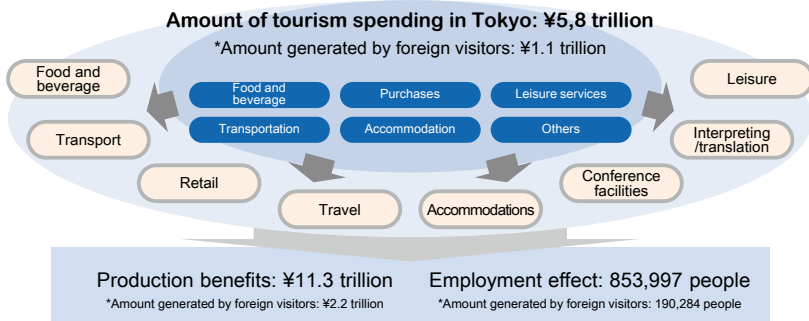


Tourism Statistics

•Economic benefits of tourism spending

- Tourism spending generates economic benefits and employment across a wide range of industries, and contributes to regional revitalization.

<Economic benefits of tourism spending in Tokyo (2017)>

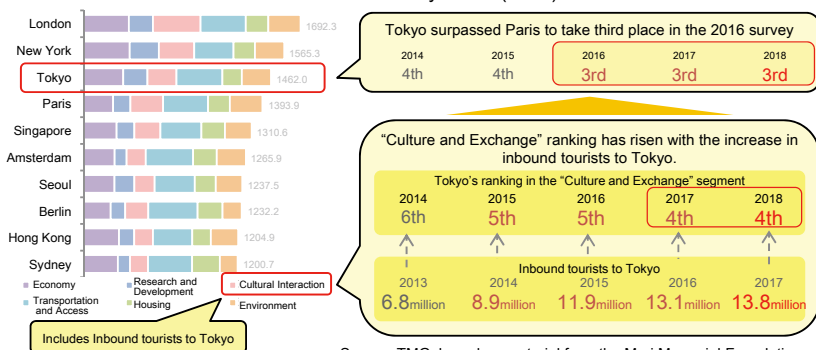


Source: TMG

•Enhanced International Presence

- The number of inbound tourists is one measure of the overall presence of Tokyo, and contributes to the international reputation of the city.

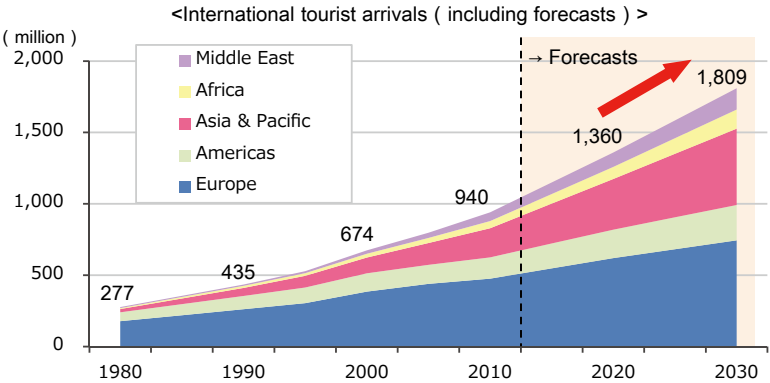
<Global Power City Index (2018)>



Source: TMG, based on material from the Mori Memorial Foundation

●Global tourism trends

- The number of tourists worldwide is forecast to increase to 1.8 billion travelers by 2030.



Source : UNWTO

- Condé Nast Traveler, an American luxury travel magazine, has ranked Tokyo as the most attractive global destination city for three consecutive years.

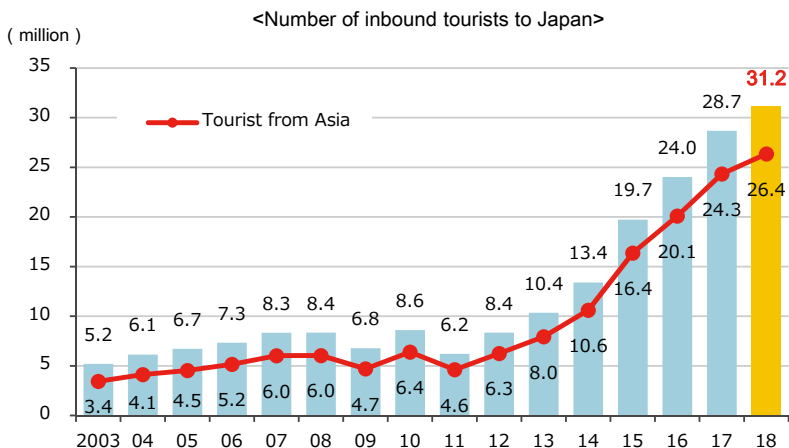
<Condé Nast Traveler The Best Cities in the World (2018)>

