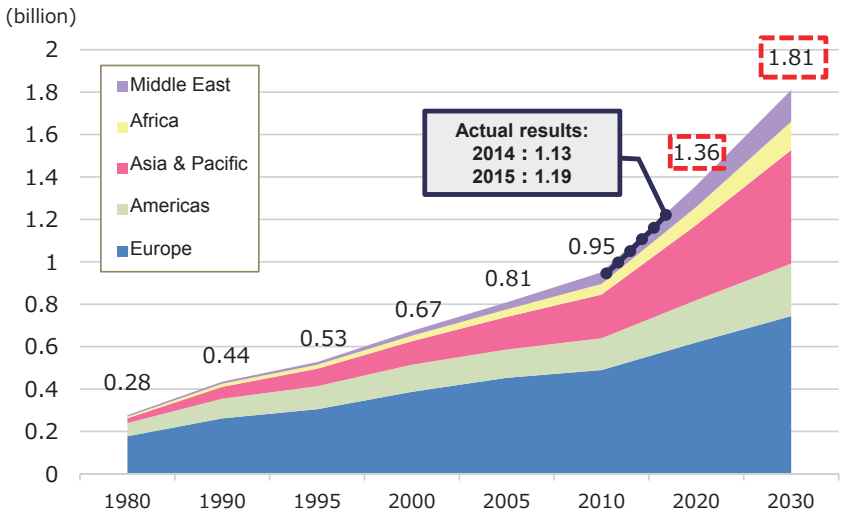


# Tourism Statistics

## International tourist arrivals (including forecasts)

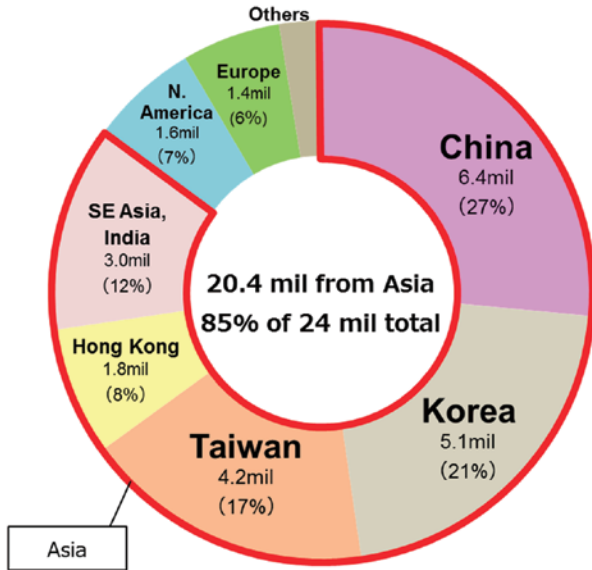
- The number of tourist arrivals worldwide topped **1.19 billion** in 2015.
- The number is expected to rise to **1.36 billion** in 2020 and **1.81 billion** in 2030.



Source: UNWTO

## Tourist arrivals in Japan by country/region (2016)

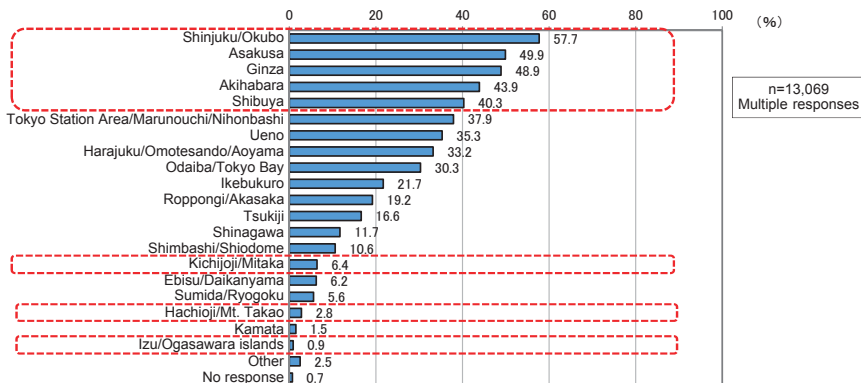
- Tourist from Asia accounted for 85% of all inbound tourists to Japan in 2016, with China, Korea and Taiwan topping the list.



