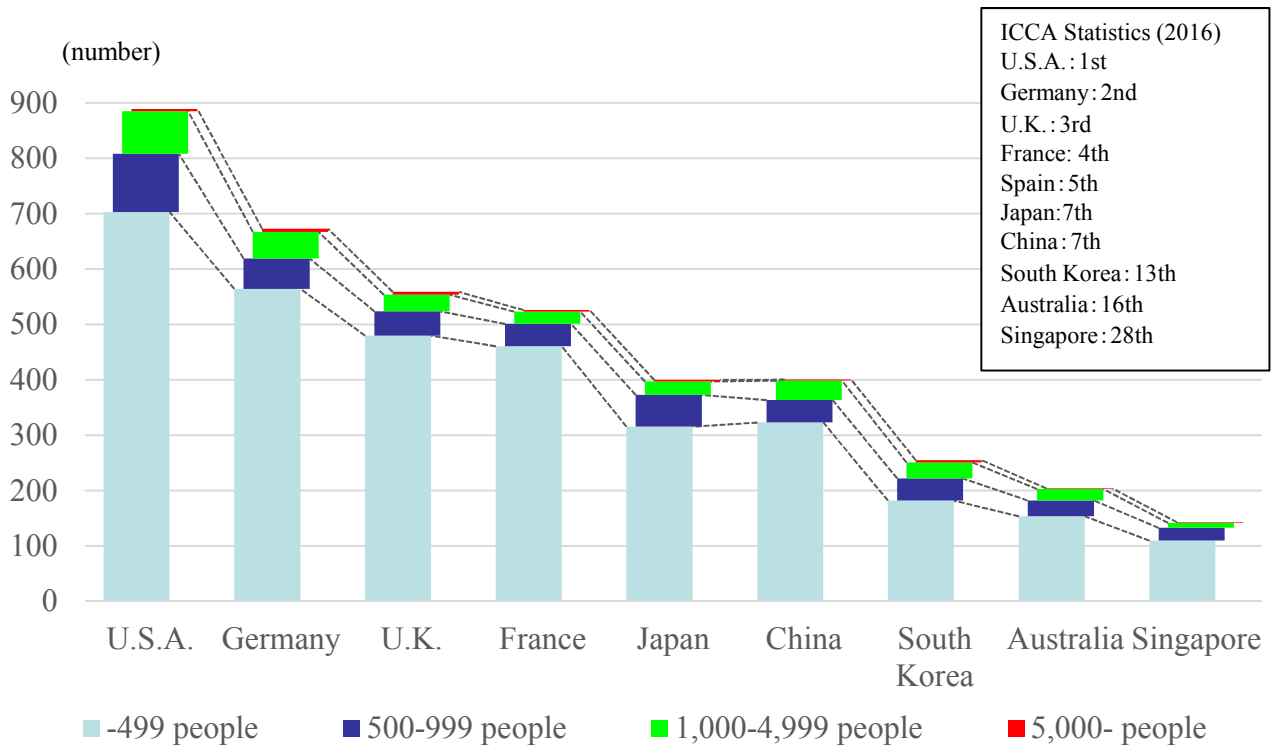


Source: ICCA (A Modern History of International Association Meetings 1963-2012) (May 2017), ICCA Statistics Report (2013, 2014, 2015, 2016) (May 2017)

Note: Data on the number of international conferences held in 2016 will be announced in June 2017.

In the “Japan Revitalization Strategy -Japan Is Back-,” approved by the Cabinet in 2013, Japan has set a goal of “establishing Japan’s position as an Asian top host nation of international conferences in 2030.” Japan needs to strengthen its ability to successfully attract international conferences in the face of increasing competition. When comparing Japan with the top major countries regarding the number of international conferences held in 2016, the number of conferences held with less than 499 people is low in Japan, but the number of conferences held with between 500 to 4,999 people has grown to about 1.7 times the number from 2015. In order to achieve our goal in the competitive Asian market, it is necessary to steadily attract small and medium-sized international conferences. In addition, although the number of large international conferences exceeding 1,000 people is not so large in the world as a whole, since the economic ripple effect is large, we must continue to attract them to Japan. (Fig. I-24)

Fig. I-24 Number of International Conferences in Major Western/Asian/Oceanian Countries According to the Number of Participants (2016)

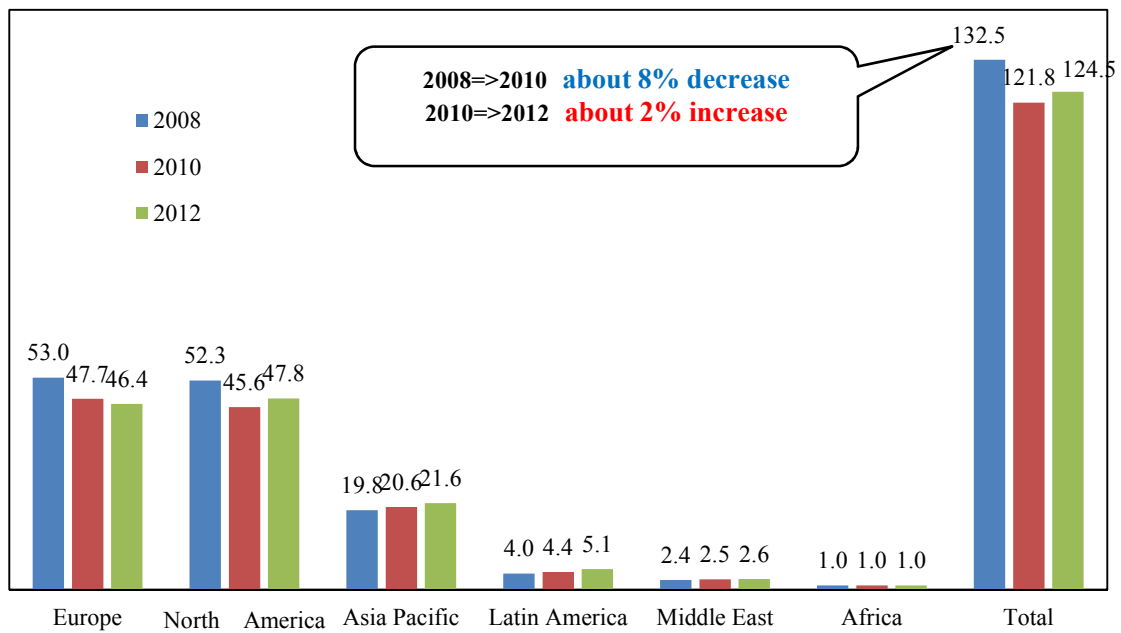


Source: ICCA Statistics (May 2017)

(2) International exhibitions

According to an estimate made by the Global Association of the Exhibition Industry (UFI), about 31,000 exhibitions around the world used exhibition spaces of 500 m² or larger in 2012, and the total space rented for these exhibitions was 124 million m². The space rented for such exhibitions decreased by 8% from 2008 to 2010 and increased by 2% from 2010 to 2012. From 2008 through 2012, the space rented for exhibitions decreased by 9% in Europe and increased by 9% in the Asia-Pacific region. (Fig. I-25)

Fig. I-25 Changes in Space (at least 500 m²) Rented for Exhibitions by Region (unit: 1 mil. m²)



Source: *Global Exhibition Industry Statistics* (UFI, 2014)

The UFI data shows that the total exhibition space of venues with exhibition space of 5,000 m² or larger in Japan was 340,000 m² in 2011, the 16th greatest in the world. (Fig. I-26) The fact that 3.2 million m² was rented for exhibitions in Japan in 2012 indicates that Japan is a major exhibition host. (Fig. I-27) This also suggests that exhibition spaces of various sizes, not only of large size, are fully utilized in Japan. Because the markets for exhibitions and trade shows in the Asia-Pacific region are strong, it is important for Japan to continue to make full use of exhibition spaces of various sizes in order to attract an increasing number of business people to exhibitions/trade shows in Japan.

Fig. I-26 Total Exhibition Space by Country (with exhibition space of 5,000 m² or larger) in 2011

Rank	Country	Space (m ²)	Share
1	U.S.A.	6,712,342	20.6%
2	China	4,755,102	14.6%
3	Germany	3,377,821	10.4%
4	Italy	2,227,304	6.8%
5	France	2,094,554	6.4%
6	Spain	1,548,057	4.8%
7	Netherlands	960,530	2.9%
8	Brazil	701,882	2.2%
9	U.K.	701,857	2.2%
10	Canada	684,175	2.1%
11	Russia	566,777	1.7%
12	Switzerland	500,570	1.5%
13	Belgium	448,265	1.4%
14	Turkey	433,904	1.3%
15	Mexico	431,761	1.3%
16	Japan	345,763	1.1%
17	Austria	287,475	0.9%
18	South Korea	280,190	0.9%
19	India	278,010	0.9%
20	Poland	268,068	0.8%
21	Australia	257,990	0.8%
22	Czech Republic	252,700	0.8%
23	Greece	223,400	0.7%
24	Sweden	217,060	0.7%
25	Denmark	216,070	0.7%
26	Singapore	203,600	0.6%
27	Thailand	200,174	0.6%
28	Iran	198,980	0.6%
29	South Africa	178,432	0.5%
30	U.A.E	177,000	0.5%
	Others	2,839,463	8.7%
	Total	32,569,276	100.0%

Source: *The 2011 World Map of Exhibition Venues* (UFI)

Fig. I-27 Spaces Rented for Exhibitions by Country in 2012

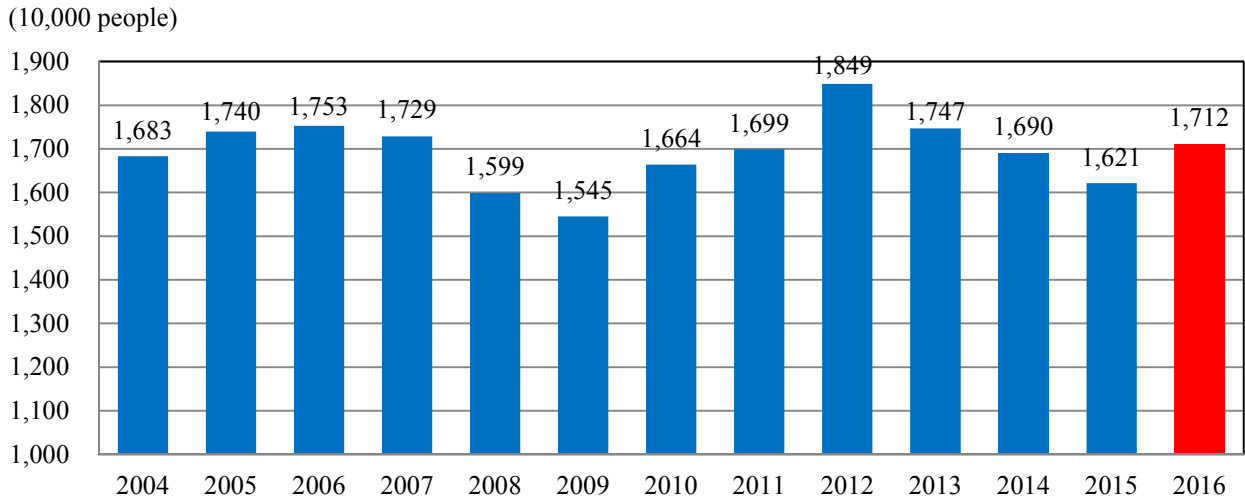
Country	Space (1 mil. m ²)
U.S.A.	41.1
China	13.7
Germany	8.7
Italy	5.9
France	5.7
Japan	3.2
Brazil	3.0
Russia	2.9
Spain	2.8
U.K.	2.8

Source: *Global Exhibition Industry Statistics* (UFI, 2014)

Section 2 Trends in Japanese Overseas Travel

In 2016, the number of Japanese overseas travelers increased to 17.12 million people, up 5.6% from the previous year for the first time in the 4 years since 2012. (Fig. I-28)

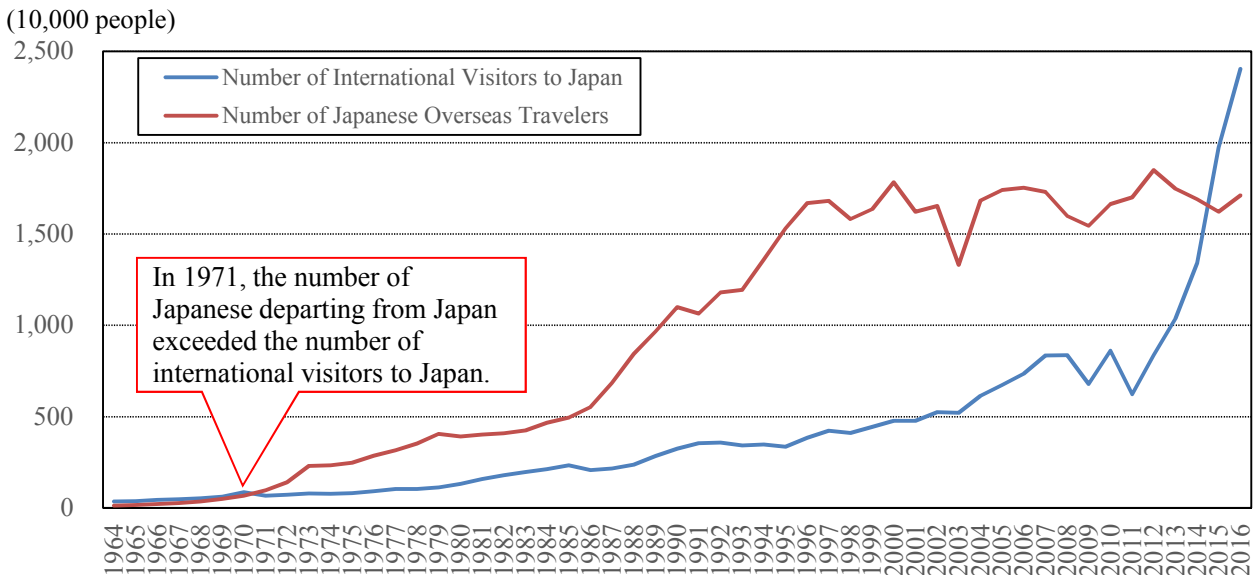
Fig. I-28 Changes in the Number of Japanese Overseas Travelers



Source: Ministry of Justice

In 2016, the number of Japanese overseas travelers was 17.12 million people, and the number of international visitors to Japan was 24.04 million people. The number of international visitors to Japan surpassed the number of Japanese overseas travelers for the second consecutive year. (Fig. I-29)

Fig. I-29 Changes in the Number of International Visitors to Japan and Japanese Overseas Travelers



Sources: JNTO (for the number of international visitors to Japan) and the Ministry of Justice (for the number of Japanese overseas travelers)

In 2014, the number 1 place to visit for Japanese overseas travelers was the United States, in 2nd place was China, and South Korea was 3rd. (Fig. I-30)

Fig. I-30 Number of Japanese Visitors by Country / Region (top 5)

Rank	2011		2012		2013		2014		2015	
	Country Visited	Number of Visitor (people)	Country Visited	Number of Visitor (people)	Country Visited	Number of Visitor (people)	Country Visited	Number of Visitor (people)	Country Visited	Number of Visitor (people)
1st	China	3,658,169	U.S.A.	3,698,073	U.S.A.	3,730,287	U.S.A.	3,620,224	U.S.A.	3,758,297
2nd	South Korea	3,289,051	South Korea	3,518,792	China	2,877,533	China	2,717,600	China	2,497,700
3rd	U.S.A.	3,249,569	China	3,518,153	South Korea	2,747,750	South Korea	2,280,434	South Korea	1,837,782
4th	Taiwan	1,242,652	Taiwan	1,392,557	Thailand	1,515,718	Taiwan	1,594,911	Taiwan	1,586,489
5th	Thailand	1,103,073	Thailand	1,341,063	Taiwan	1,381,142	Thailand	1,254,858	Thailand	1,349,388

Source: 2011-2015 Number of Japanese Visitors by Country and Region (JNTO)

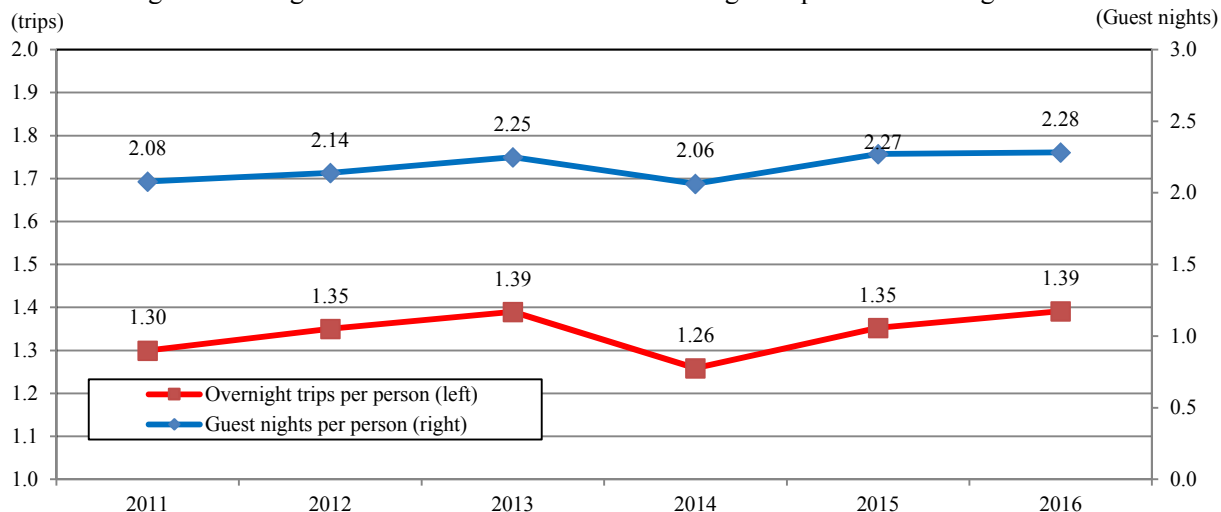
Notes:

1. Data for the United States include arrivals to the 50 states and the District of Columbia as well as arrivals for the country's protectorates, including the Northern Mariana Islands, Guam, U.S Samoa, Puerto Rico and the U.S. Virgin Islands.
2. Figures for individual countries/regions may be changed retroactively, because of changes from estimated to confirmed figures, changes in statistical standards or data inconsistency. The figures are those as of April 2017.

Section 3 Trends in Domestic Trips

In 2016, Japanese took an average of 1.39 domestic overnight trips (excluding same-day trips) per person, up 2.9% from the previous year. The average number of nights stayed was 2.28 per person, up 0.4% from the previous year. (Fig. I-31)

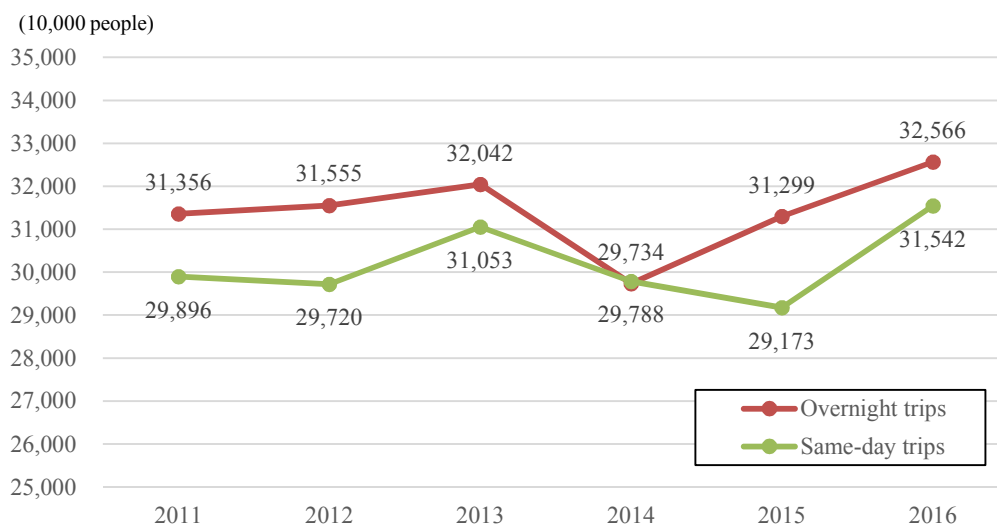
Fig. I-31 Changes in the Number of Domestic Overnight Trips and Guest Nights



Source: Survey of Trends in Travel and Tourism Consumption (JTA)

The number of Japanese people who traveled domestically in 2016, excluding those who took same-day trips, was 325.66 million people, up 4.0% from the previous year. The number of Japanese who took domestic same-day trips was 315.42 million people, up 8.1% from the previous year. (Fig. I-32)

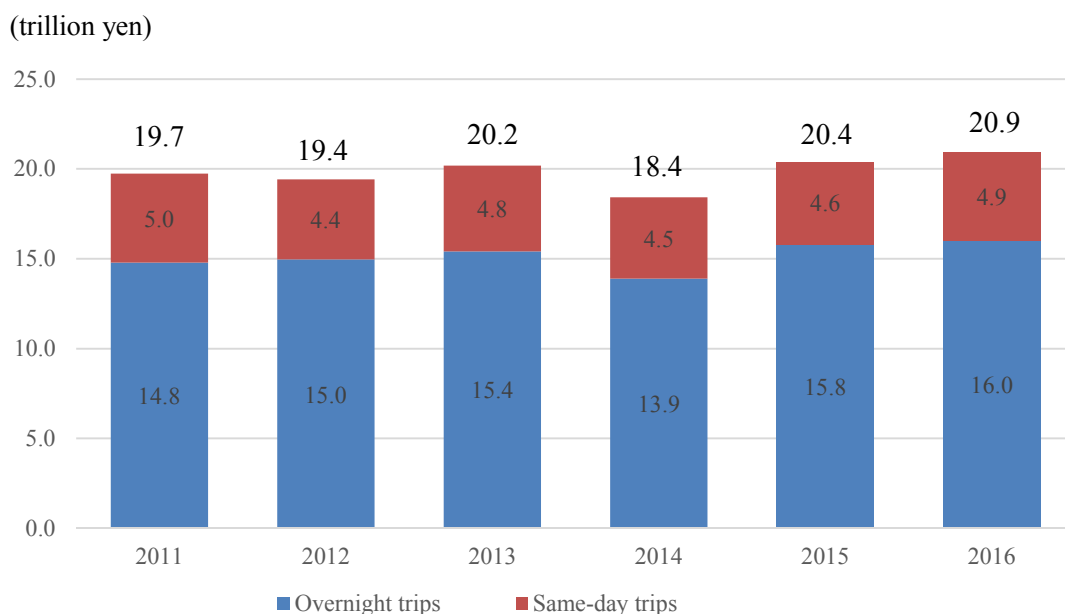
Fig. I-32 Changes in the Total Number of Domestic Same-Day Trips and Overnight Trips



Source: Survey of Trends in Travel and Tourism Consumption (JTA)

Japanese domestic tourism consumption increased in 2016 by 2.5% from the previous year to 20.9 trillion yen. (Fig. I-33)

Fig. I-33 Changes in Domestic Tourism Consumption 2016

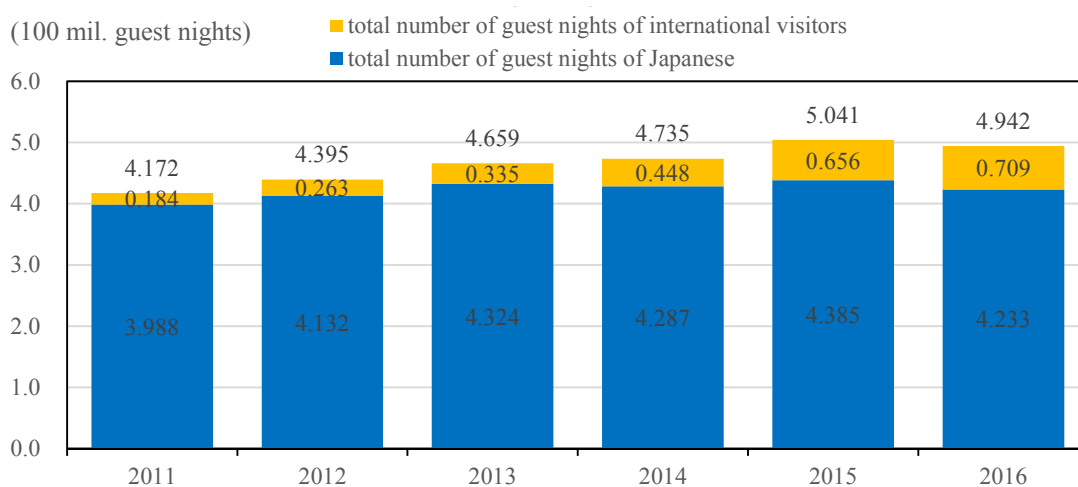


Source: Survey of Trends in Travel and Tourism Consumption (JTA)

Section 4 Trends in Overnight Trips

In 2016, the total number of guest nights in Japan decreased to 494.18 million, down 2.0% from the previous year. Within that, the total number of guest nights of Japanese was 423.30 million (down 3.5% from the previous year). In 2016, the inconvenient day alignment of Golden Week and Silver Week had a significant impact on the number of consecutive holidays compared to the previous year. The total number of guest nights of international visitors was 70.88 million (up 8.0% from the previous year). (Fig. I-34)

Fig. I-34 Changes in the Total Number of Guest Nights (Japanese / International Visitors)



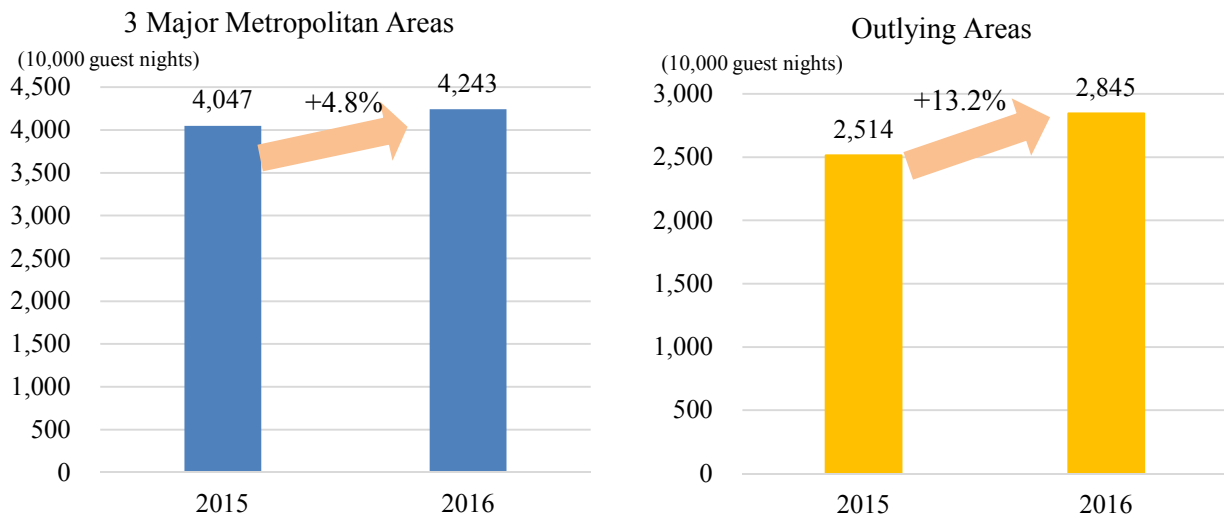
Source: Overnight Travel Statistics Survey (JTA)

Notes:

1. Figures for 2016 are preliminary.
2. Figures given above each bar indicate the total number of guest nights of Japanese and international visitors.

For international visitors alone, the year-on-year increase in the total number of guest nights was 4.8% on average in the 3 major metropolitan areas and 13.2% on average in outlying areas. In other words, the rate of increase in the average number of guest nights was significantly higher in outlying areas than in the 3 major metropolitan areas. (Fig. I-35)

Fig. I-35 Changes in Guest Nights in 3 Major Metropolitan Areas and in Outlying Areas



Source: *Overnight Travel Statistics Survey (JTA)*

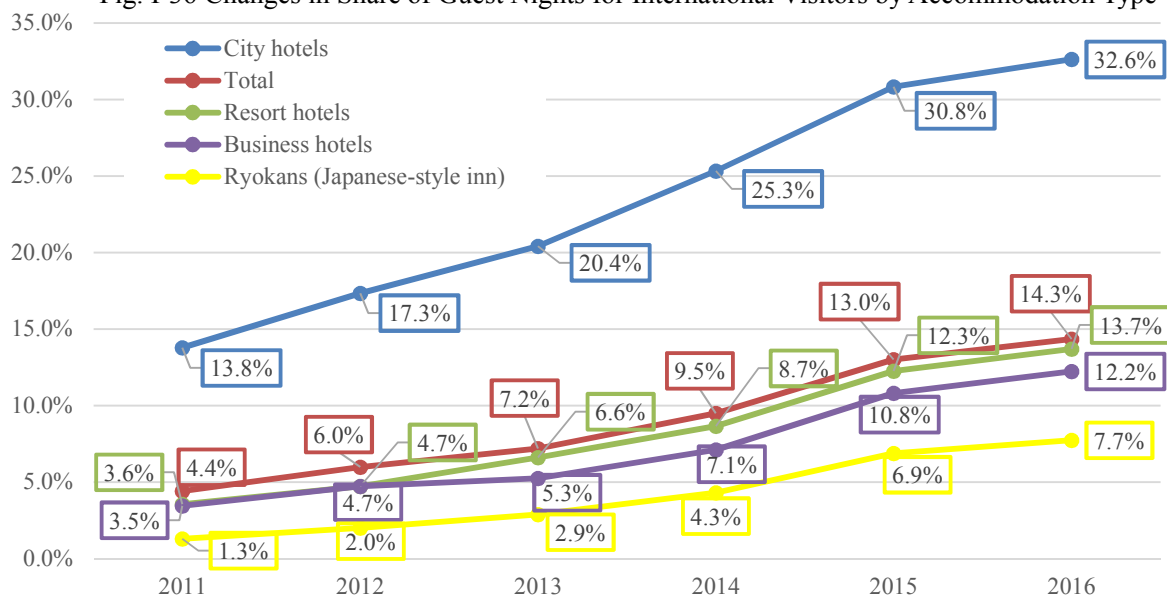
Notes:

1. Figures for 2016 are preliminary.
2. “3 major metropolitan areas” refers to 8 prefectures: Tokyo, Kanagawa, Chiba, Saitama, Aichi, Osaka, Kyoto and Hyogo; “outlying areas” refers to all other prefectures.

The percentage of international visitors occupying the total number of guest nights was 14.3% in 2016.

By accommodation type international visitors accounted for particularly large shares of the total number of guest nights at city hotels. At these hotels, the percentage of international visitors increased from 13.8% in 2011 to 32.6% in 2016. About 1 in 3 guests was an international visitor. (Fig. I-36)

Fig. I-36 Changes in Share of Guest Nights for International Visitors by Accommodation Type

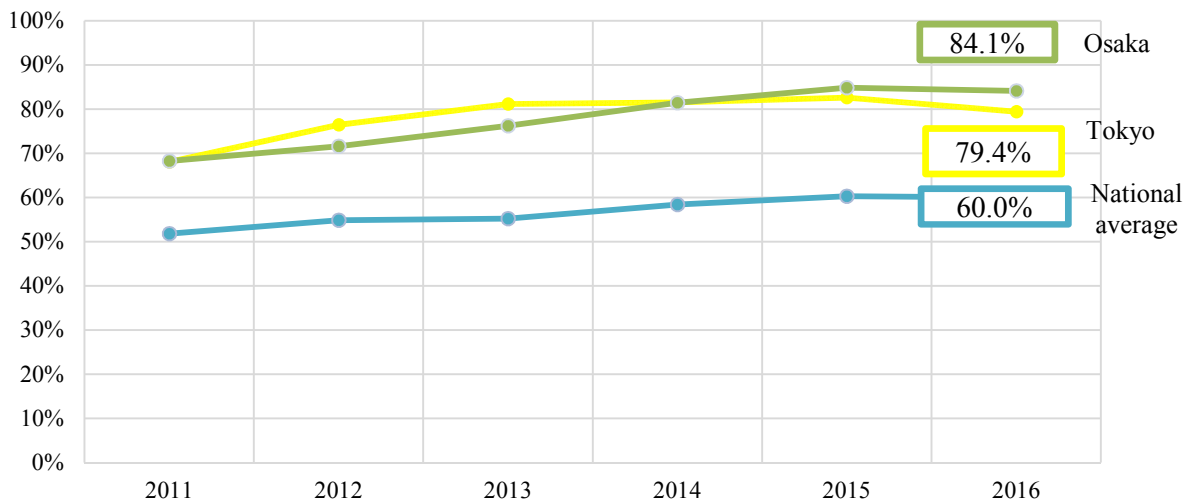


Source: *Overnight Travel Statistics Survey (JTA)*

Note: Figures for 2016 are preliminary.