1st	Tokyo (Japan)	(1st)
2nd	Kyoto (Japan)	(3rd)
3rd	Melbourne (Australia)	(14th)
4th	Vienna (Austria)	(2nd)
5th	Hamburg (Germany)	(-)
6th	Sydney (Australia)	(6th)
7th	Singapore	(13th)
8th	Paris (France)	(5th)
9th	Barcelona (Spain)	(4th)
10th	Vancouver (Canada)	(8th)

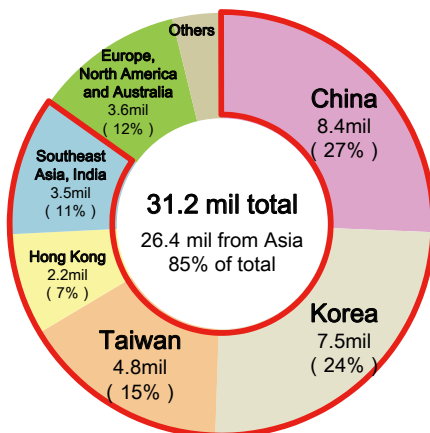
Note : Excludes U.S. cities
*2017 rank after country name
Source : TMG press release

●Inbound tourists to Japan

- The number of inbound tourists to Japan reached a new high in 2018, exceeding 30 million people. Visitors from Asia represented about 85%, or 26.4 million people.



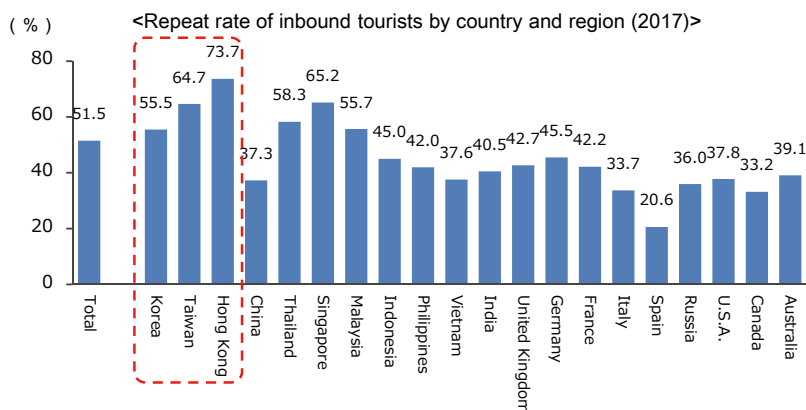
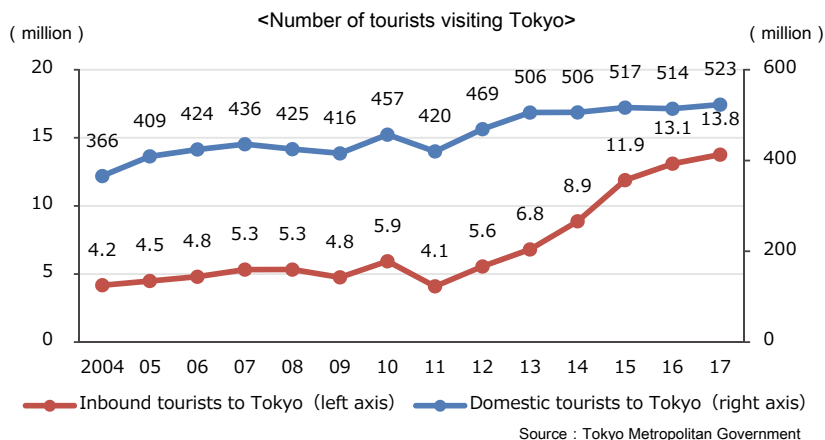
<Tourist arrivals in Japan by country/region(2018)>



Source : Japan National Tourism Organization (JNTO)

●Number of tourists visiting Tokyo

- The number of inbound tourists to Tokyo has increased by 2.6 times in the past 10 years, reaching a record high of 13.8 million in 2017.
- The number of visits by domestic tourists to Tokyo has remained stable at over 500 million in recent years.
- The number of repeat visitors from East Asia, including South Korea, Taiwan and Hong Kong, is increasing.



