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Data Analysis on Japanese Inbound Tourism Trends

Issued: February 2019 (biannual: early and mid-year editions)

Issued by JTB Tourism Research & Consulting Co.
Special Data Provider: OAG Aviation Worldwide Limited.
Pacific Asia Travel Association (PATA)



This is a revised version of the same report issued annually in 2016 and 2017.

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(Note) Western markets refers to nine countries, namely UK, France, Germany, Spain, Italy, Russia, the USA, Canada and Australia.

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Report structure

This report analyzes the latest data about the current demand status and prospects for inbound tourism to Japan. The current status and our unique forecast concerning overall Japanese inbound tourism, and for each of six major markets – namely China, South Korea, Taiwan, Hong Kong, Thailand, and Western markets, is presented (“1. Trends in the Number of Tourists to Japan (Overall Total),” “2. Trends per Major Market,” “4. Forecast for the Number of Tourists to Japan in 2019”). In addition, the current status and our unique prospects concerning demand for inbound tourism (regarding accommodation) per region in Japan are described (“3. Trends per Region”).

Prospects for demand

This report includes two types of prospect/forecast values, namely short-term prospects for the next three months estimated based on OAG data on international airline seat capacity, etc., and our unique full-year forecast. The prospects for the next three months are mainly determined from the international airline seat capacity. Changes in seat capacity are linked to both inbound and outbound travel. However, we can accurately determine the prospects for inbound tourism demand to Japan because we also forecast outbound tourism demand. In this regard, we are grateful for specialist help from OAG for analysis into international airline seat capacity.

Regarding the numerical values and notations in the graphs

This report prioritizes clear presentation of the trends in inbound demand (whether demand is upward or downward, and whether changes are accelerating or decelerating) based on objective data. Line charts are mainly used for this purpose, but for all numeric values in these graphs, the rate of increase in the total value over the last 12 months (annual rate) and indexed numeric values (described as “January 2017 = 100,” etc.) are used. Thus, some graphs included in this report appear positive even though the year-on-year figures for a single month are negative, or some graphs appear static, although there was an increase in a single month compared to the previous month. Analyses are described bearing in mind these graphical characteristics.

Main data used

International airline seat capacity (OAG <http://www.oag.com/>), Statistics for the international visitor arrivals (PATAmPOWER <http://mpower.pata.org>), Number of inbound tourists (JNTO), Survey into expenditure trends of foreign visitors to Japan (Japan Tourism Agency), Statistics for overnight travel (Japan Tourism Agency), Immigration statistics (Ministry of Justice), Statistics for balance of international payments (Ministry of Finance, Bank of Japan)

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Analysis assistance: OAG Aviation Worldwide Ltd.

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Executive Summary

Tourists to Japan: (P9)

Temporary deceleration due to natural disaster

Growth rate expected to revive in 2019

Although the rate of increase in the number of inbound tourists to Japan for 2018 reduced mainly due to natural disasters in June and onwards, a rate of increase of over 10% was regained, and the annual number of tourists is expected to reach 35.5 million. One of the factors behind the deceleration in the latter half of 2018 was a reduction in the number of cruise ships calling in on Japan, but the international airline seat capacity to/from Japan steadily increased, so a swift recovery in the rate of increase for general tourists to Japan by air is expected.

Tourist expenditure: (P10)

Tourist expenditure maintains its steady increase. Possibly induced by increased unit prices initiated by Western markets, etc.

The increase in the number of tourists decelerated. Meanwhile, expenditure by tourists to Japan maintained a steady upward surge. The unit price for expenditure by tourists to Japan estimated based on statistics for balance of international payments turned upward from the middle of 2018. This is considered to have contributed to the good results. The growth rate for the number of short-distance tourists, such as from South Korea, slowed down, however, the number of tourists from Western markets whose unit price per person is high, is considered to have contributed to maintaining the rate of increase at over 10%.

Trends per major market: (Summary P5, P12-P20)

China, Thailand, and Western markets led the way in 2018.

Rate of increase for Taiwan may also recover in 2019.

China	The largest market, which also benefits from a high growth rate to lead demand for tourists to Japan. Its rate of increase decelerated slightly, partially due to natural disasters in 2018, but this deceleration seems temporary.
South Korea	The second largest market after China, but currently, its growth rate in the number of outbound tourists is slowing down. Increase to Japan further decelerated, also due to natural disasters. Such deceleration may get stronger from now.
Taiwan	The third largest market with a slightly lower growth rate than the others. Increase in tourists to Japan decelerated due to natural disasters in 2018, but this deceleration seems temporary.

Hong Kong	Fifth in market scale after Western markets. Although the number of outbound tourists steadily increased, the number visiting Japan in 2018 dropped and seems likely to continue decelerating for the next three months, further expanding its contraction rate.
Thailand	Despite being a small market, the growth rate is high. The increase in the number of tourists to Japan in 2018 also accelerated, and growth rate seems set to expand further from now on.
Western markets	This market, that comprises nine countries, is larger than Hong Kong, and it has a high growth rate. The number of tourists to Japan in 2018 accelerated as it was slightly affected by natural disasters. The growth rate may be maintained for the immediate future.

Trends per region: (Summary P6-P7, P21-P34)

The slow-down in the growth rate for the Asian market affects a wider area. Meanwhile, the rate appears set to recover in many regions from now.

Hokkaido	Currently, the increase has stopped due to natural disasters, but international airline seat capacity at airports in the region steadily increased, so an upward turn is forecast.
Tohoku	Currently, the increase slightly decelerates, but a continuous growth is forecast as recovery in the increase is expected for Taiwan, who occupies a large share of total bed-nights in the region.
Kanto	Western markets account for a large volume – equivalent to China – in terms of total bed-nights in the region. Currently, the increase continues to be led by China and Western markets. The same situation may continue for a while.
Koshinetsu	Currently, although the number has increased led by China and Taiwan, etc., slight deceleration is seen.
Hokuriku	Currently, the number increased led by China and Taiwan, etc. Although it will slightly decelerate, the increase is forecast to continue.
Tokai	Currently, the number increased led by China, but due to the number of Taiwan stopped increasing, the overall increase became sluggish. The increase is forecast to continue partially because the number of direct flights with Taiwan and China increased.
Kinki	Currently, an increase is seen for Western markets and China, however, a reduction is seen for South Korea and Taiwan due to natural disasters, etc., and the increase temporarily stopped. An upward turn is forecast led by Western markets and China.
Chugoku	This region is led by Western markets, but since the increase from China, Taiwan, and South Korea became sluggish, the growth for the total number also decelerated. From now, the total number may remain at the same level or decline as the number for South Korea declines.

(Note) Future prospects described for Trends per Region are short-term forecasts for the next three months.

Forecasts are based on changes in international airline seat capacity for regional airports, etc.

(Note) Western markets refer to nine countries, namely UK, France, Germany, Spain, Italy, Russia, the USA, Canada and Australia.

Executive Summary (cont.)

- Shikoku Currently, the increase continues led by China and South Korea, and is forecast to continue in the future.
- Kyushu Currently, the increase stopped because South Korea is leveling off. However, the overall is forecast to turn upward since the increase is expected to recover for South Korea.
- Okinawa Currently, the increase continues led by Taiwan. Despite that China may decelerate, the increase is forecast to continue led by Taiwan in the future.

Forecast for the Number of Tourists to Japan in 2019:(P35~P37)

The annual number of tourists to Japan is forecast at 35.5 million (a 13.8% year-on-year increase).

The rate of increase is expected to rise following a rebound from the previous year, which experienced a deceleration due to natural disasters.

The annual number of tourists to Japan is forecast at 35.5 million (a 13.8% year-on-year increase) in 2019. The rate of increase is expected to rise following a rebound from 2018, which experienced a deceleration due to natural disasters. This surge in the number of tourists may be led by China, Western markets, and other countries. Major events, such as the Rugby World Cup, may contribute to an increase in the number of tourists for distant markets including the Western markets. It is forecast that the rate of increase will be led by such Western and other markets, and an increase regarding China and Thailand may follow.

(Note) Forecasts for the number of tourists to Japan in 2019 replicate data for press releases from Corporate Communication Division, JTB Corp. in December 20, 2018. The figures forecast per market were not described in the above press release, and are being published for the first time in this report.

