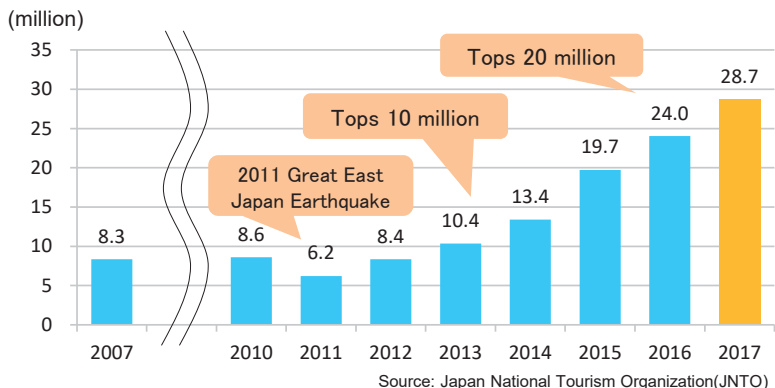


Recent Trends in Tourism in Japan

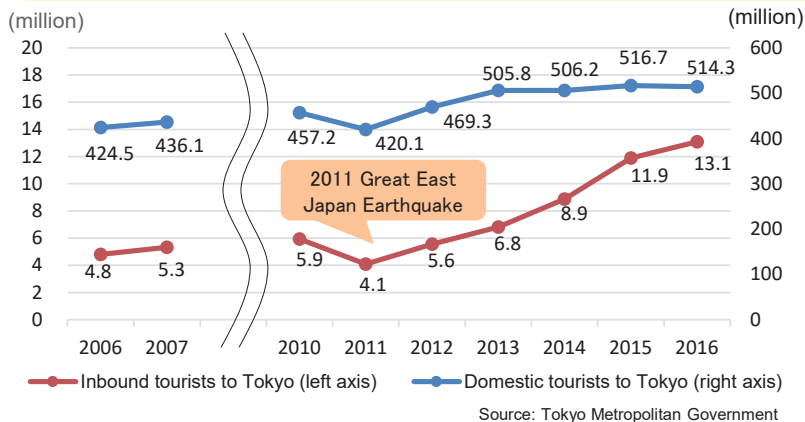
1 Number of inbound tourists to Japan

- Inbound tourists to Japan have increased **3.4 times** in the **last decade**.
- A record **28.7 million** people visited Japan in 2017.



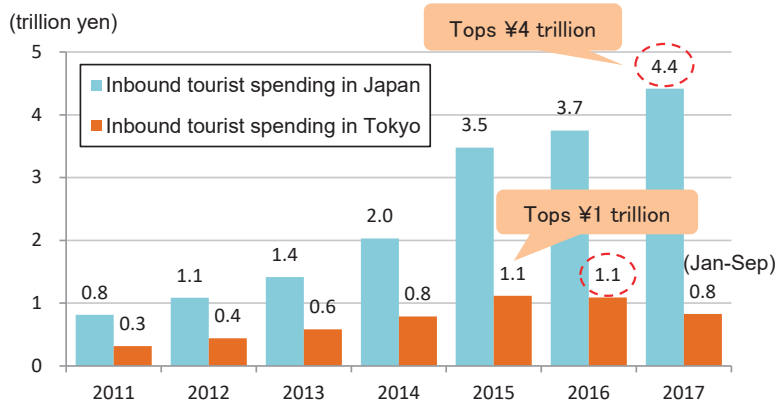
2 Number of tourists visiting Tokyo

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



3 Inbound tourist spending

- Inbound tourists spent a **record ¥4.4 trillion** in Japan in 2017.
- Inbound tourist spending in Tokyo decreased slightly to **¥1.1 trillion** in 2016.



4 Domestic tourist spending

- Domestic tourists spent **¥21.1 trillion** in Japan in 2017.
- Domestic tourist spending in Tokyo decreased slightly to **¥4.6 trillion** in 2016.

