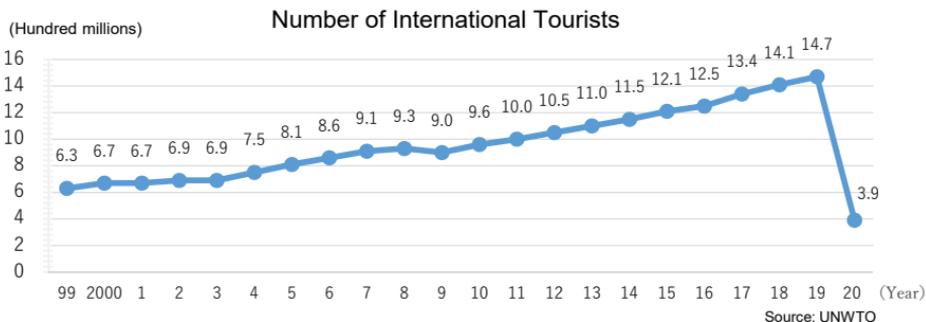


[Appendix] Data Related to Tourism

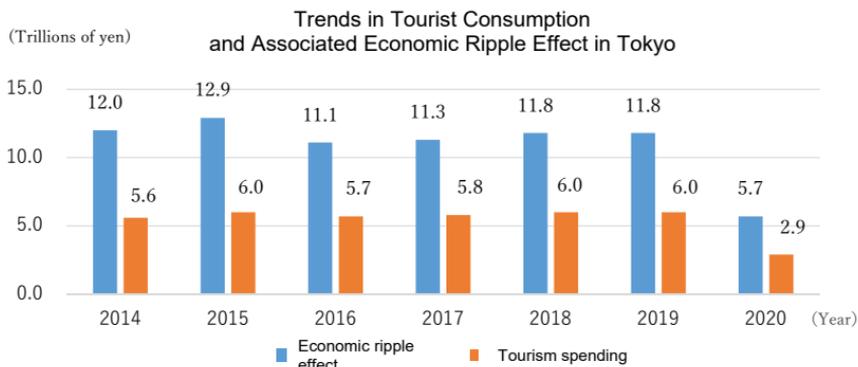
● Impact from COVID-19

- The number of international tourists increased every year for the ten-year period since 2010 according to the UNWTO (United Nations World Tourism Organization). The significant decline due to COVID-19 travel restrictions was a huge blow to the tourism industry.



● Economic Ripple Effect for Tourism Consumption

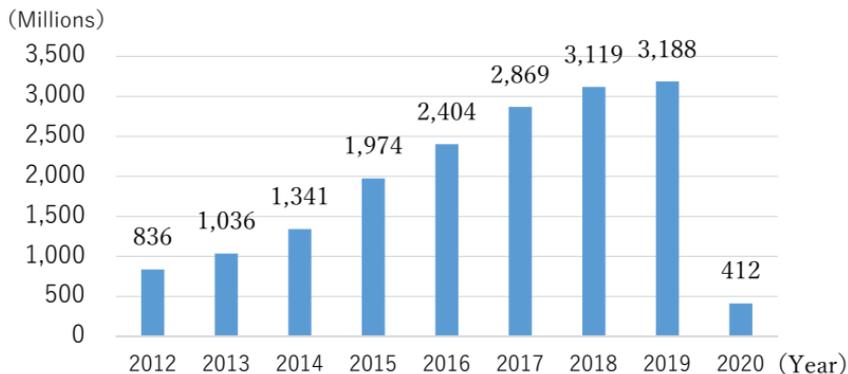
- Consumption by tourists within the tourism industry will create a ripple effect throughout many related industries and contribute to the revitalization of the region.
- In 2019, when the number of tourists visiting Tokyo peaked, tourism consumption was approximately 6 trillion yen, rising to 11.8 trillion yen when indirect economic benefits are included.



●Tourism in Japan

- The number of international visitors to Japan in 2020 was 4.12 million, down 87% from the previous year. Similar to the decline in tourists, there was a significant decline in inbound travel spending to 740 billion yen, down 85% from the previous year.