Executive Summary (Trends per Major Market)

Market	Current status and prospects for next three months	Scale (cf. 2018)	Growth rate (cf. 2018)	Competition with other Asian countries	Prospects for next three months
China	The largest market, which also benefits from a high growth rate to lead demand for tourists to Japan. Its rate of increase decelerated slightly, partially due to natural disasters in 2018, but this deceleration seems temporary.	Tourists to Japan: 8.38 million Tourists to Asia: 8,729 million Japanese share: 9.6%	Tourists to Japan: +13.9% (decelerated) Tourists to Asia: +13.4% (static) Japanese share: +0.4% points	Increase to Hong Kong and South Korea accelerated. Increase to Japan decelerated.	Tourists to Japan may decelerate temporarily. Japanese share may increase more.
South Korea	The second largest market after China, but currently, its growth rate in the number of outbound tourists is slowing down. Increase to Japan further decelerated, also due to natural disasters. Such deceleration may get stronger from now.	Tourists to Japan: 7.54 million Outbound tourists: 28.54 million Japanese share: 26.4%	Tourists to Japan: +5.6% (decelerated) Outbound tourists: +11.1% (decelerated) Japanese share: +0.2% points	Tourism to both Japan and other Asian countries decelerated.	Deceleration for tourists to Japan may get stronger. Share of tourists to Japan will also drop.
Taiwan	The third largest market with a slightly lower growth rate than the others. Increase in tourists to Japan decelerated due to natural disasters in 2018, but this deceleration seems temporary.	Tourists to Japan: 4.76 million Outbound tourists: 16.53 million Japanese share: 28.8%	Tourists to Japan: +4.2% (decelerated) Outbound tourists: +7.1% (static) Japanese share: ▲0.2% points	Increase to South Korea and Thailand accelerated. Increase to Japan became slightly sluggish.	Tourists to Japan may decelerate temporarily. Share of tourists to Japan may stop declining. .
Hong Kong	Fifth in market scale after Western markets. Although the number of outbound tourists steadily increased, the number visiting Japan in 2018 dropped and seems likely to continue decelerating for the next three months, further expanding its contraction rate.	Tourists to Japan: 2.21 million Outbound tourists: 12.64 million Japanese share: 17.5%	Tourists to Japan: ▲1.1%(decelerated) Outbound tourists: +5.0%(static) Japanese share: ▲0.6% points	Deceleration in tourists to Japan is more pronounced than for other Asian destinations	Deceleration in tourists to Japan may grow stronger. Share for tourists to Japan may also continue to decline.
Thailand	Despite being a small market, the growth rate is high. The increase in the number of tourists to Japan in 2018 also accelerated, and growth rate seems set to expand further from now on.	Tourists to Japan: 1.13 million Outbound tourists: 6.48 million Japanese share: 17.5%	Tourists to Japan: +14.7%(accelerated) Outbound tourists: +11.4%(accelerated) Japanese share: +0.9% points	Rate of increase in tourists to Japan is top. Rate of increase in tourists to Japan is higher than other Asian destinations.	High growth rate may persist for tourists to Japan. Share for tourists to Japan may also continue to increase.
Western markets	This market, that comprises nine countries, is larger than Hong Kong, and it has a high growth rate. The number of tourists to Japan in 2018 accelerated as it was slightly affected by natural disasters. The growth rate may be maintained for the immediate future.	Tourists to Japan: 3.63 million Tourists to Asia: 27.77 million Japanese share: 13.1%	Tourists to Japan: +11.5% (accelerated) Tourists to Asia: +5.7% (static) Japanese share: +0.6% points	Rate of increase in tourists to Japan is top. Rate of increase in tourists to Japan is higher than other Asian destinations.	Increase in visits to Japan may continue, but the rate of increase may remain static. Share of tourists to Japan may continue to increase.

(Note) Prospects for the next three months are forecast based on changes in the number of international airline seat capacity for airports in the region. The number of outbound tourists from each market and the share of tourists to Japan are approximations.

(Note) Western markets refer to nine countries, namely UK, France, Germany, Spain, Italy, Russia, the USA, Canada and Australia.

Executive Summary (Trends per Region)

Region	Current status and prospects for the next three months out of the total bed-nights in the region* *Number of foreign tourists staying overnight	Trends per Market									
		China		South Korea		Taiwan		Hong Kong		Western markets	
		Current status	Prospects for next three months	Current status	Prospects for next three months	Current status	Prospects for next three months	Current status	Prospects for next three months	Current status	Prospects for next three months
All Japan	Currently, the rate of increase is suspended due to natural disasters, but the seat capacity for airports throughout the region steadily increased, and a recovery in the increase seems imminent.	Stopped increasing	Turn upward	Stopped increasing	Static	Stopped increasing	Turn upward	Static	Static	Significant increase	Continue increasing
Hokkaido	Currently, the increase has stopped due to natural disasters, but international airline seat capacity at airports in the region steadily increased, so an upward turn is forecast.	Stopped increasing	Turn upward	Stopped increasing	Turn upward	Leveling off	Turn upward	Static	Static	—	—
Tohoku	Currently, the increase slightly decelerates, but a continuous growth is forecast as recovery in the increase is expected for Taiwan, who occupies a large share of total bed-nights in the region.	Stopped increasing	Turn upward	Leveling off	Turn downward	Stopped increasing	Turn upward	—	—	Stopped increasing	—
Kanto	Western markets account for a large volume – equivalent to China – in terms of total bed-nights in the region. Currently, the increase continues to be led by China and Western markets. The same situation may continue for a while.	Significant increase	Continue increasing	Increase	Continue increasing	Slight increase	Slight increase	—	—	Significant increase	Continue increasing
Koshinetsu	Currently, although the number has increased led by China and Taiwan, etc., slight deceleration is seen.	Significant increase	—	—	—	Increase decelerated	—	Stopped increasing	—	Significant increase	—
Hokuriku	Currently, the number increased led by China and Taiwan, etc. Although it will slightly decelerate, the increase is forecast to continue.	Significant increase	Continue increasing	—	—	Slight increase	Continue increasing at slower rate	Leveling off	—	Significant increase	—
Tokai	Currently, the number increased led by China, but due to the number of Taiwan stopped increasing, the overall increase became sluggish. The increase is forecast to continue partially because the number of direct flights with Taiwan and China increased.	Significant increase	Continue increasing	—	—	Slight reduction	Turn upward	Reduction	Continue decreasing	Increase	—
Kinki	Currently, an increase is seen for Western markets and China, however, a reduction is seen for South Korea and Taiwan due to natural disasters, etc., and the increase temporarily stopped. An upward turn is forecast led by Western markets and China.	Stopped increasing	Turn upward	Reduction	Continue decreasing	Significant reduction	Bottoming out	—	—	Significant increase	Continue increasing

(Note) Trends per market are described in terms of the top four markets.

(Note) Prospects for the next three months are forecast based on changes in the number of international airline seat capacity for airports in the region. See the next page for details on the decision criteria for current and future statuses.

(Note) Prospects for Koshinetsu are not described because determining prospects based on changes in the seat capacity for airports in the region is difficult as most tourists enter the region by land. In the same way, prospects for Hokuriku with regard to tourists from Hong Kong are not determined, because there are no direct flights to airports in the region.

Executive Summary (Trends per Region) (cont.)

Region	Current status and prospects for the next three months out of the total bed-nights in the region* *Number of foreign tourists staying overnight	Trends per Market									
		China		South Korea		Taiwan		Hong Kong		Western markets	
		Current status	Prospects for next three months	Current status	Prospects for next three months	Current status	Prospects for next three months	Current status	Prospects for next three months	Current status	Prospects for next three months
Chugoku	This region is led by Western markets, but since the increase from China, Taiwan, and South Korea became sluggish, the growth for the total number also decelerated. From now, the total number may remain at the same level or decline as the number for South Korea declines.	Stopped increasing	Turn upward	Leveling off	Turn downward	Stopped increasing	Remain static	—	—	Significant increase	—
Shikoku	Currently, the increase continues led by China and South Korea, and is forecast to continue in the future.	Significant increase	Continue increasing	Stop increasing	Continue increasing	Leveling off	Remain static	Slight increase	Continue increasing	—	—
Kyushu	Currently, the increase stopped because South Korea is leveling off. However, the overall is forecast to turn upward since the increase is expected to recover for South Korea.	Significant increase	Continue increasing	Leveling off	Turn upward	Static	Turn upward	Increase	Increase decelerated	—	—
Okinawa	Currently, the increase continues led by Taiwan. Despite that China may decelerate, the increase is forecast to continue led by Taiwan in the future.	Increase	Stop increasing	Leveling off	Remain static	Significant increase	Continue increasing	Significant reduction	Continue decreasing	—	—

(Note) Trends per market are described in terms of the top four markets.

(Note) Prospects for the next three months are forecast based on changes in the number of international airline seat capacity for airports in the region.

Decision criteria for current and future statuses

Decisions are made with reference to the following concept based on changes in the last six months or so.