The national average for occupancy rates continually rose from 51.8% in 2011 to 60.5% in 2015. However, in 2016 the rates decreased to 60.0%. In particular, the occupancy rates of the 2 metropolitan areas of Tokyo and Osaka prefectures remained at high levels. The occupancy rates in 2016 were 79.4% in Tokyo and 84.1% in Osaka. (Fig. I-37)

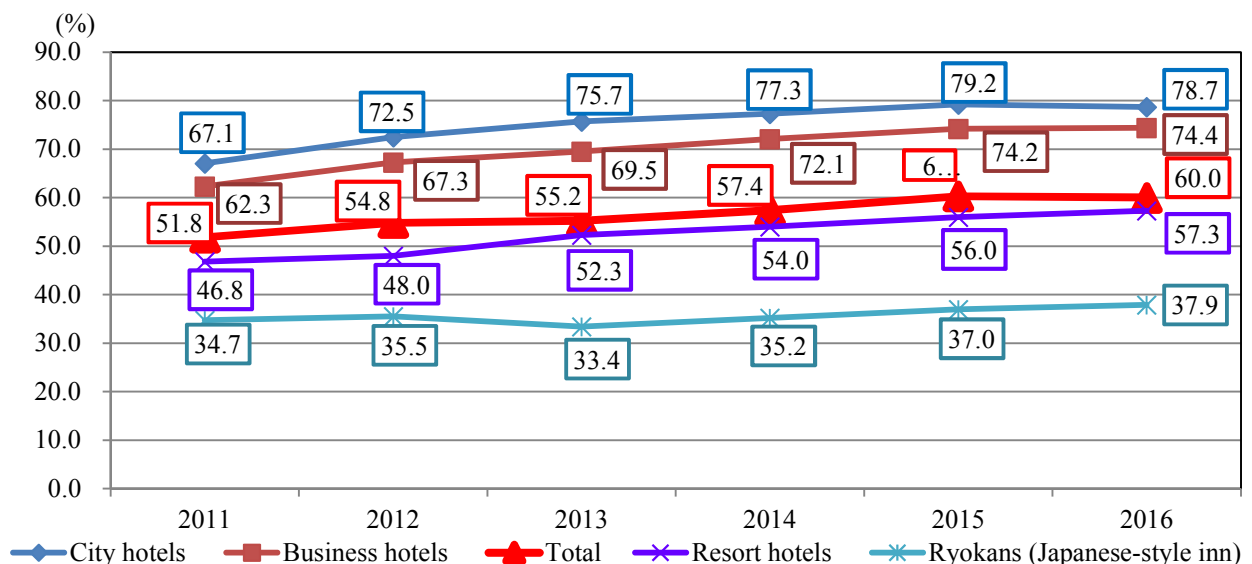
Fig. I-37 Changes in Room Occupancy Rates



Source: *Overnight Travel Statistics Survey (JTA)*
 Note: Figures for 2016 are preliminary.

The occupancy rates by accommodation type, specifically city hotels and business hotels, were high. The occupancy rate for city hotels was 78.7% and for business hotels it was 74.4%. *Ryokans* had a relatively low rate, but in recent years the rate is increasing. (Fig. I-38)

Fig. I-38 Changes in Room Occupancy Rates by Accommodation Type



Source: *Overnight Travel Statistics Survey (JTA)*
 Note: Figures for 2016 are preliminary.

In addition, in the prefectures which had room occupancy rates of over 80%, city hotels were the highest in 11 prefectures (2015: 11), business hotels in 4, (2015: 5) and resort hotels in 2 (2015: 2). (Fig. I-39)

Fig. I-39 Room Occupancy Rates in 2016 by Prefecture/Accommodation Type

	Accommodation Type					
	Total	Ryokans (Japanese-style inn)	Resort hotels	Business hotels	City hotels	Simple lodging
Nation average	60.0	37.9	57.3	74.4	78.7	25.8
Hokkaido	62.0	47.4	50.8	71.7	76.8	40.0
Aomori	51.3	37.0	39.4	65.2	60.0	21.2
Iwate	52.8	39.0	40.8	71.5	67.5	27.2
Miyagi	60.6	43.9	43.3	73.3	70.8	35.5
Akita	44.1	33.0	21.0	60.2	65.8	15.6
Yamagata	47.5	35.2	26.7	68.1	66.7	7.9
Fukushima	50.1	36.8	44.0	76.9	70.7	10.1
Ibaraki	52.4	28.1	56.0	62.4	70.1	5.5
Tochigi	50.5	42.1	53.9	67.7	62.5	14.5
Gunma	51.2	44.7	45.8	69.0	64.7	12.7
Saitama	65.8	27.4	32.1	75.0	80.9	27.3
Chiba	68.4	34.6	82.5	70.7	80.6	19.3
Tokyo	79.4	62.0	76.4	83.5	80.8	55.2
Kanagawa	67.9	47.5	69.7	80.3	82.1	42.8
Niigata	40.9	23.7	31.1	64.6	67.8	29.7
Toyama	50.5	35.4	47.3	70.3	66.6	16.4
Ishikawa	64.2	54.1	53.3	75.9	80.3	20.2
Fukui	41.0	26.5	41.8	68.2	56.4	10.3
Yamanashi	45.4	37.2	56.9	68.4	58.1	18.4
Nagano	35.5	26.3	36.4	69.5	72.1	11.4
Gifu	50.3	40.7	55.7	73.7	72.7	15.8
Shizuoka	54.4	43.2	53.2	71.8	72.5	17.3
Aichi	70.3	32.4	55.3	77.0	80.3	45.2
Mie	55.0	36.4	51.5	68.4	70.6	9.6
Shiga	56.8	44.8	55.1	70.7	74.1	18.9
Kyoto	70.9	46.5	53.7	84.6	87.6	33.5
Osaka	84.1	47.7	89.3	85.4	87.9	64.9
Hyogo	57.7	39.5	53.2	78.8	76.7	15.5
Nara	45.5	31.0	73.6	67.1	76.8	16.5
Wakayama	46.4	35.8	55.1	67.5	67.5	23.3
Tottori	49.3	35.8	25.5	73.7	72.8	16.1
Shimane	56.3	42.5	40.9	73.7	68.4	12.5
Okayama	56.7	32.2	45.0	73.2	70.0	20.3
Hiroshima	65.6	39.3	54.4	78.7	82.0	36.3
Yamaguchi	57.3	40.5	52.6	66.5	67.0	13.5
Tokushima	49.0	23.8	58.5	66.4	63.8	13.7
Kagawa	58.9	40.6	67.9	67.1	64.7	32.0
Ehime	52.3	41.2	56.5	65.5	70.7	12.9
Kochi	46.9	31.2	47.0	69.2	72.2	15.0
Fukuoka	70.9	29.3	63.6	76.3	81.7	27.0
Saga	57.9	43.5	64.8	69.0	61.3	19.3
Nagasaki	53.7	35.1	55.9	67.8	67.4	19.7
Kumamoto	58.0	46.6	44.0	73.4	70.5	17.8
Oita	52.5	39.7	59.9	66.8	66.2	7.4
Miyazaki	51.3	36.8	42.0	64.1	58.8	12.1
Kagoshima	51.5	35.7	40.8	69.0	63.8	17.3
Okinawa	67.3	7.6	76.6	76.7	81.1	31.8

Source: Overnight Travel Statistics Survey (JTA)

Notes:

1. Figures in red indicate the prefectures with the highest room occupancy rates in Japan for each accommodation type. The blue-highlighted cells indicate room occupancy rates exceeding 80%.
2. Figures for 2016 are preliminary.

Section 5 Recovery from the Great East Japan Earthquake

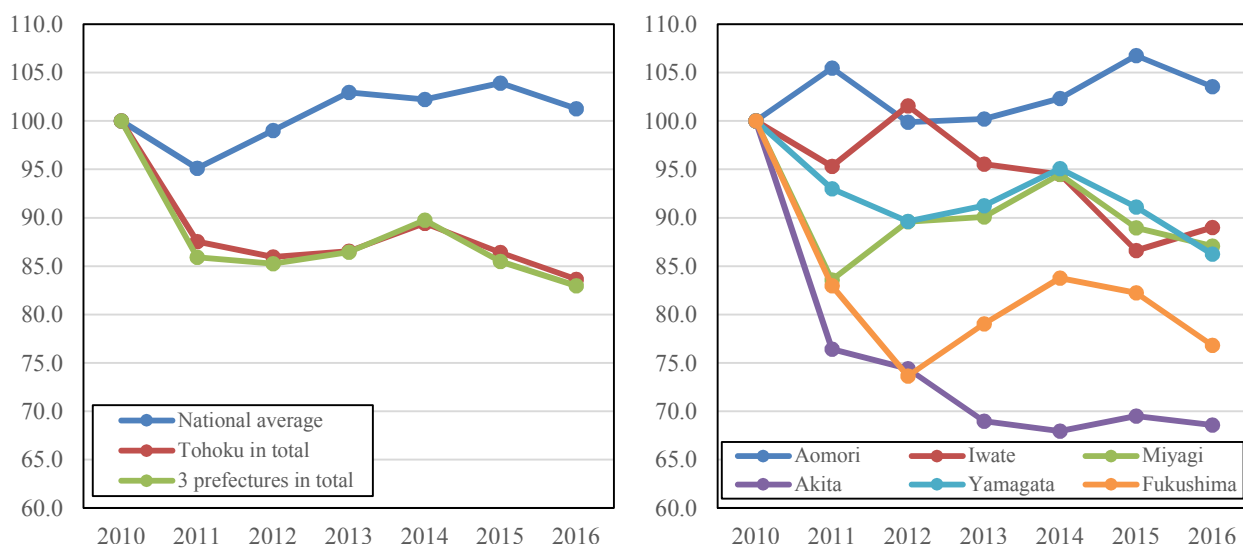
To show the progress of recovery from the Great East Japan Earthquake, the total numbers of guest nights before versus after the earthquake are given below. The total number of guest nights is indexed to 2010 (=100), the year before the earthquake, and the figures are shown for the following: the national average, all 6 prefectures in the Tohoku region (Aomori, Iwate, Miyagi, Akita, Yamagata and Fukushima), all 3 prefectures where earthquake damage was particularly significant (Iwate, Miyagi and Fukushima), and each of the individual 6 prefectures in the Tohoku region.

1 Guest Nights of Japanese at Tourist-oriented Accommodations

The figure for the “national average of the total number of guest nights of Japanese at tourist-oriented accommodations” (i.e., accommodations used chiefly by tourists) decreased to an index value of 95.1 in 2011, but the figure recovered to an index value of 99.0 in 2012. In the years since 2012, the figure has been above the level of 2010, the year before the Great East Japan Earthquake.

For the Tohoku region and all 3 prefectures where earthquake damage was particularly significant (Iwate, Miyagi and Fukushima), however, the figure for the “total number of guest nights of Japanese at tourist-oriented accommodations” (“the total figure”) decreased to a level between the index values of 80 and 90 in 2011. Even in 2016, the total figure remained in the index value range of the lower 80s: 83.6 for the Tohoku region and 83.0 for all 3 prefectures where earthquake damage was particularly significant. (Fig. I-40)

Fig. I-40 Total Number of Guest Nights of Japanese at Tourist-Oriented Accommodations (indexed: 2010 figures = 100)



Source: *Overnight Travel Statistics Survey (JTA)*

Notes:

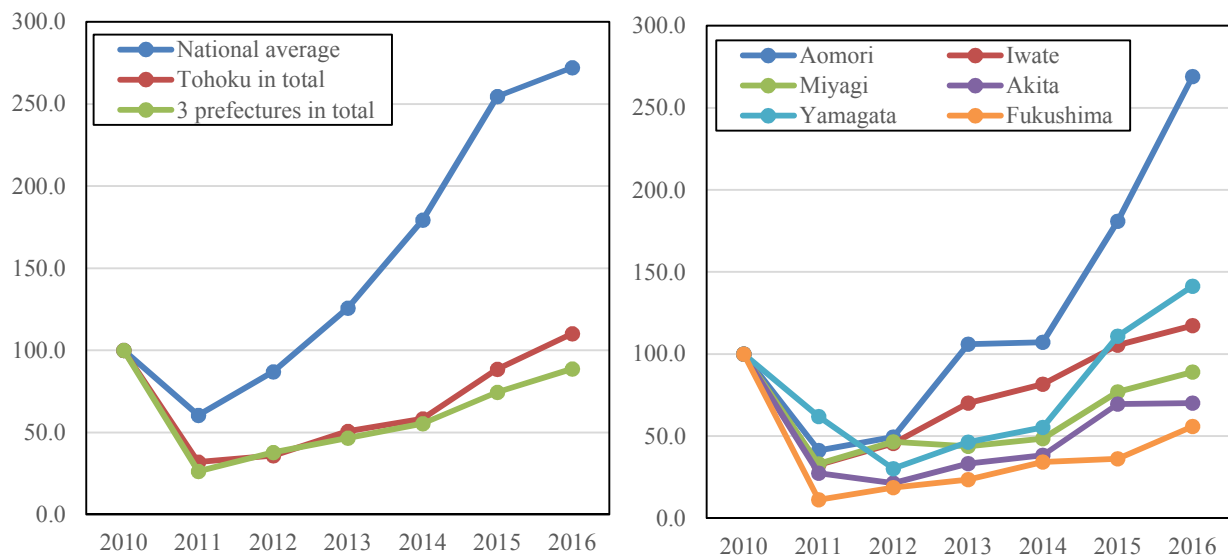
1. The surveyed accommodations are those that employ at least 10 staff and that have at least 50% of overnight guests staying for tourism.
2. Figures for 2016 are preliminary.

2 Guest Nights of International Visitors at Tourist-oriented Accommodations

The figure for the “national average of the total number of guest nights of international visitors at tourist-oriented accommodations” significantly decreased to the index value of 60.5 in 2011, but it has increased sharply since 2012 to reach a level much higher than in 2010, the year before the Great East Japan Earthquake. It stood at an index value of 272.1 in 2016.

For the Tohoku region and in all 3 prefectures where earthquake damage was particularly significant, the figure for the total number of guest nights of international visitors at tourist-oriented accommodations (“the total figure”) decreased to the index values of 32.0 and 26.4, respectively, in 2011. Since 2012, the total figure has been on an upward trend, having increased in 2016 to an index value of 110.2 in the Tohoku region and to an index value of 88.8 in all 3 prefectures where earthquake damage was particularly significant. (Fig. I-41)

Fig. I-41 Number of Guest Nights of International Visitors at Tourist-Oriented Accommodations (indexed: 2010 figures = 100)



Source: *Overnight Travel Statistics Survey (JTA)*

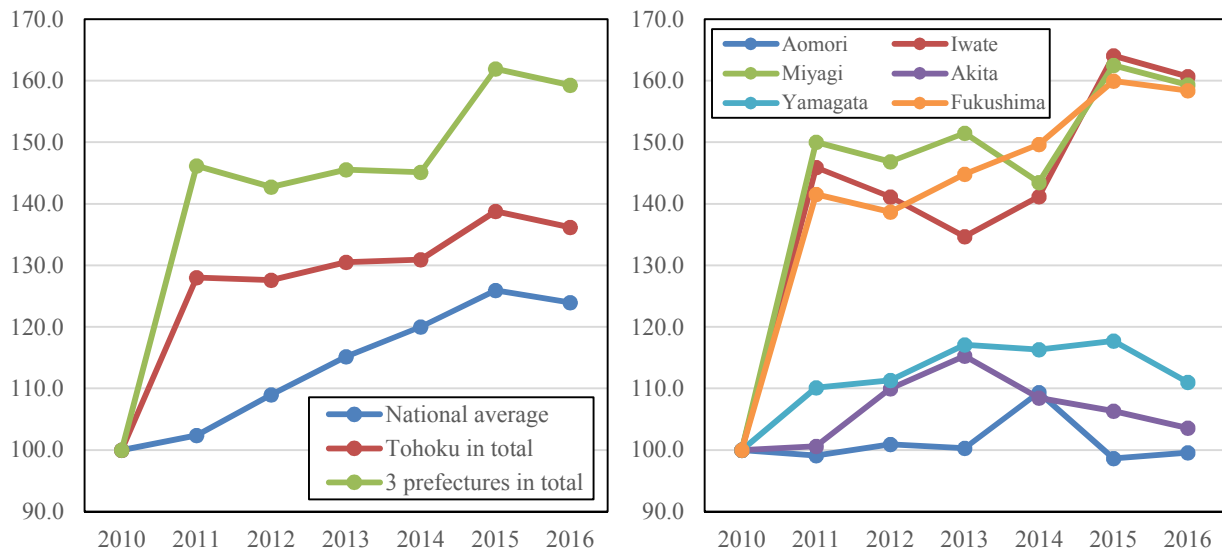
Notes:

1. The surveyed accommodations are those that employ at least 10 staff and that have at least 50% of overnight guests staying for tourism.
2. Figures for 2016 are preliminary.

3 Guest Nights at Business People-oriented Accommodations

The figure for the “national average of the total number of guest nights at business people-oriented accommodations” (the total number is indexed to 2010 (=100)) has steadily increased since 2010, and it increased to the index value of 125.9 in 2015, but decreased slightly to 123.9 in 2016. In the Tohoku region and in all 3 prefectures where earthquake damage was particularly significant, the figure for the total number of guest nights at business people-oriented accommodations (“the total figure”) rose significantly in 2011, followed by a downward trend, and in 2015, the total figure rose to 138.8 and 161.9 respectively, but in 2016, 136.2 and 159.3 respectively, a slight decrease from the previous year. (Fig. I-42)

Fig. I-42 Total Number of Guest Nights at Business People-Oriented Accommodations (index: 2010 figures = 100)



Source: *Overnight Travel Statistics Survey (JTA)*

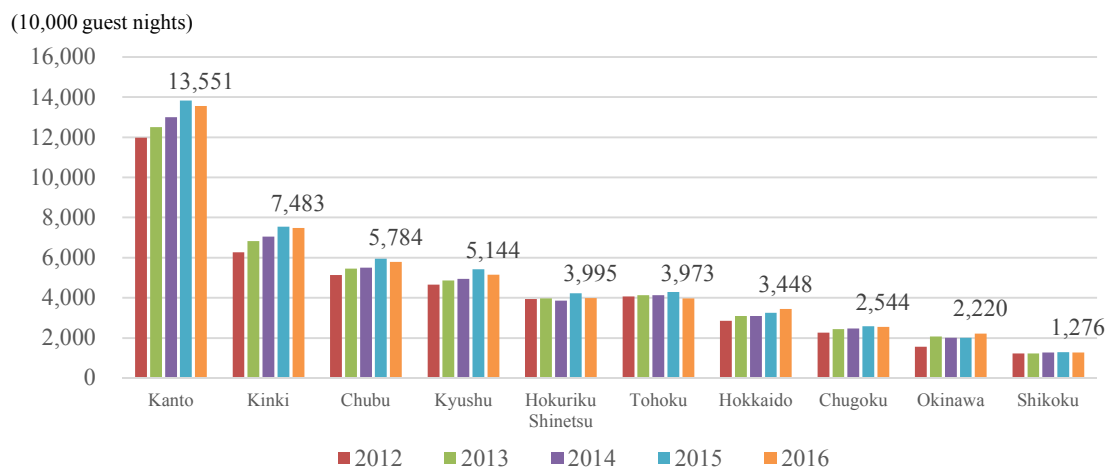
Notes:

1. The surveyed accommodations are those that employ at least 10 staff and that have less than 50% of overnight guests staying for tourism.
2. Figures for 2016 are preliminary.

Section 6 The Tourism Situation in Regional Areas

The total number of guest nights in Japan was 494.18 million in 2016, down 2.0% from the previous year. The regional blocks are as follows: 135.51 million in the Kanto region (accounting for 27.4% of all guest nights in Japan), 74.83 million in the Kinki region (15.1%), and 57.84 million in the Chubu region (11.7%). These top 3 regions accounted for 54.3% of all guest nights in Japan. In the Hokkaido region, the total number of guest nights has been increasing since 2011. (Fig. I-43)

Fig. I-43 Total Number of Guest Nights in Japan by Regional Blocks

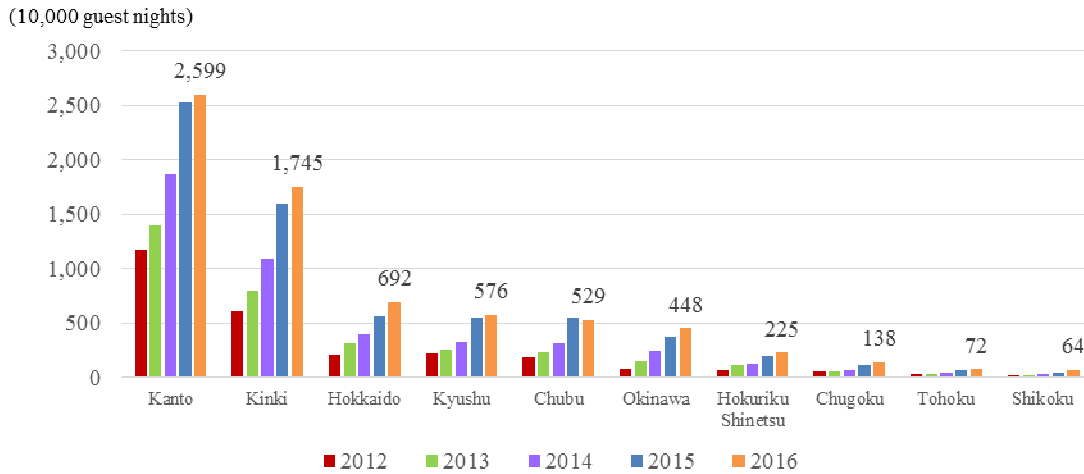


Source: *Overnight Travel Statistics Survey (JTA)*

Note: Figures for 2016 are preliminary.

The total number of guest nights of international visitors in Japan was 70.88 million in 2016, up 8.0% from the previous year. The regional blocks are as follows: 25.99 million in the Kanto region (accounting for 36.7% of the total), 17.45 million in the Kinki region (24.6%). These top 2 regions accounted for 61.3% of all guest nights for international visitors to Japan. In 9 of the 10 regions, except for the Chubu region, the total number of guest nights of international visitors has been increasing since 2011. (Fig. I-44)

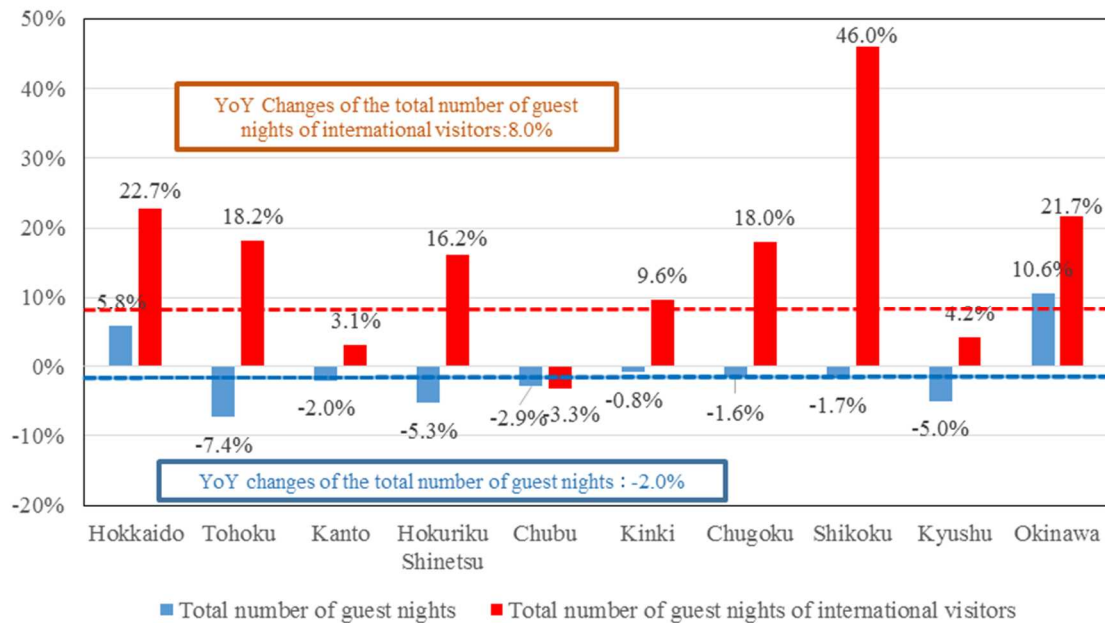
Fig. I-44 Total Number of Guest Nights of International Visitors in Japan by Regional Blocks



Source: *Overnight Travel Statistics Survey (JTA)*
 Note: Figures for 2016 are preliminary.

Regarding the total number of guest nights by regional blocks in 2016, the number increased in the Hokkaido and Okinawa regions compared to the previous year. In addition, the total number of guest nights of international visitors has grown in 9 of the 10 prefectures, and the growth rate of the Shikoku region was especially high. (Fig. I-45)

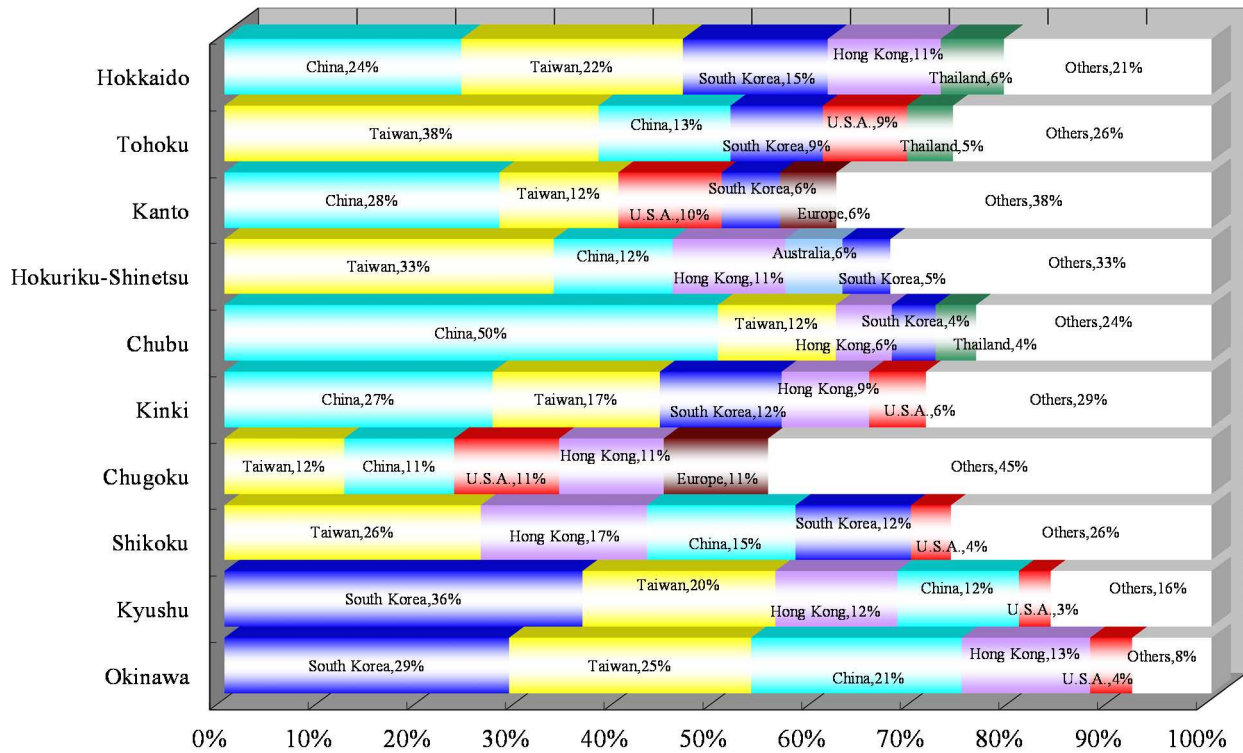
Fig. I-45 YoY Changes of the Total Number of Guest Nights (Overall/International Visitors) in Japan by Regional Blocks (2016)



Source: *Overnight Travel Statistics Survey (JTA)*
 Note: Comparison was made between the figures of 2015 (confirmed) and 2016 (preliminary).

As for the total number of guest nights of international visitors by regional blocks in 2016, the number of visitors from China was high in the 3 major metropolitan areas in 4 regions, and the number of visitors from South Korea was the highest in 2 regions, mainly in Kyushu, and visitors from Taiwan occupied the highest proportion in the remaining 4 regions. (Fig. I-46)

Fig. I-46 Regional Blocks Breakdown for the Total Number of Guest Nights of International Visitors by Country/Region (2016)



Source: *Overnight Travel Statistics Survey (JTA)*

Note: "Europe" refers to the United Kingdom, France and Germany.

Analysis results regarding the trends in each region are summarized as follows:

1 Hokkaido

Due to new international routes and an increase in the number of flights, the total number of guest nights of international visitors has increased, with especially sharp increases in visitors from South Korea and Malaysia.

In addition to the growth of international visitors, the total number of guest nights increased as a result of the increase in domestic overnight guests due to the opening of the Hokkaido Shinkansen in March 2016.

2 Tohoku

The total number of guest nights of international visitors to Tohoku in 2016 was at a record high. One of the reasons is that a goal of 1.5 million international visitors to Tohoku in 2020 was set and, in cooperation with each prefecture, municipality, and various tourism related organizations, efforts were made by the public and private sectors to promote and disseminate information. The second factor is the opening of new overseas routes to Sendai airport. Taiwan continued to have the highest number of overnight guests, and the growth rates in the number of visitors from China, Hong Kong and Thailand were higher compared to the previous year. In comparison with 2010, before the earthquake, the growth rates of visitors from Thailand, Australia, China, and Malaysia were remarkable.

On the other hand, the total number of guest nights declined due to the decrease in the total number of guest nights of Japanese.

3 Kanto

The total number of guest nights of international visitors increased. Reasons such as the increase in the number of business customers visiting the metropolitan area to attend MICE, such as large international conferences and events, and factors such as new international routes and more flights to the metropolitan airports are given. On the other hand, the total number of guest nights decreased due to the decrease in Japanese overnight guests. The main reason is the difficulty of taking days off because of the arrangement of the holidays. A typhoon making landfall in the metropolitan area and the lack of snow during the ski season are also considered factors.

4 Hokuriku-Shinetsu

The number of guest nights of international visitors is increasing every year with international tourists who enjoy skiing and snow play. Other factors include the enhancement of secondary transportation by tour routes, such as the “Osaka-Tokyo Hokuriku Arch Pass” (train) and the “Three-star Route Ticket” (bus), as well as a shift in travel patterns to individual travel and the overall increase in the number of international visitors.

As it was the 2nd year since the opening of the Hokuriku Shinkansen Kanazawa extension, the total number of guest nights decreased because the novelty effect of the opening wore off, but the number increased by 3.7% compared with 2015, before the opening of the extension.

5 Chubu

The total number of guest nights of international visitors increased in the first half of the year, with the effects of the media surrounding the G7 Ise-Shima summit. On the other hand, in the second half, the total number of guest nights of international visitors declined due to the decrease in overseas routes at the Mt. Fuji Shizuoka Airport, and the decline of Chinese tourists who accounted for a high composition ratio in the region. Therefore, the total number of guest nights decreased and the total number of guest nights of international visitors also declined.

6 Kinki

The total number of guest nights of international visitors has increased since Kansai International Airport has continued to expand, mainly with LCCs, and there has been a growing awareness overseas of cities in Kansai, such as Kyoto and Osaka. On the other hand, due to a decrease in the number of guest nights of Japanese guests, the total number of guest nights decreased slightly, but the ratio of international visitors to the total number of guest nights increased from last year.

7 Chugoku

The total number of guest nights of international visitors has increased in most markets, and also in the overall market. In March 2016, there was a new service of regular flights between Hong Kong and Okayama, and the Hong Kong market increased by 123% compared to the previous year.

As for the total number of guest nights, there was an increase in some prefectures, but there was a slight decrease in the whole block.

8 Shikoku

Along with the increase in regular routes between Taiwan and Takamatsu, and the introduction of LCC routes between Hong Kong and Takamatsu in July 2016, the number of visitors from Hong Kong and Taiwan increased. The number of visitors from China to Shikoku also increased and the total number of guest nights of international visitors showed high growth.

9 Kyushu

The total number of guest nights in 2016 was greatly affected by the Kumamoto earthquake, which occurred in April of the same year.

From April to June, both the total number of guest nights and the total number of guest nights of international visitors decreased compared with the previous year. However, the effects of the “Kyushu Tourism Travel Subsidy System,” also called the “Visit Kyushu Special Campaign” (Kyushu Recovery Discount), which started in July, helped bring about recovery.

Since September, the number of international visitors, mainly from South Korea, has also recovered from the effects of the earthquake, and showed growth higher than the previous year.

10 Okinawa

The total number of guest nights of international visitors from Taiwan, South Korea and China increased due to the expansion of new air routes, such as from Hong Kong. In addition, because of the growth in the number of international visitors, the total number of guest nights increased.

Section 7 Initiatives to Promote Tourism in Each Region

Efforts are being made in each region of Japan to attract tourists both from home and abroad and to promote tourism areas. In the following, we will introduce the efforts in each regional block.

1 Hokkaido

○Specific model course for wide-area tour route “Amazing Northernmost Japan, Hokkaido Route”

Considering that about 70% of the international visitors to Hokkaido stay in the Central Hokkaido area around Sapporo City, we promoted the formation of wide-area tour routes based on the plan called the “Hokkaido-Route to Asian Natural Treasures,” certified in June 2015 by the Minister of Land, Infrastructure, Transport and Tourism.

In June 2016, the Minister of Land, Infrastructure, Transport and Tourism certified a formation plan for the wide-area tour route “Amazing Northernmost Japan, Hokkaido Route,” to be implemented by the Hokkaido Wide-area Tourism Route Promotion Council. After certification, implementation of the marketing surveys of the target countries and the target regions of Northern Hokkaido were conducted, and a model course was developed which tied various previously unknown tourist resources with purpose of travel such as the food of Hokkaido, which is the pride of the world, rich nature including remote islands, and various experiences gained through them.

We supported the following measures:

1. conducted a demonstration experiment to install Wi-Fi routers on intercity buses, etc. in order to ensure comfort during long travel from Central Hokkaido to the outer areas;
 2. held an Inbound Forum to enhance regional unity while accelerating the efforts of wide-area tour routes within the area;
 3. administered workshop style training with experts;
 4. created a “Secondary Traffic Network Formation Plan” to investigate the operation status of existing secondary transportation facilities and the process and dynamics of users and solve the problems;
 5. organized the current situation and listing of publication facilities etc. for creation of a foreign language unified notation list;
 6. formulated foreign language notation guidelines;
- and other measures.