Yearly Number of Foreign Tourists Visiting Japan



Source: Japan National Tourism Organization (JNTO)

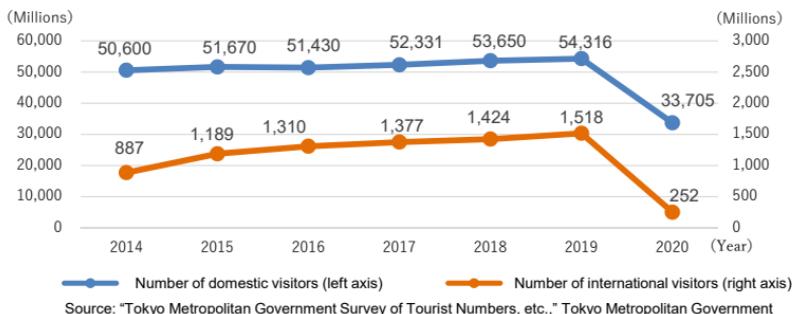
Yearly International Tourist Spending in Japan



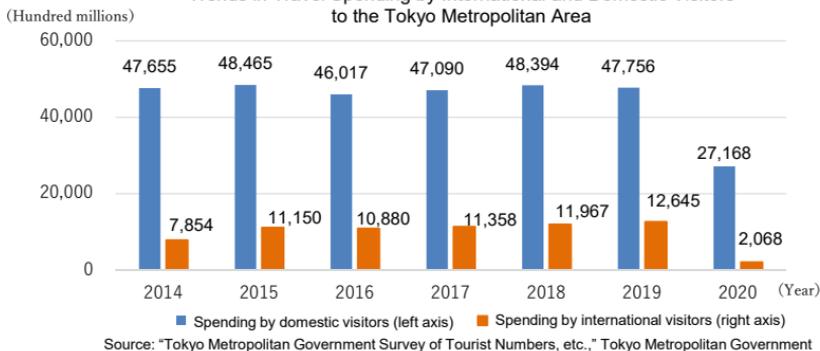
Source: Japan National Tourism Organization (JNTO)

- The number of international visitors to Tokyo in 2020 was 2.52 million, down 83% from the previous year. In comparison, the number of Japanese visitors to Tokyo decreased by 38% from the previous year to approximately 34 million. Revenues and the number of overnight stays also show similar trends, with smaller year-on-year declines in the domestic market.

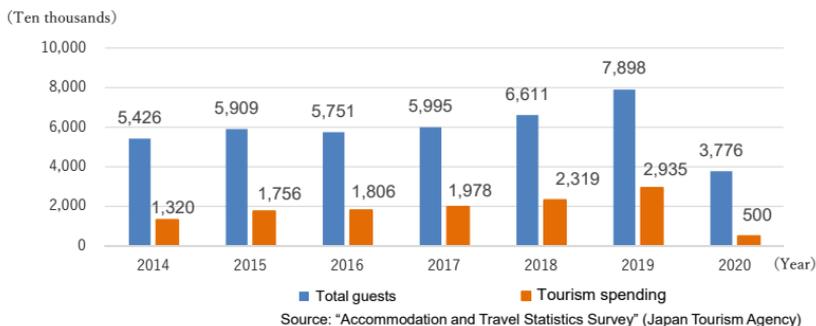
Number of International and Domestic Tourists Visiting Tokyo



Trends in Travel Spending by International and Domestic Visitors to the Tokyo Metropolitan Area