Significant increase	Continuous increase of over 10% annually
Increase	Continuous increase of 3% - 10% annually
Slight increase	Continuous increase of less than 3% annually
Stopped increasing	Change from increase to static, or decrease
Leveling off	Static for the last six months, but had previously been changing
Static	No change for the last six months at least
Bottoming out	Change from decrease to static or increase
Slight reduction	Continuous decrease of less than 3% annually
Reduction	Continuous decrease of 3% - 10% annually
Significant reduction	Continuous decrease of over 10% annually

Prospects for the next three months

Acceleration: Expanded rate of increase or decrease

Deceleration: Reduced rate of increase or decrease

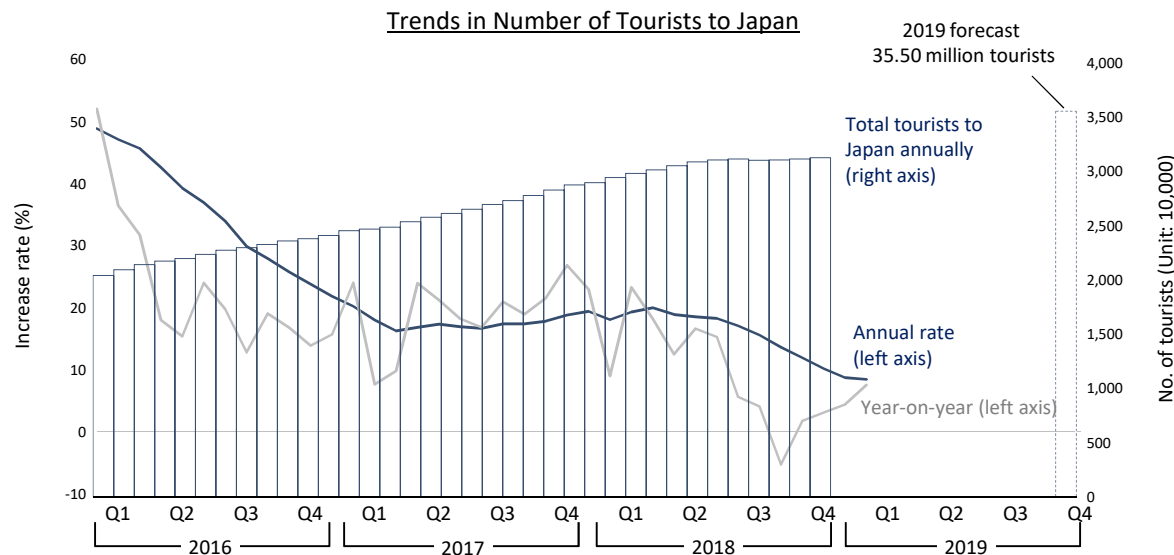
Rationale for decision on prospects

Prospects for the next three months are decided bearing in mind future changes in international airlines seat capacity for airports in each region based on OAG data, and trends for the number of outbound tourists departing from each region. The number of tourists who entered the region by land is much higher than those who enter Japan via regional airports for some regions, but the plus/minus between demand for accommodation in the region and international airline seat capacity of the airports in the region seems to roughly match.

1. TRENDS IN NUMBER OF TOURISTS TO JAPAN (OVERALL TOTAL)

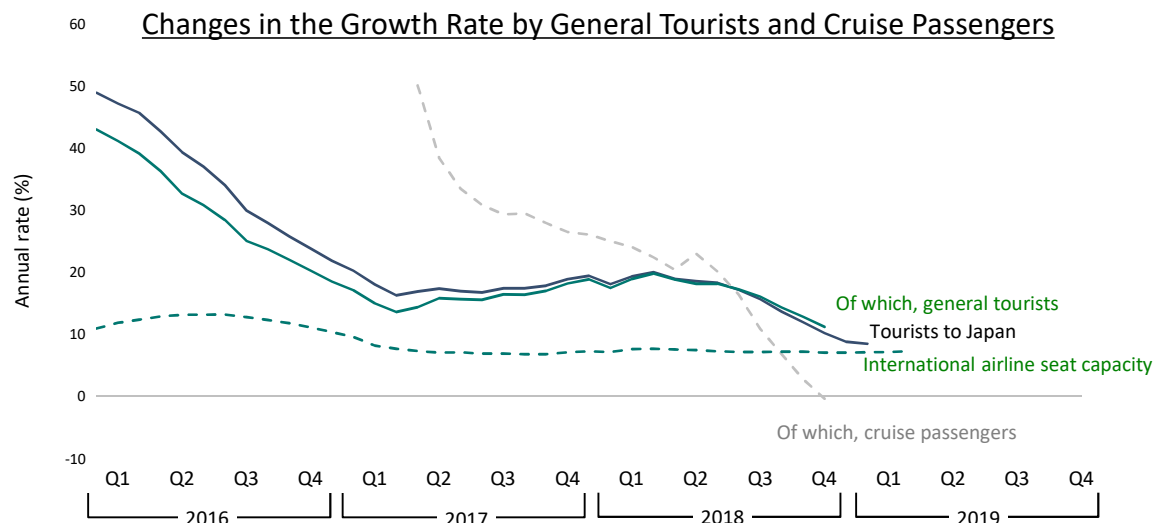
In this section, trends and prospects for the number of tourists to Japan, changes in expenditure (total amount), and the rate of increase in the number of tourists to Japan compared to peripheral countries in Asia, such as South Korea, are presented with visual data.

Trends in Number of Tourists to Japan



The rate of increase in the number of tourists to Japan decelerated due to natural disasters, etc. The rate of increase in 2019 will recover, and the number of tourists is forecast to reach 35.5 million.

- The number of tourists in 2018 dropped rapidly from the third quarter due to natural disasters, etc., but the rate of increase for 2019 will recover to the same level as the first half of 2018, and is forecast to reach 35.5 million.



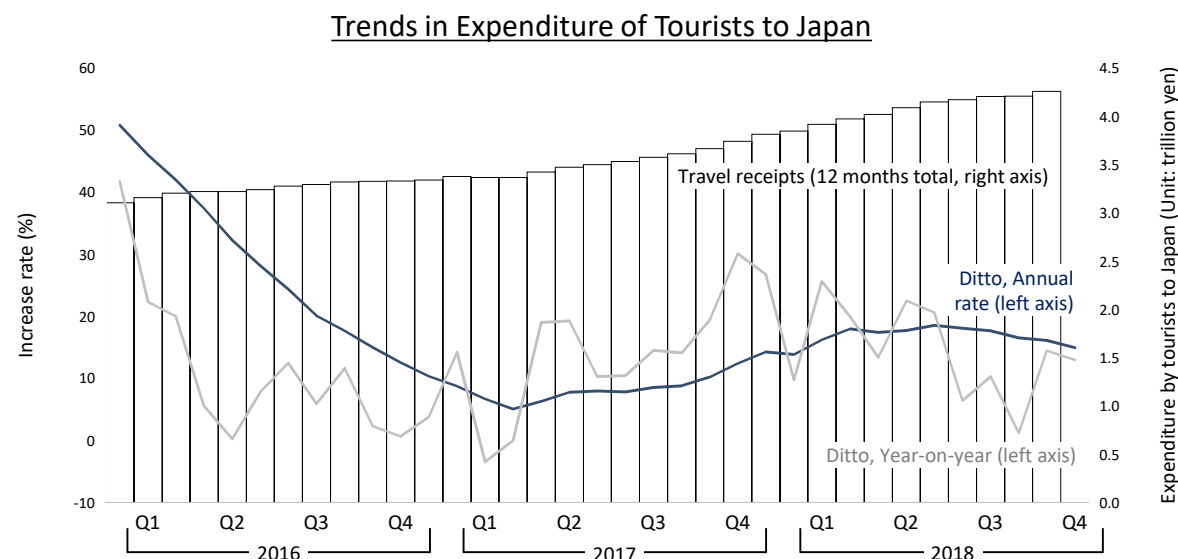
A reduction in the number of cruise tours is one factor behind the deceleration in the latter half of 2018. International airline seat capacity increased, and the rate of increase for general tourists is forecast to recover quickly.

- There are two factors behind the recent deceleration in the number of tourists as follows: 1) Deceleration of general tourists caused by natural disasters, etc., and 2) Deceleration in cruise passengers due to the reduction in the number of cruises, as well as the effects of typhoons, etc.
- International airline seat capacity steadily increases, and the increase rate for general tourists who are mostly airline passengers is forecast to recover from now.

(Note) General tourists refers to official number of foreign visitor arrivals at immigration points excluding permanent residents on the immigration statistics, and cruise passengers are the total for shore landings, ship tourism landings, and transit landings out of cruise passengers in the statistics.