○Adventure travel to the world in Hokkaido

In order to attract travelers who have a large amount of tourism consumption during their stay, we focused on the travel styles that take advantage of the characteristics of Hokkaido, and have created a promotion by leveraging the Visit Japan Regional Cooperation Project.

“Adventure Travel World Summit” is the world's largest forum, held in Anchorage, Alaska in September, focusing on the burgeoning adventure travel market, which has a market size of \$263 billion, and is of high interest among affluent Westerners. In the FY2016, it was the first time for the region of Japan to exhibit, and we actively engaged in building relationships with forum participants and disseminating information.



Summit Reception Desk

Adventure travel is defined as a travel form that includes at least 2 elements of nature, activity, and intercultural exchange. Because of the proximity of human life and rich nature, Hokkaido is one of the world's leading destinations in this field, with its unique Ainu culture, and easy accessibility to various areas with enjoyable activities.

2 Tohoku

○Wide-area tour route “Exploration to the Deep North of Japan”

In the Tohoku region, a formulation plan for the wide-area tour route, “Exploration to the Deep North of Japan,” planned and implemented by the Tohoku Tourism Promotion Organization, was certified by the Minister of Land, Infrastructure, Transport and Tourism in 2015. In 2016, the organization formulated 3 model courses on the theme of beautiful natural landscapes and historically and culturally distinctive tourism contents where you can feel the colors of the four seasons.

Regarding the model course that was formulated, we supported product development at travel agencies by refining the course through continued marketing, surveying analysis of characteristics related to travel in the target market, identifying contents that appeal to international visitors, improving influential contents by a survey of monitor international visitors, and other measures.

○Tourism promotion utilizing “the Subsidy for Tohoku Tourism Revival”

The Tohoku region was largely behind in the nationwide inbound surge due to the influence of the damage from rumors, and in 2015 has finally recovered to the level before the earthquake. In order to accelerate the recovery of tourism in Tohoku by spreading the effect of the inbound surge, we supported efforts to attract inbound activities such as enhancing and strengthening the contents of stays based on ideas from the region.

As support, we have set up a wide range of promotional projects such as overseas business meetings and invitations to overseas travel agents, and acceptance environment improvement projects, such as multi-lingualization of transportation hubs, etc. and have assisted efforts to revive tourism.



“Digital Content Promotion Business” by the Tohoku 6 prefectures collaboration

○The appeal of the winter in Tohoku

We invited 6 travel companies from Thailand to the North Tohoku region, and worked to create travel products with themes such as snow scenes and winter events that cannot be experienced in Thailand. In addition, we invited 4 travel companies from China, and a total of 4 travel agencies and media companies from South Korea, focusing on the South Tohoku region, and encouraged the development of travel products, such as skiing and snow activities, which are expected to increase interest in the Winter Olympics.



Thai market invitation project

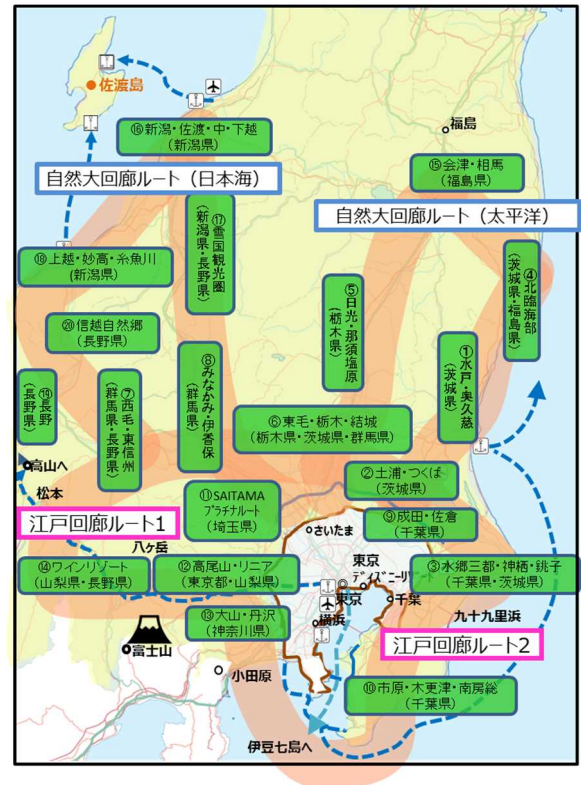


China market invitation project

3 Kanto

○Certification of wide-area tour routes

In June 2016, the Minister of Land, Infrastructure, Transport and Tourism certified a formulation plan for the wide-area tour route “The Wider Kanto Route ‘Around Tokyo,’” planned and implemented by the Tokyo & Around Tokyo Promotion Committee. In advance of the 2020 Tokyo Olympics and Paralympics, the above plan will change the acceptance environment of international visitors to Japan, which concentrate mostly in the central Tokyo area, and extend their visits to the wider Kanto area and neighboring prefectures. We fully utilized the global recognition of “Tokyo” and supported efforts to promote diverse tourism resources.



○Good Manners Campaign

For the 2020 Tokyo Olympics and Paralympics, amid the prospect of further increases in international visitors to Japan, the commercial and tourist areas of Tokyo are experiencing social problems such as environmental pollution caused by traffic jams and idling due to congestion in the streets of private (sightseeing) buses. In order to respond to this problem, we distributed pamphlets to bus drivers, travel agencies (tour operators) and duty-free shops in Tokyo to educate them on manners and compliance related to bus travel.



Educating chartered bus drivers on the streets

○TOKYO & AROUND TOKYO Promotion of tourism PR using brand-certified local products

High quality products attractive to international visitors are certified as the “TOKYO & AROUND TOKYO Brand,” products created using the TOKYO & AROUND TOKYO unified logo were created. In collaboration with the Tokyo & Around Tokyo Promotion Committee, we held tourism PR events such as introduction and sales of brand certified products in November 2016 and March 2017 to improve brand awareness. In addition, tourism PR images of each prefecture constituting the Tokyo & Around Tokyo Promotion Committee, including brand certified local products, were released on the Kanto Transport Bureau HP for international visitors and on a huge display inside the Tokyo Metro Ginza Station including PR promoting wide-area tourism.



TRAVEL FESTIVAL 2016

4 Hokuriku-Shinetsu

○2016 Visit Japan Ambassador Committee in Snow Country Tourism Zone

In May 2016, at Yuzawa Onsen in Yuzawa Town, Niigata Prefecture, in cooperation with Visit Japan Ambassador (VJ Ambassador) Ms. Mayumi Yamazaki, appointed by the Minister of Land, Infrastructure, Transport and Tourism, we conducted the “Visit Japan Ambassadors Meeting in the Snow Country Tourism Zone” with the Visit Japan Ambassadors and regional officials to discuss regional issues and measures to increase the number of international visitors in the future. About 130 people, including tourism-related people from both within Niigata Prefecture and from around the prefecture, participated.

The first part of the first day was a symposium introducing the efforts of the Snow Country Tourism Zone, which is a leading example and success nationwide, entitled “Uncover the knowledge hidden in the pure white World.” Next, the Niigata prefectural governor, VJ Ambassadors, and representatives from the Snow Country Tourism Zone held a panel discussion (the facilitator was Mayumi Yamazaki, an onsen essayist), followed by Visit Japan Ambassadors each introducing past efforts and experiences, and considerations about sightseeing promotion, etc. were also discussed. In the second part of the day, a “Visit Japan Ambassador Reception,” an exchange meeting incorporating “Snow Country Grade-A Gourmet Presentation,” was held.

On the second day, the participants divided into three groups and went on a monitor tour excursion “Snow Country Tourism Zone Stay Program Sent Out to the World.”



Visit Japan Ambassador reception

○Tourism Nation Showcase 3 City Mayor Summit

Kanazawa City, Ishikawa Prefecture, was selected as the “Tourism Nation Showcase” that forms a model case for attracting international visitors to Japan (selected in January 2016, together with Nagasaki City, Nagasaki Prefecture, and Kushiro City, Hokkaido) as an effort to form a model case to attract international visitors to the region.

In February 2017, in the Kanazawa City, the “Tourism-Nation Showcase 3 City Mayor Summit” was held. They resolved to “aim to attract visitors from overseas, work on the improvement of tourism resources and the development of the acceptance environment for tourists, and build communities that would harmonize with the lives of citizens.”

In the future, the goal is to form a “Tourism Nation Showcase” that is selected by many international visitors to Japan, and the relevant ministries and agencies are working together to provide priority support.



Panel discussion

○Hokuriku-Hida-Shinshu “Mitsuboshi Kaidou” Three-star Road Top Seminar

Kanazawa City, Nanto City, Shirakawa Village, Takayama City and Matsumoto City, which have some of the best tourism resources in our country such as “Kenrokuen,” “The Historic Villages of Gokayama and Shirakawa-go,” “Historical townscapes (Hida Takayama),” and the “National Treasure Matsumoto Castle” (which have all received 3-star ratings in the *Michelin · Green Guide · Japon*), have collaborated on the appeal of wide-area tourism and worked on the “Hokuriku-Hida-Shinshu ‘Mitsuboshi Kaidou’ 3-star Road.” In February 2017, the “Hokuriku-Hida-Shinshu “Mitsuboshi Kaidou” Three-star Road Top Seminar” was held for tour operators in the metropolitan area, the media that can transmit information to international visitors and various countries, and the mayors of the 5 cities and villages conducted promotions.



Presentations

5 Chubu

○Initiatives for the Ise-shima Summit

Taking advantage of the opportunity of the Ise-Shima summit (the G7 summit) held on May 26-27, 2016, in order to continue the interest in Ise-shima, we intensively disseminated information about the Ise-shima area and surrounding tourism areas on the “Japan Travel-Nagoya, Chubu” on Facebook.

In addition, in order to promote new hands-on tourism content to France, which was a participating country in the Ise-shima summit, we invited travel agencies to promote the appeal of Ise-Shima.

○Further Promotion of the SHORYUDO Project

In SHORYUDO, certified as a specific model course for wide-area tour routes in June 2015, four model courses were formulated in April 2016. In addition, so that international visitors can go around on wide-area tour routes in a variety of ways, depending on their taste, six common tourism story themes were created, such as “SAKE Story,” and “MONOZUKURI Story,” as an expansion of SHORYUDO and further promotion of the area’s appeal.

For the SHORYUDO project, the Chubu Economic Federation and the Hokuriku Economic Federation, in cooperation with the local business community, dispatched a mission delegation to Viet Nam as sales promotion, and conducted various initiatives including sending actress and SHORYUDO Ambassador Ryoko Nakano, born in Tokoname City (where Chubu International Airport is located), to Shanghai. As a result, the Vietnam Airlines expansion of the Nagoya - Ho Chi Minh Route started in January 2017.

In addition, “Centrair Limousine,” connecting Chubu International Airport and Nagoya City, greatly expanded in April and November 2016 with one operation per hour during the day and other airport access improvements were made. Also, in order to expand hands-free travel services, demonstration experiments on “passenger and goods mixed transport” were conducted on some operations of “Centrair Limousine.”

○Move toward New Business Development by Establishing a Wide-area Collaborative DMO

The “Central Japan Tourism Association” was established as a wide-area collaboration DMO to serve as a steering committee of tourism area management in the SHORYUDO area. Based on a solid marketing strategy, the group is aiming to win the regional competition in attracting tourists in the age of 40 million international visitors in 2020, with effective information dissemination, promotion and a new perspective of business development.



SHORYUDO ambassador, Ryoko Nakano, doing PR for SHORYUDO on a Shanghai talk show

6 Kinki

○Efforts to Improve Convenience for International Visitors to Kansai

In the Kansai region, the Minister of Land, Infrastructure, Transport and Tourism certified a formation plan for the wide-area tour route “THE FLOWER OF JAPAN, KANSAI” in 2015, including 5 World Heritage sites and 7 scenic sights. We are working on the Kansai common goal of attracting 45% of international visitors to the Kansai area, 18 million international visitors, 37 million the total number of guest nights of international visitors, and about 3 trillion yen for the amount of tourism consumption.

There is free public wireless LAN in the Kansai area, but in reality it is difficult for international visitors to Japan to use because an authorization procedure is necessary each time in each area.

Therefore, in order to support the efforts to improve the convenience of international visitors, who are expected to further increase in the future, one of the implementations of the Union of Kansai Governments, is the usage of a common authentication app, so that after the first connection procedure in the Kansai area, it is easy to use the free Wi-Fi, which is maintained by the municipality in the area, with the push of a button. The operation of “KANSAI Free Wi-Fi (Official)” started from October 1, 2016.

English

KANSAI Free Wi-Fi (Official)

You can connect to free Wi-Fi with one tap.
An app for conveniently enjoying travel in the Kansai area.

Free
Both Wi-Fi search and area search.

Simple
Easily connect with just one tap.

24,000 spot
Excellent area coverage.

Easily connect to free Wi-Fi spots in the Kansai area!

Loaded with information about sightseeing spots in the Kansai region!

Connect to Wi-Fi with one touch.

KANSAI 24,000 Wi-Fi SPOT
What is KANSAI Free Wi-Fi (Official)?

The collective name for free Wi-Fi promoted by groups centered on local governments and the business community in the Kansai Region. You can easily connect to the approximately 24,000* free Wi-Fi access points prepared by local governments, etc. in Kansai with one button and use the free internet environment. (*As of January 2017)

Regions where it can be used: Approximately 24,000* access points in the 8 prefectures of Osaka, Kyoto, Hyogo, Shiga, Wakayama, Nara, Tottori, and Tokushima.

You can use it in many other public facilities, sightseeing spots, and restaurants.

Available on the App Store | GET IT ON Google Play

Or search for the app in the app store.
kansai free wi-fi

Check here for how to use KANSAI Free Wi-Fi (Official).

Union of Kansai Governments/
Kansai Economic Federation

2017.01

7 Chugoku

○“San’in” Activities for Tourism Promotion

In June 2016, the Minister of Land, Infrastructure, Transport and Tourism certified a formation plan for the wide-area tour route “Route Romantique-San’in,” which is organized and conducted by the San’in Tourism Organization.

In the San’in area, which has the oldest history in Japan, the focus is on the “*en* (ties that bind people with other people, object, and even jobs)” that are important to Japanese people, such as the San’in themes of “myths” and “legends,” based on the concept of experiencing “nature,” “history” and “culture.” We supported activities conducted by the implementing principal such as the improvement of the acceptance environment, the enhancement of unique activities visitors can do during their visits, the dissemination of information, promotions, etc. targeting Europe and the United States as well as Hong Kong, Taiwan, etc.



Rosoku Island
(Okinoshima Town,
Shimane Prefecture)



Daisen Mountain (Daisen
Town, Hoki Town, Kofu Town,
Tottori Prefecture)
Certified 2016 Japan Heritage
“Japan’s Largest Livestock
Market Born of Jizo
Bodhisattva Worship”

○The Momentum of Obama, Former President of the U.S., Visiting Hiroshima to Boost the Attractiveness to International Visitors to Japan

In May 2016, Barack Obama, former President of the United States, visited Hiroshima Peace Memorial Park and Hiroshima Peace Memorial Museum, Hiroshima City, Hiroshima Prefecture.

He was the first sitting U.S. President to visit Hiroshima, the site of the first atomic bomb usage, and many overseas media published this news. In addition, the number of visitors to the Hiroshima Peace Memorial Museum, where the “paper cranes” that were folded by former president Obama were exhibited, greatly increased. From 1,468,956 people in 2015 (321,140 for international visitors) to 1,691,467 people (362,966 for international visitors) in 2016, an increase to 115.1% (113.1% for international visitors) of the previous year.

Many international visitors became interested in Hiroshima, and it is an impetus for international visitors to come to the Chugoku region in the future.



Paper cranes sent to Hiroshima City from Barack Obama, Former President of the United States

8 Shikoku

○Haiku (International Haiku Branding Business)

Using contents based on “HAIKU” as the theme, we developed attractive services to enjoy haiku by creating landing-type travel products, and worked to promote the attractiveness and expand the consumption in the region by aiming for the brand recognition and branding of “Matsuyama Haiku=HAIKU.”

Since the selection of the “Tourism Attraction Creation Project Utilizing Regional Resources“ in FY2015, we have tried to build a network with market research related to “HAIKU” and with domestic and international haiku-related organizations, etc. We have already created landing-type travel products and developed several tactics, such as a “HAIKU BAR” to attract visitors from Europe and the United States, and employed a haiku sightseeing guide from Hiroshima Prefecture, which is more progressed in inviting visitors from these areas, to visit Dogo Onsen, and to take a tour of Matsuyama City. We have also improved the accepting environment through the image of “Haiku Town Matsuyama,” and created a Haiku Spot Map, PR videos, a haiku guidebook, a set up an episode system on SNS.



International visitors from Europe and the United States write haiku in a haiku bar

○Cycling Island Shikoku PR Project

To promote cycling in Shikoku to overseas cycling enthusiasts, we are promoting the “Around Shikoku Cycling Route” in cooperation with the 4 prefectures in Shikoku.

In FY2016, the Visit Japan Regional Cooperation Project invited cycling media from Asia and the United States, and after actually running a part of the 980 km route, worked to disseminate information on the cycling environment of Shikoku by asking them to cover the attractiveness of cycling tourism, including its facilities and related facilities, as well as “the beautiful nature of Shikoku” and “contact with local people.”



Ashizuri Misaki (Cape of southernmost Shikoku) cycling coverage activities-Tosashimizu City, Kochi Prefecture

9 Kyushu

Due to the impact of the Kumamoto earthquake in 2016, the views in famous parts of Kyushu were greatly damaged and the number of visitors to tourism area and overnight guests decreased. Especially in Kumamoto Prefecture and Oita Prefecture, the damage to facilities was great, and overlap with the reputation damage created a serious situation. The government decided on the “Comprehensive Support Program for the Tourism Reconstruction of Kyushu“ on May 31 of the same year, and 2016 became a year to recover tourism in Kyushu.

In Kumamoto City, Kumamoto Castle was positioned as a symbol for the reconstruction from the Kumamoto earthquake, and we worked to create a tour based on various contents of the reconstruction process and Kumamoto Castle. Also, through the development unique venues utilizing local resources and the use of events in local shopping districts, we have made tourist attractions more attractive than before the earthquake, and this has been disseminated both domestically and abroad.

In other areas, in order to quickly recover the number of tourists that had fallen due to the earthquake and the reputation damage, the government conducted the Kyushu Tourism Travel Subsidy System, “Visit Kyushu Special Campaign” (Kyushu Recovery Discount), and implemented the Kyushu Expressway Pass which allows unlimited use of the expressway in Kyushu for a fixed price. In addition, through the Kyushu framework for the Tourism Attraction Creation Project Utilizing Tourism Resources, and the dissemination of safety and security information in the Kyushu area using the Visit Japan Regional Cooperation Project as well as supporting measures such as from the private sector, a new partnership was created for the hot spring area across the border.

○Efforts to Ensure the Safety of International Visitors

For accommodations in the Aso area and Yufu City, which were damaged by the Kumamoto earthquake, the situation at the time of the disaster was investigated by a questionnaire, hearings, and the use of international visitor monitors, and an evacuation drill was conducted which assumed the situation at that time with the cooperation of the accommodations in the stricken areas. As a result of its efforts, we worked to improve the safety and security of inns and hotels, including the creation of the Visit Japan Emergency Initial Response Manual” for the evacuation of international visitors from accommodation facilities and the dissemination of information to accommodation officials in the Kyushu region.



Photo (above): Kumamoto Castle damaged by the Kumamoto earthquake

Photo (below): Partnership of hot spring areas across the border (Kurokawa Onsen, Yufuin Onsen)

10 Okinawa

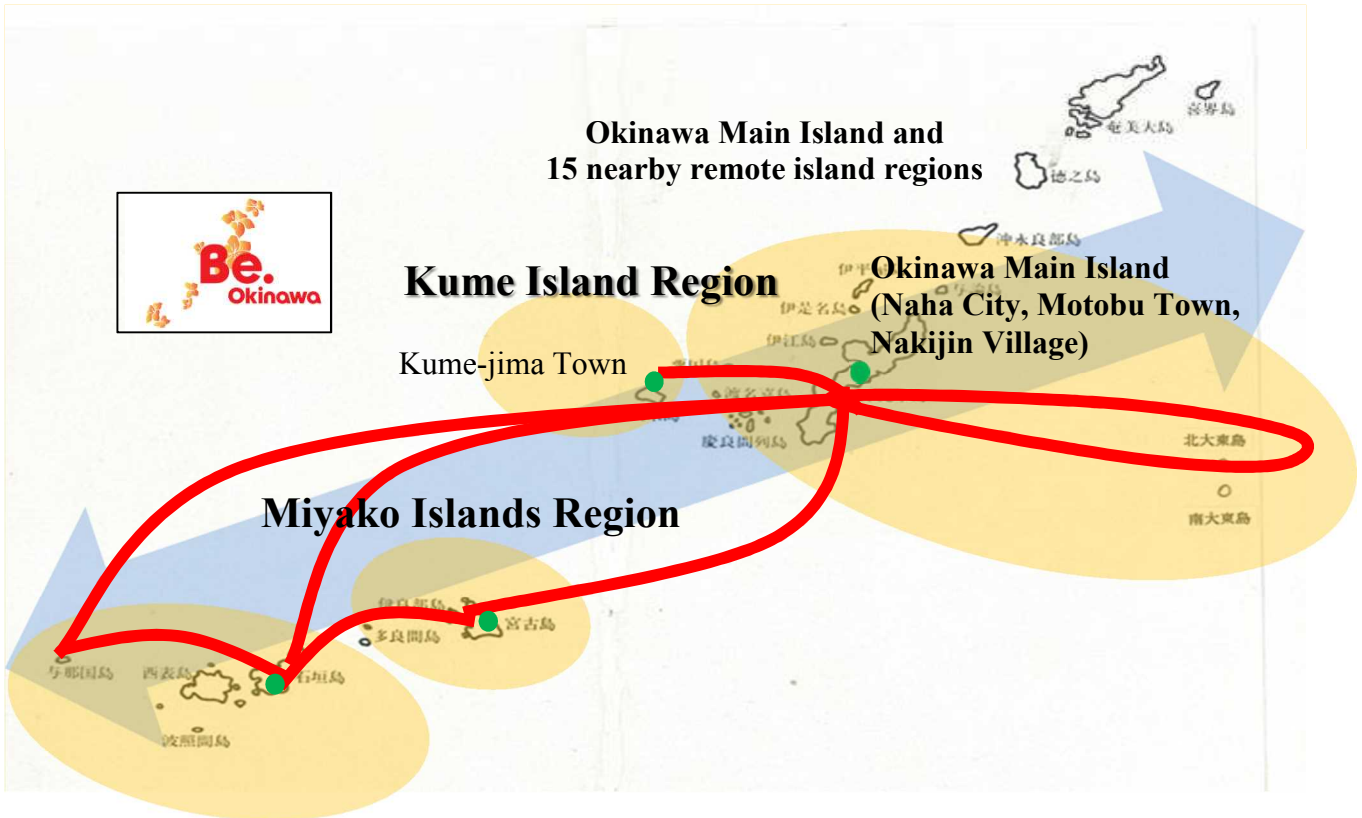
○“Visit Our Exciting Ryukyu Islands in the Pacific Ocean”

In June 2016, the Minister of Land, Infrastructure, Transport and Tourism certified a formulation plan for the wide-area tour route, “Visit Our Exciting Ryukyu Islands in the Pacific Ocean,” created and implemented by the Ryukyu Islands Tour Route Formation and Promotion Council.

In FY2016, we supported marketing surveys of the council such as grasping their needs and extracting acceptance issues. In addition, the council has formulated 3 specific model courses.



Shuri Castle Park (Naha City): the center of politics, diplomacy and culture in the Ryukyu Kingdom



Notes:

1. In Section 7, “a region” refers to the jurisdictional area of a District Transport Bureau.
2. The Tohoku region: the prefectures of Aomori, Iwate, Miyagi, Akita, Yamagata and Fukushima
3. The Kanto region: the prefectures of Ibaraki, Tochigi, Gumma, Saitama, Chiba, Tokyo, Kanagawa and Yamanashi
4. The Hokuriku Shin-etsu region: the prefectures of Niigata, Toyama, Ishikawa and Nagano
5. The Chubu region: the prefectures of Fukui, Gifu, Shizuoka, Aichi and Mie
6. The Kinki region: the prefectures of Shiga, Kyoto, Osaka, Hyogo, Nara and Wakayama
7. The Chugoku region: the prefectures of Tottori, Shimane, Okayama, Hiroshima and Yamaguchi
8. The Shikoku region: the prefectures of Tokushima, Kagawa, Ehime and Kochi
9. The Kyushu region: the prefectures of Fukuoka, Saga, Nagasaki, Kumamoto, Oita, Miyazaki and Kagoshima

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Appendix-1 International Tourist Arrivals and Tourism Receipts by Region

(Upper box: 10,000 people; Lower box: 1 mil. USD)

Year	2014			2015		
Category	Tourist arrivals	YoY Change	Share	Tourist arrivals	YoY Change	Share
Region	Tourism receipts			Tourism receipts		
Europe	58,024	2.3%	51.0%	60,751	4.7%	51.1%
	513,010	4.1%	39.2%	450,144	-12.3%	1.5%
Americas	18,186	8.5%	16.0%	19,271	6.0%	16.2%
	288,227	7.1%	22.0%	303,933	5.4%	24.1%
Asia-Pacific	26,438	5.8%	23.3%	27,929	5.6%	23.5%
	420,003	5.9%	32.1%	418,596	-0.3%	33.2%
Africa	5,520	0.9%	4.9%	5,381	-2.5%	4.5%
	36,167	1.7%	2.8%	33,234	-8.1%	2.6%
Middle East	5,542	12.8%	4.9%	5,587	0.8%	4.7%
	51,629	10.8%	3.9%	54,235	5.0%	4.3%
Total	113,710	4.5%	100.0%	118,918	4.6%	100.0%
	1,309,036	5.5%	100.0%	1,260,142	-3.7%	100.0%

Source: Reference from the UNWTO

Appendix-2 Balance of Payments for International Tourism (2015)

(1 mil. USD)

	Revenues	Expenditures	Balance
U.S.A.	204,500	120,500	84,000
Spain	56,500	17,800	38,700
Thailand	44,600	7,600	37,000
Italy	39,400	24,500	14,900
Hong Kong	36,200	22,900	13,300
Austria	18,300	9,000	9,300
Japan	25,000	16,000	9,000
Mexico	17,700	10,100	7,600
France	45,900	38,400	7,500
Malaysia	17,600	10,500	7,100
India	21,000	14,900	6,100
Australia	29,400	23,500	5,900
Indonesia	10,800	7,300	3,500
Switzerland	16,200	16,000	200
Poland *1	9,700	9,540	160
Taiwan	14,400	15,500	-1,100
Sweden	12,200	16,900	-4,700
Netherlands	13,200	18,200	-5,000
Singapore	16,700	22,100	-5,400
Belgium	11,700	18,700	-7,000
South Korea	15,300	25,000	-9,700
Saudi Arabia	10,100	20,700	-10,600
Canada	16,200	29,300	-13,100
U.K.	45,500	63,500	-18,000
Russia	8,500	34,900	-26,400
Germany	36,900	76,300	-39,400
China	114,100	292,200	-178,100

Source: Data from the JNTO (original sources are from the UNWTO and each countries' national tourist organization).

Note: 2014 values were used for Poland because the 2015 values were unknown.

Appendix-3 Changes in Japan's Balance of Payments for International Tourism

(100 mil. yen)

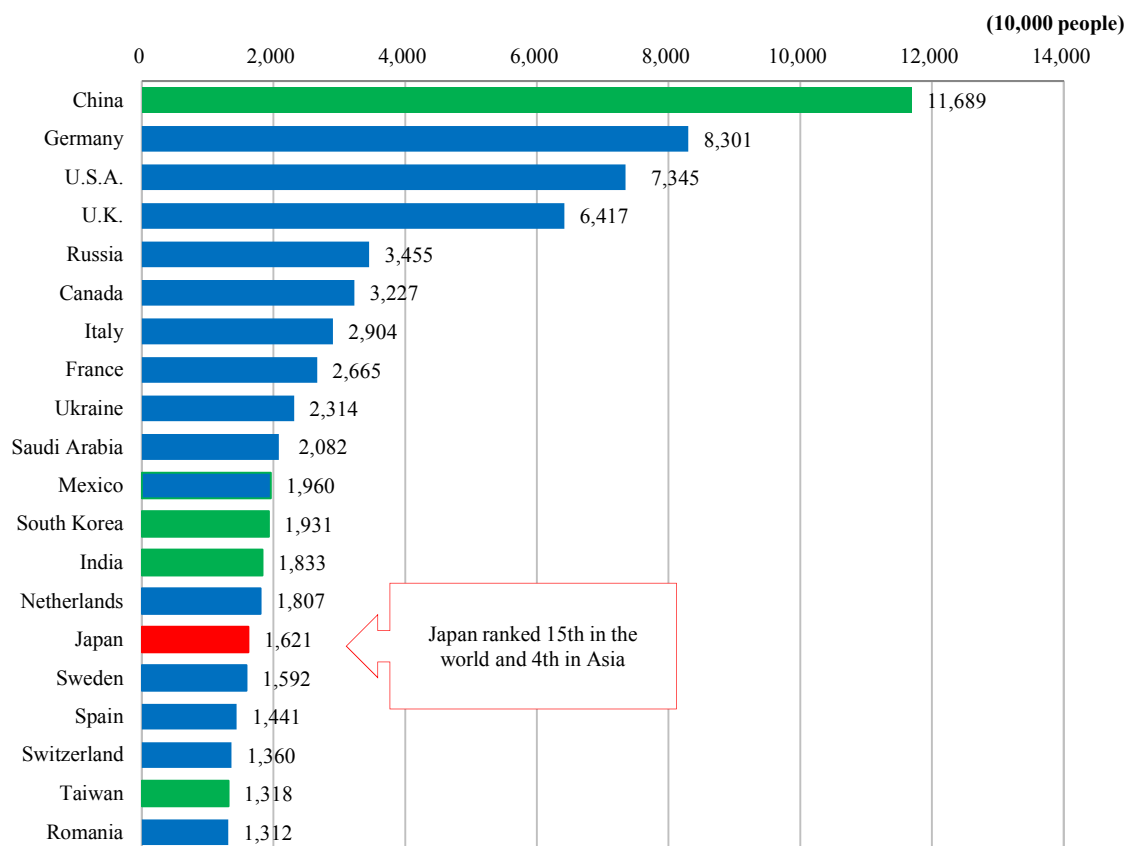
Year		2008	2009	2010	2011	2012	2013	2014	2015	2016
Category										
Balance of payments for international tourism (not including passenger transport)	Credit	11,186	9,641	11,586	8,752	11,631	14,766	19,975	30,240	33,375
	Debit	28,818	23,527	24,462	21,716	22,248	21,311	20,419	19,338	20,110
	Net balance	△ 17,631	△ 13,886	△ 12,875	△ 12,963	△ 10,617	△ 6,545	△ 444	10,902	13,266
Balance of payments for international tourism (including passenger transport)	Credit	14,254	11,702	13,461	9,976	12,920	16,498	22,067	33,046	36,287
	Debit	40,274	32,487	34,393	31,673	32,661	31,452	30,233	28,148	27,926
	Net balance	△ 26,020	△ 20,785	△ 20,932	△ 21,697	△ 19,741	△ 14,954	△ 8,166	4,898	8,361
Balance of trade	Credit	776,111	511,216	643,914	629,653	619,568	678,290	740,747	752,742	689,797
	Debit	718,081	457,340	548,754	632,955	662,287	766,024	845,400	761,604	634,546
	Net balance	58,031	53,876	95,160	△ 3,302	△ 42,719	△ 87,734	△ 104,653	△ 8,862	55,251

Source: Reference from the Ministry of Finance

Notes:

1. The "balance of payments for international tourism" was calculated by the JTA on the basis of the following definition: the "net balance for international tourism (not including passenger transport)" refers to the net balance for travel within the international balance of payments. The "balance of payments for international tourism (including passenger transport)" is calculated by adding the net balance for passenger transport within the balance for transport to the above-mentioned net balance for travel.
2. △ indicates deficit.
3. 2016 data represent preliminary values.

Appendix-4 International Outbound Traveler Rankings (2015)

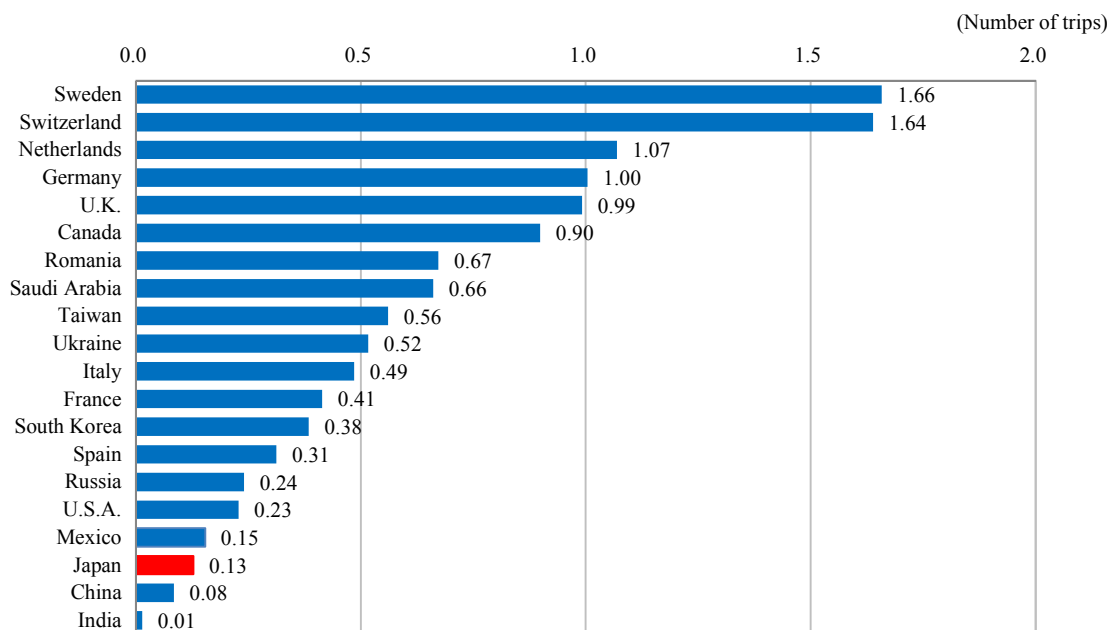


Source: *Compendium of Tourism Statistics Data 2011–2015, 2017 Edition* (UNWTO), and *Handbook of Data on International Visitors to Japan* (JNTO).

