

Numerical Targets

The plan sets targets for the number of tourists visiting Tokyo, both domestic and international, and includes targets for **the number of inbound tourists by market, revenues** and **the number of repeat visits**.

Inbound tourists to Tokyo

Double the number of inbound tourists by 2020

2015 : 11.9 million → 2016 : 13.1 million → 2020 : **25 million**

Targets by market

EU, NA, AUS	2.2 million	2.6 million	EU, NA, AUS	5.0 million
East Asia	7.6 million	8.2 million	East Asia	15.5 million
Southeast Asia, India	1.6 million	1.7 million	Southeast Asia, India	3.7 million

Note: NA, AUS stands for North America, Australia respectively. The breakdowns by market are TMG estimates.

Repeat inbound tourists to Tokyo

Target a 60% repeat visit rates by 2020

2020 : **15 million**

Inbound tourist spending in Tokyo

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

2015 : ¥1.1 trillion → 2016 : ¥1.1 trillion → 2020 : **¥2.7 trillion**

Domestic tourist visits to Tokyo

Targets a new record in 2020

2015 : 516.7 million → 2016 : 514.3 million → 2020 : **600 million**

Domestic tourist spending in Tokyo

Targets a ¥1 trillion increase versus 2015

2015 : ¥4.8 trillion → 2016 : ¥4.6 trillion → 2020 : **¥6 trillion**