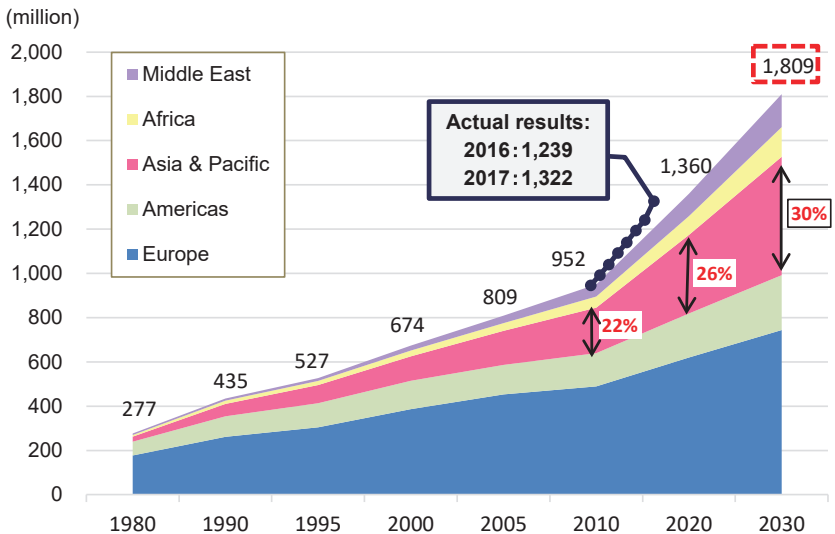


Tourism Statistics

International tourist arrivals (including forecasts)

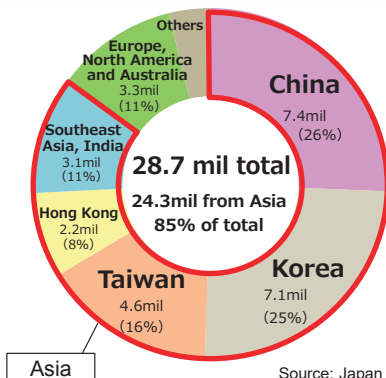
- The number of tourist arrivals worldwide exceeded **1.3 billion** in 2017, and is expected to rise to **1.8 billion** in 2030.
- Tourists visiting **Asia & Pacific** rose to for 22% in 2010, which is expected to rise to **30%** in 2030.



Source: UNWTO

Tourist arrivals in Japan by country/region (2017)

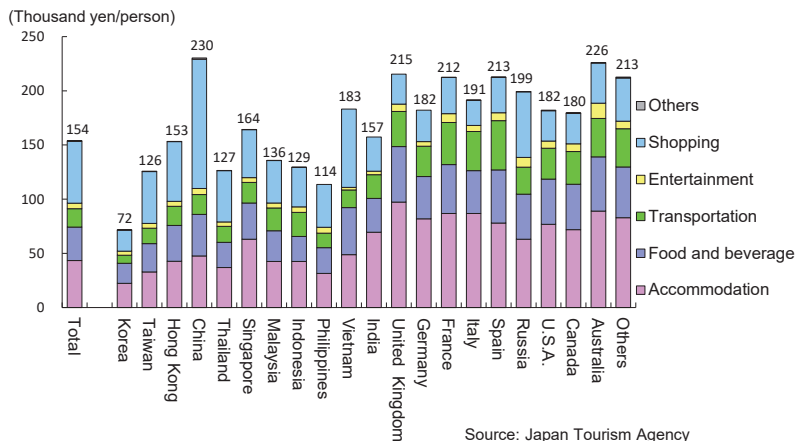
- Tourists from Asia accounted for 85% of all inbound tourists to Japan in 2017, with China, Korea and Taiwan topping the list.



Source: Japan National Tourism Organization (JNTO)

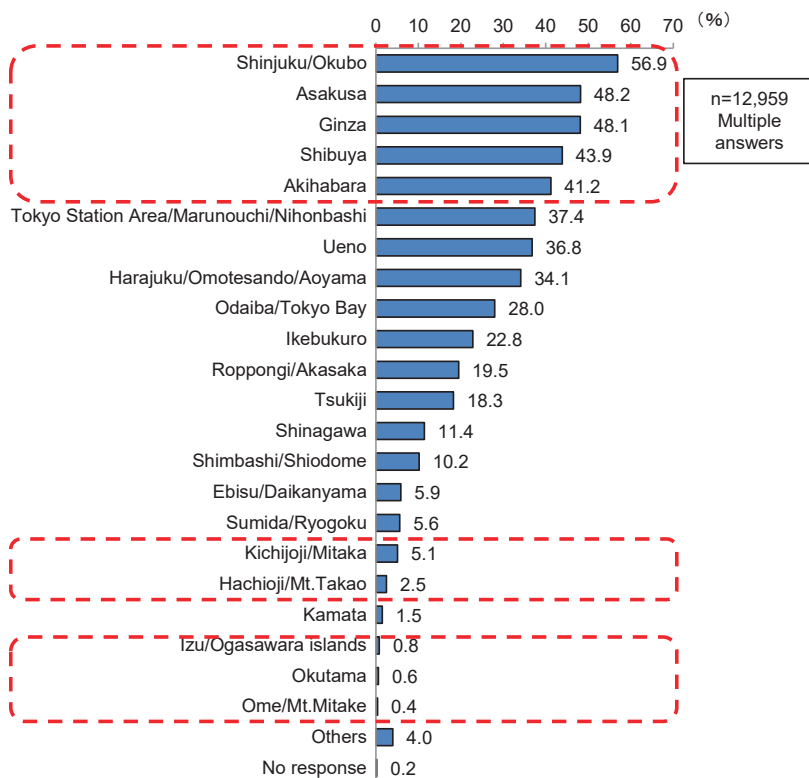
Tourism spending per person by country/region (2017)