Notes:

1. 2013 data were used for Sweden, because the 2015 data for the country were unknown.
2. 2014 data were used for Germany, Mexico and India because the 2015 data were unknown.

Appendix-5 Number of International Trips Taken Per Capita by the Top 20 Countries for International Outbound Travelers (2015)



Source: *Compendium of Tourism Statistics Data 2011 – 2015, 2017 Edition* (UNWTO), *State of World Population 2015* (UNFPA), and *Handbook of Data on International Visitors to Japan* (JNTO)

Notes:

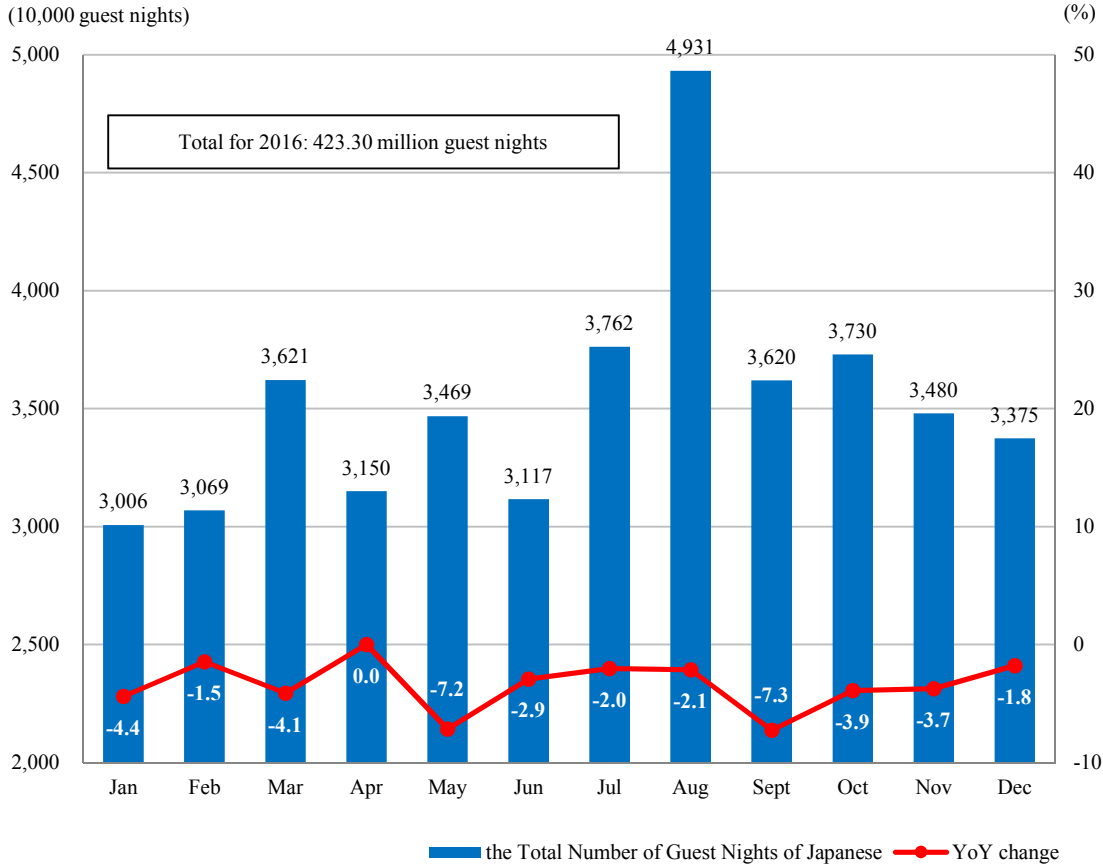
1. Calculated by dividing the country's population by the number of outbound international travelers.
2. 2013 data were used for Sweden, because the 2015 data were unknown.
3. 2014 data were used for Germany, Mexico and India because the 2015 data were unknown.

**Appendix-6 Number of International Conferences Held in Asia-Pacific/Middle East Cities
(2015)**

2015 Ranking in the Asia-Pacific and Middle East region	2015 World ranking	City	2015 Number of conferences
1	7	Singapore	156
2	13	Seoul	117
3	15	Hong Kong	112
4	16	Bangkok	103
5	19	Beijing	95
6	22	Taipei	90
7	25	Sydney	86
8	28	Tokyo	80
9	32	Kuala Lumpur	73
10	46	Dubai	56
11	47	Shanghai	55
12	49	Melbourne	54
13	57	Kyoto	45
14	64	Manila	41
		New Delhi	41
16	68	Bali	40
17	73	Abu Dhabi	35
18	77	Pusan	34
		Jeju	34
20	85	Fukuoka	30
25	115	Osaka	23
26	117	Yokohama	22
30	139	Sapporo	18
39	182	Nagoya	14
42	191	Kobe	13
		Okinawa	13
58	254	Sendai	9
		Tsukuba	9

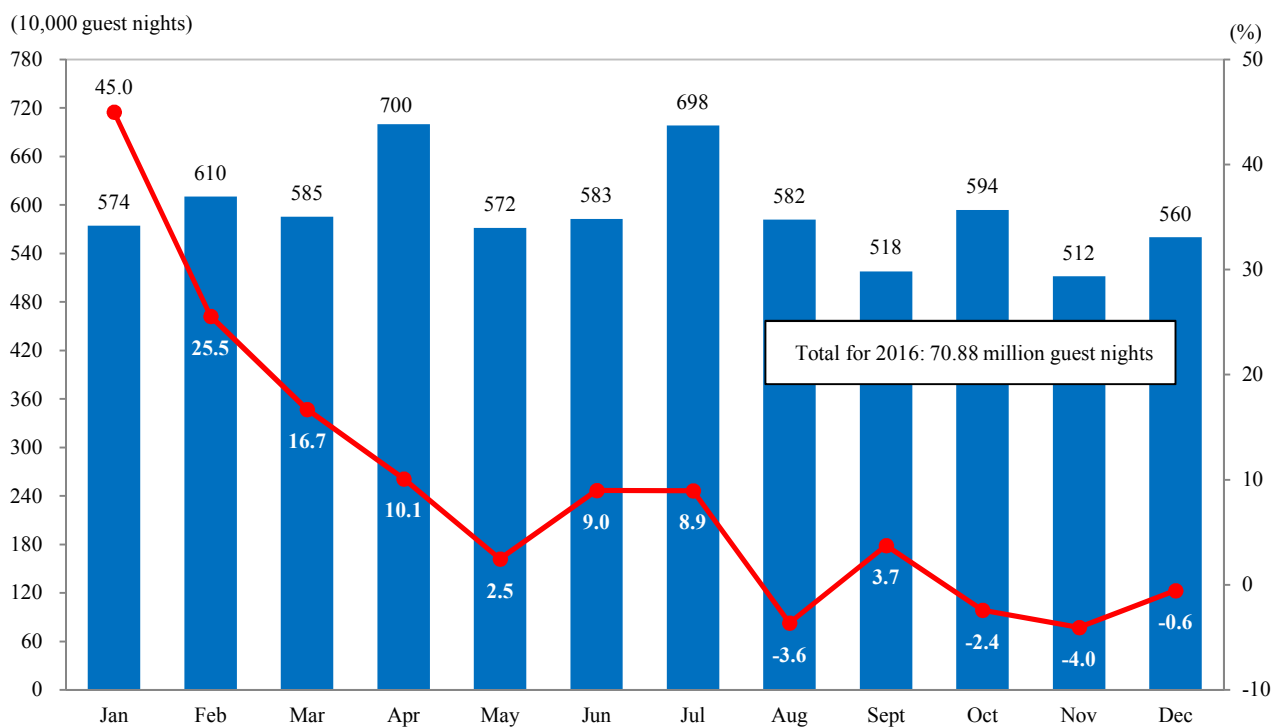
Source: Reference from the ICCA (International Congress and Convention Association) statistics

Appendix-7 Changes in the Total Number of Guest Nights of Japanese by Month (2016)



Source: *Overnight Travel Statistics Survey (JTA)*
 Note: Figures for 2016 are preliminary.

Appendix-8 Changes in the Total Number of Guest Nights of International Visitors by Month (2016)



Source: *Overnight Travel Statistics Survey* (JTA)

Notes:

1. The term "international visitor" refers to anyone who does not have an address in Japan.

2. Figures for 2016 are preliminary.

■ the Total Number of Guest Nights of International Visitors
● YoY change

Appendix-9 The Total Number of Guest Nights (Overall and International Visitors), Bed Occupancy Rates and Room Occupancy Rates by Prefecture (2016)

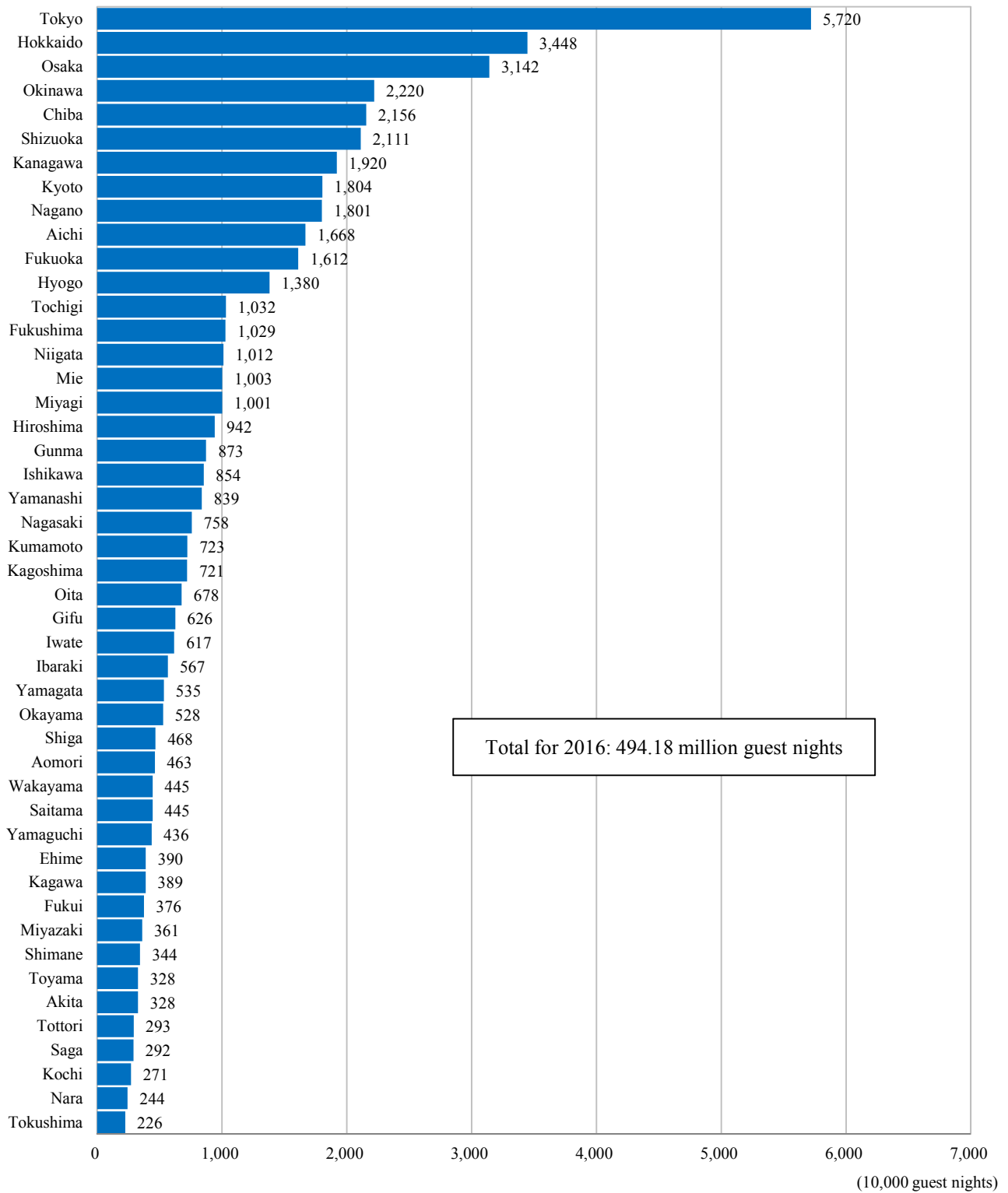
	The Total Number of Guest Nights (10,000 Guest Nights)	The Total Number of Guest Nights of International Visitors (10,000 Guest Nights)	Bed Occupancy Rate (%)	Room Occupancy Rate (%)
Nationwide	49,418	7,088	39.6%	60.0%
Hokkaido	3,448	692	43.6%	62.0%
Aomori	463	16	32.5%	51.3%
Iwate	617	13	30.8%	52.8%
Miyagi	1,001	20	40.5%	60.6%
Akita	328	6	26.1%	44.1%
Yamagata	535	9	25.8%	47.5%
Fukushima	1,029	8	28.9%	50.1%
Ibaraki	567	22	34.0%	52.4%
Tochigi	1,032	24	33.2%	50.5%
Gunma	873	22	33.0%	51.2%
Saitama	445	17	46.5%	65.8%
Chiba	2,156	346	50.5%	68.4%
Tokyo	5,720	1,806	65.7%	79.4%
Kanagawa	1,920	227	48.6%	67.9%
Niigata	1,012	26	24.4%	40.9%
Toyama	328	20	28.2%	50.5%
Ishikawa	854	62	41.9%	64.2%
Fukui	376	5	25.3%	41.0%
Yamanashi	839	137	26.1%	45.4%
Nagano	1,801	116	21.3%	35.5%
Gifu	626	97	31.2%	50.3%
Shizuoka	2,111	158	33.9%	54.4%
Aichi	1,668	232	50.2%	70.3%
Mie	1,003	36	34.9%	55.0%
Shiga	468	47	34.9%	56.8%
Kyoto	1,804	482	50.2%	70.9%
Osaka	3,142	1,026	74.0%	84.1%
Hyogo	1,380	108	35.9%	57.7%
Nara	244	30	25.6%	45.5%
Wakayama	445	53	28.3%	46.4%
Tottori	293	10	26.9%	49.3%
Shimane	344	6	31.4%	56.3%
Okayama	528	28	34.7%	56.7%
Hiroshima	942	85	44.2%	65.6%
Yamaguchi	436	9	38.5%	57.3%
Tokushima	226	7	27.7%	49.0%
Kagawa	389	36	38.2%	58.9%
Ehime	390	15	32.9%	52.3%
Kochi	271	7	26.3%	46.9%
Fukuoka	1,612	267	52.2%	70.9%
Saga	292	25	37.1%	57.9%
Nagasaki	758	74	36.2%	53.7%
Kumamoto	723	51	34.7%	58.0%
Oita	678	85	36.1%	52.5%
Miyazaki	361	25	34.1%	51.3%
Kagoshima	721	49	35.1%	51.5%
Okinawa	2,220	448	50.5%	67.3%

Source: *Overnight Travel Statistics Survey (JTA)*

Notes:

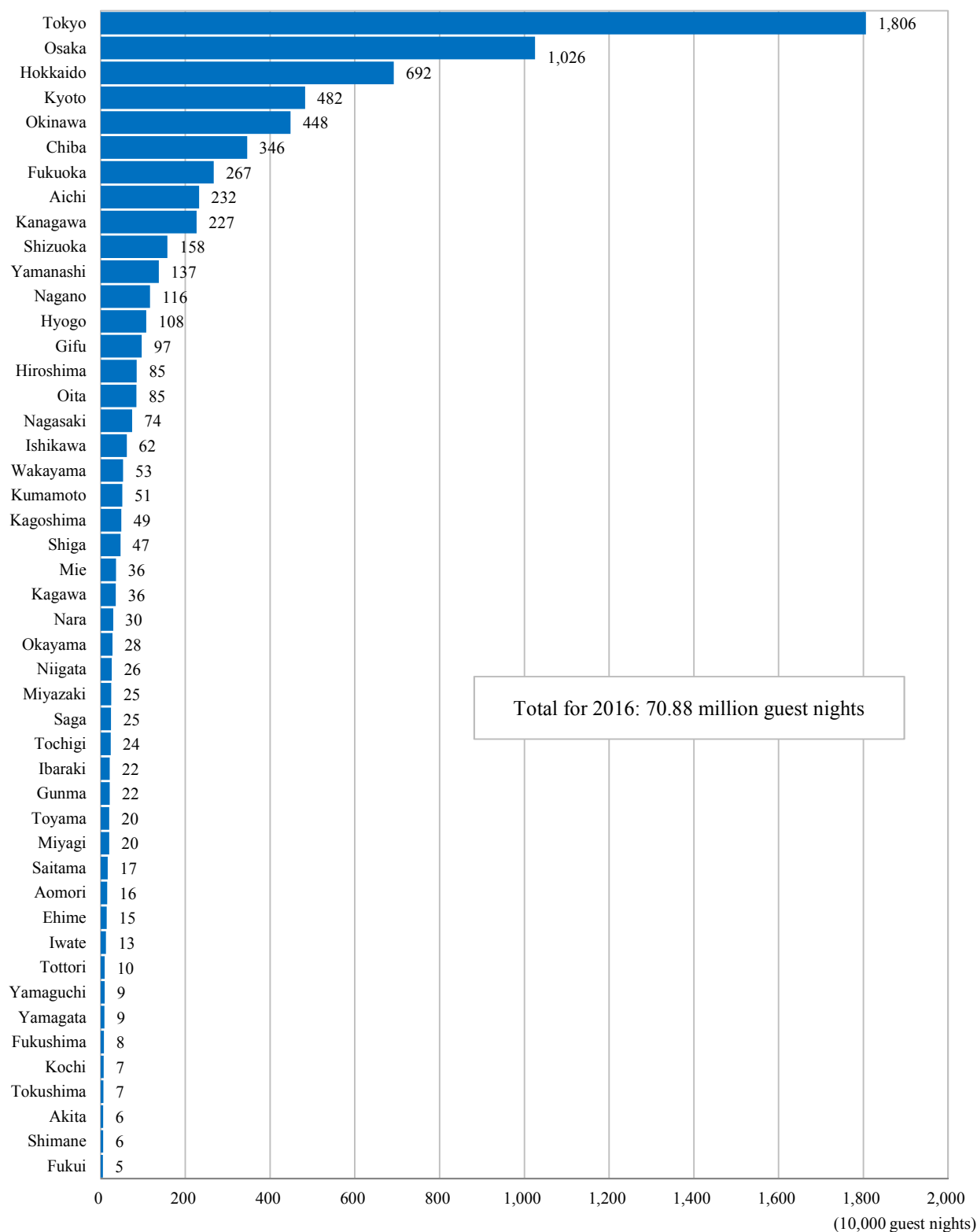
1. The term "international visitor" refers to anyone who does not have an address in Japan.
2. "International visitors" includes international visitors from unknown countries/regions (origin).
3. The bed occupancy rate is the rate of the number of accommodation guests compared to full guest room capacity. For example, if one guest stayed in a guest room with a two-guest capacity, the bed occupancy rate would be 50%.
4. The room occupancy rate is the utilization rate of guest rooms compared to the total number of guest rooms. For example, if one of an accommodation's two guest rooms were occupied, the room occupancy rate would be 50%.
5. In this table, accommodation guests (total) include international visitors.
6. Figures for 2016 are preliminary.

Appendix-10 Total Number of Guest Nights by Prefecture (2016)



Source: *Overnight Travel Statistics Survey (JTA)*
 Note: Figures for 2016 are preliminary.

Appendix-11 Total Number of Guest Nights of International Visitors by Prefecture (2016)

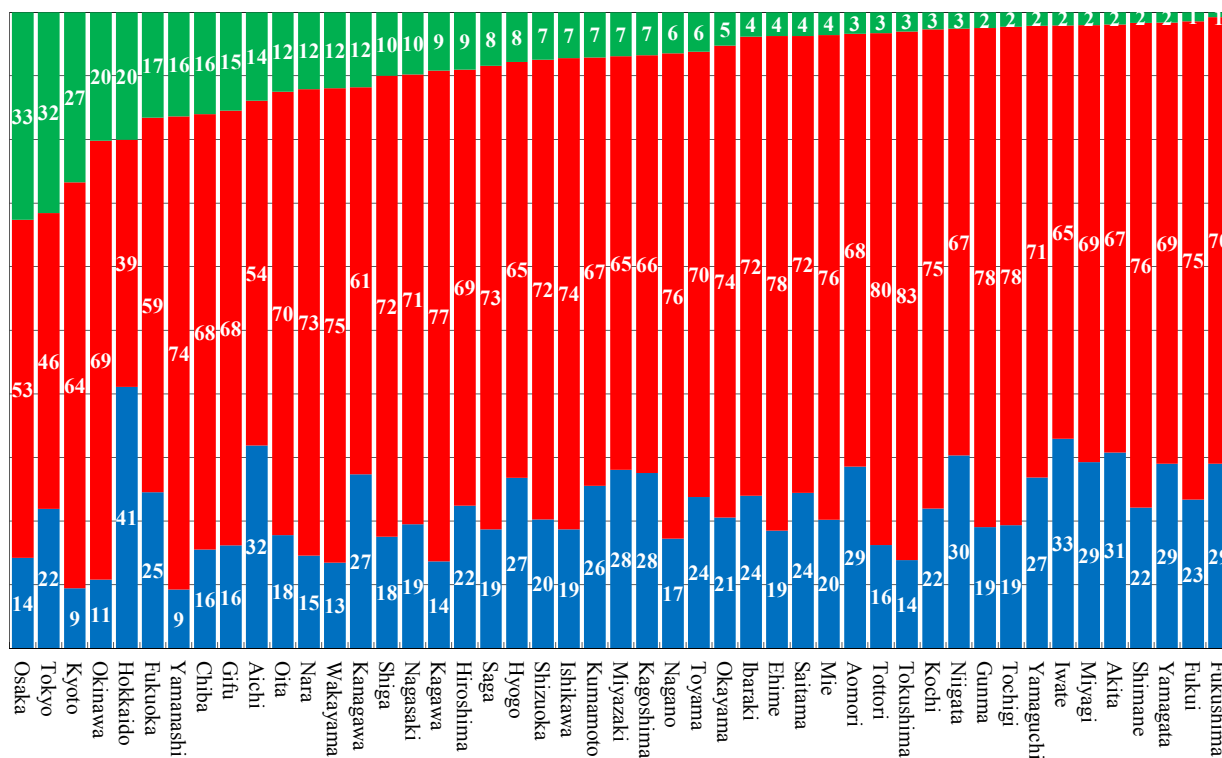


Source: *Overnight Travel Statistics Survey (JTA)*

Notes:

1. The term “international visitor” refers to anyone who does not have an address in Japan.
2. Figures for 2016 are preliminary.

Appendix-12 Breakdown of the Total Number of Guest Nights by Prefecture (2016)



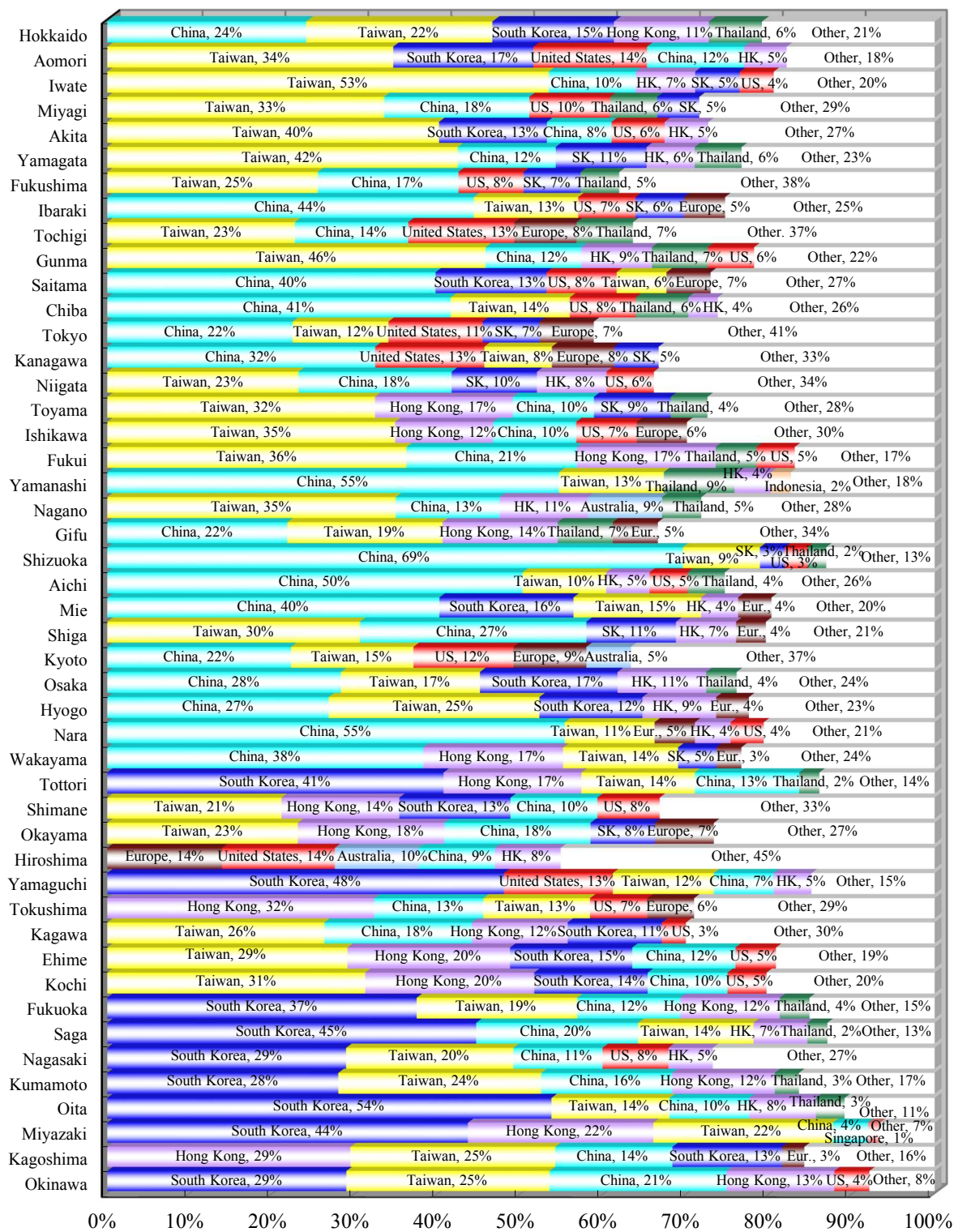
- Japanese guests residing in the prefecture
- Japanese guests from outside the prefecture
- International visitors

Source: *Overnight Travel Statistics Survey (JTA)*

Notes:

1. The unknown portion of Japanese nationals who stayed overnight by inside/outside the prefecture was calculated by prorating the ratio by inside/outside the prefecture and allocating the results to each prefecture.
2. The term "international visitor" refers to anyone who does not have an address in Japan.
3. Figures for 2016 are preliminary.

Appendix-13 Breakdown of the Total Number of Guest Nights of International Visitors by Prefecture (2016)

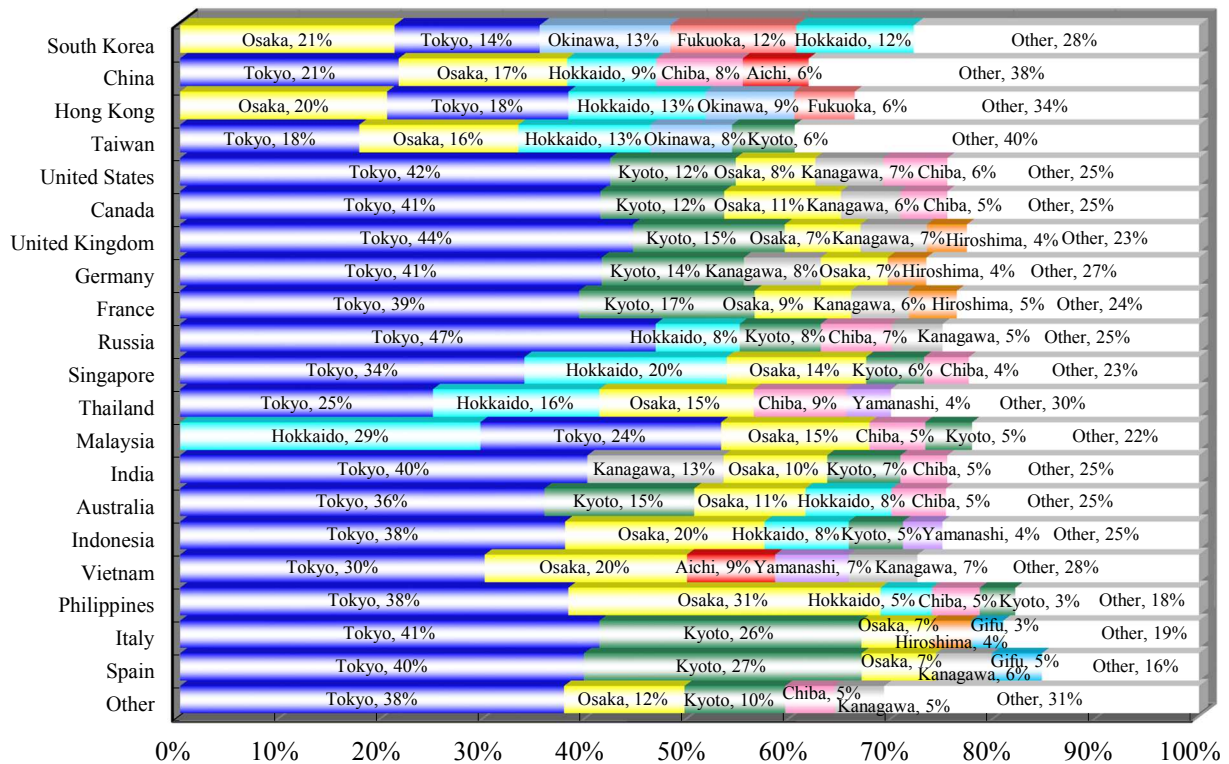


Source: Overnight Travel Statistics Survey (JTA)

Notes:

1. The term "international visitor" refers to anyone who does not have an address in Japan.
2. "Europe" refers to Germany, the United Kingdom and France.
3. This results are based on a survey of facilities with at least 10 employees.
4. Figures for 2016 are preliminary.

Appendix-14 Top 5 Prefectures in Total Number of Guest Nights of International Visitors by Country/Region (2016)

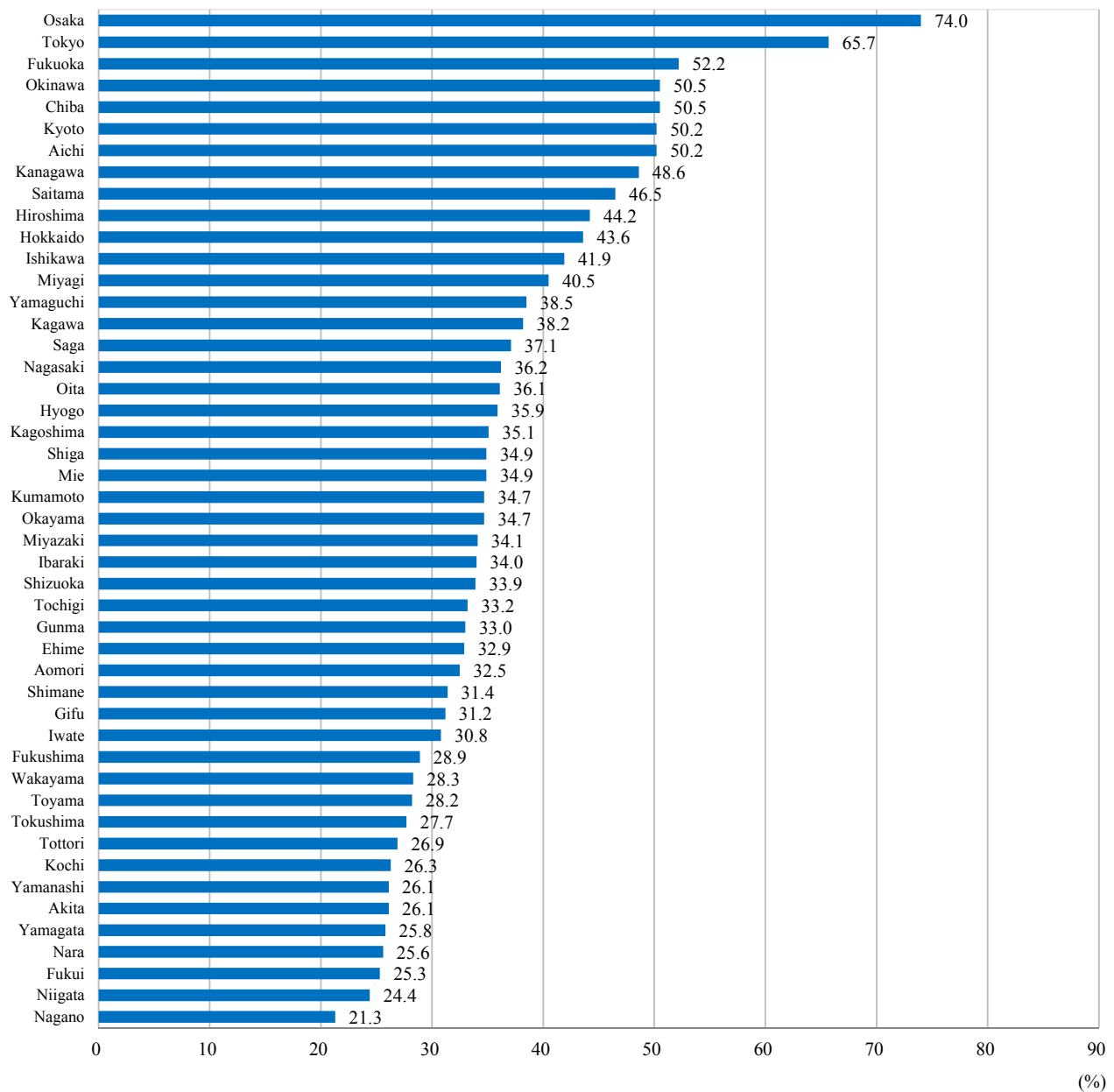


Source: *Overnight Travel Statistics Survey (JTA)*

Notes:

1. The term “international visitor” refers to anyone who does not have an address in Japan.
2. These results are based on a survey of facilities with at least 10 employees.
3. Figures for 2016 are preliminary.