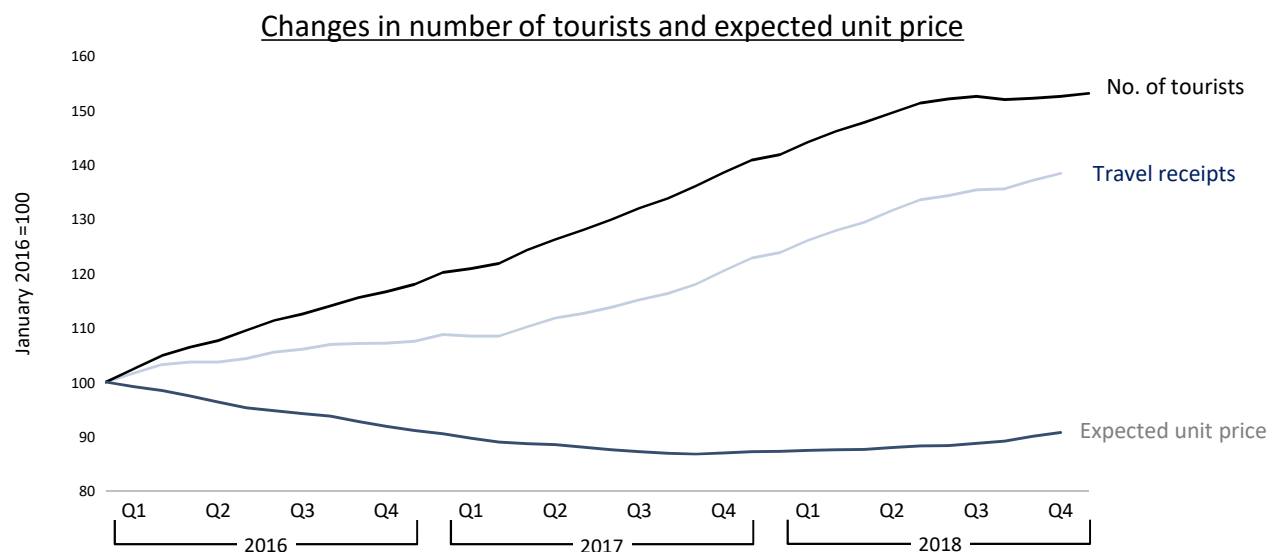
Data source: JNTO and "Immigration statistics" of the Ministry of Justice for the number of tourists to Japan, and OAG for international airline seat capacity.

Trends in Expenditures of Tourists to Japan



Tourist expenditure maintains its steady increase. Possibly induced by increased unit prices initiated by Western markets, etc.

- Travel receipts continuously increased in 2018, and deceleration in the latter half of the year is smaller relative to the number of tourists.
- Unit price for 2018 seems to slightly increase, which contributes to rate of increase in travel receipts.
- The rate of increase for the number of tourists, whose unit price is high, such as Western markets, is higher than that for tourists whose unit price is low or who travel a short distance, such as South Korea, may be a factor behind the increase in unit price.



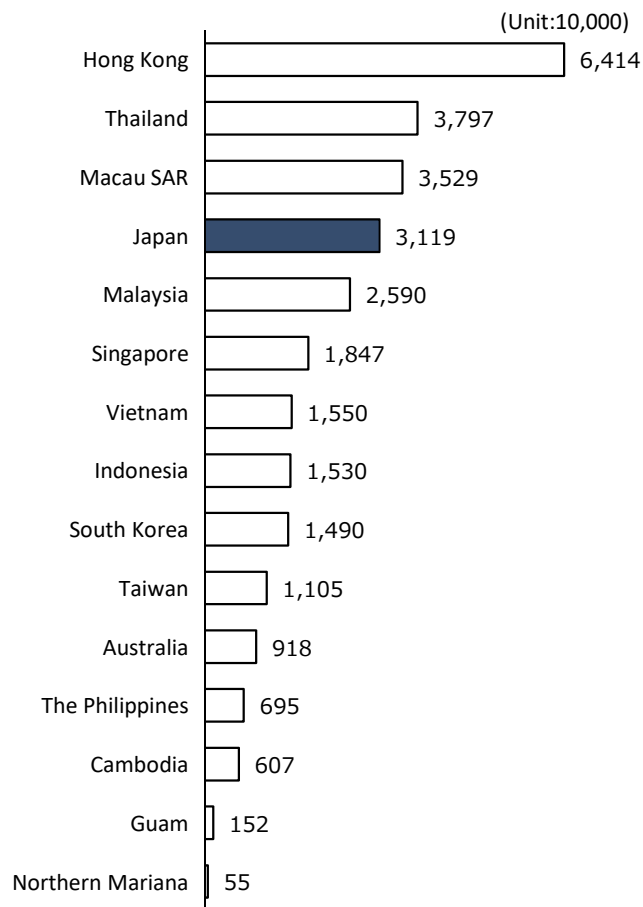
Data source: "Statistics for Balance of International Payments" of the Ministry of Finance and the Bank of Japan for travel receipts, and JNTO for the number of tourists, and estimated unit price is calculated by JTB Tourism Research & Consulting Co.

Number of Tourists to Japan compared to Peripheral Countries

The rate of increase in the number of tourists to Japan declined to the same level as the rate of increase for tourists to countries in Eastern Asia.

- The number of international arrivals in Japan is fourth ranked in the region after Hong Kong, Thailand and Macao.
- The rate of increase in the number of international arrivals in Japan had been much higher than countries in Eastern Asia, but has declined to almost the same level as the four peripheral countries/regions since its deceleration in 2018.
- In the near future, the rate of increase in the number of tourists to Japan seems likely to reach a level close to the average for East Asian countries.

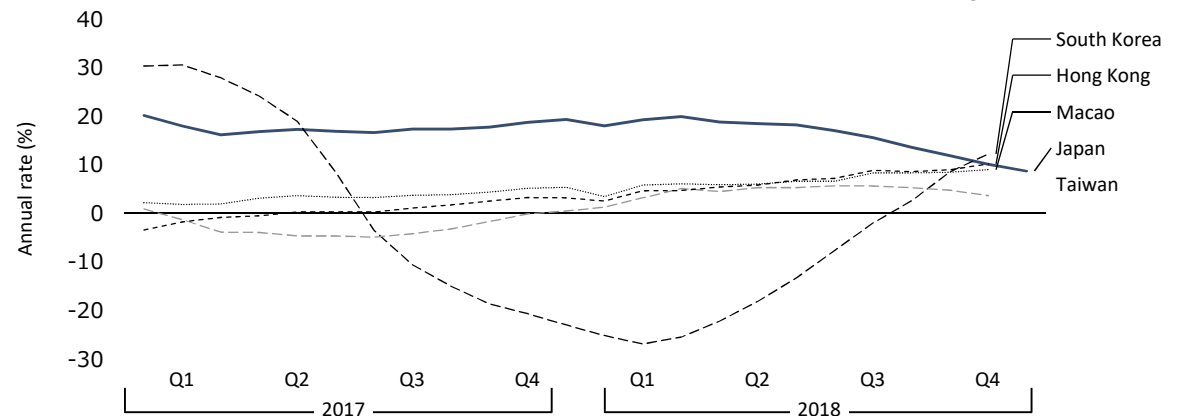
Number of Tourists to Japan compared to Peripheral Countries/Regions (2018)



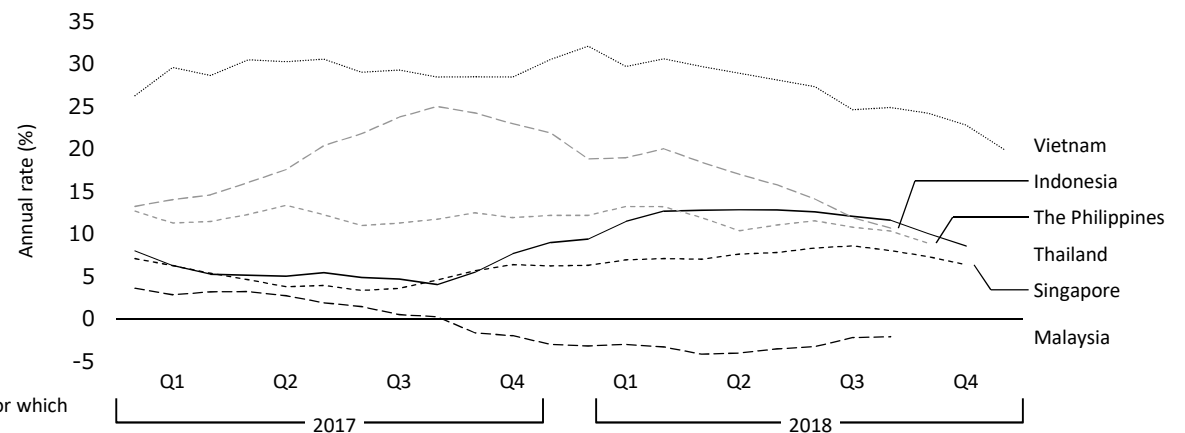
(Note) Annual number of tourists for 2018 is the total of the latest 12 months for which data can be obtained.

Data source: The number of tourists to each country is extracted from PATAmPOWER.