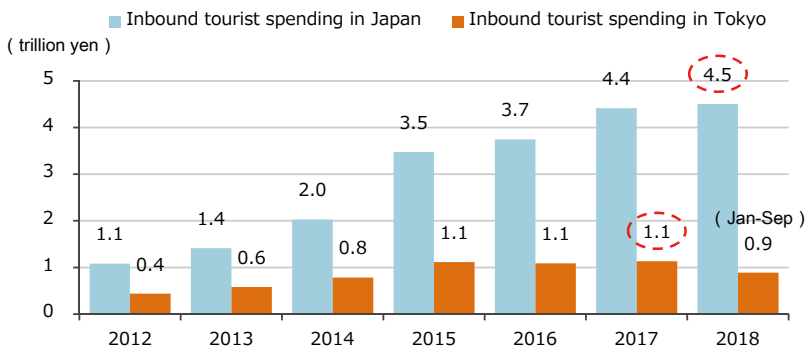
Note: The repeat rate is the percentage of those who have visited two or more times.

Source : Tokyo Metropolitan Government

•Tourist spending

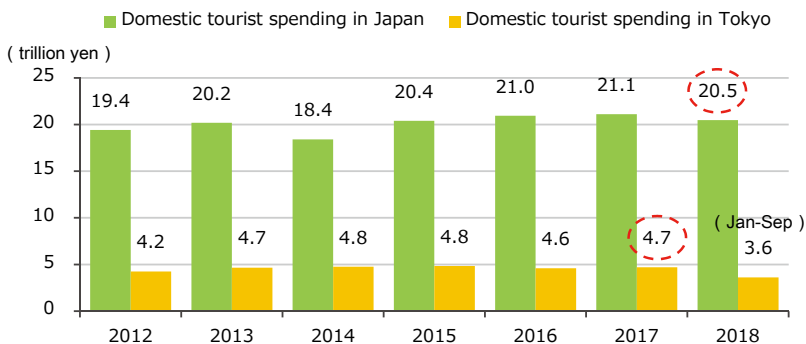
- Inbound tourist spending in Japan was ¥4.5 trillion in 2018.
- Inbound tourist spending in Tokyo reached a record high of ¥1.1 trillion in 2017.
- Domestic tourist spending in Tokyo increased in 2017 by 2.3% versus 2016, to ¥4.7 trillion