- Tourists from Europe, North America and Australia spend more than those from Asia.



Top destinations in Tokyo for inbound tourists (FY2016)

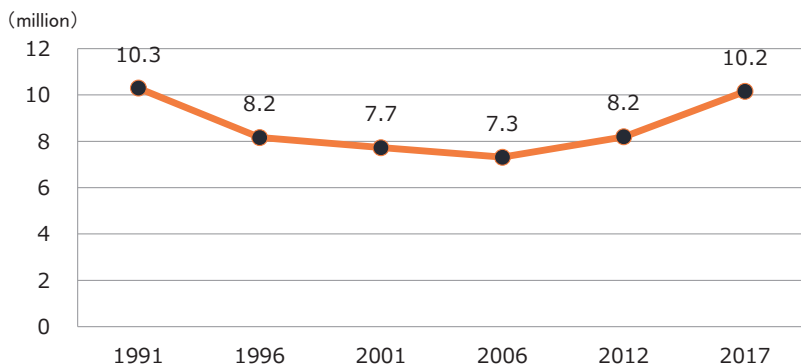
- The center of the city is most popular, led by Shinjuku/Okubo, Asakusa, Ginza, Shibuya and Akihabara.
- Efforts to encourage tourism to the Tama area and the outlying islands have yet to make progress.



Source: Tokyo Metropolitan Government

Number of tourist arrivals in the Nishitama area

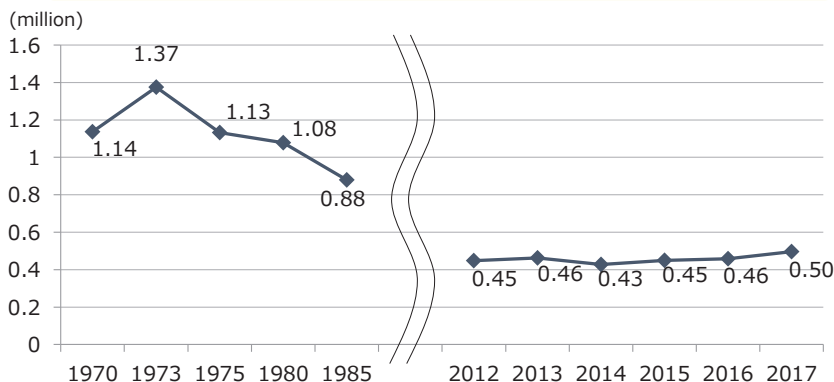
- The number of tourists visiting the Nishitama area in western Tokyo has **increased in recent years.**



Source: Nishitama administrative council

Number of tourists to Izu and Ogasawara islands

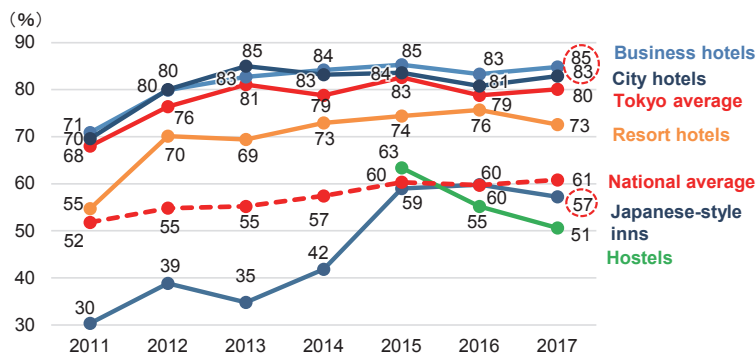
- Tourist arrivals in the outlying islands have remained at **around 0.4 million in recent years.**