Appendix-15 Accommodation Bed Occupancy Rates by Prefecture (2016)

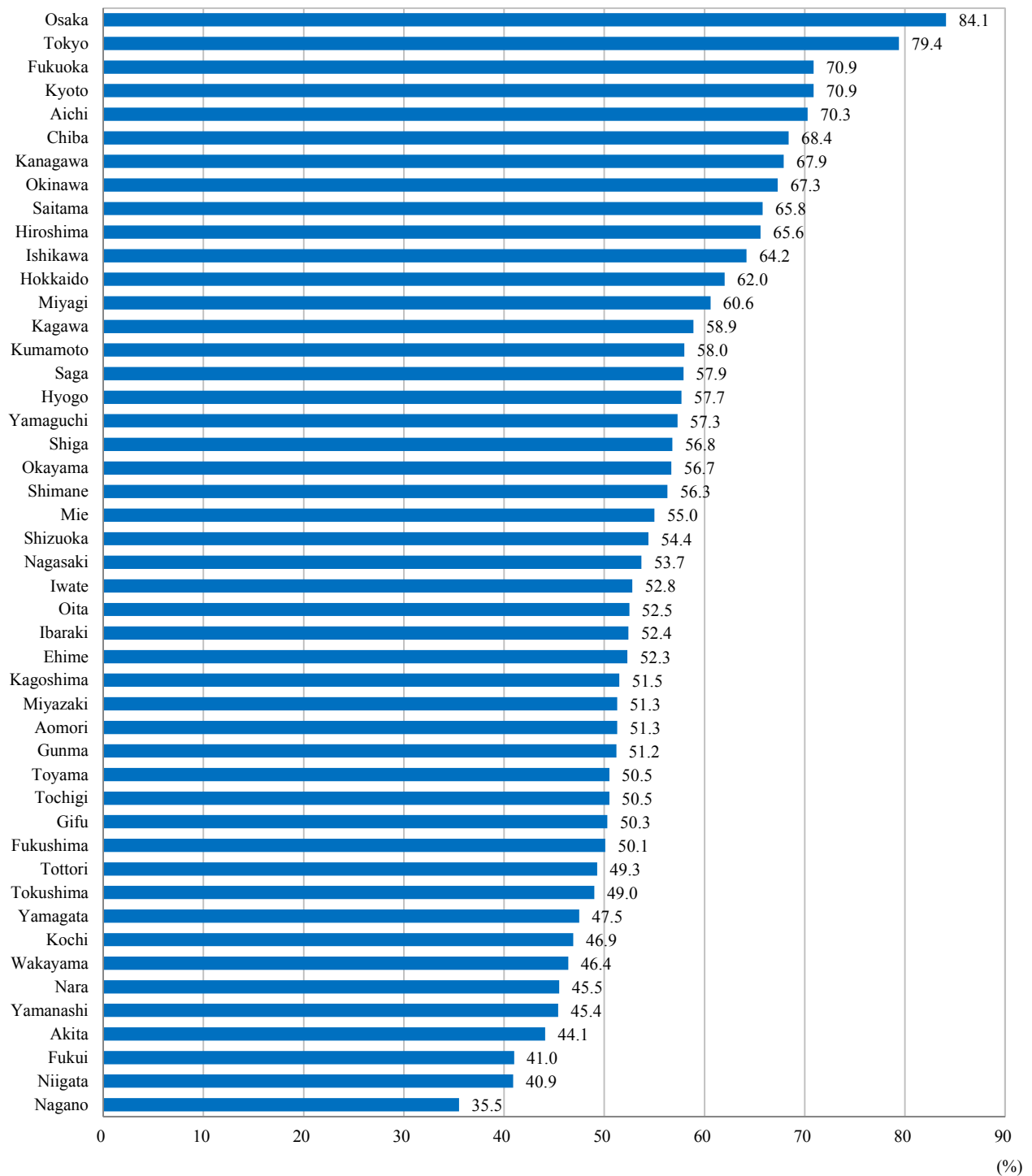


Source: *Overnight Travel Statistics Survey (JTA)*

Notes:

1. The term “bed occupancy” refers to the occupancy ratio of the number of guests who stay overnight to the number of beds. For example, if one guest stays in a guest room with two beds, the bed occupancy is 50%.
2. Figures for 2016 are preliminary.

Appendix-16 Accommodation Room Occupancy Rates by Prefecture (2016)



Source: *Overnight Travel Statistics Survey (JTA)*

Notes:

1. The term “room occupancy” refers to the occupancy ratio of the number of rooms occupied to the total number of rooms. For example, if one of two guest rooms is occupied, the room occupancy is 50%.
2. Figures for 2016 are preliminary.

Appendix-17 Actual Number of Overnight Guests, Average Nights Per Person (Total and International Visitors) by Prefecture (2016)

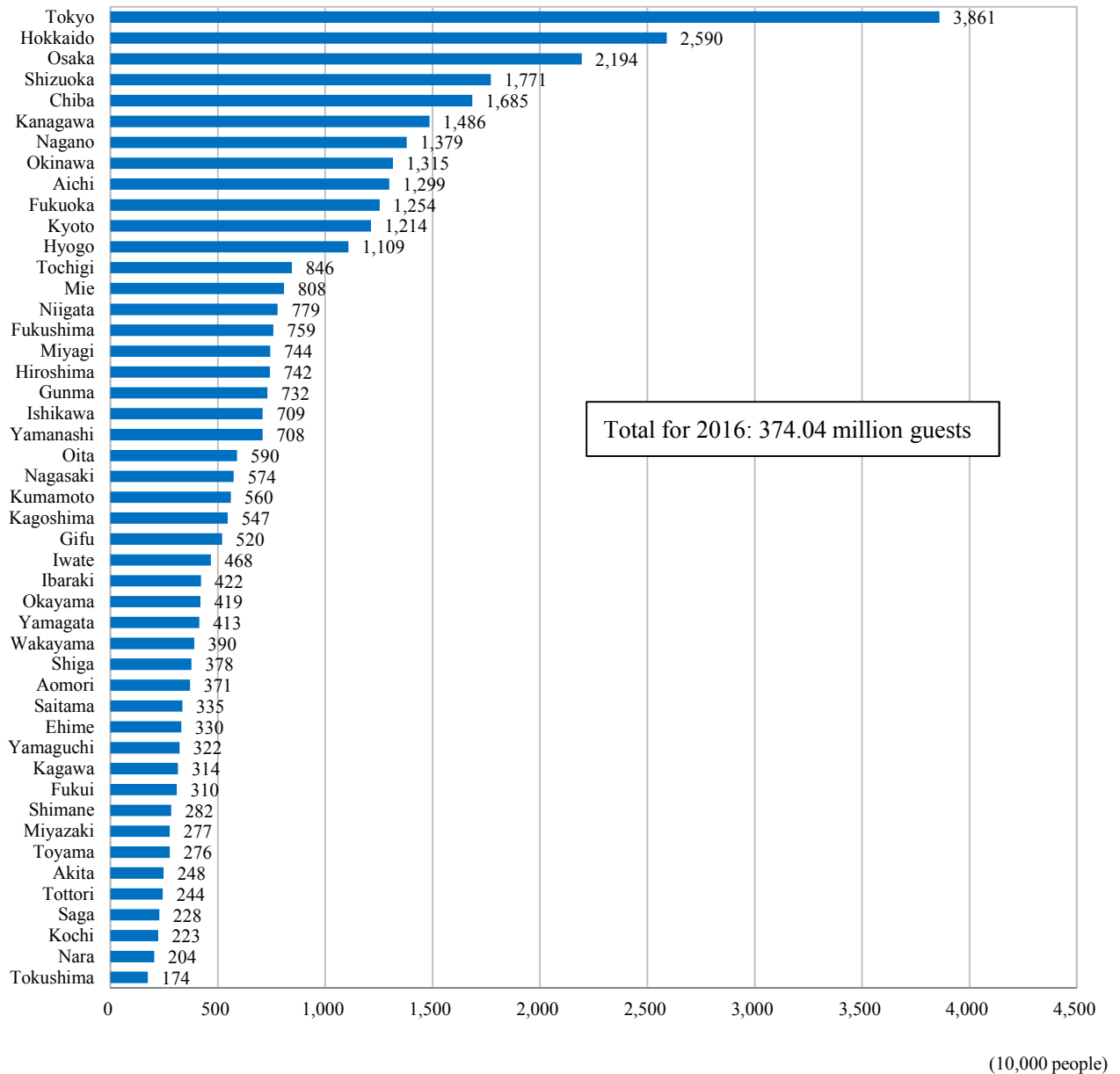
	Actual Total Guest Nights (people)	Average Nights Per Person	Actual Total International Visitor Nights (people)	Average Nights Per International Visitor
Total	374,041,240	1.32	45,946,560	1.54
Hokkaido	25,902,630	1.33	4,839,180	1.43
Aomori	3,711,370	1.25	126,770	1.24
Iwate	4,679,330	1.32	99,810	1.29
Miyagi	7,439,320	1.35	139,050	1.46
Akita	2,478,380	1.32	45,810	1.37
Yamagata	4,134,500	1.29	57,280	1.54
Fukushima	7,588,480	1.36	57,750	1.38
Ibaraki	4,221,580	1.34	150,830	1.44
Tochigi	8,455,640	1.22	177,250	1.33
Gunma	7,316,520	1.19	173,100	1.25
Saitama	3,347,910	1.33	103,630	1.61
Chiba	16,852,600	1.28	2,923,870	1.18
Tokyo	38,607,590	1.48	9,395,460	1.92
Kanagawa	14,862,190	1.29	1,597,620	1.42
Niigata	7,789,520	1.30	136,450	1.92
Toyama	2,763,720	1.19	167,010	1.22
Ishikawa	7,094,400	1.20	448,510	1.37
Fukui	3,097,380	1.21	42,350	1.27
Yamanashi	7,083,890	1.18	1,288,300	1.07
Nagano	13,791,260	1.31	785,080	1.48
Gifu	5,204,270	1.20	821,770	1.18
Shizuoka	17,714,360	1.19	1,428,650	1.10
Aichi	12,987,540	1.28	1,765,150	1.32
Mie	8,079,000	1.24	270,310	1.34
Shiga	3,776,040	1.24	379,420	1.23
Kyoto	12,138,540	1.49	2,518,000	1.92
Osaka	21,942,640	1.43	6,072,250	1.69
Hyogo	11,089,540	1.24	827,240	1.30
Nara	2,044,260	1.19	237,660	1.25
Wakayama	3,899,440	1.14	468,000	1.14
Tottori	2,435,890	1.20	79,370	1.22
Shimane	2,823,670	1.22	43,420	1.34
Okayama	4,188,270	1.26	202,410	1.37
Hiroshima	7,423,800	1.27	612,710	1.39
Yamaguchi	3,221,150	1.35	67,020	1.39
Tokushima	1,736,490	1.30	52,530	1.30
Kagawa	3,140,180	1.24	267,960	1.33
Ehime	3,297,710	1.18	119,360	1.23
Kochi	2,228,800	1.22	51,490	1.42
Fukuoka	12,542,110	1.29	1,838,070	1.45
Saga	2,275,240	1.28	202,530	1.22
Nagasaki	5,744,680	1.32	513,870	1.45
Kumamoto	5,603,430	1.29	423,760	1.21
Oita	5,901,510	1.15	786,860	1.08
Miyazaki	2,767,150	1.30	147,720	1.69
Kagoshima	5,467,420	1.32	358,390	1.36
Okinawa	13,149,960	1.69	2,635,530	1.70

Source: *Overnight Travel Statistics Survey (JTA)*

Notes:

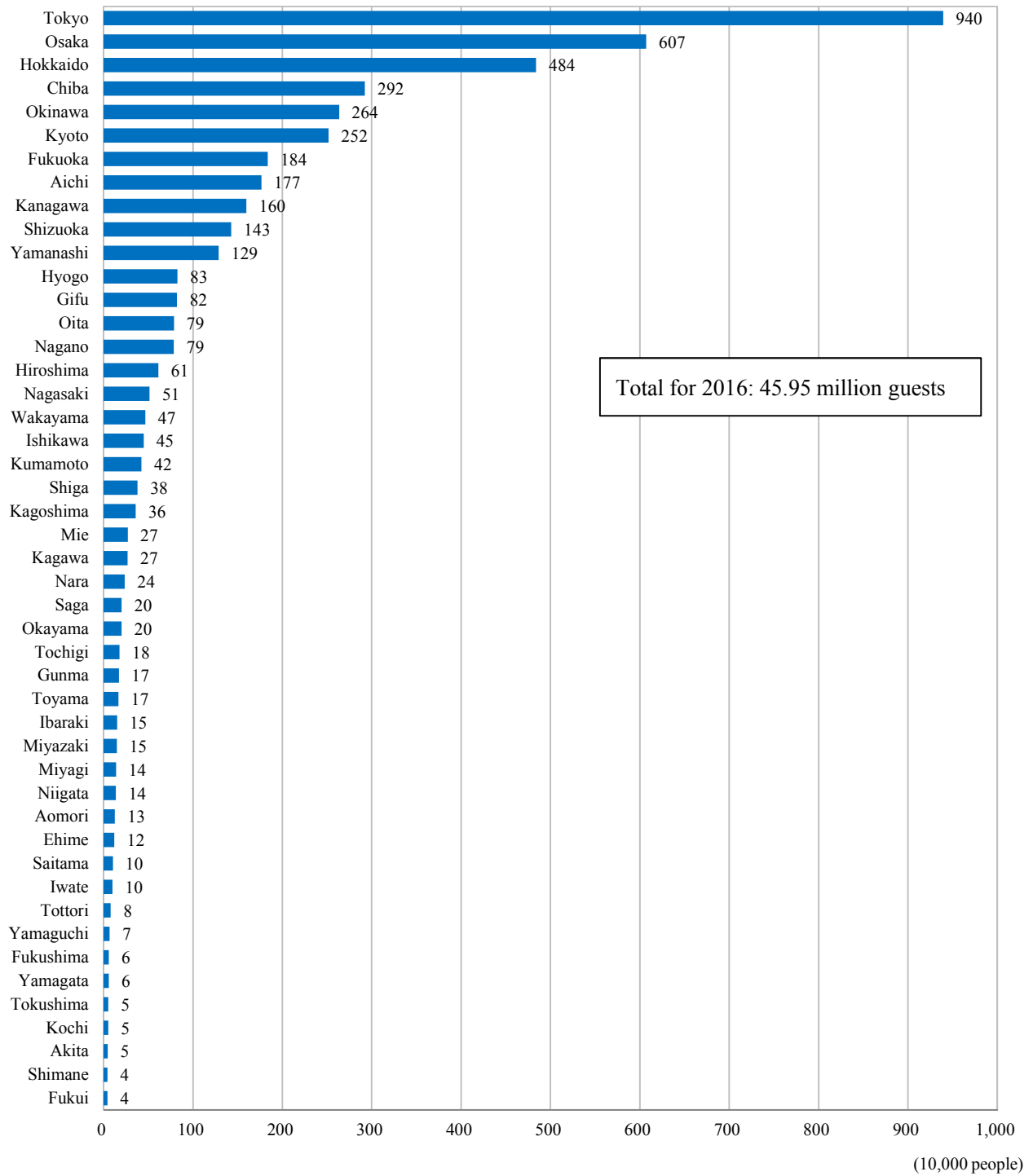
1. The term “international visitor” refers to anyone who does not have an address in Japan.
2. “Average nights” refers to the average nights per person spent in the same accommodation.
3. Figures for the actual total guest nights include those for international visitors.
4. Figures for 2016 are preliminary.

Appendix-18 Actual Number of Overnight Guests by Prefecture (2016)



Source: *Overnight Travel Statistics Survey (JTA)*
 Note: Figures for 2016 are preliminary.

Appendix-19 Actual Number of International Visitor Overnight Guests by Prefecture (2016)



Source: *Overnight Travel Statistics Survey (JTA)*

Notes:

1. The term "international visitor" refers to anyone does not have an address in Japan.
2. Figures for 2016 are preliminary.

Appendix-20 Actual Number of Visitors and Tourism Consumption by Prefecture (2015)

Prefecture	Visitors (10,000 people)	Tourism Consumption (100 mil. yen)
Hokkaido	5,448	9,723
Aomori	1,474	1,724
Iwate	1,165	1,635
Miyagi	2,912	3,017
Akita	1,154	1,396
Yamagata	1,965	2,015
Fukushima	2,006	3,040
Ibaraki	3,859	2,695
Tochigi	4,717	5,132
Gunma	3,065	2,950
Saitama	10,924	4,747
Chiba	9,161	11,971
Tokyo	52,859	59,615
Kanagawa *1	-	-
Niigata	3,684	3,781
Toyama *1	-	-
Ishikawa *1	-	-
Fukui *1	-	-
Yamanashi	3,146	3,967
Nagano	4,445	7,410
Gifu	4,360	2,844
Shizuoka	7,685	8,927
Aichi *1	-	-
Mie	3,542	3,841
Shiga	2,349	2,159
Kyoto *1	-	-
Osaka *2		
Hyogo	7,224	8,121
Nara	2,281	1,470
Wakayama	1,268	1,171
Tottori	945	985
Shimane	1,166	1,117
Okayama	1,449	1,581
Hiroshima *1	2,310	2,521
Yamaguchi	1,813	1,395
Tokushima	1,010	1,080
Kagawa	1,674	1,895
Ehime	1,497	1,254
Kochi *1	-	-
Fukuoka *1	-	-
Saga	2,022	2,807
Nagasaki *1	-	-
Kumamoto	2,904	3,900
Oita	2,287	2,146
Miyazaki	1,580	1,524
Kagoshima	1,807	2,837
Okinawa *1	-	-

Source: *Inbound Tourism Statistics* based on the common standards for individual prefectures

Notes:

1. Data are still being compiled for Kanagawa, Toyama, Ishikawa, Fukui, Aichi, Kyoto, Hiroshima, Kochi, Fukuoka, Nagasaki and Okinawa.
2. Osaka Prefecture has yet to introduce the common standard for its statistics.
3. The given figures are the combined numbers of Japanese visitors (business, leisure) and international visitors as of February 28, 2017.

Appendix-21 Changes in the Number of Japanese Overseas Travelers by Country/Region of Destination (Statistics from Receiving Countries/Regions)

	Destination	Standards	2011		2012		2013		2014		2015	
			People	YoY Change (%)	People	YoY Change (%)	People	YoY Change (%)	People	YoY Change (%)	People	YoY Change (%)
Asian	China	VFN	3,658,169	-2.0	3,518,153	-3.8	2,877,533	-18.2	2,717,600	-5.6	2,497,700	-8.1
	South Korea	VFN	3,289,051	8.8	3,518,792	7.0	2,747,750	-21.9	2,280,434	-17.0	1,837,782	-19.4
	Taiwan	VFR	1,294,758	18.1	1,432,315	12.1	1,421,550	-0.8	1,634,790	15.0	1,627,229	-0.5
	Thailand	TFN	1,127,893	13.5	1,373,716	21.8	1,536,425	11.8	1,267,886	-17.5	1,381,690	9.0
	Hong Kong	VFR	1,283,687	-2.5	1,254,602	-2.3	1,057,033	-15.7	1,078,766	2.1	1,049,272	-2.7
	Singapore	VFR	656,417	24.1	757,116	15.3	832,845	10.0	824,741	-1.0	789,179	-4.3
	Viet Nam	VFR	481,500	8.9	576,386	19.7	604,050	4.8	647,956	7.3	671,379	3.6
	Malaysia	TFR	386,974	-7.0	470,008	21.5	513,076	9.2	553,106	7.8	483,569	-12.6
	Indonesia	TFN	423,113	1.7	463,486	9.5	497,399	7.3	505,175	1.6		
	Philippines	TFR	375,496	4.7	412,474	9.8	433,705	5.1	463,744	6.9		
	Macao	VFR	396,050	-4.2	395,989	0.0	290,622	-26.6	299,849	3.2		
	India	TFN	193,525	15.2	220,015	13.7	220,283	0.1	219,516	-0.4		
	Cambodia	TFR	161,804	6.6	179,327	10.8	206,932	15.4	215,788	4.3	193,330	-10.4
	Myanmar	TFN	21,321	31.7	47,690	123.7	68,761	44.2	83,434	21.3		
	Laos	VFN	37,833	11.2	42,026	10.9	48,644	15.7	44,877	-7.7		
	Sri Lanka	TFR	20,586	43.4	26,085	26.7	31,505	20.8	39,136	24.2		
	Maldives	TFN	35,782	-7.8	36,438	1.8	39,463	8.3	38,817	-1.6		
	Nepal	TFN	26,283	12.6	28,642	9.0	26,694	-6.8	25,829	-3.2		
	Mongolia	VFN	15,336	7.4	17,642	15.0	18,751	6.3	18,893	0.8		
	Pakistan	TFN	9,918	40.1	8,242	-16.9	N.A.	N.A.	N.A.	N.A.		
Brunei	TFN	4,140	13.8	4,310	4.1	5,747	33.3	4,671	-18.7			
Bangladesh	TFN	5,675	-	5,773	1.7	4,456	-22.8	5,457	22.5			
Bhutan	TFN	3,943	33.1	6,967	76.7	4,015	-42.4	2,707	-32.6			
Oceania	Guam	TFR	824,005	-7.8	929,229	12.8	893,118	-3.9	810,856	-9.2		
	Australia	VFR	325,740	-16.6	348,050	6.8	324,320	-6.8	326,430	0.7		
	Northern Mariana Islands	VFN	142,946	-22.7	153,259	7.2	141,747	-7.5	110,234	-22.2		
	New Zealand	VFR	68,963	-21.4	72,080	4.5	74,560	3.4	81,136	8.8		
	Palau	TFR	37,800	28.9	39,353	4.1	35,642	-9.4	37,986	6.6		
	New Caledonia	TFR	18,455	-0.4	17,430	-5.6	15,674	-10.1	19,087	21.8		
	Tahiti	TFR	12,990	-5.6	12,989	0.0	13,175	1.4	12,527	-4.9		
Fiji	TFR	9,616	-19.9	7,069	-26.5	7,314	3.5	5,888	-19.5			
Central Asia / Mid. East / Africa	Turkey	VFN	188,312	-3.6	203,592	8.1	174,150	-14.5	170,550	-2.1		
	Morocco	TFN	22,861	-6.2	30,306	32.6	32,184	6.2	32,475	0.9		
	Bahrain	VFN	17,129	-	21,543	25.8	22,050	2.4	21,784	-1.2		
	Jordan	VFN	12,829	-32.7	15,321	19.4	15,279	-0.3	17,039	11.5		
	Saudi Arabia	TFN	10,276	11.6	13,002	26.5	11,961	-8.0	13,655	14.2		
	Israel	TFR	13,444	2.1	16,011	19.1	13,516	-15.6	13,042	-3.5		
	Armenia	TFR	12,973	10.6	12,968	0.0	13,011	0.3	11,619	-10.7		
	Tunisia	TFN	3,120	-76.7	8,002	156.5	6,460	-19.3	6,158	-4.7		
	Oman	THSN	6,989	16.9	N.A.	N.A.	N.A.	N.A.				
	Iran	VFN	4,937	-11.7	5,143	4.2	5,809	12.9	7,649	31.7		
	Kazakhstan	VFR	4,720	6.6	6,049	28.2	5,202	-14.0	6,379	22.6		
	Kuwait	VFN	4,798	-3.2	5,291	10.3	5,072	-4.1	5,215	2.8		
	Republic of South Africa	TFR	26,284	-4.7	34,415	30.9	41,099	19.4	27,504	-33.1		
	Egypt	VFN	27,635	-78.1	39,008	41.2	31,181	-20.1	12,352	-60.4		
	Nigeria	VFN	26,300	-3.8	41,988	59.7	24,231	-42.3	11,564	-52.3		
	Zimbabwe	VFR	32,784	76.3	18,032	-45.0	20,374	13.0	19,400	-4.8		
Tanzania	VFR	3,984	-3.5	5,522	38.6	7,058	27.8	7,419	5.1			
Zambia	TFR	11,346	36.0	3,535	-68.8	5,532	56.5	7,539	36.3			
Niger	TFN	2,829	11.1	4,007	41.6	6,187	54.4	6,759	9.2			
Europe	Germany	TCER	642,542	6.2	734,475	14.3	711,529	-3.1	670,804	-5.7		
	France	TFR	593,287	2.9	707,864	19.3	660,841	-6.6	784,423	18.7		
	Italy	TFN	314,239	-7.6	353,547	12.5	454,465	28.5	423,202	-6.9		
	Switzerland	THSR	275,923	-7.3	295,991	7.3	286,681	-3.1	250,451	-12.6		
	Spain	TFR	342,979	3.0	357,671	4.3	385,005	7.6	475,058	23.4		
	Austria	TCER	228,559	7.0	261,261	14.3	259,184	-0.8	245,306	-5.4		
	U.K.	VFR	237,000	6.3	242,700	2.4	225,000	-7.3	222,000	-1.3		
	Netherlands	THSR	110,500	-7.1	136,300	23.3	150,000	10.1	145,000	-3.3		
	Croatia	TCER	131,630	-10.5	155,088	17.8	159,117	2.6	176,846	11.1		
	Czech Republic	TCEN	121,663	-8.6	141,596	16.4	137,844	-2.6	124,969	-9.3		
	Belgium	TCER	91,414	12.8	111,962	22.5	112,278	0.3	111,939	-0.3		
	Finland	TCER	75,680	10.1	91,783	21.3	106,769	16.3	102,154	-4.3		
Russia	VFN	76,204	-2.5	86,806	13.9	102,408	18.0	105,220	2.7			

	Destination	Standards	2011		2012		2013		2014		2015	
			People	YoY Change (%)	People	YoY Change (%)	People	YoY Change (%)	People	YoY Change (%)	People	YoY Change (%)
Europe	Portugal	TCER	58,492	-5.2	64,578	10.4	78,797	22.0	83,374	5.8		
	Hungary	TCEN	69,724	-9.3	77,093	10.6	77,516	0.5	68,742	-11.3		
	Poland	VFN	45,000	-25.0	40,000	-11.1	45,000	12.5	67,000	48.9		
	Sweden	TCER	40,978	-3.3	45,725	11.6	39,762	-13.0	42,949	8.0		
	Slovenia	TCEN	35,321	-12.7	41,398	17.2	36,437	-12.0	40,852	12.1		
	Norway	TCER	N.A.	N.A.	83,374	-	71,201	-14.6	61,924	-13.0		
	Denmark	TCER	20,687	-38.9	22,670	9.6	21,667	-4.4	20,403	-5.8		
	Bulgaria	VFR	10,236	2.7	11,148	8.9	11,268	1.1	12,066	7.1		
	Romania	VFR	13,544	9.8	14,252	5.2	13,359	-6.3	14,505	8.6		
	Iceland	TFN	6,902	23.7	10,343	49.9	12,363	19.5	13,340	7.9		
	Greece	TFR	10,125	1.0	8,841	-12.7	13,141	48.6	18,698	42.3		
	Estonia	TCER	8,732	20.7	8,778	0.5	10,768	22.7	17,303	60.7		
	Lithuania	TCER	8,528	11.4	9,465	11.0	10,079	6.5	14,526	44.1		
	Slovakia	TCEN	8,865	-23.1	10,117	14.1	9,444	-6.7	5,079	-46.2		
	Latvia	VFR	10,072	-3.9	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.		
	Ukraine	TFR	7,585	22.2	8,528	12.4	8,252	-3.2	4,346	-47.3		
	Monaco	THSN	4,997	10.4	5,576	11.6	5,474	-1.8	4,265	-22.1		
	Serbia	TCEN	3,988	32.4	5,251	31.7	5,130	-2.3	5,327	3.8		
Luxembourg	TCER	5,628	57.4	7,133	26.7	6,205	-13.0	7,679	23.8			
North America	United States	TFR	3,249,569	-4.0	3,698,073	13.8	3,730,287	0.9	3,620,224	-3.0		
	(Hawaii)	TFR	1,241,805	1.0	1,458,335	17.4	1,518,517	4.1	1,510,938	-0.5		
	Canada	VFR	218,800	-10.0	240,000	9.7	238,500	-0.6	277,300	16.3		
Latin America	Mexico	TFN	72,339	9.3	85,687	18.5	97,226	13.5	107,366	10.4		
	Brazil	TFR	63,247	5.9	73,102	15.6	87,225	19.3	84,636	-3.0		
	Peru	TFR	43,794	43.1	56,526	29.1	67,639	19.7	59,853	-11.5		
	Bolivia	TFN	7,809	42.9	11,909	52.5	15,486	30.0	16,766	8.3		
	Chile	TFN	12,693	-11.0	15,059	18.6	14,704	-2.4	15,053	2.4		
	Guatemala	VFR	8,238	16.3	8,853	7.5	7,220	-18.4	6,712	-7.0		
	Cuba	VFR	5,420	-14.9	7,348	35.6	5,896	-19.8	7,589	28.7		
	Colombia	TFR	4,769	10.6	5,578	17.0	5,805	4.1	7,433	28.0		
	Ecuador	VFN	5,114	0.2	5,342	4.5	5,576	4.4	5,424	-2.7		
	Costa Rica	TFN	4,758	-5.3	5,117	7.5	4,932	-3.6	5,276	7.0		

Source: References from UNWTO, PATA, and the tourism bureaus and statistics bureaus of each country.