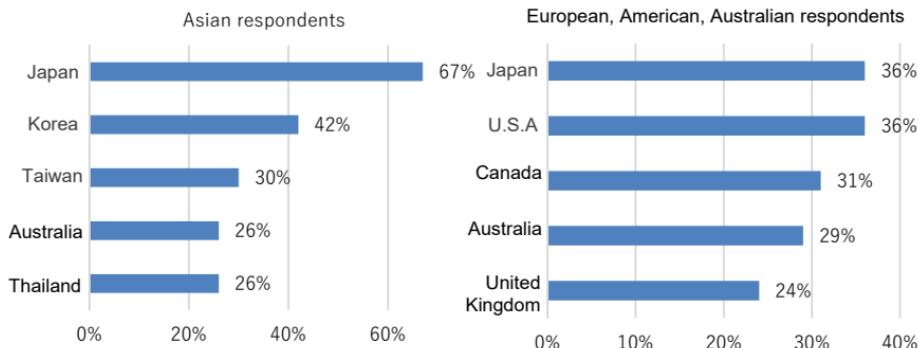
Trends in Number of People Staying in Accommodations in Tokyo



●International Travel after the Pandemic Ends

- Even during the pandemic, many tourists wanted to travel internationally after COVID-19 subsided. Additionally, the number of tourists wanting to travel to Japan has increased, with many tourists saying the first country they want to travel to post-Covid-19 is Japan when asked what country/region they would like to visit next out of Asia, Europe, the U.S., and Australia.

Popular Travel Destinations Post-COVID-19



Source: Development Bank of Japan Inc. (DBJ) and Japan Travel Bureau Foundation (JTBF)

- In October 2021, the Condé Nast Traveler luxury travel magazine announced the results of its Readers' Choice Awards 2021. Tokyo was ranked the Best Big City in the world for the first time in two years in the US edition and for the first time in the UK edition.

Readers' Choice Awards 2021: Top 10 Cities in the World

USA Ranking

The Best Cities in the World
(Best Big Cities Category)
(Excluding US Cities)

1st	(6th)	Tokyo (Japan)
2nd	—	Osaka (Japan)
3rd	(1st)	Kyoto (Japan)
4th	(3rd)	Singapore
5th	—	Istanbul (Turkey)
6th	—	Mérida (Mexico)
7th	—	Marrakesh (Morocco)
8th	(7th)	Porto (Portugal)
9th	—	Bangkok (Thailand)
10th	—	Seoul (South Korea)

UK Ranking

Top 20 Cities in the World
(Excluding UK Cities)

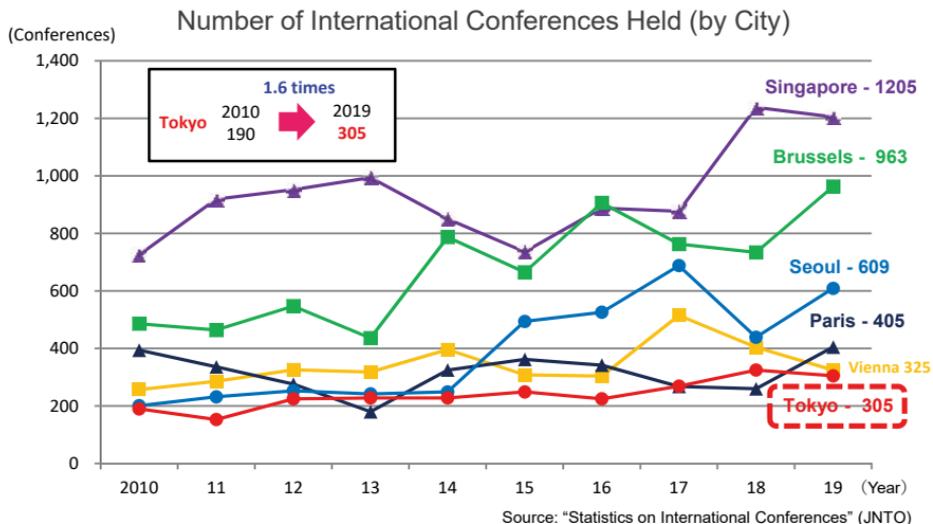
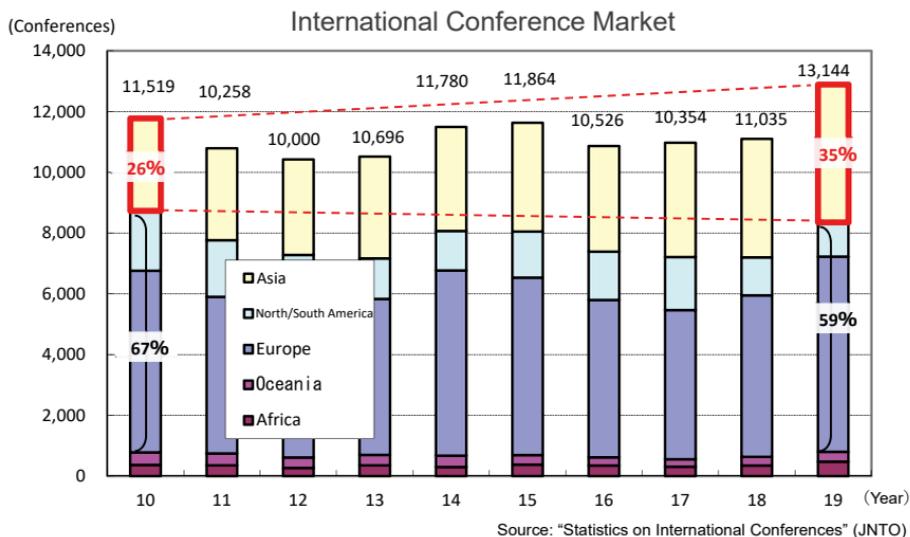
1st	(15th)	Tokyo (Japan)
2nd	—	Osaka (Japan)
3rd	(4th)	Kyoto (Japan)
4th	(9th)	Singapore
5th	(1st)	San Miguel de Allende (Mexico)
6th	—	Istanbul (Turkey)
7th	(3rd)	Mérida (Mexico)
8th	—	Marrakesh (Morocco)
9th	(18th)	Porto (Portugal)
10th	—	Aspen (USA)

