

Benchmark Goal Indicators

Category	Benchmark Indicator	Currently	Progress toward Goal
A (Residents)	Residents sightseeing in the city	30.2% (2021)	
	Residents interested in tourism activities	28.0% (2021)	
	Residents with experience in tourism	17.4% (2021)	
B (Economy)	Domestic tourist satisfaction	95.0% (2019)	
	International tourist satisfaction	95.4% (2019)	
	International repeat visitors to Tokyo	56.4% (2019)	
	Total overnight stays in Tokyo	78,980,000 (2019)	
	Total revenue generated through tourism	11.8 Trillion Yen (2019)	
	Jobs associated with tourism industry	990,000 (2019)	
C (Culture)	Resident who consider art and culture to be important tourism resources	67% (2021)	
	Number of Cultural Properties in Tokyo	825 (FY 2020)	
	Number of National Treasures and Important Cultural Properties in Tokyo	3,268 (FY 2020)	
	Events held at destination venues	24 (FY 2019)	
D (Environment)	Renewable energy electricity usage	17.3% (FY 2019)	
	Newly designated biodiversity conservation areas	Approx. 758 hectares (FY 2019)	