Rate of Increase in the Number of Tourists to East Asian Countries/Regions



Rate of Increase in the Number of Tourists to Southeast Asian Countries



2. TRENDS PER MAJOR MARKET

Some six distinct markets, namely China, South Korea, Taiwan, Hong Kong, Thailand, and the Western markets, the total number of outbound tourists (number of tourists to the main countries in Asia for the Chinese and Western markets), the number of tourists to Japan, and expenditure and changes are compared in this section. Which markets send the most tourists to which countries, rates of increase in the number of tourists to Japan compared to competitive countries, and prospects for the number of tourists to Japan over the next three months—as estimated based on changes in international airline seating capacity – are explained.

Market Scale

The number of tourists to Asia from China exceeds the total number of outbound tourists from other markets.

The number of tourists to Asia from Western markets is third highest after the number of outbound tourists from South Korea.

- The number of outbound tourists, which is the basis for the number of tourists to Japan, is largest from China. Numeric data for China described below is the total number of tourists to the main Asia-Pacific destinations. The second largest in terms of the number of outbound tourists is South Korea, with Taiwan third, but the total number of tourists to the main Asia-Pacific destinations from Western markets is larger than Taiwan.

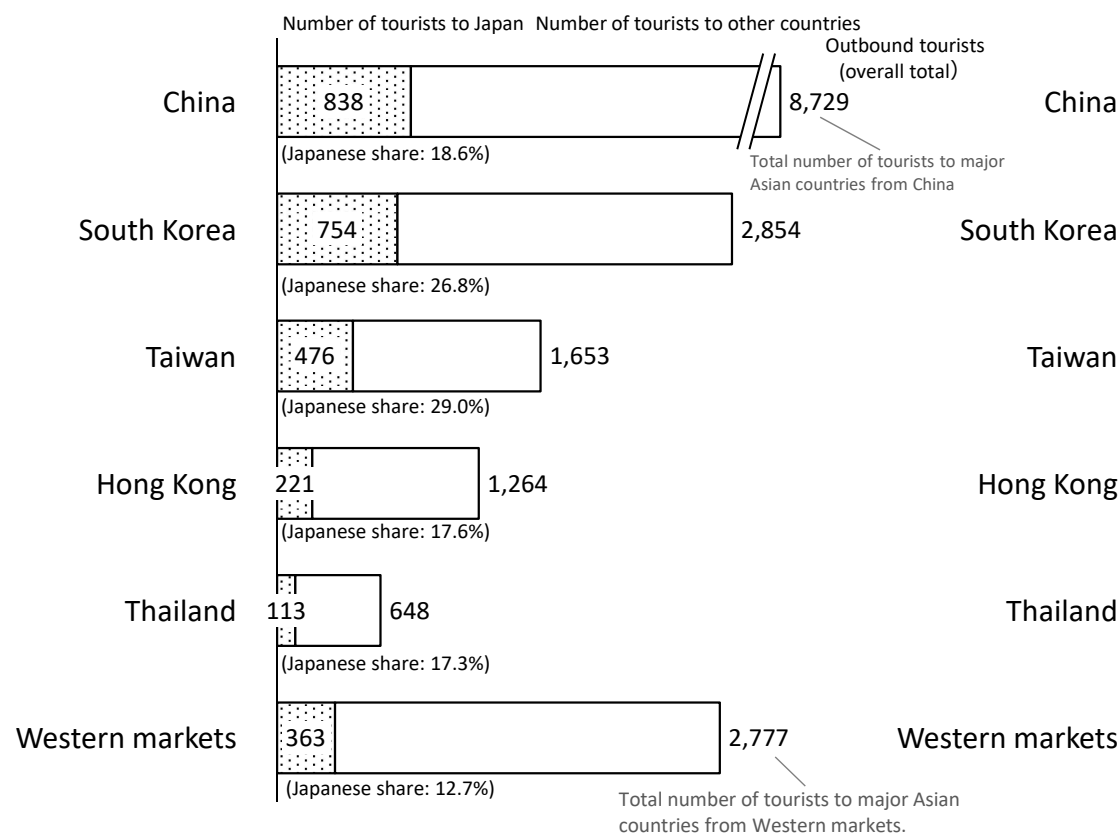
Expenditure by outbound tourists from China is larger than the total for South Korea, Taiwan, Hong Kong and Thailand.

In terms of expenditure by tourists to Japan, Western markets account for the second highest after China.

- As regards expenditure, China is outstanding for both the expenditure of its outbound tourists (total amount) and expenditure by tourists to Japan.
- When Western market is considered as a whole market, the scale of expenditure by its tourists to Japan is larger than South Korea and Taiwan, and second largest after China.

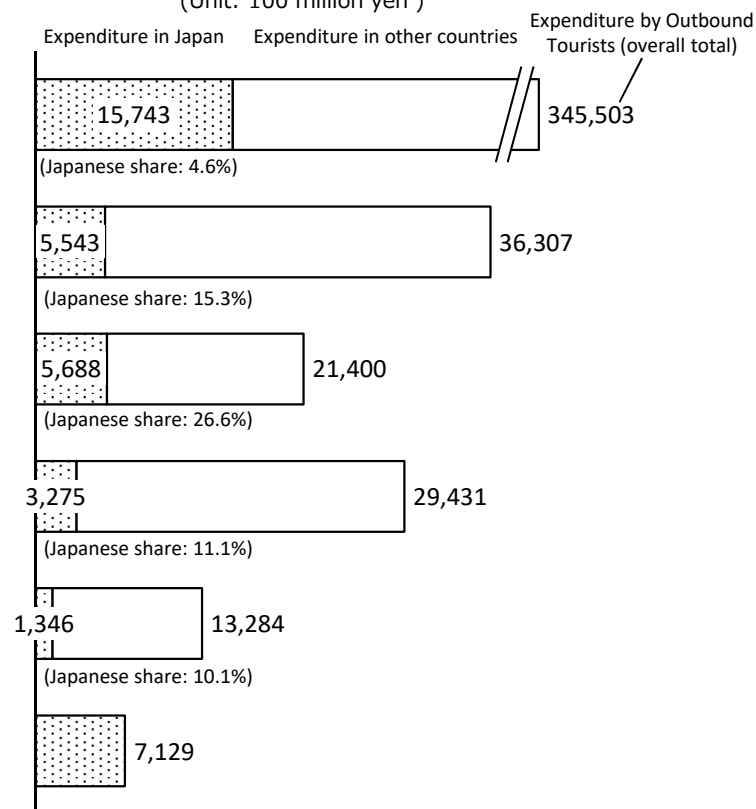
Number of Outbound Tourists and Number of Tourists to Japan from Major Markets (2018)

(Unit: 10,000)



Expenditure by Outbound Tourists and by Tourists to Japan from Major Markets (2018)

(Unit: 100 million yen)



(Note) Numeric values for 2018 are the total of the last 12 months for which data can be acquired up to the latest month. Western markets refer to nine countries, namely UK, France, Germany, Spain, Italy, Russia, US, Canada, and Australia.

Data source: Number of outbound tourists for South Korea, Taiwan, Hong Kong, and Thailand are based on numeric data from each country/region's statistics agencies. The number of outbound tourists to the main Asia-Pacific destinations for China and Western markets are based on data recorded by PATAmPOWER. Expenditure for outbound travel is based on statistics of balance of payments from the central bank of each country. The number of outbound tourists for China is based on the numeric data of Tourism Barometer of UNWTO (expenditure for all outbound travel rather than travel to Asia-Pacific countries). The number for Western markets is not described, as it is unknown. Expenditure by tourists to Japan is expenditure by general tourists excluding cruise passengers from the "Survey into expenditure trends of foreign tourists to Japan" by the Japan Tourism Agency.