<Inbound tourist spending>



Source : Japan Tourism Agency, Tokyo Metropolitan Government

<Domestic tourist spending>

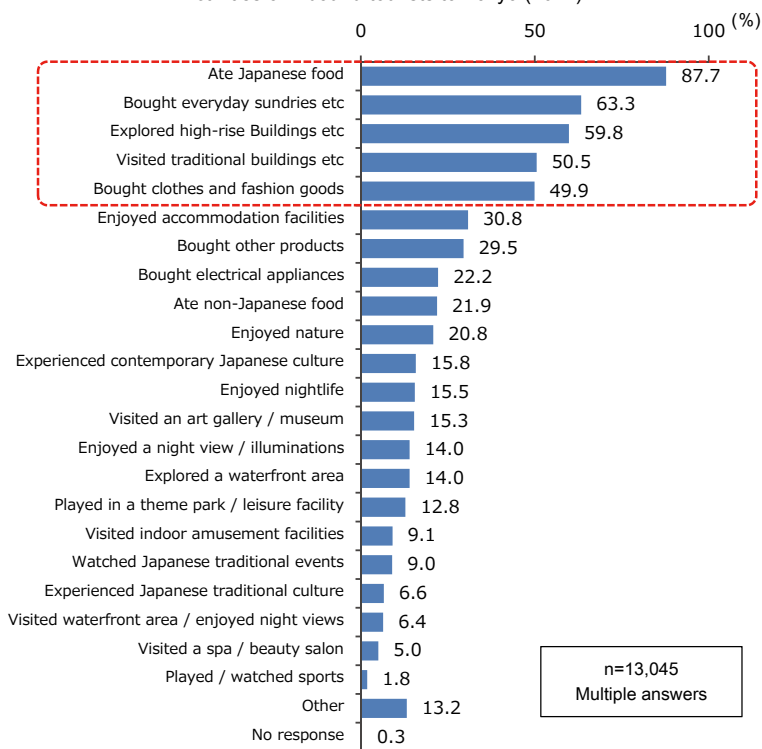


Source : Japan Tourism Agency, Tokyo Metropolitan Government

•Main activities of inbound tourists to Tokyo

- The main activities enjoyed by inbound tourists to Tokyo were food and shopping.

< Activities of inbound tourists to Tokyo (2017) >

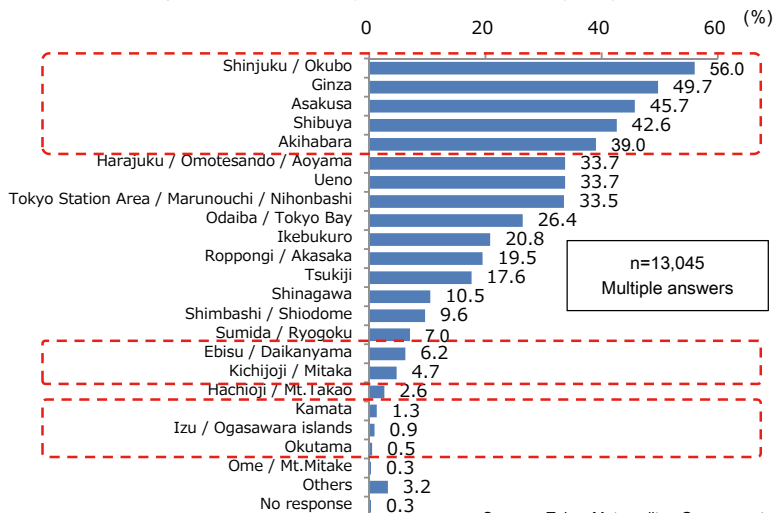


Source : Tokyo Metropolitan Government

•Number of tourists in the Tama area and islands

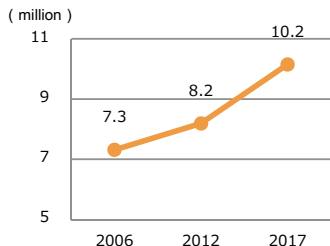
- The city center is most popular, led by Shinjuku/Okubo, Ginza, Asakusa, Shibuya and Akihabara. Efforts to encourage tourism to the Tama area and islands have yet to show progress.
- The number of visitors to the Nishitama area and the Izu and Ogasawara islands has been increasing in recent years.

<Top destinations in Tokyo for inbound tourists (2017)>



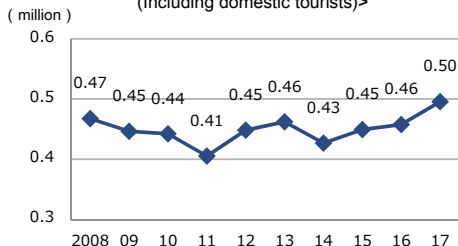
Source : Tokyo Metropolitan Government

<Number of tourist arrivals in the Nishitama area
(Including domestic tourists)>



Source: Nishitama Administrative Council

<Number of tourists to
the Izu and Ogasawara islands
(Including domestic tourists)>

