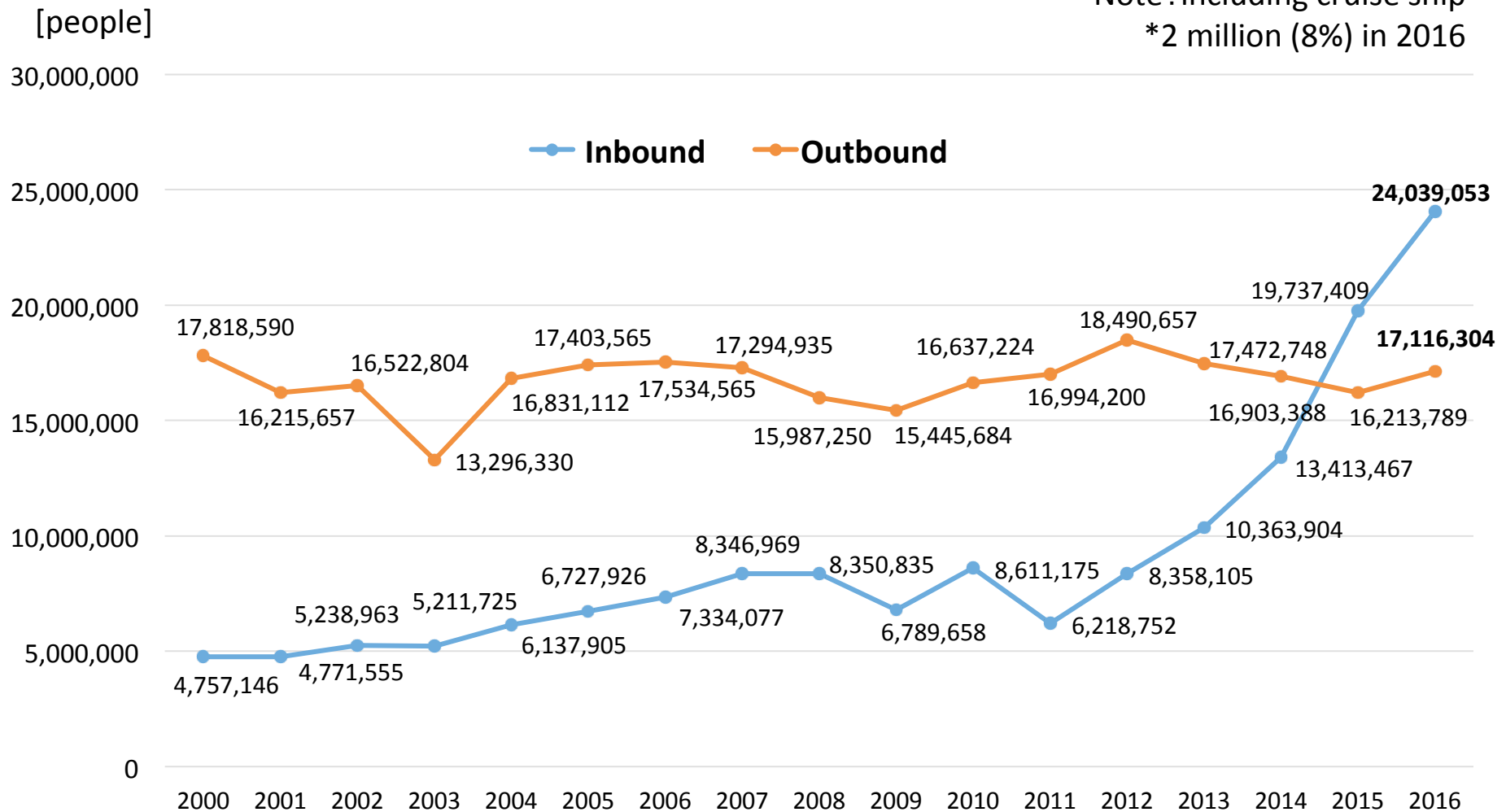


# Inbound and Outbound in Japan

Note: including cruise ship  
\*2 million (8%) in 2016



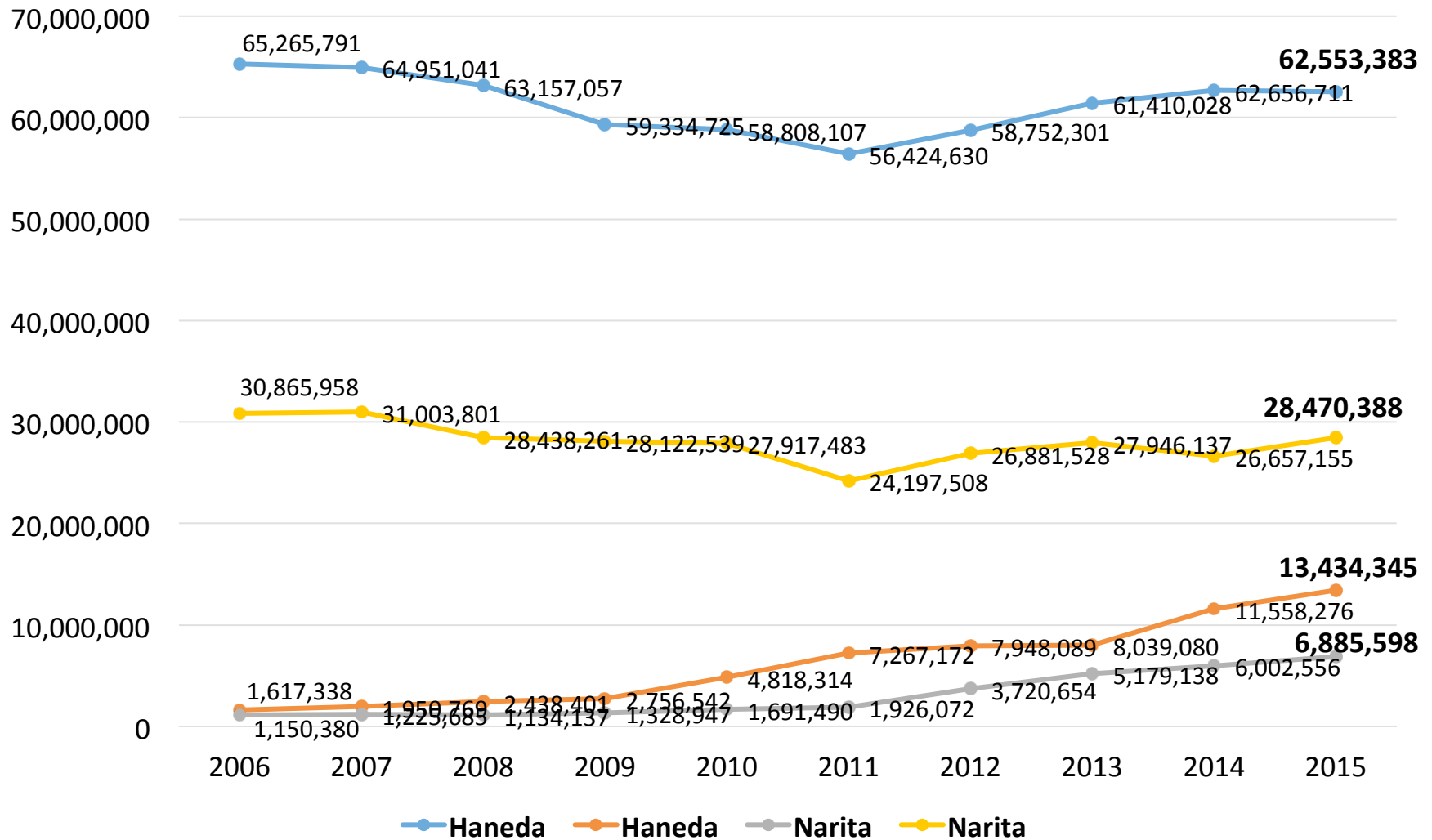
Source: made by speaker based on JNTO

# Ranking of Inbound Countries in 2016

| Rank               | Country        | Visitors (Inc. Rate)     | Share to total |
|--------------------|----------------|--------------------------|----------------|
| 1                  | China          | <b>6,372,948</b> [27.6%] | 26.5%          |
| 2                  | South Korea    | <b>5,090,302</b> [27.2%] | 21.2%          |
| 3                  | Taiwan         | <b>4,167,504</b> [13.3%] | 17.3%          |
| 4                  | Hong Kong      | 1,839,189 [20.7%]        | 7.7%           |
| 5                  | United States  | 1,242,702 [20.3%]        | 5.2%           |
| 6                  | Thailand       | 901,458 [13.1%]          | 3.7%           |
| 7                  | Australia      | 445,237 [18.4%]          | 1.9%           |
| 8                  | Malaysia       | 394,262 [29.1%]          | 1.6%           |
| 9                  | Singapore      | 361,804 [17.2%]          | 1.5%           |
| 10                 | Philippines    | 347,860 [29.6%]          | 1.4%           |
| 11                 | United Kingdom | 292,457 [13.1%]          | 1.2%           |
| 12                 | Canada         | 273,211 [18.1%]          | 1.1%           |
| 13                 | Indonesia      | 270,947 [32.1%]          | 1.1%           |
| 14                 | France         | 253,445 [18.3%]          | 1.1%           |
| 15                 | Vietnam        | 233,763 [26.1%]          | 1.0%           |
| 16                 | Germany        | 183,287 [12.7%]          | 0.8%           |
| 17                 | India          | 123,007 [19.3%]          | 0.5%           |
| 18                 | Italy          | 119,252 [15.6%]          | 0.5%           |
| 19                 | Macau          | 99,398 [18.0%]           | 0.5%           |
| 20                 | Spain          | 91,849 [19.0%]           | 0.5%           |
| <b>Total</b>       |                | <b>23,162,420</b>        | <b>96.4%</b>   |
| <b>All inbound</b> |                | <b>24,039,503</b>        |                |