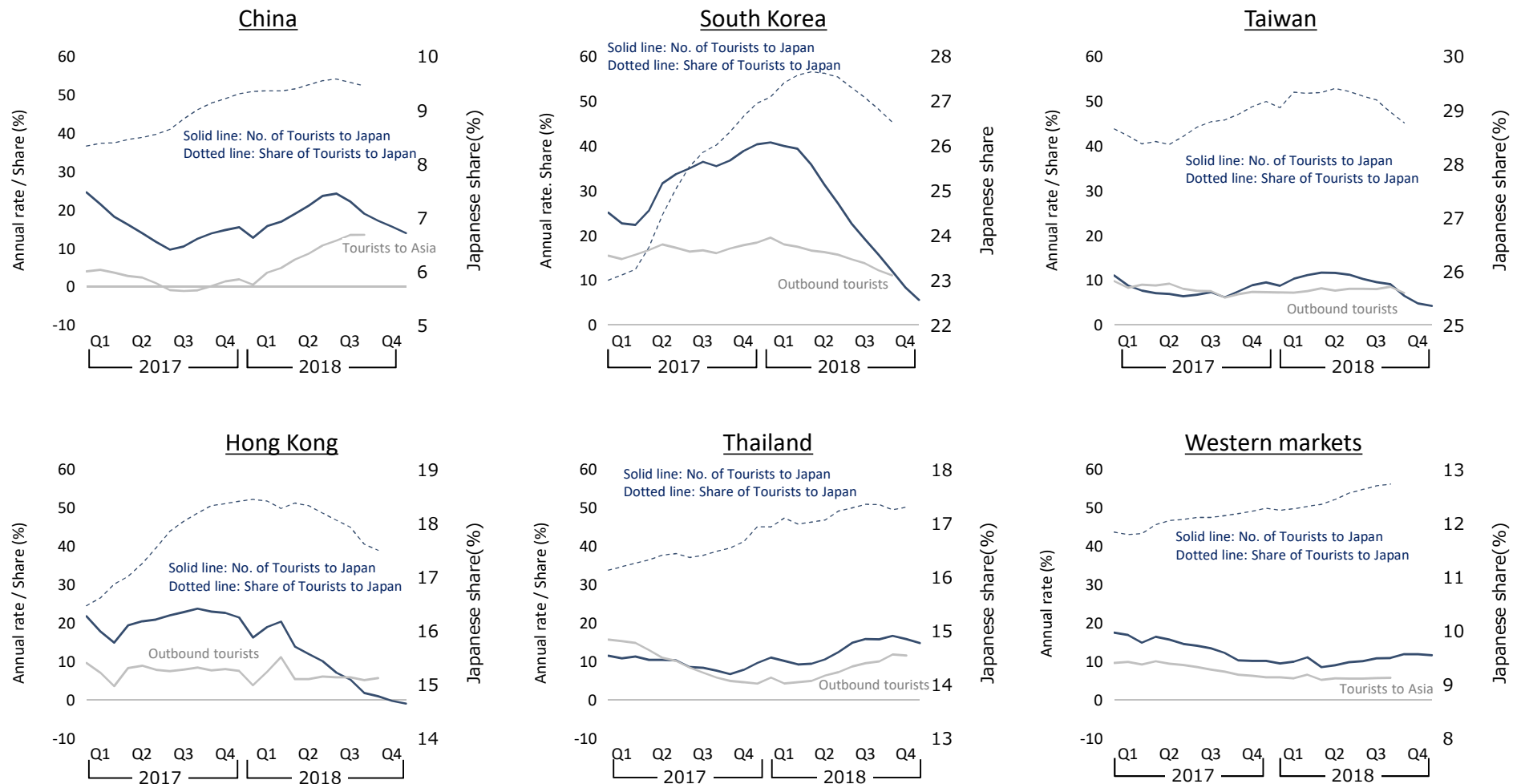
Market Growth Rate (Number of tourists)

The increase in the number of tourists to Japan slowed down for China, South Korea, Taiwan, and Hong Kong, however, a high growth rate was maintained for Thailand and the Western markets.

- The increase in the number of tourists to Japan from China, South Korea, Taiwan, and Hong Kong in 2018 decelerated from the third quarter due to natural disasters, etc. By contrast, a high growth rate of over 10% was maintained for Thailand and the Western markets.

As the basis, the number of outbound tourists, continued to increase for all markets. Of these, Thailand's increase accelerated, while South Korea's tended to decelerate.

- As the basis for the number of tourists to Japan, the number of outbound tourists (total number of tourists to main Asia-Pacific destinations for China and Western markets), continued to increase for all markets. The potential market scale for travel to Japan seems to still be expanding.
- Out of these six markets, the increase of outbound tourists from Thailand accelerated, but the growth decelerated for South Korea, which is ranked second in terms of the number of tourists to Japan.



Market Growth Rate (Expenditure)

The growth rate for expenditure by tourists to Japan in 2018 slowed down partially due to changes in the survey method.

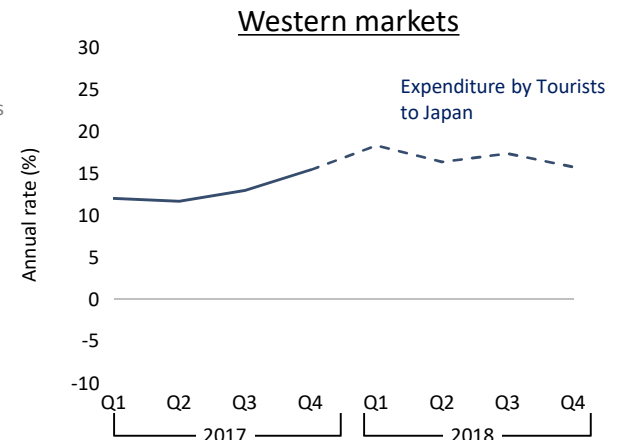
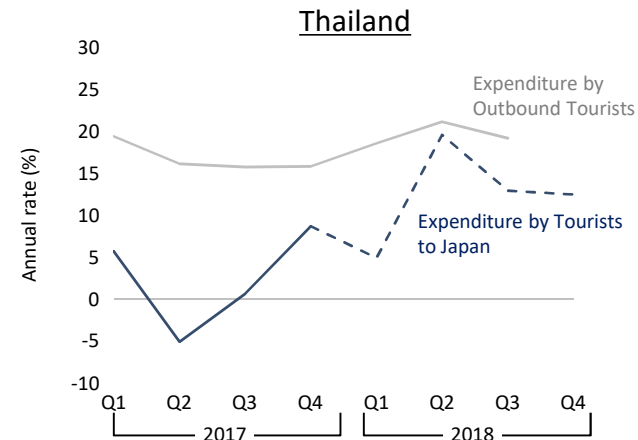
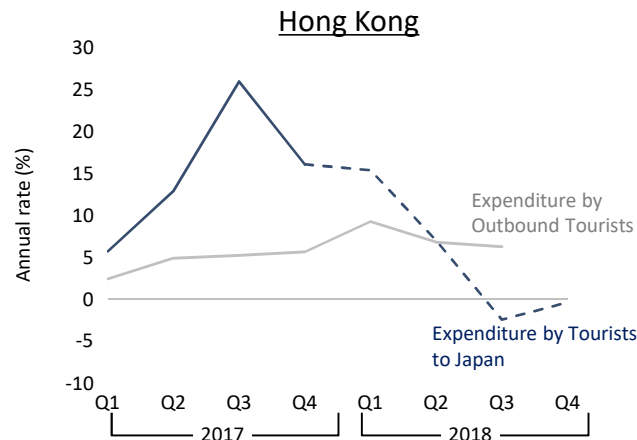
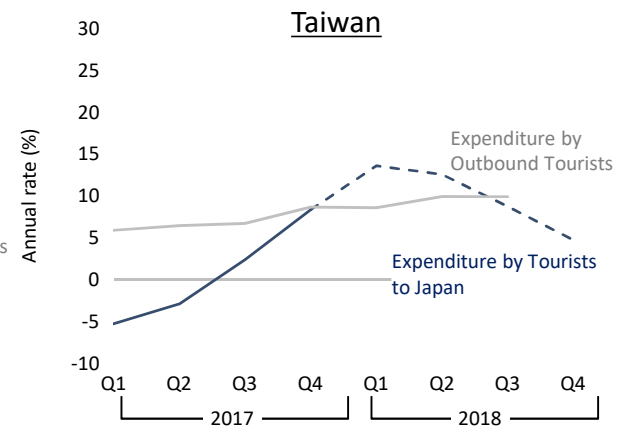
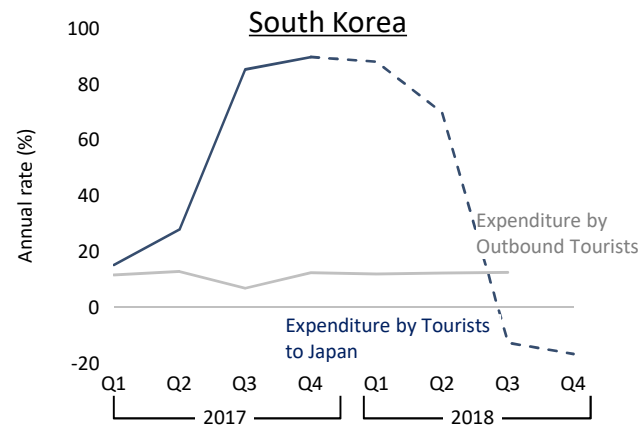
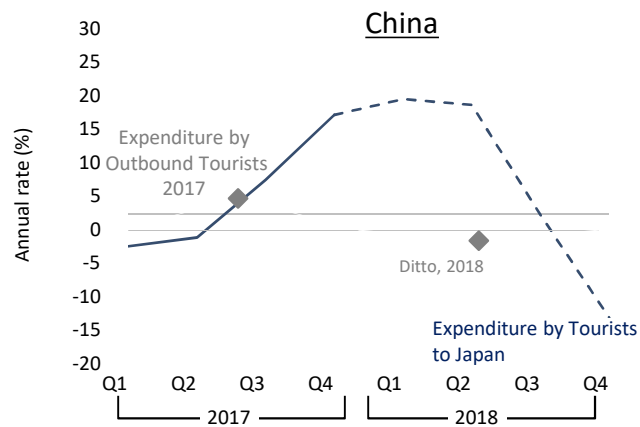
In particular, a slowing down in the growth rate for the number of tourists due to natural disasters is also a factor behind the sudden drop in the growth rate in the third quarter.