Source: Japan National Tourism Organization (JNTO)

## Top destinations in Tokyo for inbound tourists (2015)

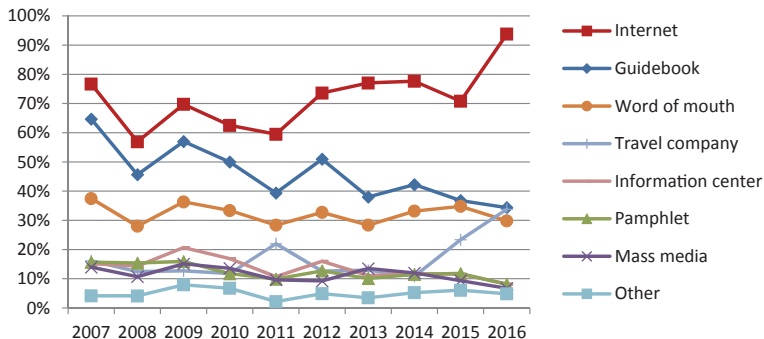
- The center of the city is most popular, led by Shinjuku/Okubo, Asakusa, Ginza, Akihabara and Shibuya.
- Efforts to encourage tourism to the Tama area and the outlying islands have yet to make progress.



Source: Tokyo Metropolitan Government

## Information source for inbound tourists to Tokyo

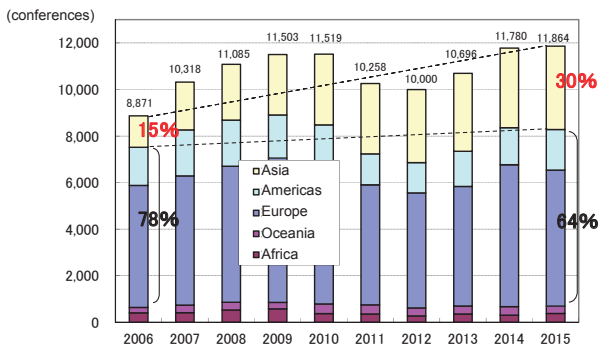
- Tourists are shifting from print media such as guidebooks towards the Internet, for its easy and real-time access



Source: Tokyo Metropolitan Government

## Global market for international conferences

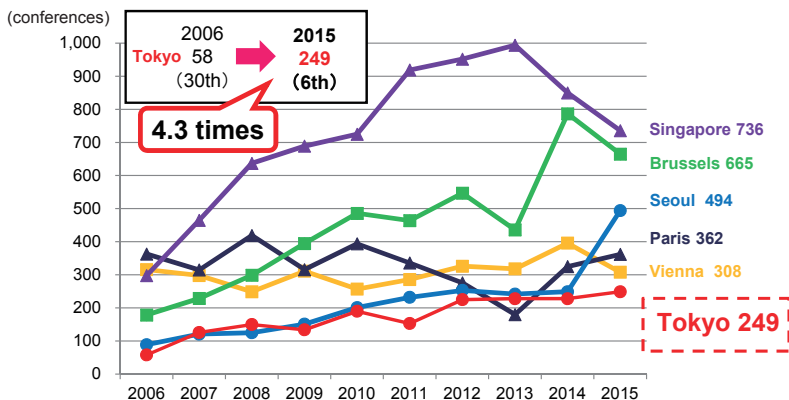
- Owing to its economic growth, Asia's share of the global market for international conferences has **doubled in the last decade**.



Source: JNTO

## Number of international conferences by city

- The number of international conferences in Tokyo has **increased 4.3 times** in the last decade, though Tokyo still lags behind competitors such as Singapore and Seoul.



Source: JNTO

## Condé Nast Traveler Best Cities in the World 2016

- Condé Nast Traveler, an American luxury travel magazine, ranked **Tokyo 1st** (15th in 2015) for the first time in its **rankings of the most attractive destination cities**.