* Figures in parentheses indicate the rank in 2020. Figures marked "—" indicate no rank last year.

Source : Condé Nast Traveler

International Conference Market Share & Number of Events

- Asia's market share for international conferences has steadily increased from 26% in 2010 to 35% in 2019.
- The number of international conferences held in Tokyo increased from 190 in 2010 to 305 in 2019. However, Tokyo's global ranking has not changed as other cities have been more active in hosting international conferences.



●Hosting of International Conferences (2020)

- While many international conferences have been postponed due to the pandemic, an increasing number of conferences are being held online or as hybrid events that combine online and in-person meetings to limit the number of people who need to travel and congregate.
- As a result of COVID-19, of the international conferences scheduled in Japan in 2020, 31% were hosted online and 4% were hybrid events.

Number and Status of International Conferences Scheduled to be Held in 2020

Location	Held as Scheduled	Online	Hybrid	Delayed	Location changed	Canceled	Total
Europe	344 (7%)	1,423 (30%)	48 (1%)	2,231 (47%)	30(1%)	630 (13%)	4,706 (56%)
Asia	187 (12%)	378 (25%)	80 (5%)	628 (42%)	29(2%)	199 (13%)	1,501 (18%)
(Japan)	30 (10%)	97 (31%)	12 (4%)	126 (41%)	5(2%)	39 (13%)	309 (4%)
North America	93 (9%)	380 (39%)	6 (1%)	318 (32%)	3(0%)	180 (18%)	980 (12%)
Central/Southern American	69 (11%)	165 (27%)	—	275 (44%)	4(1%)	108 (17%)	621 (7%)
Oceania	26 (10%)	69 (27%)	4 (2%)	103 (40%)	5(2%)	52(20%)	259 (3%)
Africa	26 (11%)	63 (26%)	4 (2%)	122 (50%)	—	31(13%)	246 (3%)
Middle East	18 (19%)	28 (29%)	1 (1%)	37 (38%)	2(2%)	11(11%)	97 (1%)
合計	763 (9%)	2,506 (30%)	143 (2%)	3,714 (44%)	73 (1%)	1,211 (14%)	8,410 (100%)

Source: ICCA, ICCA Statistics Report 2020