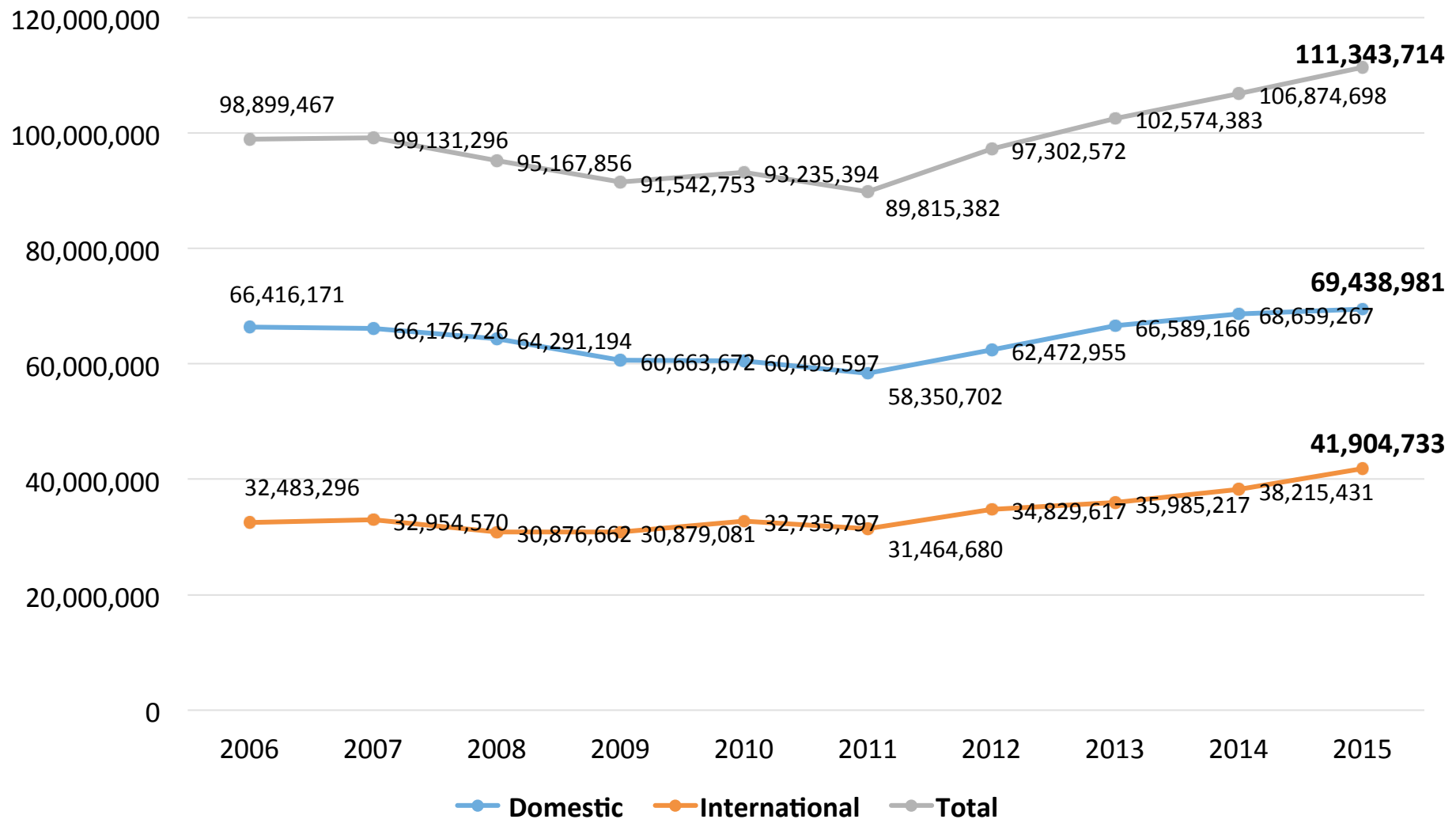
# HND and NRT at Tokyo

[passengers]

