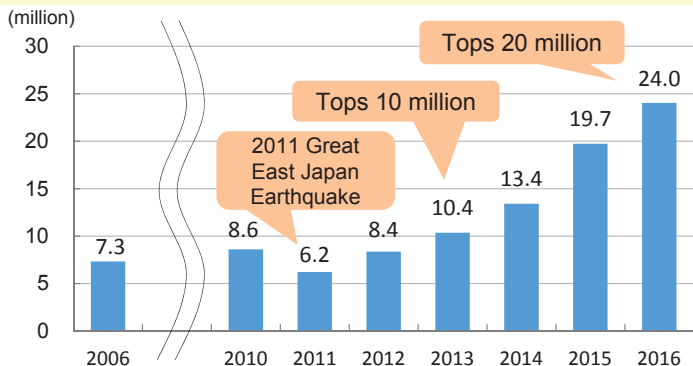


Recent Trends in Tourism in Japan

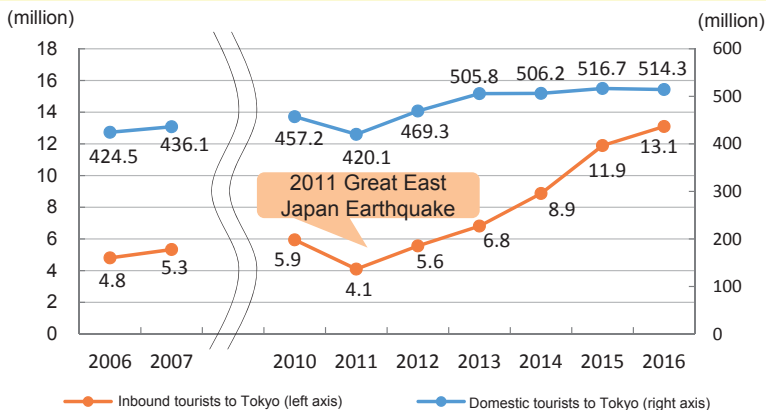
1 Number of inbound tourists to Japan

- Inbound tourists to Japan have **tripled** in the **last decade**.
- A **record 24 million** people visited Japan in 2016.



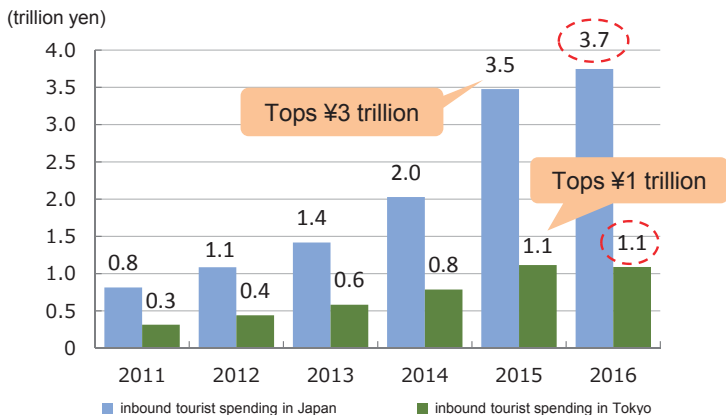
2 Number of tourists visiting Tokyo

- Inbound tourists to Tokyo have increased **2.7 times** in the **last decade**.
- Domestic tourists visits **topped 500 million**.



3 Inbound tourist spending in 2016

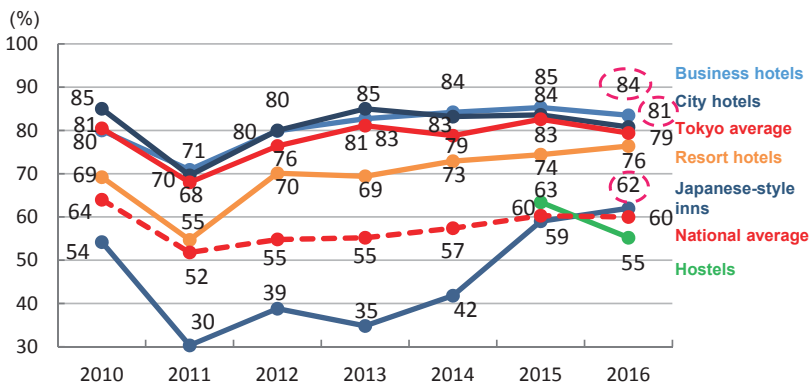
- Inbound tourists spent a **record ¥3.7 trillion** in Japan.
- Inbound tourist spending in Tokyo decreased slightly to **¥1.1 trillion**.



Source: Japan Tourism Agency; Tokyo Metropolitan Government

4 Occupancy rates by accommodation type in Tokyo

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



Note: 2016 figures are estimates.

Source: Japan Tourism Agency