The 5th Tourism Nation Promotion Basic Plan(Overview)

Plan period:
FY2026-2030

Approved by the Cabinet on March 27, 2026

Pillars of Policy

Balancing Inbound Tourism with Local Residents

- ✓ Managing congestion, Improving tourist manner
- ✓ Establishing a wide-area framework to promote regional and local destinations
- ✓ Tourism resource development: effectively attracting visitors to regional areas and expanding consumption
- ✓ Improving transportation networks to reach regional tourism destinations

Promoting domestic and outbound tourism

- ✓ Spreading out vacation periods and travel demand
- ✓ Expanding the population with strong relationship to the areas and promoting dual residency
- ✓ Stimulating demand for domestic and outbound travel
- ✓ Providing recovery support towards tourism revitalization

Building resilient Tourism Destinations and Tourism Industry

- ✓ Diversifying the inbound market and tourism attractions
- ✓ Improving productivity through digital transformation and investments in labor-saving measures
- ✓ Fostering healthy market competition
- ✓ Ensuring inclusive, diverse and accessible tourism experiences

Vision for 2030

Tourism as a strategic industry to develop Japan towards the future as an attractive and strengthful nation

The 5th Tourism Nation Promotion Basic Plan(Targets)

国土交通省 観光庁

Targets	【2030 Targets】
<Balancing Inbound Tourism with Local Residents>	
1. Number of regions engaged in balancing tourists with local residents	100 regions
2. Number of international visitors to Japan	60 million visitors
3. Number of repeat international visitors to Japan	40 million visitors
4. Tourism consumption by international visitors to Japan	15 trillion yen
5. Tourism consumption per international visitor to Japan	250,000 yen
6. Number of international visitors staying overnight in regional areas	130 million visitor-nights
7. Number of international conferences held in Japan	No.1 host country in Asia and among the top 5 Worldwide
<Promoting domestic and outbound tourism>	
8. Domestic tourism consumption	30 trillion yen
9. Number of Japanese staying overnight in regional areas	320 million visitor-nights
10. Number of Japanese overseas tourists	Above the previous record high (20.08 million)
<Building resilient Tourism Destinations and Tourism Industry>	
11. Value added generated by the accommodation industry	6.8 trillion yen