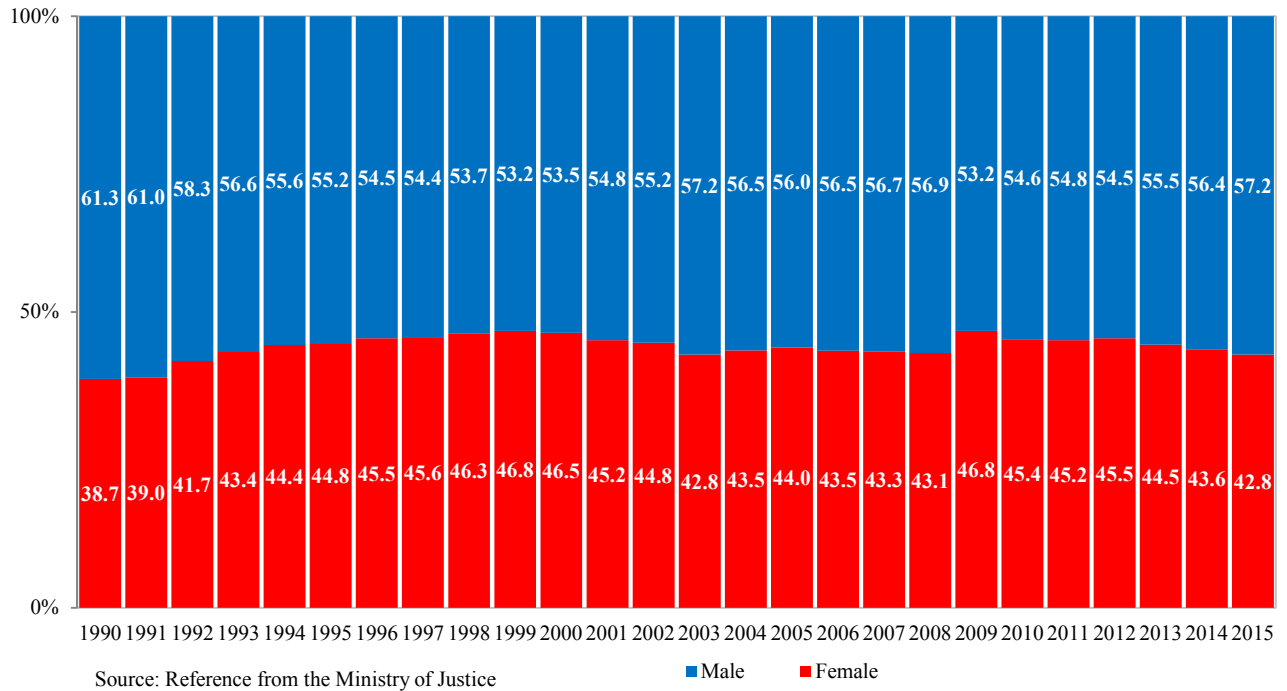
◆ **Remarks: Standards**

N: Reported by nationality / R: Reported by residential area / F: Frontier arrivals / CE: Total number of arrivals for all accommodations
V: Number including both same-day and overnight visitors / T: Number of overnight visitors

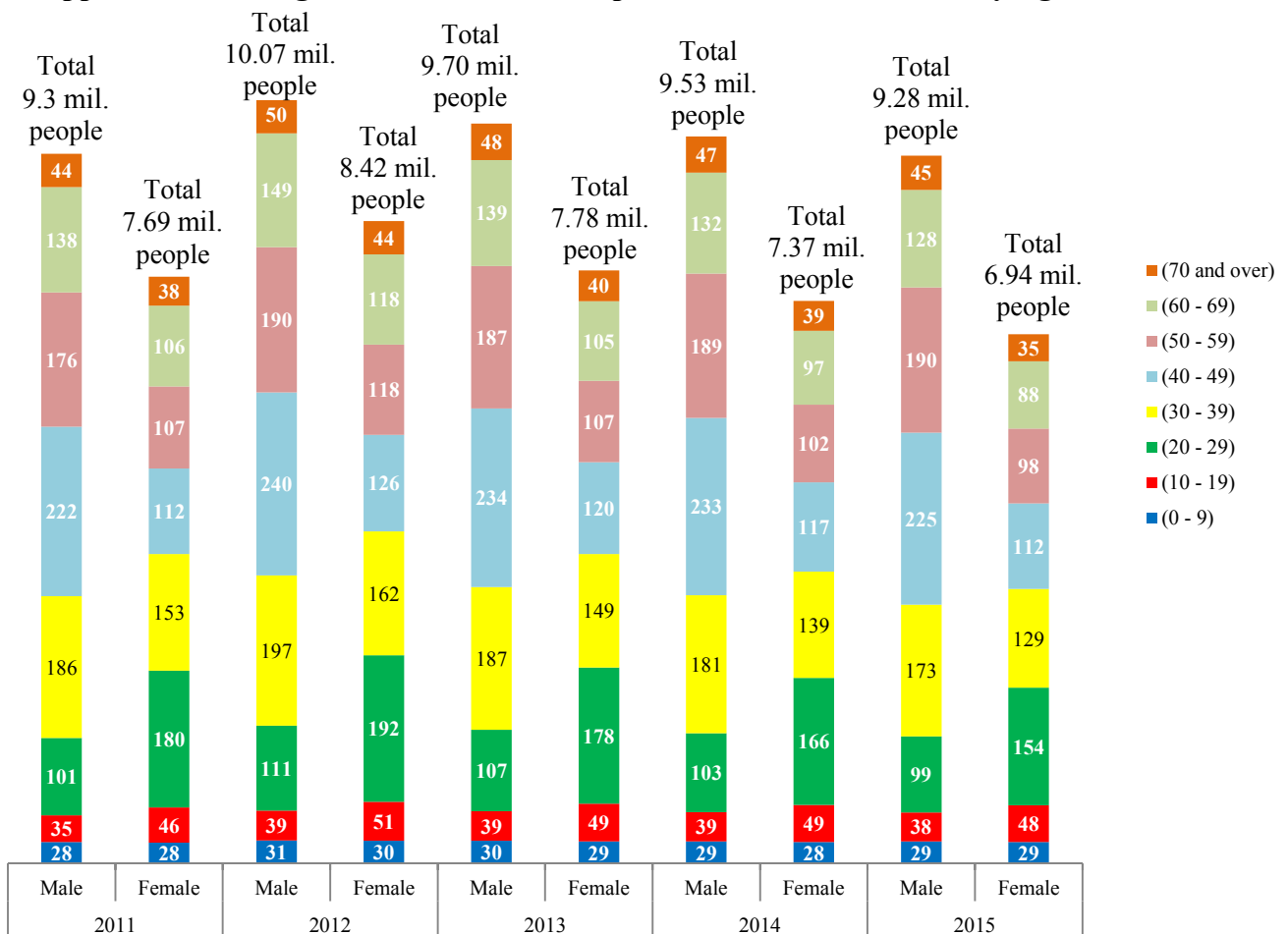
Notes:

1. The table contains countries/regions to which over 5,000 Japanese nationals traveled.
2. Figures for different statistics, such as for border arrivals and total number of arrivals for all accommodations, are mixed and tabulation standards differ, so it is not possible to compare as the same indicator. Particular caution should be heeded when comparing with data for Europe.
- 3 Data for the United States includes arrivals to the 50 states and the District of Columbia as well as arrivals for the country's protectorates, including the Northern Mariana Islands, Guam, U.S Samoa, Puerto Rico and the U.S. Virgin Islands.
4. Figures for Hawaii are included in those for the United States.
5. Saipan belongs to the Northern Mariana Islands.
6. Figures for individual countries/regions may be changed retroactively, because of changes from estimated to confirmed figures, changes in statistical standards or data inconsistency.
7. Figures in the table are as of May 2016.

Appendix-22 Changes in the Gender Ratio of Japanese Overseas Travelers



Appendix-23 Changes in the Number of Japanese Overseas Travelers by Age and Gender



Appendix-24 Passenger Traffic of Departing Japanese Overseas Travelers

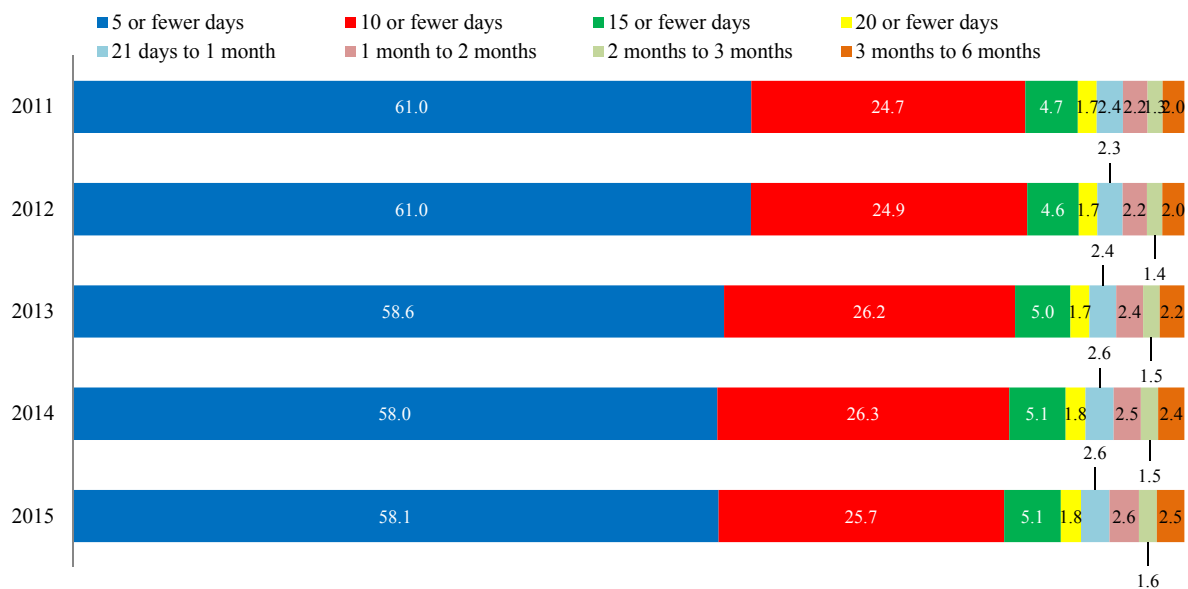
(1,000 people)

Port Year	By air									By sea	Total
	Subtotal	New Chitose	Narita	Haneda	Chubu	Kansai	Fukuoka	Naha	Other regional airports		
2008	15,791	90	8,751	640	1,782	3,337	633	42	516	196	15,987
	(98.8)	(0.6)	(54.7)	(4.0)	(11.1)	(20.9)	(4.0)	(0.3)	(3.2)	(1.2)	(100.0)
2009	15,240	103	8,281	780	1,576	3,184	676	46	595	205	15,446
	(98.7)	(0.7)	(53.6)	(5.1)	(10.2)	(20.6)	(4.4)	(0.3)	(3.9)	(1.3)	(100.0)
2010	16,450	114	8,713	1,194	1,640	3,349	732	45	663	187	16,637
	(98.9)	(0.7)	(52.4)	(7.2)	(9.9)	(20.1)	(4.4)	(0.3)	(4.0)	(1.1)	(100.0)
2011	16,798	132	7,590	2,606	1,617	3,389	816	56	592	197	16,994
	(98.8)	(0.8)	(44.7)	(15.3)	(9.5)	(19.9)	(4.8)	(0.3)	(3.5)	(1.2)	(100.0)
2012	18,280	155	8,320	2,838	1,669	3,623	918	61	697	210	18,491
	(98.9)	(0.8)	(45.0)	(15.3)	(9.0)	(19.6)	(5.0)	(0.3)	(3.8)	(1.1)	(100.0)
2013	17,308	137	8,052	2,664	1,530	3,439	861	58	568	165	17,473
	(99.1)	(0.8)	(46.1)	(15.2)	(8.8)	(19.7)	(4.9)	(0.3)	(3.3)	(0.9)	(100.0)
2014	16,746	123	7,069	3,502	1,446	3,225	838	66	476	158	16,903
	(99.1)	(0.7)	(41.8)	(20.7)	(8.6)	(19.1)	(5.0)	(0.4)	(2.8)	(0.9)	(100.0)
2015	16,081	116	6,509	3,828	1,368	3,029	781	73	377	132	16,214
	(99.2)	(0.7)	(40.1)	(23.6)	(8.4)	(18.7)	(4.8)	(0.4)	(2.3)	(0.8)	(100.0)

Source: Reference from the Ministry of Justice

Note: Figures in parentheses refer to the share (%) of individual airport(s).

Appendix-25 Breakdown of Japanese Overseas Travelers' Durations of Stay



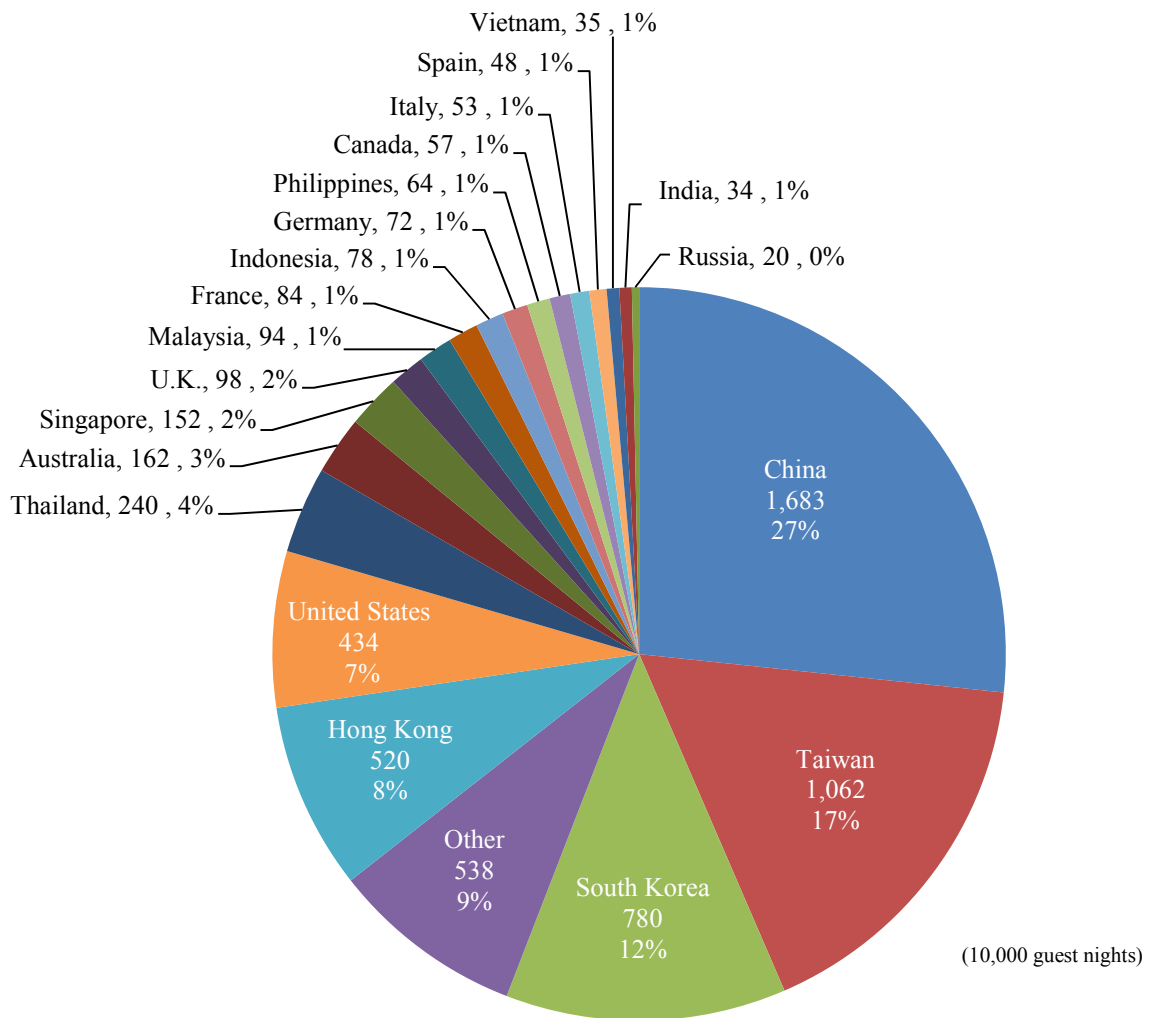
Source: Reference from the Ministry of Justice

Note: Calculated based on the number of returning Japanese nationals whose duration of stay was no more than 6 months.

Appendix-26 Changes in the Number of International Visitors to Japan by Country/Region

Region	Country / Region	2008			2009			2010			2011			2012			2013			2014			2015			2016		
		People	Share (%)	YoY Change (%)	People	Share (%)	YoY Change (%)	People	Share (%)	YoY Change (%)	People	Share (%)	YoY Change (%)	People	Share (%)	YoY Change (%)	People	Share (%)	YoY Change (%)	People	Share (%)	YoY Change (%)	People	Share (%)	YoY Change (%)	People	Share (%)	YoY Change (%)
North America	U.S.A.	768,345	9.2	94.2	699,919	10.3	91.1	727,234	8.4	103.9	565,887	9.1	77.8	716,709	8.6	126.7	799,280	7.7	111.5	891,668	6.6	111.6	1,033,258	5.2	115.9	1,242,702	5.2	120.3
	Canada	168,307	2.0	101.4	152,756	2.2	90.8	153,303	1.8	100.4	101,299	1.6	66.1	135,355	1.6	133.6	152,766	1.5	112.9	182,865	1.4	119.7	231,390	1.2	126.5	273,211	1.1	118.1
	Mexico	24,194	0.3	83.8	16,454	0.2	68.0	19,248	0.2	117.0	13,080	0.2	68.0	18,502	0.2	141.5	23,338	0.2	126.1	30,436	0.2	130.4	36,808	0.2	120.9	43,524	0.2	118.2
	Other	6,279	0.1	90.5	5,488	0.1	87.4	6,111	0.1	111.4	4,780	0.1	78.2	5,835	0.1	122.1	6,597	0.1	113.1	7,348	0.1	111.4	9,150	0.0	124.5	10,963	0.0	119.8
	Subtotal	967,125	11.6	95.1	874,617	12.9	90.4	905,896	10.5	103.6	685,046	11.0	75.6	876,401	10.5	127.9	981,981	9.5	112.0	1,112,317	8.3	113.3	1,310,606	6.6	117.8	1,570,400	6.5	119.8
South America	Brazil	20,981	0.3	111.3	16,899	0.2	80.5	21,393	0.2	126.6	18,470	0.3	86.3	32,111	0.4	175.9	27,106	0.3	84.4	32,310	0.2	119.2	34,017	0.2	105.3	36,886	0.2	108.4
	Other	17,536	0.2	96.9	16,583	0.2	94.3	18,088	0.2	109.1	13,292	0.2	73.5	19,040	0.2	142.2	22,824	0.2	119.9	24,563	0.2	107.6	40,181	0.2	163.6	41,099	0.2	102.3
	Subtotal	38,567	0.5	104.2	33,481	0.5	86.8	39,481	0.5	117.9	31,762	0.5	80.4	51,151	0.6	161.0	49,930	0.5	97.6	56,873	0.4	113.9	74,198	0.4	130.5	77,985	0.5	105.1
	U.K.	206,564	2.5	93.1	181,460	2.7	87.8	184,045	2.1	101.4	140,099	2.3	76.1	173,994	2.1	124.2	191,798	1.9	110.2	220,660	1.6	114.7	258,488	1.3	117.5	292,457	1.2	113.1
Europe	France	147,580	1.8	107.1	141,251	2.1	95.7	151,011	1.8	106.9	95,438	1.5	63.2	130,412	1.6	136.6	154,892	1.5	118.8	178,570	1.3	115.3	214,228	1.1	120.0	253,445	1.1	118.3
	Germany	126,207	1.5	100.8	110,692	1.6	87.7	124,360	1.4	112.3	80,772	1.3	65.0	108,898	1.3	134.8	121,776	1.2	111.8	140,254	1.0	115.2	162,580	0.8	115.9	183,287	0.8	112.7
	Italy	36,243	0.7	104.1	39,607	0.9	106.0	62,394	0.7	104.7	34,035	0.5	54.3	51,801	0.6	152.2	67,228	0.6	129.8	80,331	0.6	119.8	103,198	0.5	128.1	119,252	0.5	115.6
	Russia	66,270	0.8	103.2	46,952	0.7	70.8	51,457	0.6	109.6	33,993	0.5	65.7	50,176	0.6	148.5	60,502	0.6	120.6	64,077	0.5	103.9	54,365	0.3	84.8	54,838	0.2	100.9
	Spain	40,852	0.5	122.0	42,484	0.6	104.0	44,076	0.5	103.7	20,814	0.3	47.2	35,207	0.4	169.2	44,461	0.4	126.3	60,542	0.5	136.2	77,186	0.4	127.5	91,849	0.4	119.0
	Netherlands	34,487	0.4	103.6	31,186	0.5	90.4	32,837	0.4	105.3	23,540	0.4	71.4	30,266	0.4	129.1	33,861	0.3	111.9	39,866	0.3	117.7	49,973	0.3	125.4	58,249	0.2	116.6
	Sweden	30,129	0.4	101.1	26,384	0.4	87.6	29,188	0.3	110.6	21,806	0.3	72.2	30,458	0.4	139.7	36,206	0.3	118.9	40,125	0.3	110.8	46,977	0.2	117.1	49,624	0.2	105.6
	Switzerland	24,364	0.3	101.5	23,091	0.3	94.8	26,005	0.3	112.6	16,410	0.3	63.1	24,329	0.3	148.3	28,322	0.3	116.4	33,150	0.2	117.0	40,398	0.2	121.9	44,232	0.2	109.5
	Belgium	15,773	0.2	106.4	13,899	0.2	88.1	15,981	0.2	115.0	10,708	0.2	67.0	14,608	0.2	136.4	16,558	0.2	113.3	18,934	0.1	114.3	24,354	0.1	128.6	30,004	0.1	125.2
	Denmark	14,446	0.2	101.3	13,116	0.2	90.5	14,606	0.2	111.4	10,821	0.2	74.1	13,594	0.2	125.6	15,065	0.1	110.8	17,901	0.1	118.8	21,717	0.1	121.3	23,830	0.1	109.7
	Ireland	12,513	0.1	91.5	10,450	0.2	83.5	10,738	0.1	102.8	8,294	0.1	77.2	10,358	0.1	124.9	11,258	0.1	108.7	12,596	0.1	111.9	14,318	0.1	113.7	16,369	0.1	114.3
	Other	111,255	1.3	101.3	99,513	1.5	89.4	106,468	1.2	107.0	72,839	1.2	69.1	101,739	1.2	139.7	122,205	1.2	120.1	142,125	1.1	116.3	177,188	0.9	124.7	204,596	0.9	115.5
	Subtotal	886,723	10.6	101.0	800,085	11.8	90.2	853,166	9.9	106.6	569,279	9.2	66.7	775,840	9.3	136.3	904,132	8.7	116.5	1,048,731	7.8	116.0	1,244,970	6.3	118.7	1,422,032	5.9	114.2
	Africa	24,498	0.3	104.7	20,621	0.3	84.2	22,665	0.3	109.9	19,361	0.3	85.4	24,725	0.3	127.7	26,697	0.3	108.0	28,336	0.2	106.1	31,918	0.2	112.6	33,770	0.1	105.8
Asian	South Korea	2,382,397	28.5	91.6	1,586,772	23.4	66.6	2,439,816	28.3	135.8	1,658,073	26.7	68.0	2,042,775	24.4	123.2	2,456,165	25.7	120.2	2,755,313	20.5	112.2	4,002,095	20.3	145.3	5,090,302	21.2	127.2
	China	1,000,416	12.0	106.2	1,006,085	14.8	100.6	1,412,875	16.4	140.4	1,043,246	18.3	73.8	1,425,100	17.1	136.6	1,314,437	12.7	92.2	2,409,158	18.0	183.3	4,993,689	23.3	207.3	6,372,948	28.5	127.6
	Taiwan	1,390,228	16.6	100.4	1,024,292	15.1	73.7	1,268,278	14.7	123.8	993,974	16.0	78.4	1,465,753	17.5	147.5	2,210,821	21.3	150.8	2,839,821	21.1	128.0	3,677,075	18.6	129.9	4,167,504	17.3	113.3
	Hong Kong	550,190	6.6	127.3	449,568	6.6	81.7	508,691	5.9	113.2	364,865	5.9	71.7	481,665	5.8	132.0	745,881	7.2	154.9	925,975	6.9	124.1	1,524,292	7.7	164.6	1,839,189	7.7	120.7
	Thailand	191,881	2.3	114.6	177,541	2.6	92.5	214,881	2.5	121.0	144,969	2.3	67.5	260,640	3.1	179.8	453,642	4.4	174.0	657,570	4.9	145.0	796,731	4.0	121.2	901,458	3.7	113.1
	Singapore	167,894	2.0	110.6	145,224	2.1	86.5	180,960	2.1	124.6	111,354	1.8	61.5	142,201	1.7	127.7	189,280	1.8	133.1	227,962	1.7	120.4	308,783	1.6	135.5	361,804	1.5	117.2
	Malaysia	103,663	1.3	104.7	89,509	1.3	84.7	114,519	1.3	127.9	81,516	1.3	71.2	130,183	1.6	159.7	176,521	1.7	135.6	249,521	1.9	141.4	305,447	1.5	122.4	394,262	1.6	129.1
	Indonesia	66,593	0.8	103.8	63,617	0.9	95.3	80,632	0.9	126.7	61,911	1.0	76.8	101,460	1.2	163.9	136,797	1.3	134.8	158,739	1.3	116.0	205,083	1.0	129.2	270,947	1.1	132.1
	Philippines	82,177	1.0	91.8	71,485	1.1	87.0	77,377	0.9	108.2	63,099	1.0	81.5	85,037	1.0	134.8	108,351	1.0	127.4	184,204	1.4	170.0	288,561	1.4	145.7	347,860	1.4	129.6
	India	67,323	0.8	99.6	58,918	0.9	87.5	66,819	0.8	113.4	59,354	1.0	88.8	68,914	0.8	116.1	75,095	0.7	109.0	87,967	0.7	117.1	103,084	0.5	117.2	123,007	0.5	119.3
	Other	149,065	1.8	116.2	140,990	2.1	94.6	163,584	1.9	116.0	141,300	2.3	88.4	184,249	2.2	130.4	248,799	2.4	135.0	332,981	2.5	133.8	461,203	2.3	138.5	558,943	2.3	121.2
	Subtotal	6,153,827	73.7	100.4	4,814,001	70.9	78.2	6,528,432	75.8	135.6	4,723,661	76.0	72.4	6,387,977	76.4	135.2	8,115,789	78.3	127.0	10,819,211	80.7	133.3	16,645,843	84.3	153.9	20,428,224	85.0	122.7
	Australia	240,031	2.9	108.8	211,659	3.1	87.5	225,751	2.6	106.7	162,578	2.6	72.0	210,900	2.5	127.0	244,569	2.4	118.5	302,656	2.3	123.8	376,075	1.9	124.3	445,237	1.9	118.4
New Zealand	33,682	0.4	97.0	31,567	0.5	93.7	32,061	0.4	101.6	23,996	0.4	74.8	31,853	0.4	132.7	36,954	0.4	116.0	41,622	0.3	112.6	49,402	0.3	118.7	56,323	0.2	114.0	

Appendix-28 Total Number of Guest Nights of International Visitors to Japan by Country/Region (2016)

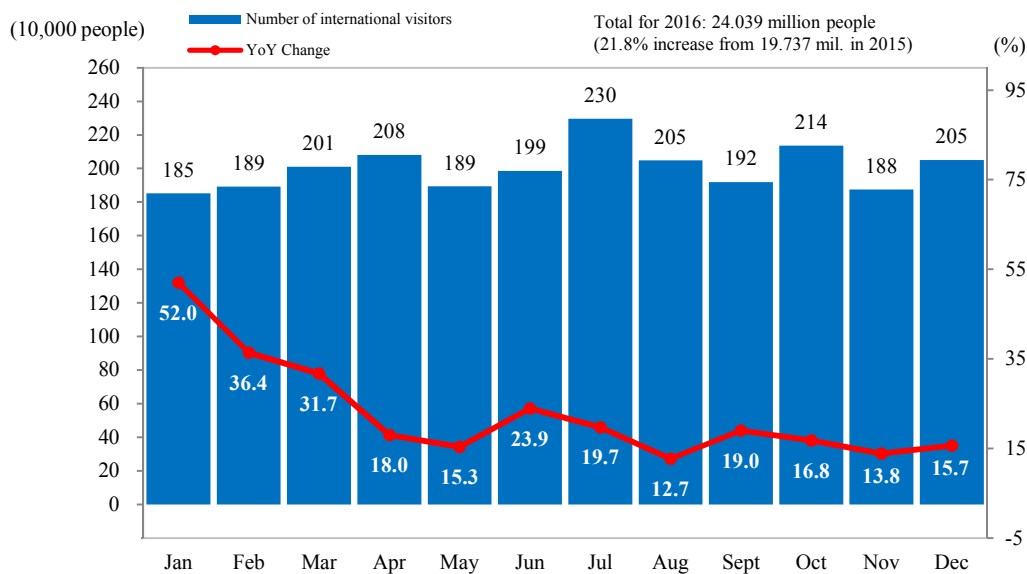


Source: *Overnight Travel Statistics Survey (JTA)*

Notes:

1. The term “international visitor” refers to anyone who does not have an address in Japan.
2. The survey was for facilities with at least 10 employees.
3. Figures for 2016 are preliminary. Final figures are subject to slight change.

Appendix-29 Changes in the Number of International Visitors to Japan by Month (2016)



Source: Reference from the Japan National Tourism Organization (JNTO).

Appendix-30 Changes in the Visiting Rates to Top-Ranking Japanese Prefectures That International Visitors Visit

(%)

	2009		2010		2011		2012		2013		2014		2015		2016	
1	Tokyo	58.8	Tokyo	60.3	Tokyo	50.6	Tokyo	51.3	Tokyo	47.3	Tokyo	51.4	Tokyo	52.1	Tokyo	48.2
2	Osaka	24.4	Osaka	26.1	Osaka	25.2	Osaka	24.0	Osaka	25.1	Osaka	27.9	Chiba	44.4	Chiba	39.7
3	Kyoto	20.6	Kyoto	24.0	Kyoto	16.7	Kyoto	17.3	Kyoto	18.9	Kyoto	21.9	Osaka	36.3	Osaka	39.1
4	Kanagawa	16.7	Kanagawa	17.8	Kanagawa	11.8	Kanagawa	12.7	Kanagawa	11.2	Kanagawa	12.3	Kyoto	24.4	Kyoto	27.5
5	Chiba	12.7	Chiba	15.0	Fukuoka	9.7	Chiba	9.8	Chiba	9.6	Chiba	11.7	Kanagawa	11.3	Fukuoka	9.9
Total Visit Rate		230.2		248.4		192.9		198.8		201.5		214.3		262.4		257.7

Source: Consumption Trend Survey for Foreigners Visiting Japan (JTA) and JNTO's Visitor Arrival Survey (JNTO)

Notes:

1. The visitor rate was calculated by dividing the number of respondents who answered "Visited a certain area during trip" by the number of all respondents, then multiplying by 100.
2. The term "total visitor rate" refers to the total figure obtained by adding together the visitor rates of all prefectures.
3. Figures up to 2010 and those since 2011 may not be directly compared, because the figures are based on the JNTO Visitor Arrival Survey up to 2010, and then on the Consumption Trend Survey for International Visitors to Japan from 2011.
4. Since the 2015 figures, the locations of embarkation/departure airports and seaports have been regarded as destinations.

Appendix-31 Changes in the Number of International Visitors to Japan by Purpose

(people)

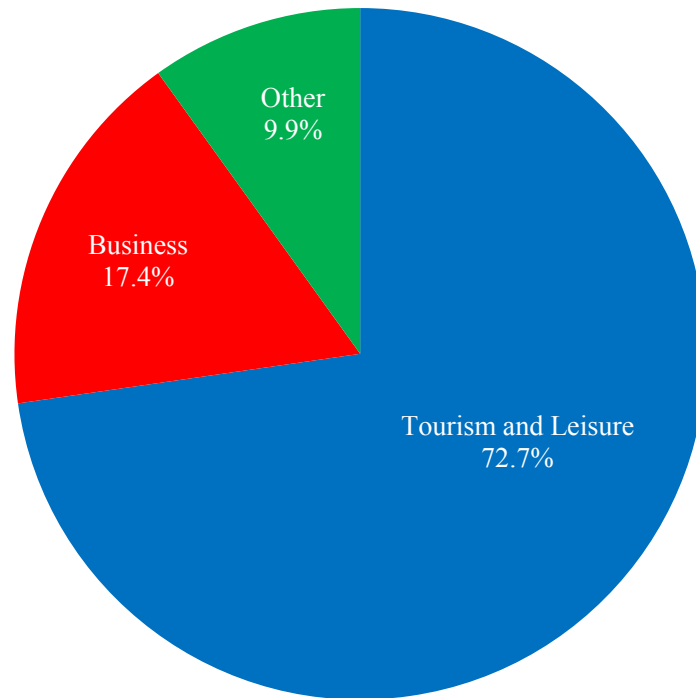
Number of people	Total	Tourists	Business travelers and others
2007	8,346,969 [100.0] (113.8)	5,954,180 [71.3] (118.3)	2,392,789 [28.7] (104.0)
2008	8,350,835 [100.0] (100.0)	6,048,681 [72.4] (101.6)	2,302,154 [27.6] (96.2)
2009	6,789,658 [100.0] (81.3)	4,759,833 [70.1] (78.7)	2,029,825 [29.9] (88.2)
2010	8,611,175 [100.0] (126.8)	6,361,974 [73.9] (133.7)	2,249,201 [26.1] (110.8)
2011	6,218,752 [100.0] (72.2)	4,057,235 [65.2] (63.8)	2,161,517 [34.8] (96.1)
2012	8,358,105 [100.0] (134.4)	6,041,645 [72.3] (148.9)	2,316,460 [27.7] (107.2)
2013	10,363,904 [100.0] (124.0)	7,962,517 [76.8] (131.8)	2,401,387 [23.2] (103.7)
2014	13,413,467 [100.0] (129.4)	10,880,604 [81.1] (136.6)	2,532,863 [18.9] (105.5)
2015	19,737,409 [100.0] (147.1)	16,969,126 [86.0] (156.0)	2,768,283 [14.0] (109.3)
2016	24,039,053 [100.0] (121.8)	21,049,029 [87.6] (124.0)	2,990,024 [12.4] (108.0)

Source: A reference from the JNTO

Notes:

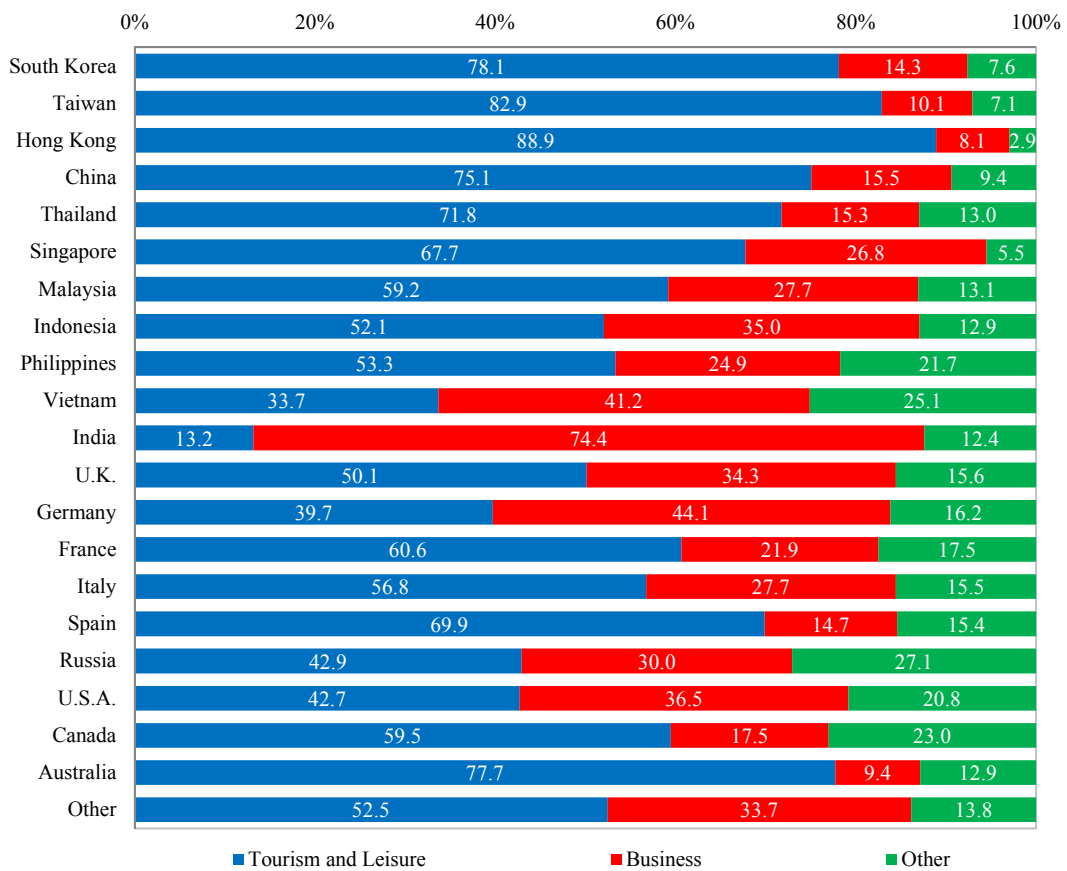
1. Each [] refers to the ratio of tourists (or business travelers and others) to the total number of international visitors to Japan, and each () refers to the year-on-year change (%).
2. Figures for 2007 to 2015 are final. Figures for 2016 are preliminary.

