

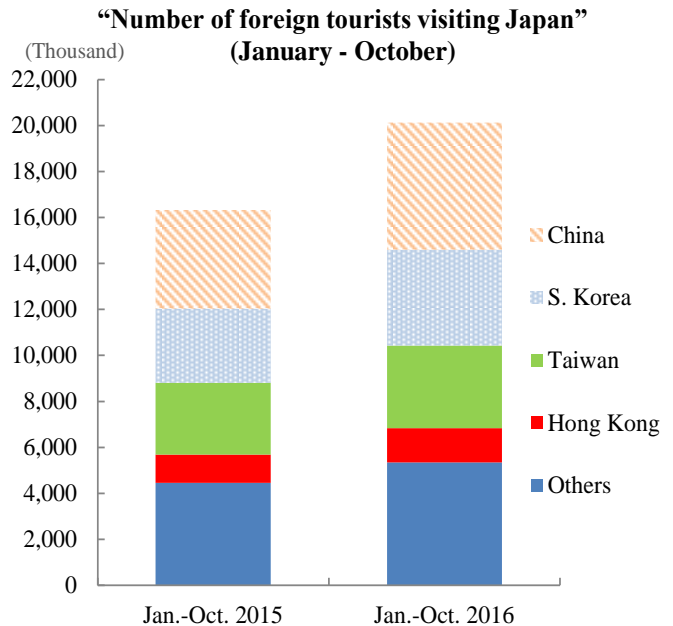
Number of “Foreign Visitors” Surpassed 20 million (Japan)

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 surpassed 20 million for the first time in October 2016. Under Japanese economic growth strategy known as “2016 Japan Revitalization Strategy”, Abe administration had set the target of 40 million “Foreign Visitors” by year 2020.

Point 1

Number of “Foreign Visitors” increased + 16.8% YoY in October
Total number from January to October 2016 grew by 23.3% YoY surpassing 20 million for the first time

- The “Number of foreign tourists visiting Japan (estimate)” in October 2016 was released by JNTO on 16th October. The number rose + 16.8% YoY to approximately 2.1 million. This was a record high for the month of October and the second highest for a single month. Total “Number of inbound tourists” from January to October 2016 rose +23.3% YoY to about 20.11 million surpassing 20 million for the first time for this period.
- Reasons for the increase in number of “Foreign Visitors” in October are (i) people in Asia traveled during Chinese National Day Holiday (Guóqìng jié) and school holidays, (ii) increase in number of port calls by cruise ships and that of air routes and flights to Japan and (iii) holding international conference and events in Japan.



(Source) SMAM, based on JNTO data.

Point 2

Visitor’s numbers from various countries renewed their record highs
Visitors from Europe, US and Australia saw sharp increase of over 20% YoY

- By countries and regions, out of 20 countries/regions under survey, 19 of them (excluding Russia) renewed their record highs in October. Amongst which Canada and Germany renewed their historical highs for a single month. Visitors from Europe, US and Australia saw sharp increase of over 20% YoY.

Important to appeal charm of Japan globally, in order to further increase number of “Foreign Visitors”

- One of the reasons of constant increase in number of “Foreign Visitors” in Japan is due to continuous promotion of so called “Visit Japan Campaign” by the Japanese government. For example, the Japanese government supported largest “Visit Japan Campaign” in Europe for the first time on 7th November 2016. The campaign was titled “JAPAN – Where tradition meets the future” and was promoted on a large scale through various mass media such as on-line, television and transportation advertising in 15 European nations.
- Number of “Foreign Visitors” has been increasing since 2013. These days, number of “Foreign Visitors” repeatedly visiting Japan are increasing and they are not only visiting major cities but are also visiting local cities. According to “2016 Japan Revitalization Strategy”, Abe administration had set the target to double current number of “Foreign Visitors” to 40 million by year 2020. It is important to continuously appeal charm of “Japan as the country tourists wishes to visit many times” globally going forward.

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