Source: Tokyo Metropolitan Government

Occupancy rates by accommodation type in Tokyo

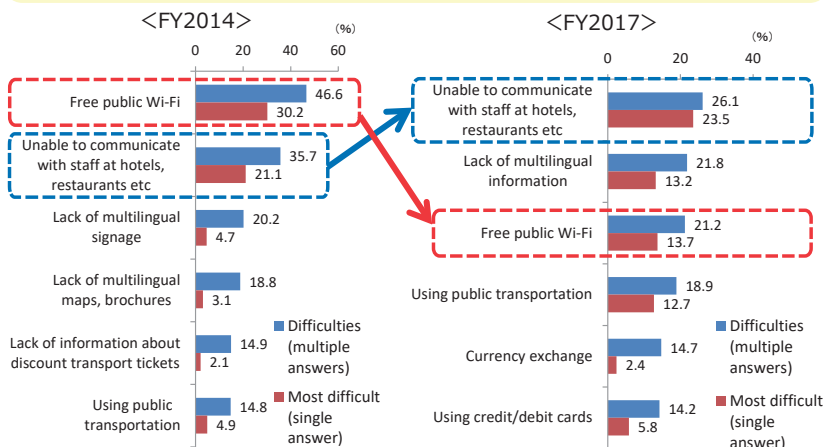
- Hotel occupancy rates have increased to 80%, but Japanese-style inn occupancy rates are still only 60%.



Note: Figures for 2017 are estimates. Source: Japan Tourism Agency

Difficulties experienced travelling in Japan

- The most frequent reported problem for inbound tourists in FY2017 was “Unable to communicate with staff at hotels, restaurants etc” while that in FY2014 was “Free public Wi-Fi”.

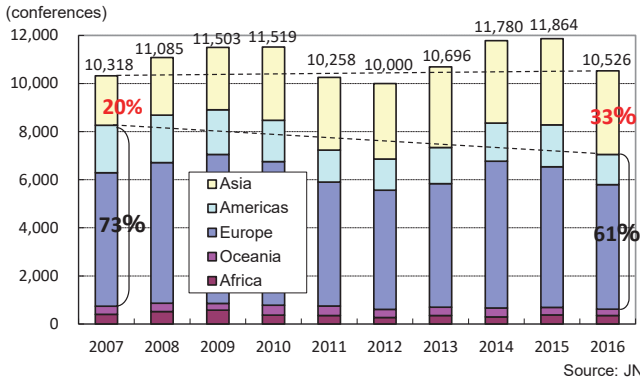


Note: Top 6 difficulties are listed, excluding “I didn’t have any problems.”

Source: Ministry of Internal Affairs and Communications, Japan Tourism Agency

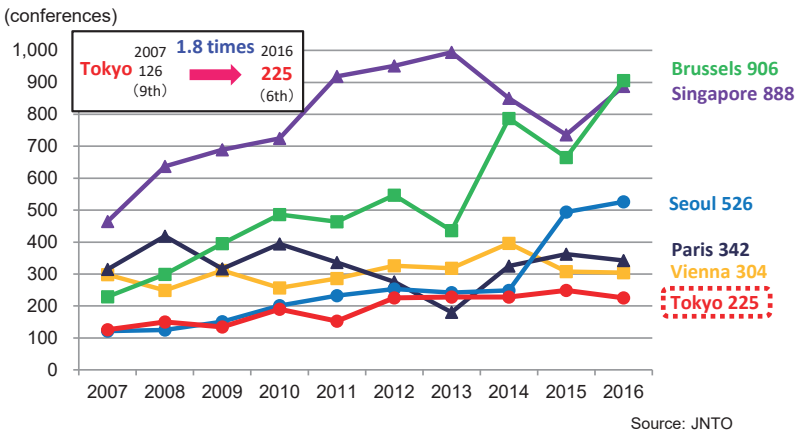
Global market for international conferences

- Owing to its economic growth, Asia's share of the global market for international conferences has increased **1.6 times in the last decade**.



Number of international conferences by city

- The number of international conferences in Tokyo has increased **1.8 times in the last decade**, though Tokyo still lags behind competitors such as Singapore and Seoul.



Condé Nast Traveler The Best Cities in the World 2017

- Condé Nast Traveler, an American luxury travel magazine, has **ranked Tokyo 1st for two consecutive years** in its rankings of the most attractive destination cities

Top 10 Best Cities in the World, chosen by readers

1st	Tokyo (Japan)	※1st
2nd	Vienna (Austria)	※10th
3rd	Kyoto (Japan)	※2nd
4th	Barcelona (Spain)	※9th
5th	Paris (France)	※11th
6th	Sydney (Australia)	※12th
7th	Madrid (Spain)	※27th
8th	Vancouver (Canada)	※6th
9th	Rome (Italy)	※15th
10th	Munich (Germany)	※38th

Note: Excludes U.S. cities

*2016 rank after country name

Source: TMG press release

↓ To learn more, follow the link below

PRIME Tourist Destination City Tokyo

～ Tokyo Tourism Strategy Action Plan 2018 ～

<http://www.sangyo-rodo.metro.tokyo.jp/plan/tourism/plan/prime2018/>



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 - ・ Irasutoya

PRIME Tourist Destination City Tokyo ～ Tokyo Tourism Strategy Action Plan 2018 ～

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