- Expenditure by tourists to Japan refers to the expenditure by general tourists (tourists to Japan excluding cruise passengers) from the "Survey into expenditure trends of foreign tourists to Japan" by Japan Tourism Agency. For the first quarter of 2018 and onward, the survey sites and targets were expanded, so simple comparison with the previous year cannot be made. For this reason, dotted lines are shown on the graphs.
- For China, South Korea, Taiwan, and Hong Kong, the growth rate for expenditure in 2018 shown as dotted lines declines or dropped compared to the previous year. The increase in the number of tourists from these four markets decelerated, which also affected expenditure.

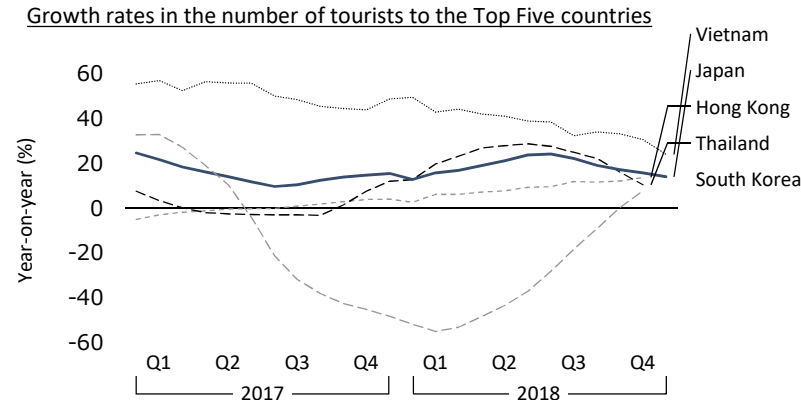
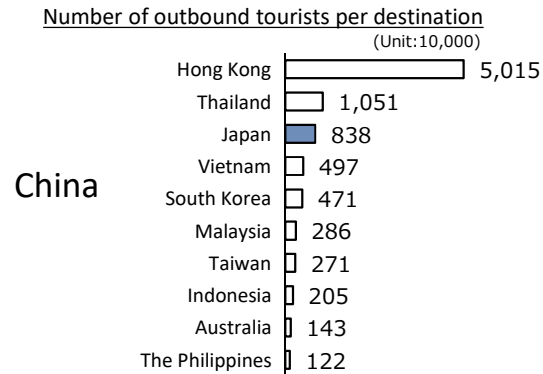
Positive growth maintained except for China in terms of outbound travel expenditure, which is the basis.

The growth rate for expenditure by tourists to Japan may gradually increase in 2019.

- Total outbound travel expenditure, which is the basis for expenditure by tourists to Japan, maintained positive growth in four markets, namely South Korea, Taiwan, Hong Kong, and Thailand. Numeric data for China in 2018 are preliminary figures up to Q2.
- The increase in the number of tourists of South Korea, Taiwan, and Hong Kong, slowed down, but outbound travel expenditure steadily increased. For these markets, a recovery in the growth rate for expenditure by tourists to Japan can be expected in 2019.

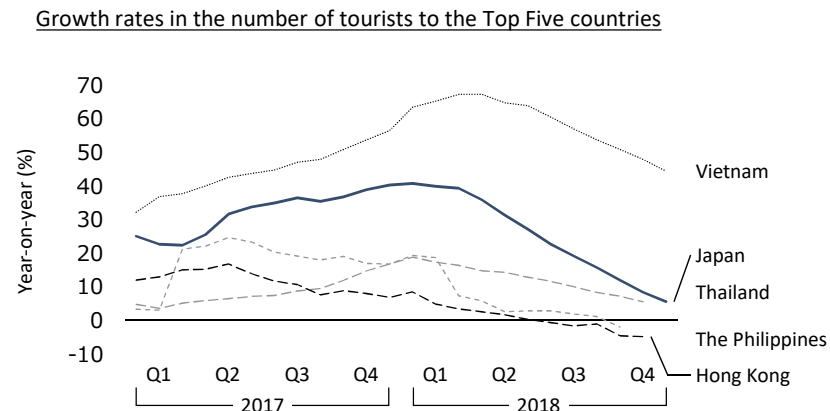
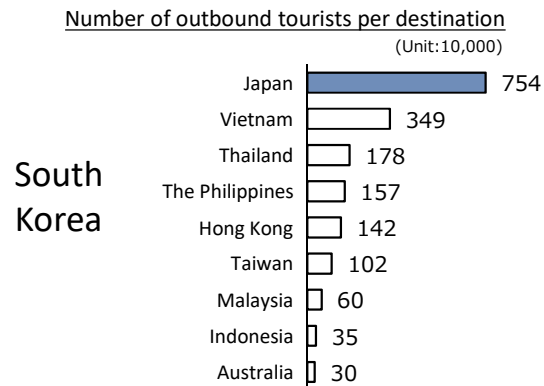


Number of Tourists to Competitive Countries and their Growth Rates



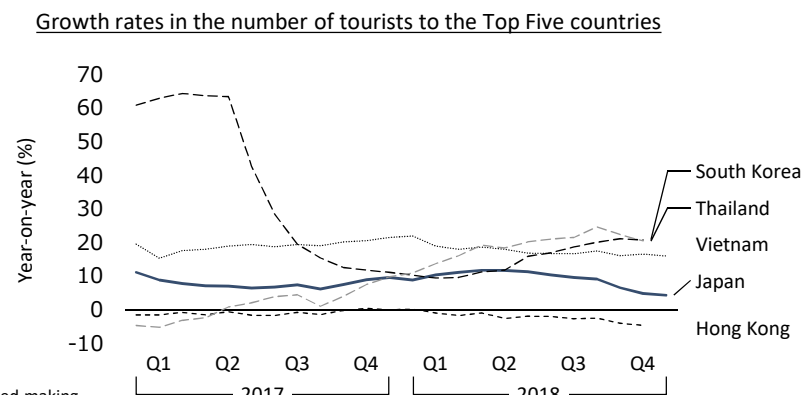
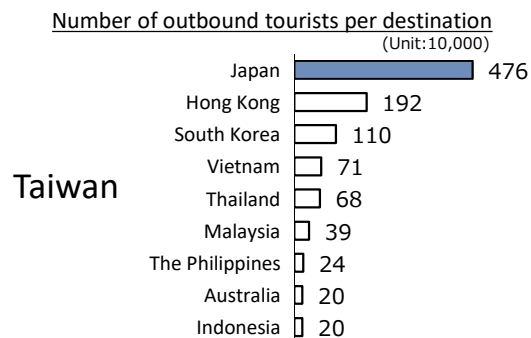
Hong Kong tends to increase and South Korea seems to rebound
Increase in tourists to Japan may be affected to a certain extent

- Growth rate in the number of tourists from China increased for Hong Kong, and the rate seemed to revert to positive for South Korea, although it declined due to political conflict.
- Growth rate for other countries including Japan tended to decline.
- A recovery in the number of tourists to South Korea may affect the number of tourists to Japan in the future.



Growth rate for all top five countries declined
Overall outbound travel market seemed to deteriorate

- Growth rate in the number of outbound tourists from South Korea declined (see page 14). As a result, the growth rate in the number of tourists to the top five countries also decelerated.

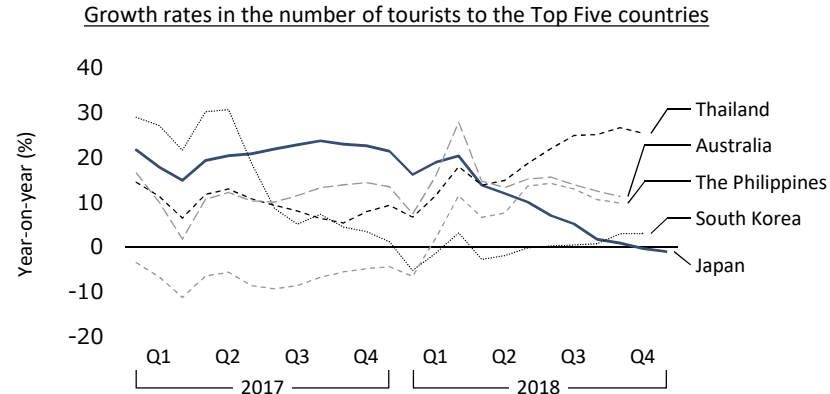
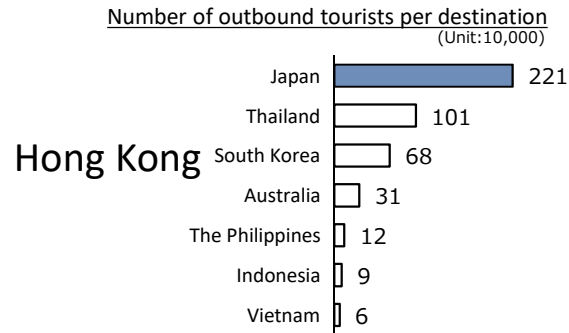


Increase for South Korea and Thailand accelerated
Increase in tourists to Japan is low-key

- Growth rate for the number of tourists from Taiwan accelerated for South Korea and Thailand, and remains high for Vietnam.
- Growth for the number of tourists to Japan is a little bit weaker than those countries.