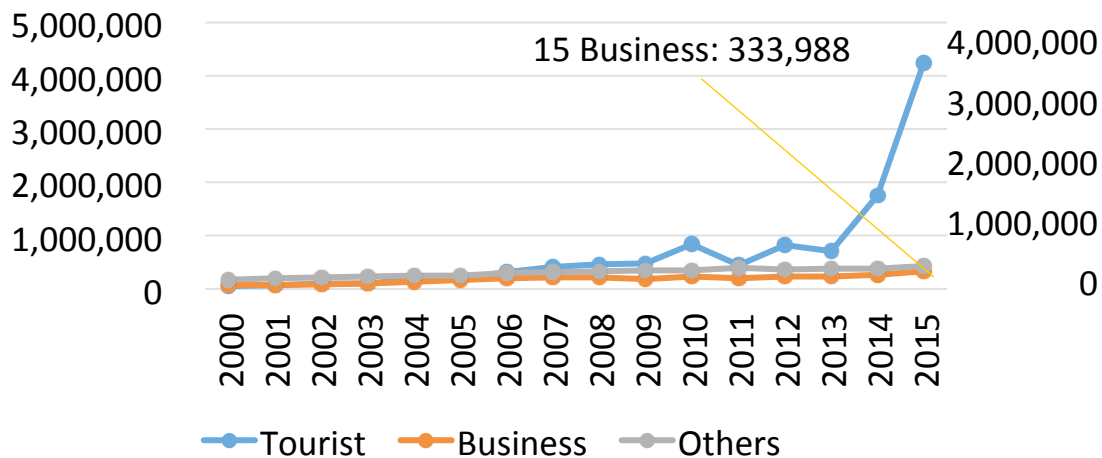


# Domestic and International at Tokyo

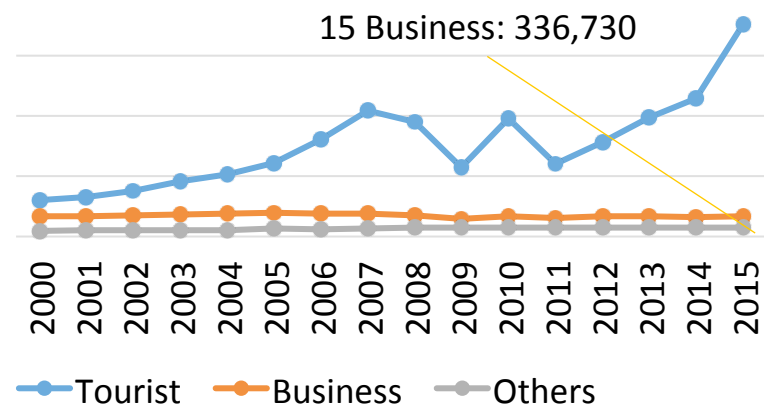
[passengers]