Appendix-32 Breakdown of International Visitors by Purpose (2016)



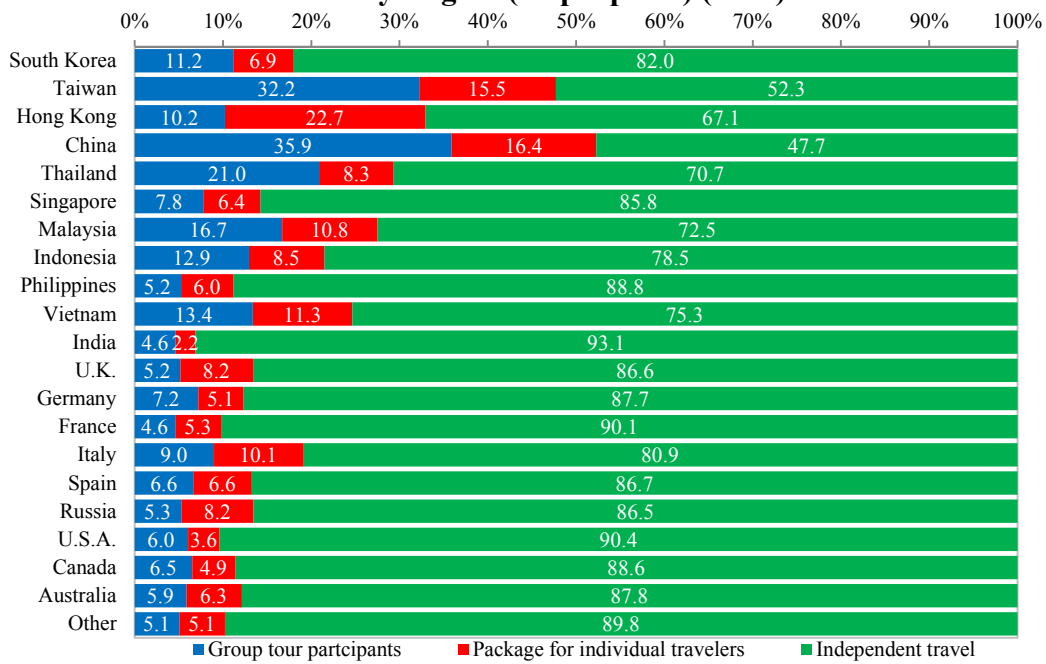
Source: Consumption Trend Survey for Foreigners Visiting Japan (JTA)

Appendix-33 Breakdown of International Visitors to Japan by Purpose, by Country/Region (2016)



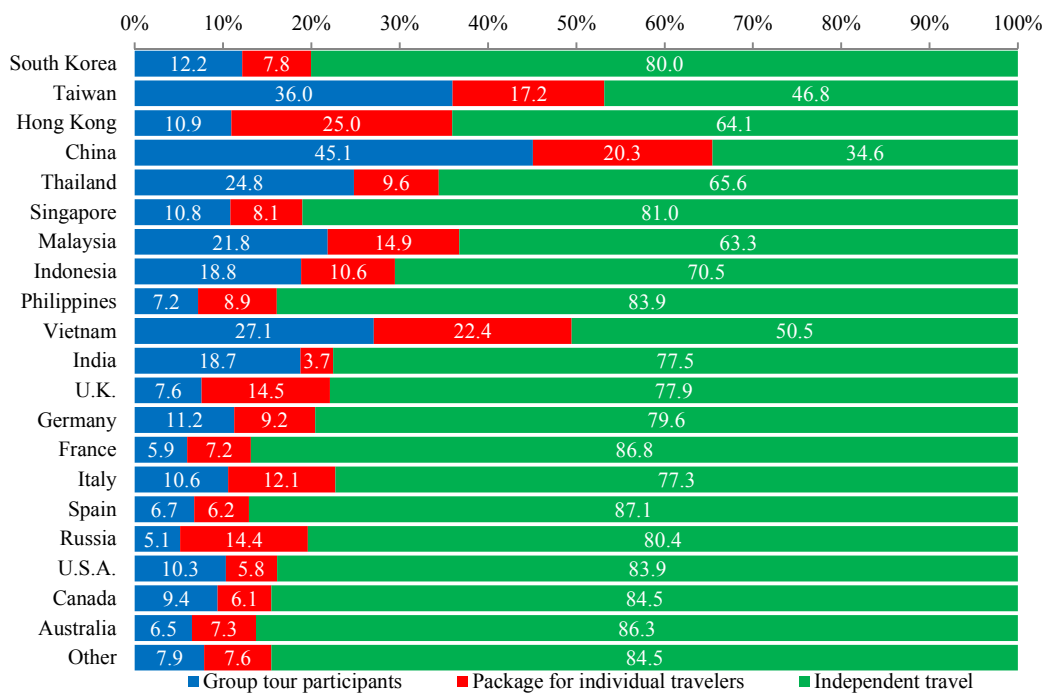
Source: Consumption Trend Survey for Foreigners Visiting Japan (JTA)

Appendix-34 Breakdown of International Visitors to Japan by Travel Form and by Country/Region (all purposes) (2016)



Source: Consumption Trend Survey for Foreigners Visiting Japan (JTA)

Appendix-35 Breakdown of International Visitors to Japan by Travel Form and by Country/Region (Tourism & Leisure) (2016)



Source: Consumption Trend Survey for Foreigners Visiting Japan (JTA)

Appendix-36 Changes in Passenger Traffic for International Visitors to Japan

(1,000 people)

Port Year	By air									By sea	Total
	Subtotal	New Chitose	Narita	Haneda	Chubu	Kansai	Fukuoka	Naha	Other regional airports		
2007	8,486	301	4,376	441	596	1,647	433	84	608	666	9,152
	(92.7)	(3.3)	(47.8)	(4.8)	(6.5)	(18.0)	(4.7)	(0.9)	(6.6)	(7.3)	(100.0)
2008	8,448	311	4,283	533	596	1,641	426	106	550	698	9,146
	(92.4)	(3.4)	(46.8)	(5.8)	(6.5)	(17.9)	(4.7)	(1.2)	(6.0)	(7.6)	(100.0)
2009	7,147	298	3,789	512	415	1,349	320	88	376	435	7,581
	(94.3)	(3.9)	(50.0)	(6.8)	(5.5)	(17.8)	(4.2)	(1.2)	(5.0)	(5.7)	(100.0)
2010	8,741	363	4,196	751	507	1,745	484	140	555	703	9,444
	(92.6)	(3.8)	(44.4)	(8.0)	(5.4)	(18.5)	(5.1)	(1.5)	(5.9)	(7.4)	(100.0)
2011	6,682	290	2,820	908	417	1,339	407	163	338	453	7,135
	(93.6)	(4.1)	(39.5)	(12.7)	(5.8)	(18.8)	(5.7)	(2.3)	(4.7)	(6.4)	(100.0)
2012	8,567	390	3,562	1,098	476	1,792	561	231	458	605	9,172
	(93.4)	(4.3)	(38.8)	(12.0)	(5.2)	(19.5)	(6.1)	(2.5)	(5.0)	(6.6)	(100.0)
2013	10,637	506	4,263	1,293	574	2,323	687	374	616	618	11,255
	(94.5)	(4.5)	(37.9)	(11.5)	(5.1)	(20.6)	(6.1)	(3.3)	(5.5)	(5.5)	(100.0)
2014	13,560	662	4,932	1,752	699	3,170	884	653	808	583	14,143
	(95.9)	(4.7)	(34.9)	(12.4)	(4.9)	(22.4)	(6.3)	(4.6)	(5.7)	(4.1)	(100.0)
2015	19,118	948	6,118	2,486	1,009	5,008	1,393	1,078	1,078	571	19,688
	(97.1)	(4.8)	(31.1)	(12.6)	(5.1)	(25.4)	(7.1)	(5.5)	(5.5)	(2.9)	(100.0)

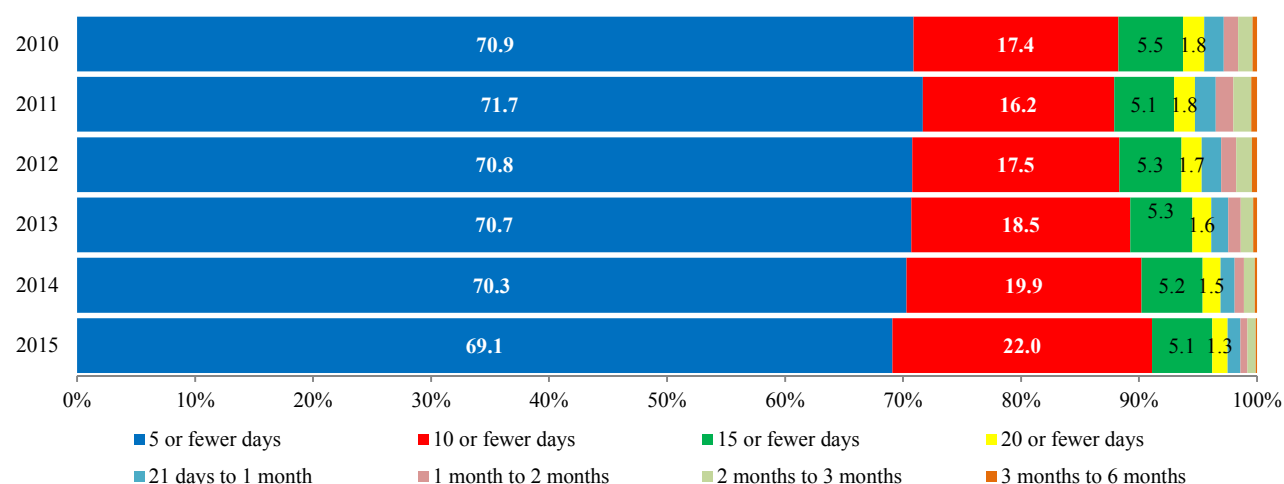
Source: Reference from the Ministry of Justice

Notes:

1. Figures in parentheses refer to the share (%) of individual airport(s).

2. Figures in the table are based on the data from the Ministry of Justice's statistics on immigration control. Meanwhile, JNTO's figures for the number of inbound visitors to Japan (in Figure I-11 etc.) are the number of foreign nationals legally admitted to enter (i.e., those who have an official passport issued by the relevant country), excluding the number of foreign nationals residing in Japan, and then including the number of transit visitors. Therefore, the above figures and the JNTO figures do not match.

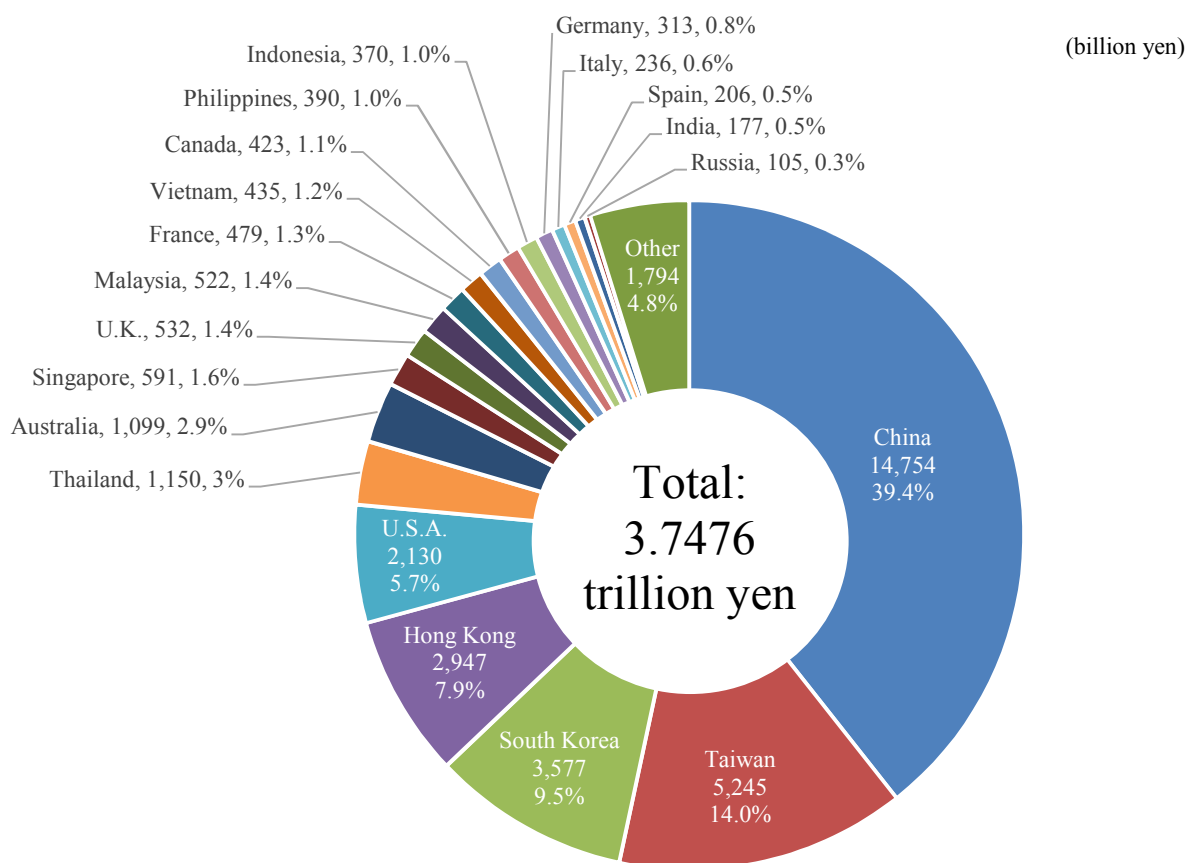
Appendix-37 Changes in International Visitors to Japan by Duration of Stay



Source: Reference from the Ministry of Justice

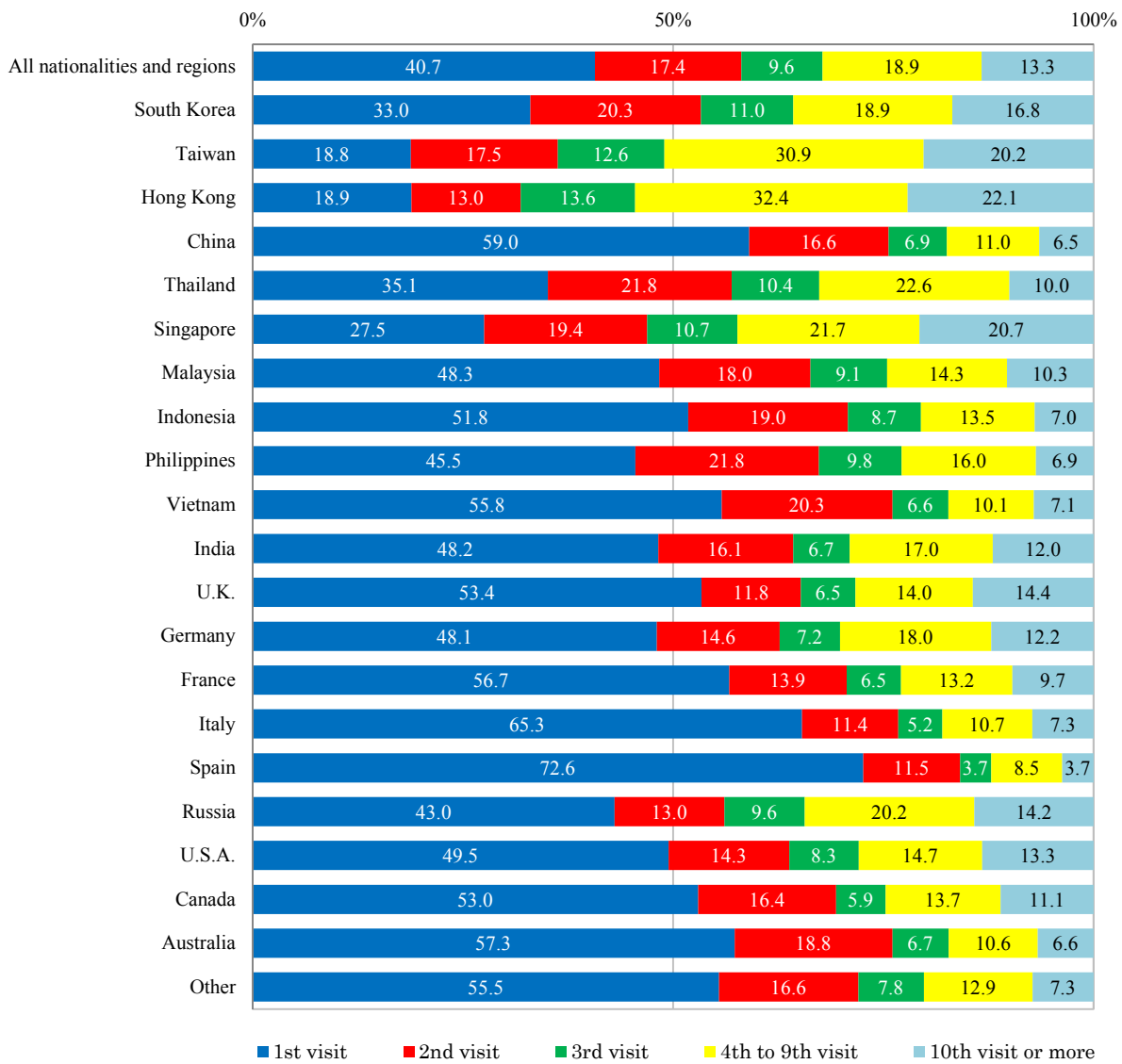
Note: The survey was for those staying in Japan for up to 6 months.

Appendix-38 Tourism Consumption of International Visitors to Japan by Country/Region (2016)



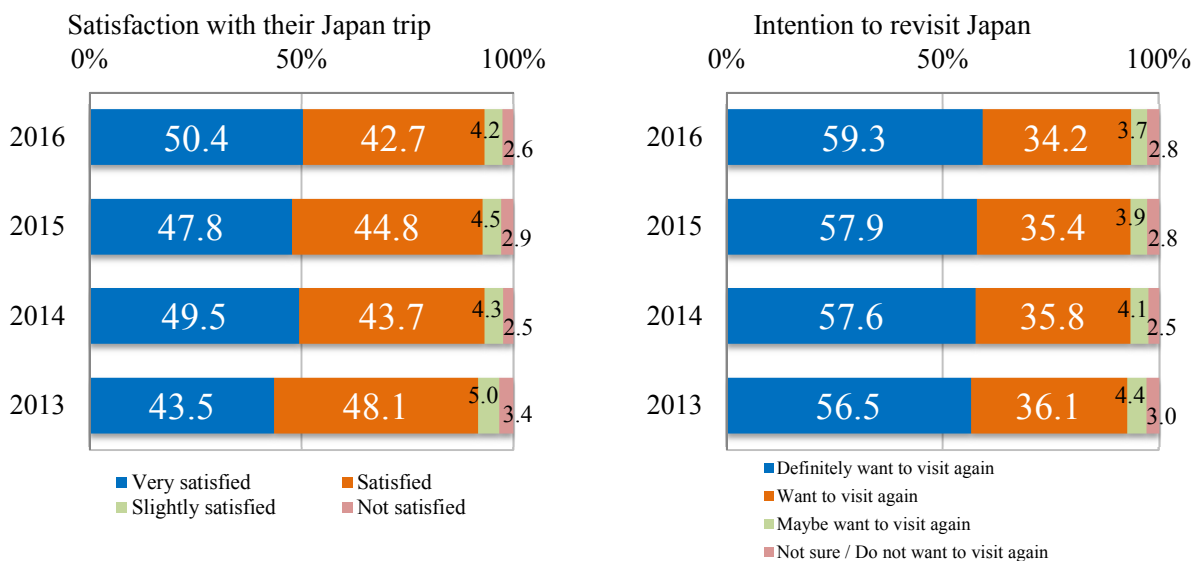
Source: Consumption Trend Survey for Foreigners Visiting Japan (JTA)

Appendix-39 Breakdown of International Visitors' Expenditure in Japan by Country/Region (2016)



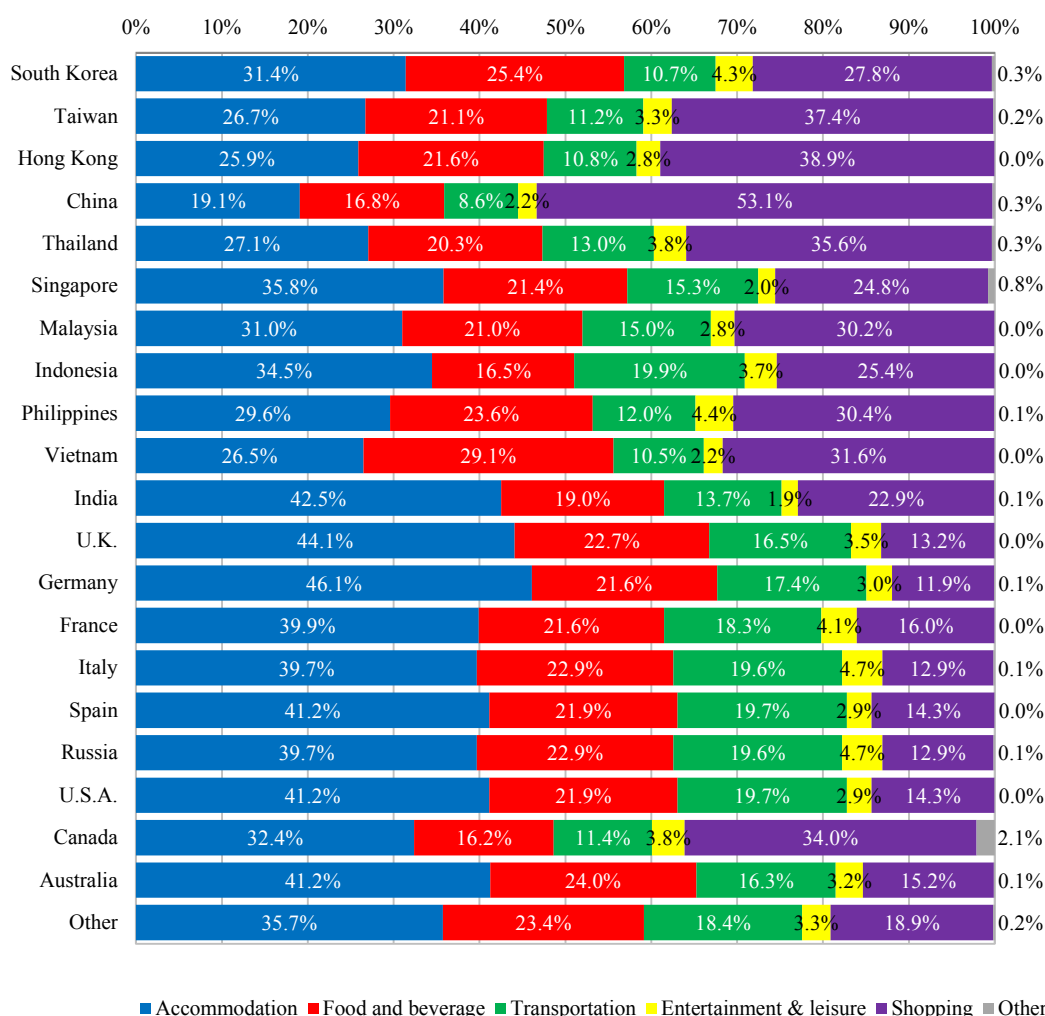
Source: Consumption Trend Survey for Foreigners Visiting Japan (JTA)

Appendix-40 International Visitors' Satisfaction and Intent to Revisit Japan



Source: Consumption Trend Survey for Foreigners Visiting Japan (JTA)

Appendix-41 Breakdown of International Visitors' Travel Expenditure in Japan by Country/Region (2016)



Source: Consumption Trend Survey for Foreigners Visiting Japan (JTA)

Appendix-42 Tourism Consumption of Per Capita Japanese Traveler Per Trip

(Yen / person per trip)	2013	2014	2015
Domestic travel	31,995	30,947	33,750
Overnight trips	48,094	46,717	50,520
Tourism / recreation	53,647	52,777	56,086
Visiting hometown / friends, etc.	39,143	37,058	42,334
Business	45,178	44,056	46,055
Day trips	15,383	15,206	15,758
Tourism / recreation	15,335	15,441	16,125
Visiting hometown / friends, etc.	16,409	14,424	15,646
Business	14,678	15,093	14,556
Overseas travel	253,284	255,770	234,974
Tourism / recreation	271,144	276,712	257,225
Visiting hometown / friends, etc.	236,302	232,000	200,205
Business	210,511	214,875	185,048

Source: Survey of Trends in Travel and Tourism Consumption (JTA)

Note: Consumption during "Overseas travel" includes both consumption within Japan and overseas.

Appendix-43 Estimated Tourism Consumption (2015)

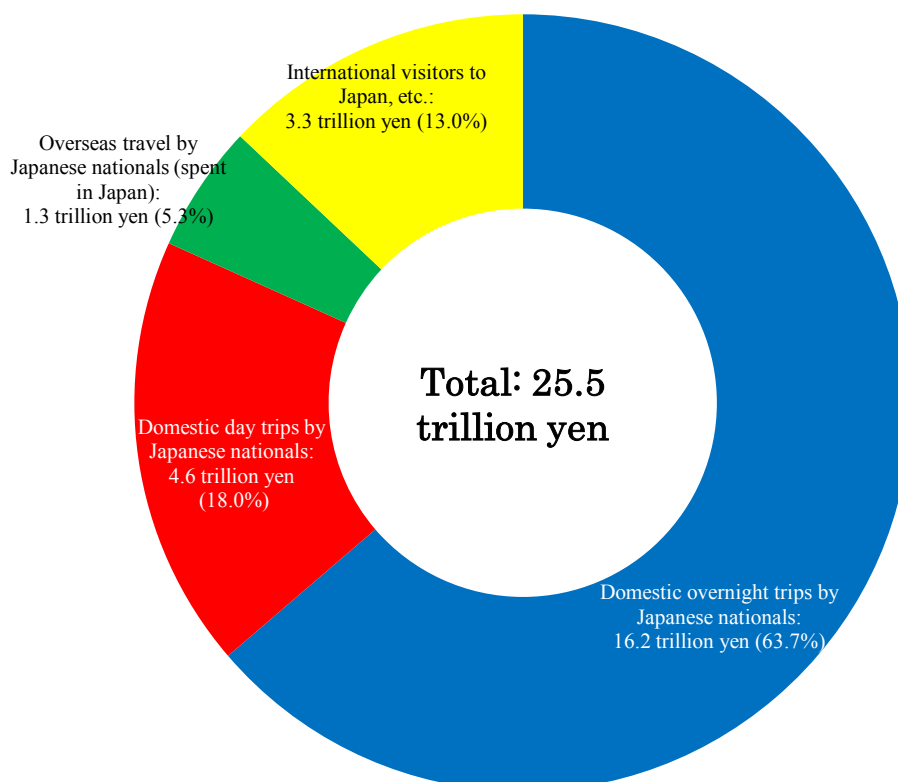
(Billion yen)

Item	a	b	c	d=a+b+c	e	f=d+e
	Overnight trips (domestic)	Day trips (domestic)	Overseas travel (spent in Japan)	Travel by Japanese nationals (spent in Japan)	Travel by international visitors to Japan	Travel consumption in Japan
Travel consumption (during and before/after travel)	16,235	4,594	1,347	22,177	3,305	25,481
YoY change	13.3%	1.4%	-6.2%	9.3%	49.8%	13.2%
Expenditure before/after travel	2,174	753	299	3,227		
Expenditure before travel	2,073	712	289	3,073		
Expenditure after travel	102	42	11	154		
Expenditure during travel	13,619	3,841	1,048	18,508		
Travel company revenue	251	33	149	434		
Transportation	5,356	1,978	803	8,137		
Accommodation	3,506	0	19	3,525		
Food and beverage	1,888	565	20	2,473		
Souvenir and shopping	1,863	851	52	2,766		
Facility admissions fees	737	407	1	1,145		
Other	18	7	3	28		
Vacation home rental	442	0	0	442		

g	h=d+g
Overseas travel (spent overseas)	Travel by Japanese nationals (including the amount spent overseas)
2,810	24,987

Source: Research on Economic Impact of Tourism in Japan (JTA)

Appendix-44 Breakdown of Domestic Tourism Consumption by Type of Tourism (2015)



Source: Survey of Trends in Travel and Tourism Consumption (JTA), Balance of Payments (confirmed) (Ministry of Finance and Bank of Japan).

Appendix-45 Economic Impact of Tourism Consumption in Japan (2015)

	Tourism consumption (final demand)	(Trillion yen)			(Trillion yen)			(Million people)		
		Direct effect	Ripple effect (direct + primary effect)	Ripple effect (direct + primary + secondary effect)	Direct effect	Ripple effect (direct + primary effect)	Ripple effect (direct + primary + secondary effect)	Direct effect	Ripple effect (direct + primary effect)	Ripple effect (direct + primary + secondary effect)
Economic ripple effect of travel/tourism consumption in Japan (2015)	25.5	24.2	42.0	52.1	12.1	20.4	25.8	2.31	3.60	4.40
Share of all industries *		2.4%	4.2%	5.2%	2.3%	3.8%	4.9%	3.5%	5.4%	6.7%
Multiplier (ripple effect/direct effect)			1.7	2.1		1.7	2.1		1.6	1.9
2014 estimates	22.5	21.5	37.1	46.2	10.7	18.0	22.9	2.03	3.16	3.88
YoY change (2015/2014)	13.2%	12.9%	13.3%	12.9%	12.9%	13.3%	12.9%	13.8%	14.0%	13.5%

* Figures correspond to all industries

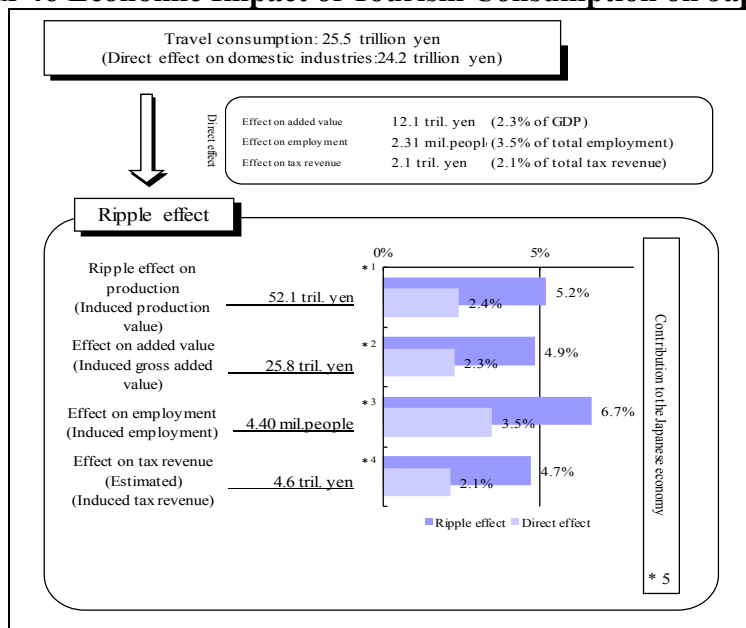
2015 output	998.5 tril. yen	2015 GDP (nominal)	530.5 tril. yen	2015 number of employed people	66.17 mil. people
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	Effective tax rate	Direct effect	Ripple effect	
			Direct + primary effect	Direct + primary + secondary effect
Indirect taxes	6.1%	736	1,237	1,566
Direct taxes	Individual	14.5%	885	1,499
	Corporate	24.7%	470	846
Total		2,091	3,582	4,604
Share of FY2015 tax revenue (97.5 trillion yen)		2.1%	3.7%	4.7%

Source: *Research on Economic Impact of Tourism in Japan* (JTA)

Note: 2015 tax revenues represent the total obtained by combining the national tax revenues (paid) and local tax revenues (estimated).