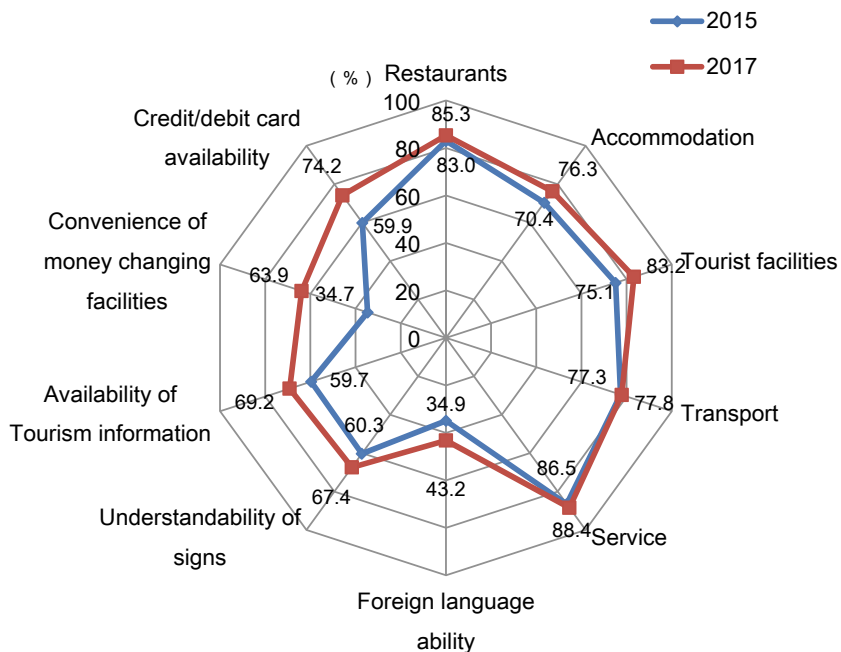


Source : TMG

•Inbound tourist infrastructure

- Satisfaction levels with inbound tourist infrastructure improved across all categories in 2017 compared with 2015, although satisfaction with foreign language ability was low compared to other categories.

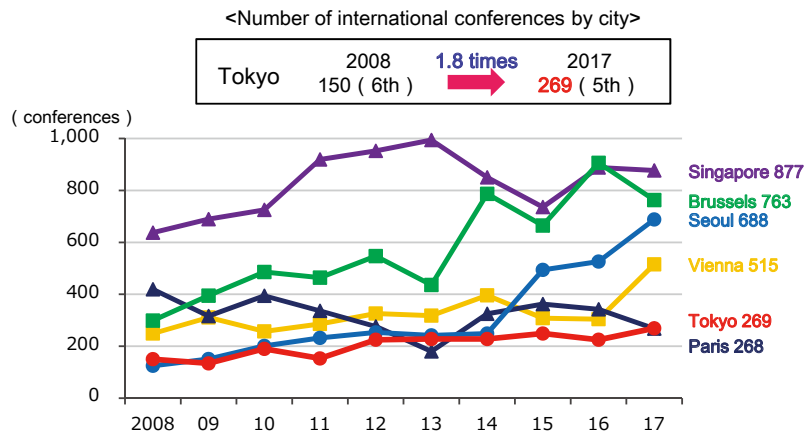
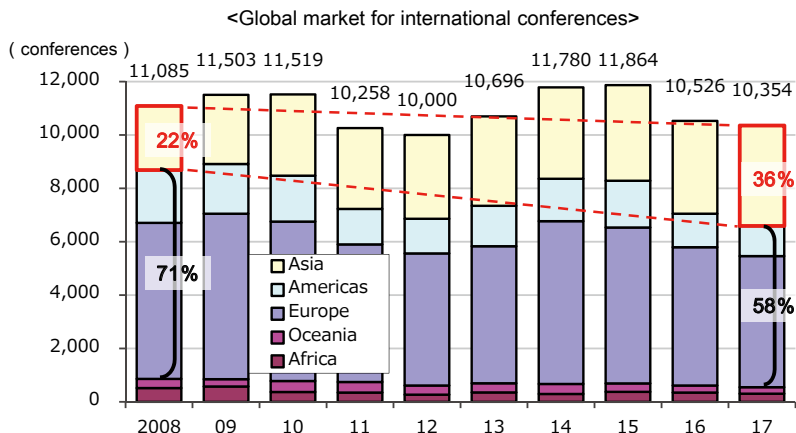
<Inbound tourist satisfaction levels by category>



Note: 2015 figures are on a fiscal year basis; 2017 figures are based on calendar year
Source: TMG

●Number of international conferences

- Asia's share of the global market for international conferences has increased 1.6 times in the last decade.
- The number of international conferences in Tokyo has increased 1.8 times in the last decade, although Tokyo still lags behind competitors such as Singapore and Seoul.



Source : Japan National Tourism Organization (JNTO)

PRIME Tourist Destination City Tokyo

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~ Key Initiatives for the Tokyo 2020 Games ~

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