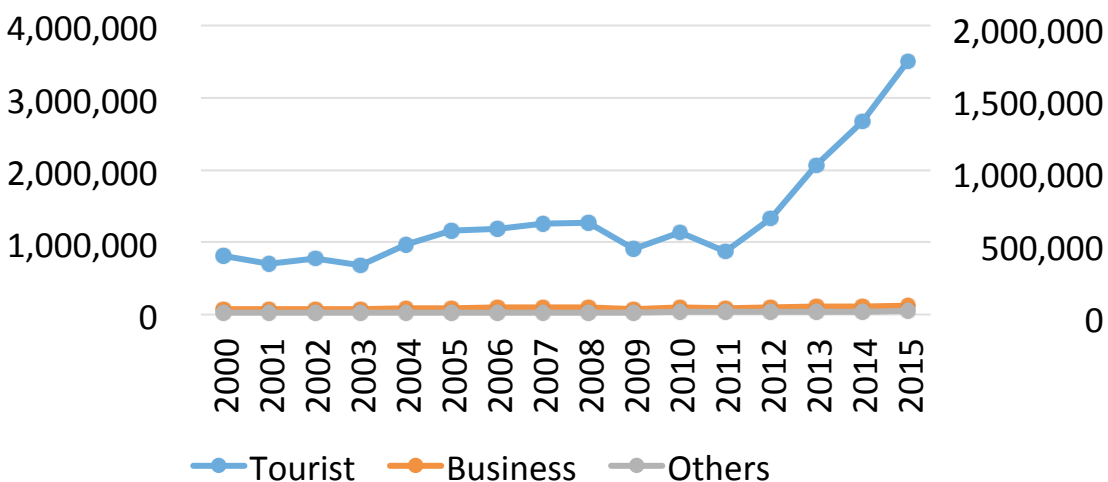
## China



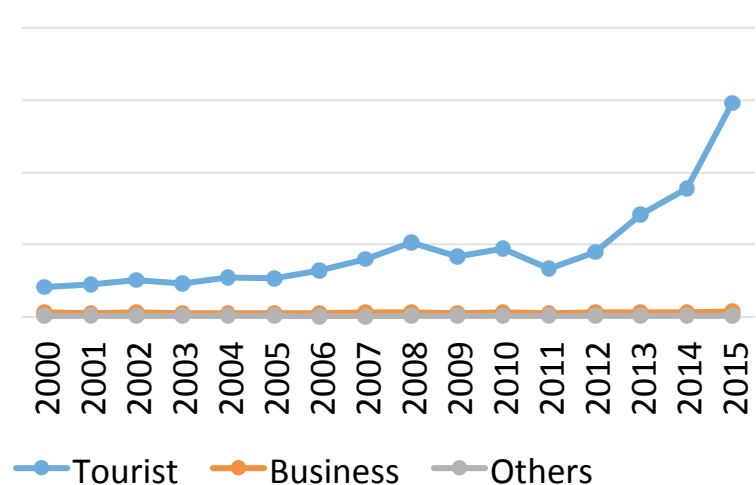
## South Korea



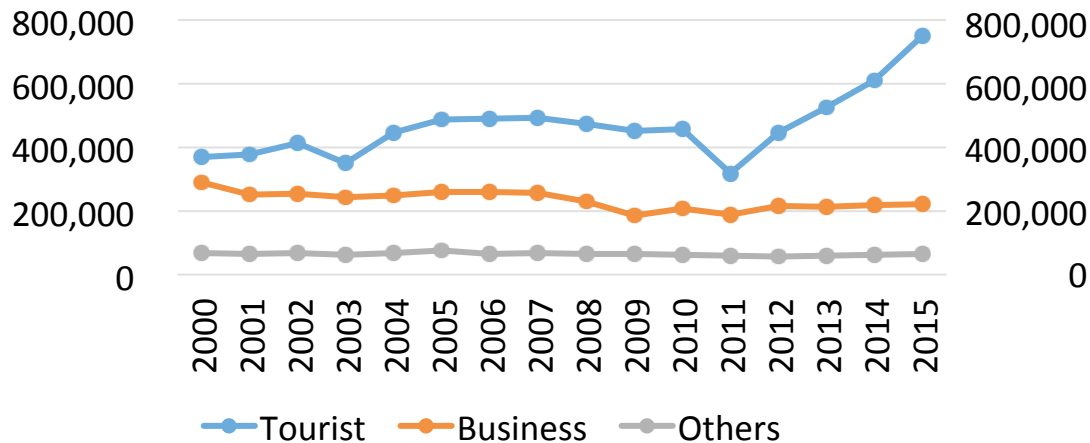
## Taiwan



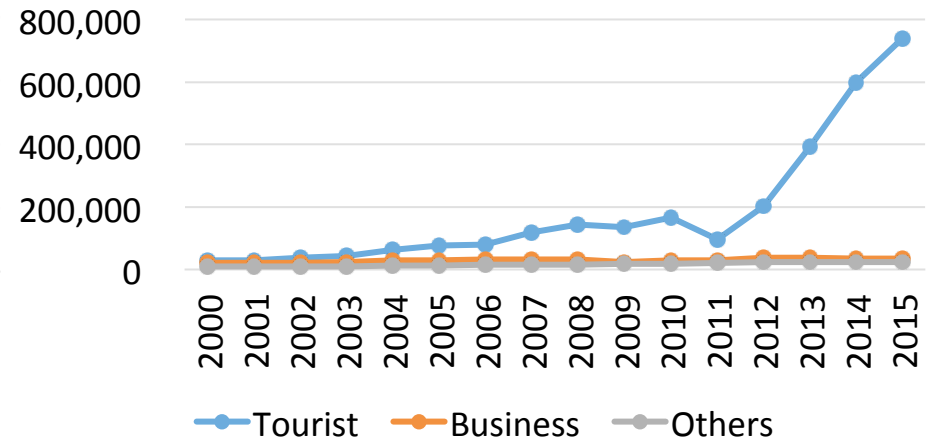
## Hong Kong



## United States



## Thailand



Source: made by speaker based on JNTO

## Why tourists increase in Japan?

- Income increase in Asian countries
- “Shopping spree <Baku-gai>” by Chinese people (till 2015)
- Deregulation of visa acquisition
- Exchange rate: Weak JPY
- Foreign language promotion

**LCCs explosion!**