

## Numerical Targets

- The plan sets targets for the number of tourists visiting Tokyo, both domestic and international, and includes for the first time targets for **revenues** and **the number of repeat visits**.
- The **targets are ambitious**, and assume the aggressive implementation of the new tourism policy.

### Inbound tourists to Tokyo

2015 : 11.9 million → 2020 : **25 million**

Double the number of inbound tourists by 2020

### Repeat inbound tourists to Tokyo

→ 2020 : **15 million**

Target a **60%** repeat visit rates by 2020

### Inbound tourist spending in Tokyo

2015 : ¥1.1 trillion → 2020 : **¥2.7 trillion**

2020 target is 2.4 times the 2015 actual, based on the growth rate of the last 5 years

### Domestic tourist visits to Tokyo

2015 : 516.7 million → 2020 : **600 million**

Targets a new record in 2020

### Domestic tourist spending in Tokyo

2015 : ¥4.85 trillion → 2020 : **¥6 trillion**

Targets a ¥1 trillion increase versus 2015