### Top 10 Best Cities in the World, chosen by readers

|      |                                |             |
|------|--------------------------------|-------------|
| 1st  | Tokyo (Japan)                  | 15th        |
| 2nd  | Kyoto (Japan)                  | 9th         |
| 3rd  | Florence (Italy)               | 1st         |
| 4th  | Lucerne (Switzerland)          | 18th        |
| 5th  | San Miguel de Allende (Mexico) | *Not ranked |
| 6th  | Vancouver (Canada)             | 19th        |
| 7th  | Victoria (Canada)              | 24th        |
| 8th  | Salzburg (Austria)             | 12th        |
| 9th  | Barcelona (Spain)              | 14th        |
| 10th | Vienna (Austria)               | 3rd         |

Note: Excludes U.S. cities  
\*2015 rank after country name  
Source: TMG press release

## Most popular city destinations in 2016

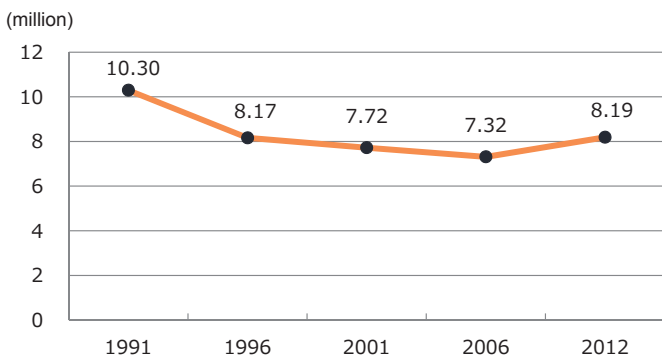
- Tokyo rose from outside the rankings in 2015 to **21st worldwide**, but still falls behind London, Paris, New York, and other cosmopolitan Western cities.
- Tokyo also **ranks below** such **Asian cities** as Hanoi (Vietnam), Bangkok (Thailand), and Hong Kong (China).

|      |                          |      |                                  |
|------|--------------------------|------|----------------------------------|
| Rank | City (country)           | 13th | Dubai (United Arab Emirates)     |
| 1st  | London (United Kingdom)  | 14th | Saint Petersburg (Russia)        |
| 2nd  | Istanbul (Turkey)        | 15th | Bangkok (Thailand)               |
| 3rd  | Marrakesh (Morocco)      | 16th | Amsterdam (Netherlands)          |
| 4th  | Paris (France)           | 17th | Buenos Aires (Argentina)         |
| 5th  | Siem Reap (Cambodia)     | 18th | Hong Kong (China)                |
| 6th  | Prague (Czech Republic)  | 19th | Playa del Carmen (Mexico)        |
| 7th  | Rome (Italy)             | 20th | Cape Town Central (South Africa) |
| 8th  | Hanoi (Vietnam)          | 21st | Tokyo (Japan)                    |
| 9th  | New York (United States) | 22nd | Cusco (Peru)                     |
| 10th | Ubud (Indonesia)         | 23rd | Kathmandu (Nepal)                |
| 11th | Barcelona (Spain)        | 24th | Sydney (Australia)               |
| 12th | Lisbon (Portugal)        | 25th | Budapest (Hungary)               |

Source: Travelers' Choice - Top city destinations in the world 2016 (TripAdvisor)

## Number of tourist arrivals in the Nishitama area

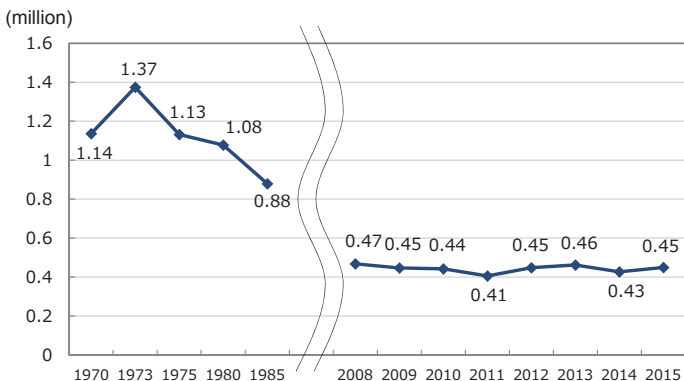
- The number of tourists to the Nishitama area in western Tokyo has **increased only 6% in the last decade** despite significant increases for Tokyo as a whole.



Source: Nishitama administrative council

## Number of tourists to Izu and Ogasawara islands

- The number of tourists to the outlying islands peaked in 1973, and remains at only **30% of the peak**.



Source: Tokyo Metropolitan Government



↓ To learn more, follow the link below

**PRIME Tourist Destination City Tokyo**  
~ Tokyo Tourism Strategy Action Plan 2017 ~

<http://www.sangyo-rodo.metro.tokyo.jp/plan/tourism/plan/prime2017/>

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