Appendix-46 Economic Impact of Tourism Consumption on Japan (2015)

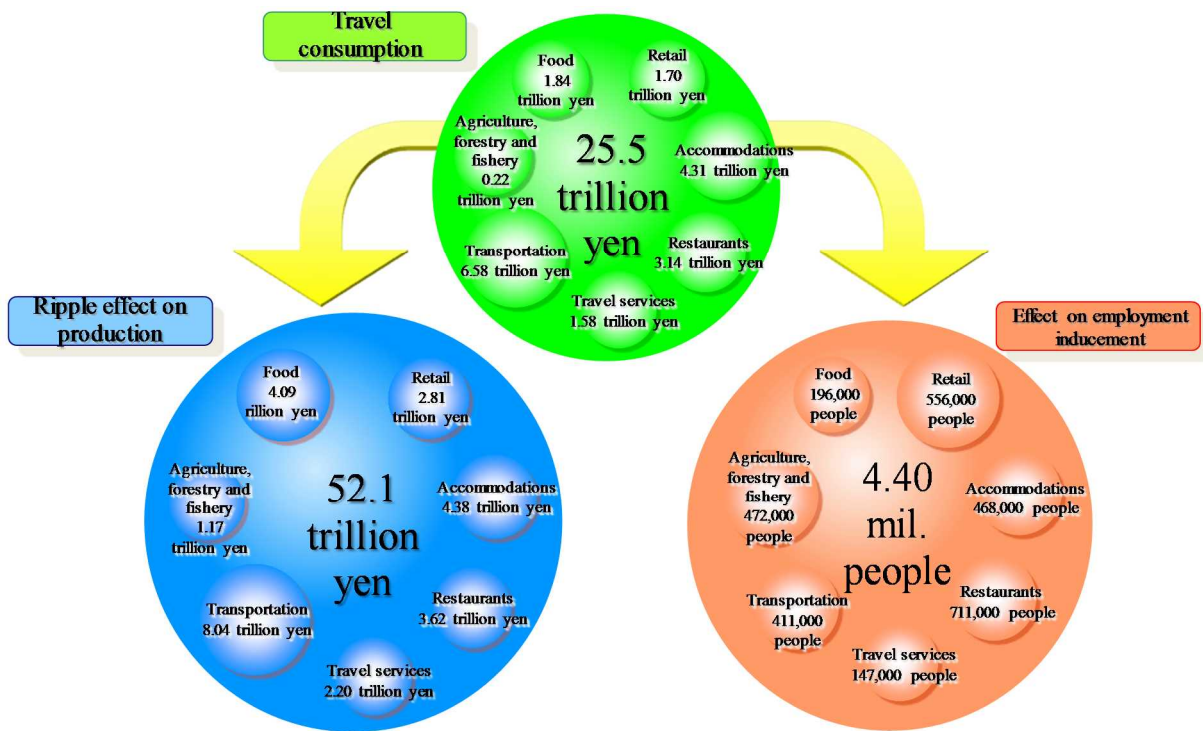


Source: *Research on Economic Impact of Tourism in Japan* (JTA)

Notes:

1. Corresponds to output of 998.5 trillion yen in National Accounts of Japan (2015)
2. Corresponds to nominal GDP of 530.5 trillion yen in National Accounts of Japan (2015)
3. Corresponds to payroll employment of 66.17 million people in National Accounts of Japan (2015).
4. Corresponds to 97.5 trillion yen of the total of national tax and local tax revenues (FY2015)
5. "Contribution" stands for the share of the total market.

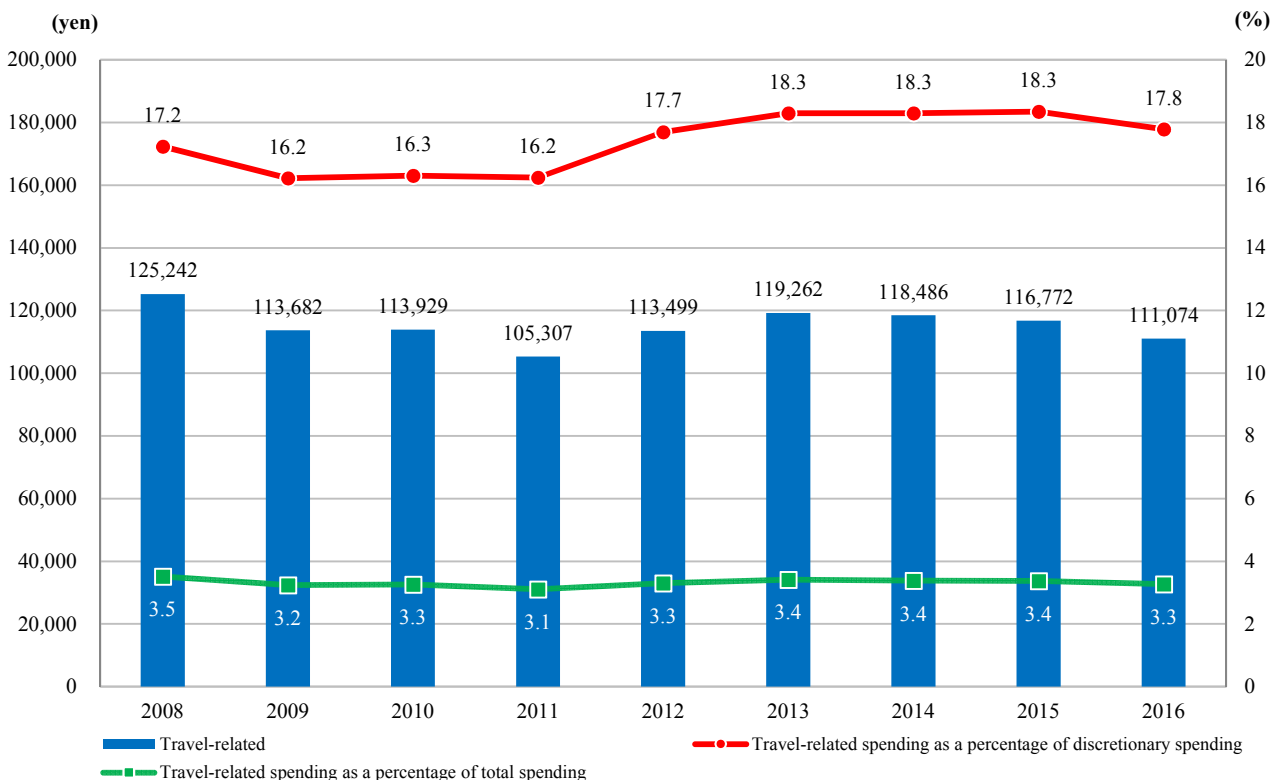
Appendix-47 Economic Impact of Tourism Consumption on Japan by Industry (2015)



Source: *Research on Economic Impact of Tourism in Japan* (JTA)

Note: The ripple effect on production illustrates the extent of the resulting impact of new demand arising in all industries. For example, when travel/tourism spending rises, the ripple effect reflects new production generated in the whole industry as a result of the sale of raw materials (intermediate goods) and the increases in the salaries of employees working for companies that supply such raw materials.

Appendix-48 Changes in Travel-Related Expenditure Per Household



Source: *Household Finances* (households with at least two members, excluding households involved in agriculture, forestry and fisheries) (Statistics Japan).

Notes:

1. "Discretionary spending refers to the amount spent on dining out, durable goods such as TVs/personal computers, educational entertainment such as books, and sports equipment.
2. "Travel-related spending" refers to the amount spent on accommodations (hotels and tour packages), transportation (railway fares, airfare, toll roads, and fares for other transport) and travel bags.

Appendix-49 Changes in Passenger Traffic in Japan by Transportation Means

(Million people)

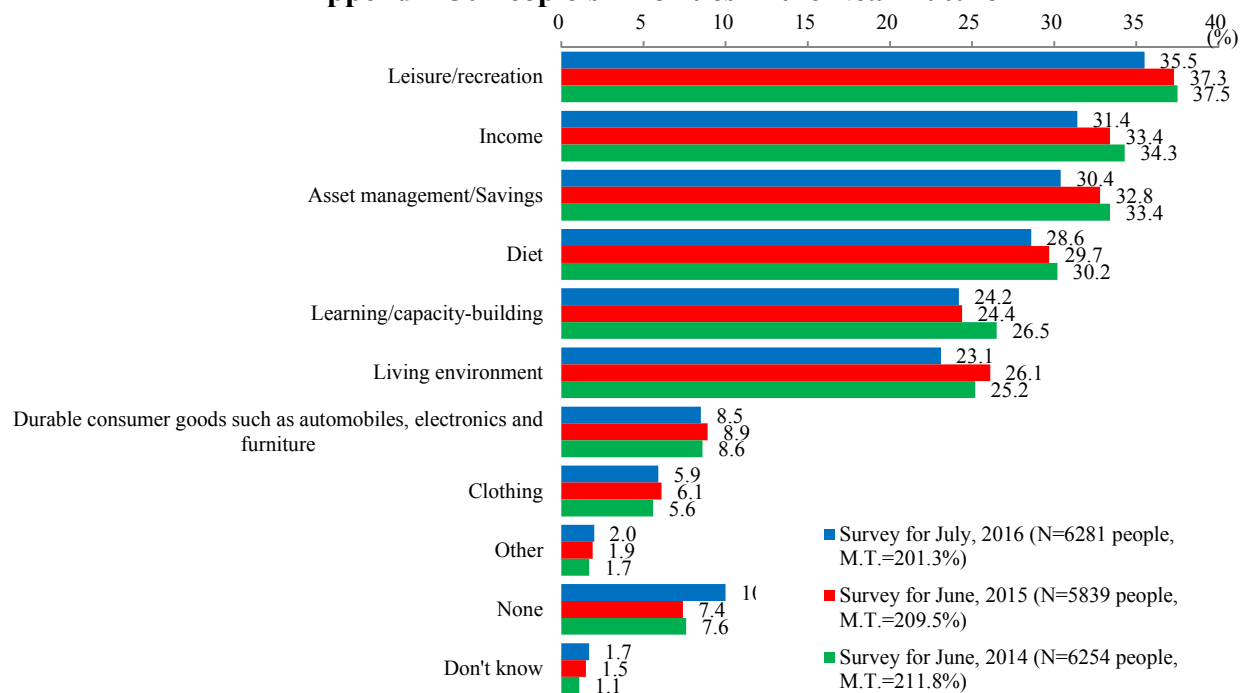
Year	Category	Railway						Aircraft	Ferry
		Japan Railway			Private railways				
		Tickets other than those for commuting (included in total)	Shinkansen (included in total)	Tickets other than those for commuting ticket (included in total)					
Passengers	2006	22,129	8,740	3,352(0.7)	303(0.8)	13,389	5,946(1.1)	96(2.0)	3.1(Δ6.2)
	2007	22,680	8,924	3,454(3.1)	313(3.2)	13,756	6,144(3.3)	96(Δ0.8)	3.0(Δ2.1)
	2008	23,021	9,026	3,501(1.3)	316(0.8)	13,995	6,294(2.4)	93(Δ2.8)	2.8(Δ8.6)
	2009	22,738	8,853	3,373(Δ3.6)	290(Δ8.2)	13,885	6,208(Δ1.4)	84(Δ9.6)	2.4(Δ13.7)
	2010	22,796	8,876	3,380(0.2)	295(2.0)	13,920	6,262(0.9)	84(0.5)	2.2(Δ6.5)
	2011	22,466	8,755	3,291(Δ2.6)	299(1.2)	13,711	6,091(Δ2.7)	78(Δ8.0)	2.2(Δ1.9)
	2012	23,099	8,957	3,439(4.5)	320(7.1)	14,142	6,358(4.4)	85(9.5)	2.2(Δ0.2)
	2013	23,281	9,019	3,492(1.5)	329(2.7)	14,262	6,401(1.6)	91(7.1)	2.3(2.7)
	2014	23,734	9,165	3,535(1.2)	339(3.2)	14,569	6,448(0.7)	95(3.9)	2.2(Δ4.1)
	2015	24,158	9,266	3,620(2.4)	363(7.1)	14,892	6,623(2.7)	96(1.4)	2.3(7.6)
2016	24,544	9,388	3,653(0.9)	370(1.8)	15,156	6,724(1.5)	97(1.4)	2.3(0.7)	

Source: *Monthly Economic Report* (March issue, 2016) (MLIT).

Notes:

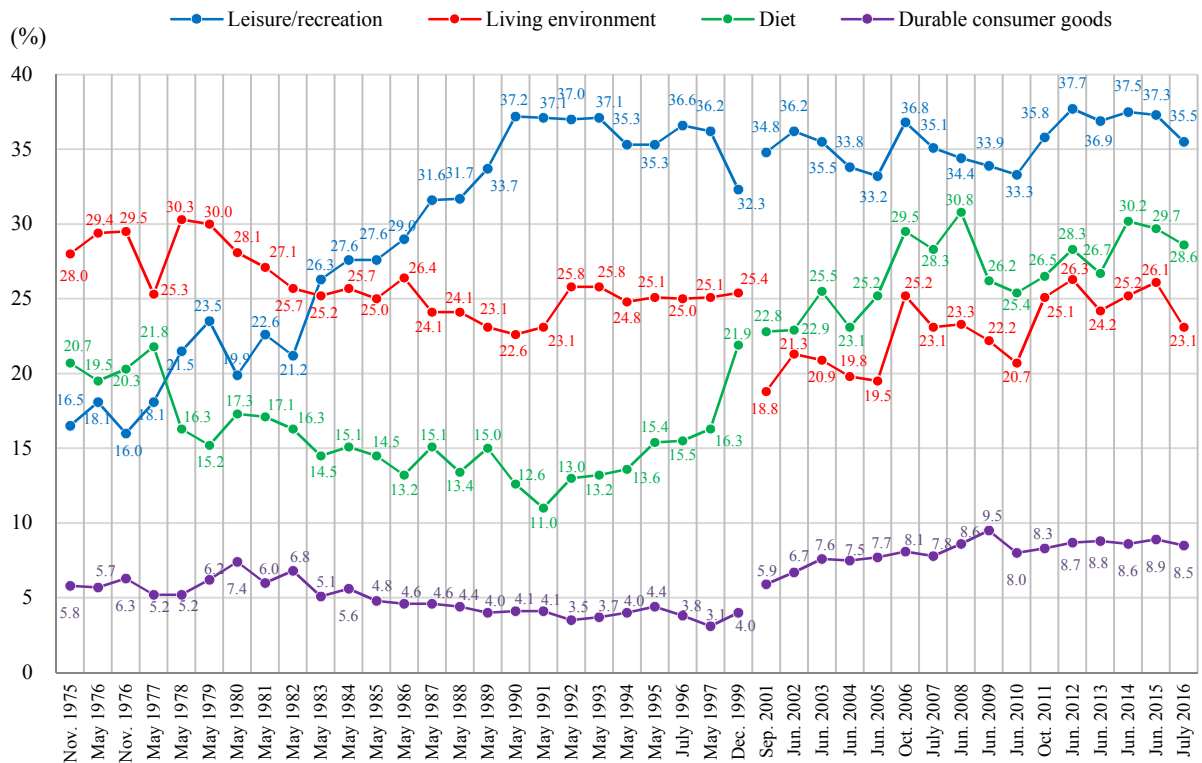
1. Figures in () indicate the percentage year on year, and the mark Δ indicates a decrease.
2. Figures for 2016 are preliminary.
3. Figures for ferry service indicate the passengers for long-distance travel.

Appendix-50 People's Priorities in the Near Future



Source: *Public Opinion Survey Concerning People's Lifestyles* (Public Relations Office, Minister's Secretariat, Cabinet Office)

Appendix-51 Changes in the Trends of People's Priorities in the Near Future

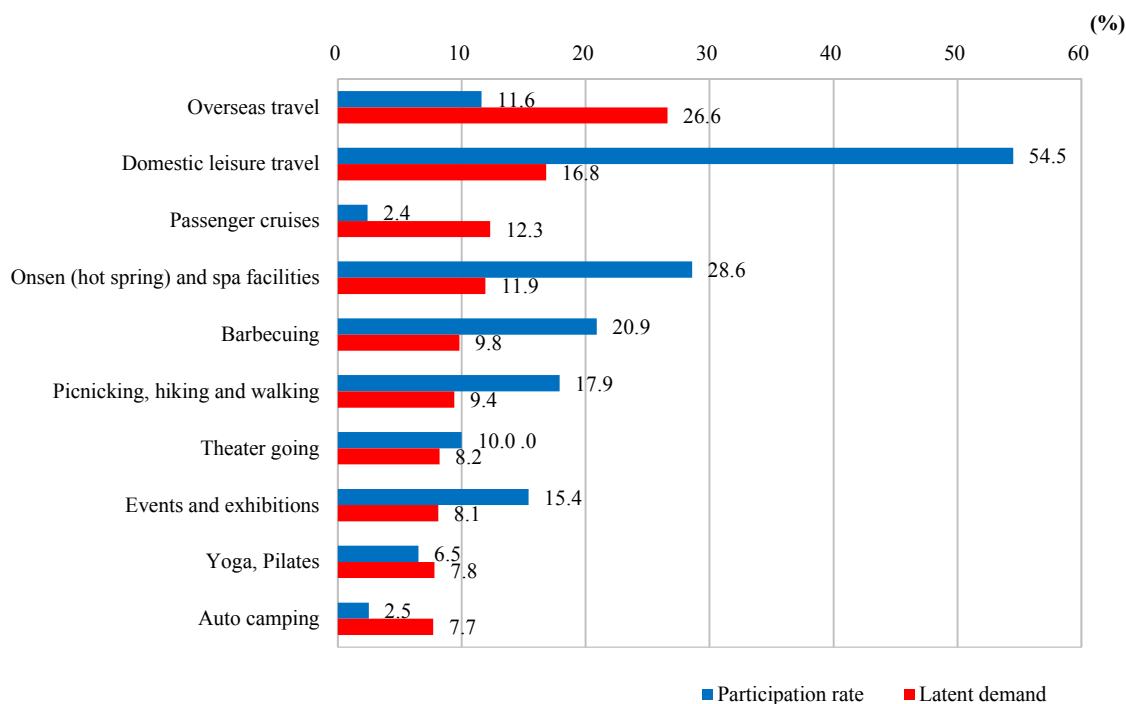


Source: *Public Opinion Survey on National Lifestyle* (Public Relations Office, Minister's Secretariat, Cabinet Office)

Notes:

1. "Durable consumer goods" refers to automobiles, electronics, furniture and other durable consumer goods.
2. Direct comparisons may not be drawn between the results of 1999 or earlier and 2001 or after, because only one response was allowed in the surveys in 1999 or earlier, whereas multiple answers were allowed from 2001.

Appendix-52 Top 10 Leisure Activities Potential Demand (2015)



Source: *White Paper of Leisure 2016* (Japan Productivity Center)

Note: "Latent demand (%)"= the percentage of those who wish to participate in an activity - the percentage of those who have participated in the activity.

Appendix-53 Satisfaction with Current Lifestyle (2016)

	Applicable persons	Satisfied			Dissatisfied			Neither	Don't know
		Satisfied	Satisfied	Satisfied overall	Dissatisfied	Relatively dissatisfied	Dissatisfied		
Units	People	%	%	%	%	%	%	%	
Total	6,281	70.1	10.7	59.4	28.5	22.6	5.9	1.3	0.1
[Gender]									
Male	3,007	68.7	9.7	59.0	30.1	23.9	6.2	1.1	0.1
Female	3,274	71.4	11.7	59.7	27.0	21.4	5.6	1.5	0.1
[Age]									
18-29	480	83.8	20.6	63.1	15.4	13.3	2.1	0.8	-
30-39	777	73.1	12.6	60.5	25.9	22.4	3.5	1.0	-
40-49	1,000	67.4	7.9	59.5	31.5	26.2	5.3	1.1	-
50-59	963	66.1	7.9	58.3	32.7	27.5	5.2	1.1	-
60-69	1,462	69.2	9.6	59.6	29.3	22.0	7.3	1.5	-
70 and over	1,599	69.4	11.4	58.0	28.6	21.0	7.7	1.6	0.4
[Gender/Age]									
Male	3,007	68.7	9.7	59.0	30.1	23.9	6.2	1.1	0.1
18-29	243	82.7	21.0	61.7	16.5	14.4	2.1	0.8	-
30-39	365	70.7	10.7	60.0	28.5	23.3	5.2	0.8	-
40-49	463	63.9	6.0	57.9	35.0	28.7	6.3	1.1	-
50-59	465	64.7	6.0	58.7	34.2	29.2	4.9	1.1	-
60-69	743	68.1	9.3	58.8	30.7	22.9	7.8	1.2	-
70 and over	728	69.2	10.4	58.8	29.3	22.1	7.1	1.1	0.4
(Female)	3,274	71.4	11.7	59.7	27.0	21.4	5.6	1.5	0.1
18-29	237	84.8	20.3	64.6	14.3	12.2	2.1	0.8	-
30-39	412	75.2	14.3	60.9	23.5	21.6	1.9	1.2	-
40-49	537	70.4	9.5	60.9	28.5	24.0	4.5	1.1	-
50-59	498	67.5	9.6	57.8	31.3	25.9	5.4	1.2	-
60-69	719	70.4	9.9	60.5	27.8	21.0	6.8	1.8	-
70 and over	871	69.6	12.3	57.3	28.1	20.0	8.2	2.0	0.3

Source: *Public Opinion Survey on National Lifestyle* (Public Relations Office, Minister's Secretariat, Cabinet Office) (July 2016)

Appendix-54 Working Hours and Salaries of the Accommodation Industry (2016)

Division		Enterprise size: 10 employees or more					Annual Special Cash Earnings	
		Age	Length of Service	Actual Number of Scheduled Hours Worked	Actual Number of Overtime Hours Worked	Contractual Cash Earnings		Scheduled Cash Earnings
Units		years old	years	hours	hours	1,000 yen	1,000 yen	1,000 yen
Accommodation industry		41.6	8.6	171	12	255.6	235.0	339.1
Gender	Male	43.5	9.9	172	13	285.7	262.5	412.1
	Female	38.9	6.9	169	12	213.6	196.6	237.4
Academic Career	Lower secondary school	52.5	9.8	171	10	225.7	210.3	142.9
	Upper secondary school	43.7	9.0	171	12	242.6	223.8	267.3
	Technical college and junior college	37.7	8.1	170	14	261.4	237.5	392.9
	University/graduate school	38.6	8.2	170	12	286.6	264.1	491.9
Age	0-19	19.1	0.9	171	12	173.5	158.8	44.9
	20-24	22.6	2.1	170	14	199.7	179.8	182.9
	25-29	27.4	3.9	170	16	222.9	197.5	275.7
	30-34	32.5	6.3	169	16	250.7	224.1	372.5
	35-39	37.6	8.2	171	14	266.7	240.8	399.6
	40-44	42.5	11.0	171	13	292.4	266.8	492.2
	45-49	47.4	12.2	172	11	308.1	287.8	515.5
	50-54	52.5	12.5	173	9	303.8	287.9	458.7
	55-59	57.6	13.3	171	9	283.3	268.0	367.5
	60-64	62.4	11.9	170	8	228.8	216.0	155.2
	65-69	67.2	11.8	169	7	201.9	192.6	80.7
70 and over	73.1	13.4	170	6	190.0	182.8	56.7	
c.f., All industries		42.2	11.9	164	13	333.7	304.0	894.2
Gender	Male	43.0	13.3	165	16	370.9	335.2	1043.5
	Female	40.7	9.3	163	8	262.7	244.6	609.9
Academic Career	Lower secondary school	49.7	13.8	169	17	275.5	244.3	410.9
	Upper secondary school	44.1	12.6	166	15	294.4	262.7	652.3
	Technical college and junior college	40.4	10.6	164	10	300.2	276.0	761.1
	University/graduate school	40.3	11.6	162	13	401.9	371.7	1285.9
Age	0-19	19.1	0.9	168	12	191.8	174.0	119.5
	20-24	23.0	2.1	166	14	228.3	204.5	353.4
	25-29	27.5	4.4	164	17	270.8	237.3	643.4
	30-34	32.5	7.0	164	17	308.7	271.7	785.2
	35-39	37.6	9.8	164	16	336.9	301.0	899.4
	40-44	42.5	12.8	165	14	362.4	328.6	1027.1
	45-49	47.4	15.7	164	13	388.2	357.3	1186.6
	50-54	52.5	18.3	164	11	401.3	374.8	1253.6
	55-59	57.4	20.3	164	10	387.0	364.1	1164.2
	60-64	62.3	17.8	164	8	286.6	271.5	598.1
	65-69	67.1	15.4	165	7	267.1	255.4	332.4
70 and over	73.4	17.9	164	5	262.4	253.9	268.9	

Source: *Basic Survey on Wage Structure FY 2016* (Ministry of Health, Labor and Welfare)

Notes:

1. The survey was of ordinary workers (excluding part-time workers) who are employed by private enterprises with at least 10 regular workers.
2. Figures for "actual number of scheduled hours worked," "actual number of overtime worked," "contractual cash earnings" and "scheduled cash earnings" are as of June 2016.
3. "Annual special cash earnings" refers to the combined amount of the annual bonus from January to December 2015 with other special bonuses (e.g., term-end allowance).

Appendix-55 Aggregated Data on Businesses - Cross-Industrial Aggregated Data (Sales (Revenue), etc.)

Standard industrial classification of minor industries	Number of establishments	Number of employees (people)	Sales (revenue) Amount (Million yen)	Number of employees per establishment (people)	Sales (revenue) amount per business (10,000 yen)	Sales (revenue) amount per employee (10,000 yen)
M Accommodations, food and beverage services	560,552	4,049,441	19,934,138	7.2	3,675	511
75 Accommodations	41,261	529,933	4,699,197	12.8	12,031	913
750 Establishments engaged in administrative or ancillary economic activities (75 Accommodations)	208	2,032	-	9.8	-	-
751 Ryokan (Japanese-style inn), hotels	33,852	484,270	4,340,224	14.3	13,065	911
752 Public lodging houses	1,322	6,134	28,912	4.6	2,246	482
753 Boarding houses	996	2,875	11,686	2.9	1,194	411
759 Miscellaneous lodging places	4,883	34,622	318,375	7.1	8,911	1,078
76 Restaurants	474,502	3,092,035	13,159,877	6.5	2,859	442
760 Establishments engaged in administrative and ancillary economic activities (76 Restaurants)	2,045	23,650	-	11.6	-	-
761 Cafeterias and restaurants, except specialized restaurants	43,812	358,345	1,550,731	8.2	3,614	454
762 Specialized restaurants	133,477	1,089,770	5,202,021	8.2	3,989	489
763 "Soba" and "udon" (Japanese noodles) restaurants	26,228	176,877	667,598	6.7	2,578	382
764 Sushi bars	20,265	208,296	1,003,807	10.3	5,015	494
765 Japanese pubs and beer halls	96,990	478,376	2,088,324	4.9	2,220	450
766 Bars, cabarets, night clubs	71,308	231,022	709,683	3.2	1,031	319
767 Coffee shops	57,246	254,103	893,029	4.4	1,599	359
769 Miscellaneous eating and drinking places	23,131	271,596	1,044,683	11.7	4,687	405
77 Food take-out and delivery services	44,789	427,473	2,075,064	9.5	4,817	506
770 Establishments engaged in administrative and ancillary economic activities (77 Food take-out and delivery services)	273	3,880	-	14.2	-	-
771 Food take-out services	9,682	64,003	366,904	6.6	3,883	587
772 Food delivery services	34,834	359,590	1,708,160	10.3	5,079	492
N Living-related and personal services and amusement services	400,095	1,839,048	35,425,077	4.6	9,101	2,009
78 Laundry, beauty and bath services	315,797	897,894	4,165,090	2.8	1,344	478
780 Establishments engaged in administrative and ancillary economic activities (78 Laundry, beauty and bath services)	433	2,626	-	6.1	-	-
781 Laundries	47,583	240,770	1,498,303	5.1	3,233	653
782 Barbershops	95,377	184,498	472,433	1.9	500	259
783 Hair-dressing and Beauty salons	151,650	356,695	1,464,505	2.4	982	419
784 Public bathhouses	2,763	14,179	66,269	5.1	2,417	473
785 Miscellaneous public bathhouses	2,016	39,254	252,324	19.5	12,861	652
789 Miscellaneous laundry, beauty and bath services	15,975	59,872	411,256	3.7	2,706	718
79 Miscellaneous living-related and personal services	43,068	303,161	6,575,691	7.0	16,263	2,344
790 Establishments engaged in administrative and ancillary economic activities (79 Miscellaneous living-related and personal services)	166	2,562	-	15.4	-	-
791 Travel agencies	7,398	72,023	3,692,972	9.7	52,779	5,545
793 Garment sewing and repair services	5,873	17,938	45,093	3.1	788	264
794 Checkroom safety deposit services	2,459	10,605	45,443	4.3	1,991	482
795 Crematories and graveyards	887	5,332	61,070	6.0	7,672	1,249
796 Ceremonial occasions	8,619	115,765	1,914,000	13.4	24,404	1,752
799 Other unclassified services related to daily life	17,666	78,936	817,113	4.5	4,866	1,116
80 Services for amusement and recreation	41,230	637,993	24,684,296	15.5	63,379	4,041
800 Establishments engaged in administrative and ancillary economic activities (80 Services for amusement and recreation)	549	6,480	-	11.8	-	-
801 Cinemas	439	12,994	205,000	29.6	47,897	1,613
802 Performances (except otherwise classified), theatrical companies	2,057	25,076	718,791	12.2	36,339	2,994
803 Bicycle, horse, motorcar and motorboat race track operations and companies	638	13,180	1,795,815	20.7	289,648	14,345
804 Sports facilities	11,489	230,391	1,686,841	20.1	15,447	747
805 Public gardens and amusement parks	1,242	58,231	760,544	46.9	69,203	1,373
806 Amusement and recreational facilities	14,245	204,037	18,132,046	14.3	132,651	9,299
809 Miscellaneous amusement and recreation services	10,571	87,604	1,385,261	8.3	13,537	1,621

Source: Basic Economic Census 2014 (MIC, JTA)

Appendix-56 Share of GDP of Each Industry (2015)

	GDP by Economic Activity (billion yen)	Share of GDP (%)
Agriculture, Forestry and Fishery	5,617.5	1.1
Mining	325.3	0.1
Manufacturing	108,028.9	20.4
Food and beverages	12,606.4	2.4
Textiles products	1,392.7	0.3
Pulp / paper and paper products	1,908.1	0.4
Chemicals products	11,324.4	2.1
Petroleum / coal products	4,512.7	0.9
Ceramics / stone / clay products	2,850.4	0.5
Iron / Steel	9,868.0	1.9
Metal products	4,572.8	0.9
General purpose machinery / production machinery / business oriented machinery	15,317.3	2.9
Electronic parts / devices	5,139.1	1.0
Electric machinery	7,256.4	1.4
Information / communication equipment	3,987.7	0.8
Transportation equipment	17,013.9	3.2
Printing	2,430.3	0.5
Miscellaneous manufacturing products	7,848.6	1.5
Electricity / gas / water supply / waste management service	14,142.7	2.7
Electricity	6,345.6	1.2
Gas / water supply / waste management service	7,797.1	1.5
Construction	29,418.9	5.5
Wholesale/retail trade	73,649.6	13.9
Wholesale	43,936.8	8.3
Retail trade	29,712.8	5.6
Transport / postal service	27,178.6	5.1
Accommodation / food and beverage services activities	13,273.9	2.5
Information and communication	26,505.1	5.0
Communication / broadcasting	12,025.3	2.3
Information services / Video picture sound information character information production and distribution	14,479.8	2.7
Finance/insurance	23,556.8	4.4
Real estate	60,429.9	11.4
Renting of dwellings	52,373.3	9.9
Other real estate	8,056.6	1.5
Professional/scientific and technical activities, business support services	38,613.6	7.3
Public administration	26,557.6	5.0
Education	19,057.0	3.6
Human health / social work activities	36,120.4	6.8
Other services activities	23,275.3	4.4
Added value accompanying travel consumption	12,362.5	2.3

Source: *Research on Economic Impact of Tourism in Japan* (JTA) for added value accompanying travel consumption, and *System of National Accounts* (Cabinet Office) for other figures.

Notes:

1. The added value accompanying travel spending has been based on the tourism satellite account, calculated by multiplying the domestic production for consumer goods and services by the percentage of the added value.
2. Pink figures indicate that the GDP of such industries fall under the ratio of the added value accompanying travel spending in GDP.

Appendix-57 Budget for the JTA (FY2017)

(Mil. yen)

	FY2017 Budget (A)	FY2016 Budget (B)	YoY Change (A/B)
<u>1. Foster innovation in the tourism industry to boost its international competitiveness</u>	9,382	8,867	1.06
Raise the level of sophistication of marketing of travel to Japan	8,701	8,283	1.05
Promotion of MICE	201	199	1.01
Human resources development support programs for the tourist industry	370	365	1.02
Enhancement/reinforcement of the tour guide-interpreter system	30	20	1.53
Spread of sound “minpaku” private house-sharing services for foreign tourists	70	0	New
Enhancing information security for travel agencies	10	0	New
<u>2. Ensure all visitors enjoy a satisfying, comfortable and stress-free sightseeing experience</u>	8,550	8,032	1.06
Stress-free travel and stay for international visitors to Japan	8,550	8,032	1.06
<u>3. Maximizing the attractiveness of tourism resources in order to make tourism the basis of regional revitalization</u>	2,761	2,756	1.00
Promotional projects for forming wide-area tour routes	1,612	1,640	0.98
Support programs for branding tourist destinations	205	251	0.82
Projects to create attractiveness for tourist destinations by leveraging local resources	270	296	0.91
Project for inviting tourists by thematic tourist routes for destinations	151	70	2.17
Improving tourism statistics	522	500	1.05
<u>4. Other (administrative costs, etc.)</u>	342	360	0.95
Total	21,035	20,015	1.05

Reviving the Tohoku region (within the “reconstruction” framework)

Reviving tourism in the Tohoku region project by enhancing overseas dissemination of Tohoku’s tourism assets 【The Subsidy for Tohoku Tourism Revival】	3,265	3,265	1.00
Sophistication of marketing travel to Tohoku 【Promotion for Tohoku tourism revival】	1,000	1,000	1.00
Support for the recovery of tourism in Fukushima	300	266	1.13
Total	4,565	4,530	1.01

Total Sum	25,599	24,545	1.04
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Appendix-58 Changes in the JTA Budget

