

## “Foreign Visitors”, renewed its record-high in July (Japan)

Trend in inbound tourists are reported in the “Number of foreign tourists visiting Japan”, statistics released by the Japan National Tourist Organization (JNTO). The estimated “numbers of tourists” from top 20 countries and regions of the previous month are released in the end of following month. Number of “Foreign Visitors” to Japan renewed its record-high in July 2016.

### Point 1

## “Number of foreign tourists visiting Japan” increased to about 2.3 million in July 2016 renewing its record-high

**Total number from January to July 2016 grew by 26.7% YoY to 14.01 million**

- The “Number of foreign tourists visiting Japan” in July 2016 was released by JNTO on 17<sup>th</sup> August. The number rose + 19.7% YoY to approximately 2.3 million. This was a record high for the month of July as well as for a single month. This was led by i) significant increase of passenger boats’ arrival to Japan and ii) inauguration of new air route to Japan, in the midst of peak season of foreign tourists visiting Japan, as many of the countries and regions have entered into summer holiday season. As a result, total “Number of inbound tourists” from January to July 2016 rose +26.7% YoY to about 14.01 million.

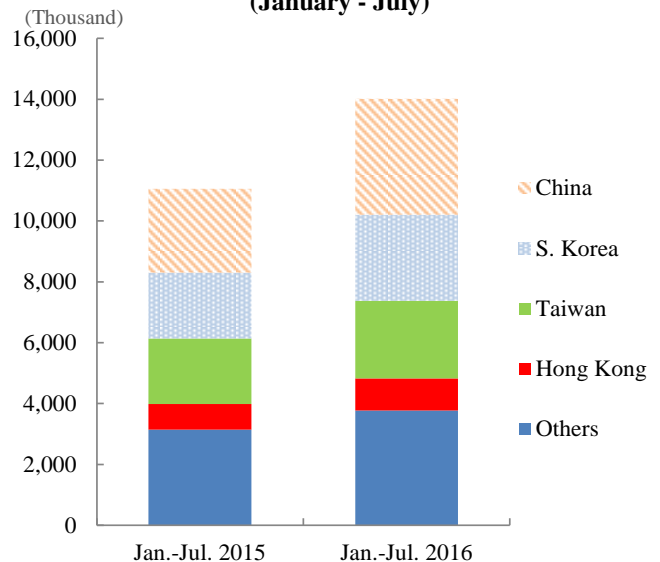
### Point 2

## Chinese visitors surpassed 700,000 for the first time in single month

**Tourists from South Korea also saw strong growth of + 30% YoY**

- By countries and regions, Chinese visitors renewed its record-high in single month. Monthly number of visitors from China has been over 500,000 every month since April this fiscal year and increased + 26.8% YoY to 731,000 in July 2016. It is the first time for visitors to Japan from any country or region to surpass 700,000.
- Meanwhile, number of tourists from South Korea has increased by + 30.0% to 447,000 as i) suspended air route between Incheon airport and Fukuoka airport had commenced its operation and ii) new air route was put in service.

“Number of foreign tourists visiting Japan”  
(January - July)



(Source) SMAM, based on JNTO data.

## Promoting “Regional Revitalization” through measures to transform Japan into Tourism-Oriented Country

- Uncertainty over growing global political instability and influence of JPY appreciation is likely to continue in August. However, foreign visitors are expected to increase as both i) number of passenger boats arriving at Japan and ii) number of chartered air flights of various airlines for summer vacation from China and Taiwan increased.
- The Japanese government has been putting into place various measures to transform Japan into tourism-oriented country. Such measures are i) relaxation of visa requirements for countries and regions mainly in ASEAN and ii) increasing number of duty free items. According to “2016 Japan Revitalization Strategy” released by the Cabinet Secretariat of Japan, the Japanese government will promote i) branding of National Parks and ii) utilization of cultural heritages as tourist attractions to transform Japan into tourism-oriented country. Japan is aiming at achieving a big goal of developing tourism as its key industry and a pillar of “Regional Revitalization” by actively utilizing tourist attractions nationwide.

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