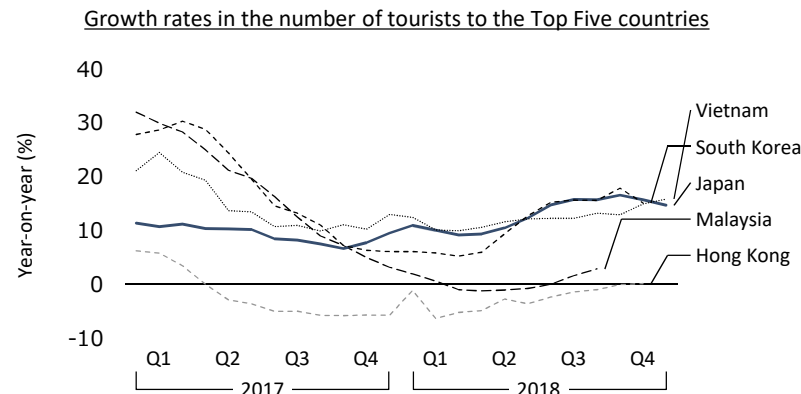
(Note) The number of tourists to China is unknown because China halted making announcements on the number of international tourists per month.
Data source: PATAmPOWER

Number of Tourists to Competitive Countries and their Growth Rates (cont.)



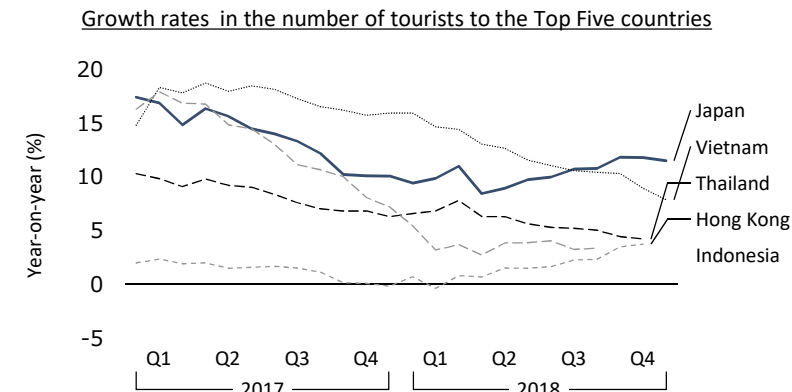
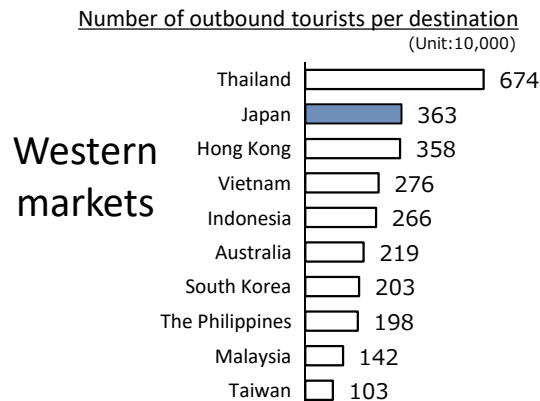
Deceleration in tourists to Japan is more obvious than other destinations
Rebound in 2019 is expected

- The number of tourists from Hong Kong maintained a steady increase of about 5% annually (see page 14).
- Growth rate of over 20% annually recorded for Thailand, which is the second highest in terms of total number of tourists. Also for Australia and the Philippines, high growth rates were recorded.
- South Korea, which was afflicted by political conflict with China, also reverted to positive.
- Although the growth rate in the number of tourists to Japan significantly decelerated, international airline seat capacity for flights to/from Japan in the first quarter of 2019 remained positive (see page 19), so a recovery is expected for the future.



The growth rate for tourists to Japan remains high
High growth rate may be sustained

- Increase in the number of tourists from Thailand is led by Japan, Vietnam, and South Korea, etc.
- Increase in international airline seat capacity for flights to/from Japan in the first quarter of 2019 accelerated and sustained high growth is expected.



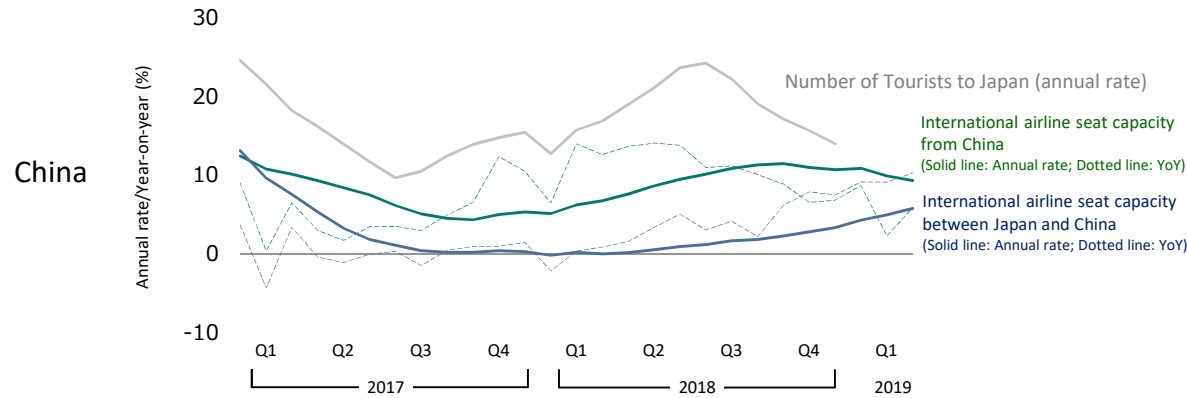
Highest growth rate for tourists to Japan
Leads increase in the number of tourists to Asia

- The growth rate for Japan out of the top countries in Asia in terms of the number of tourists from Western markets became the highest.
- Increase in the number of tourists to Japan leads an increase in the number of tourists to Asia.

(Note) The number of tourists to China is unknown because China halted making announcements on the number of international tourists per month.
Data source: PATAmPOWER

Prospects for Number of Tourists from Perspective of Changes in International Airline Seat Capacity

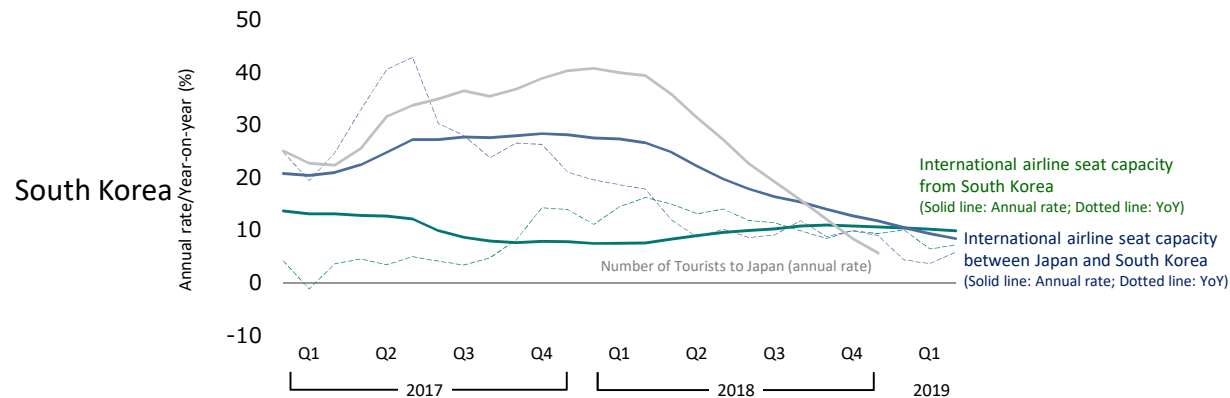
Prospects for number of tourists to Japan over next three months



The increase in the seat capacity for total international flights from China keeps declining, but the increase in the capacity of flights to/from Japan seems to accelerate.

Deceleration in the number of tourists to Japan seems to be temporary, and their share for Japan may increase further.

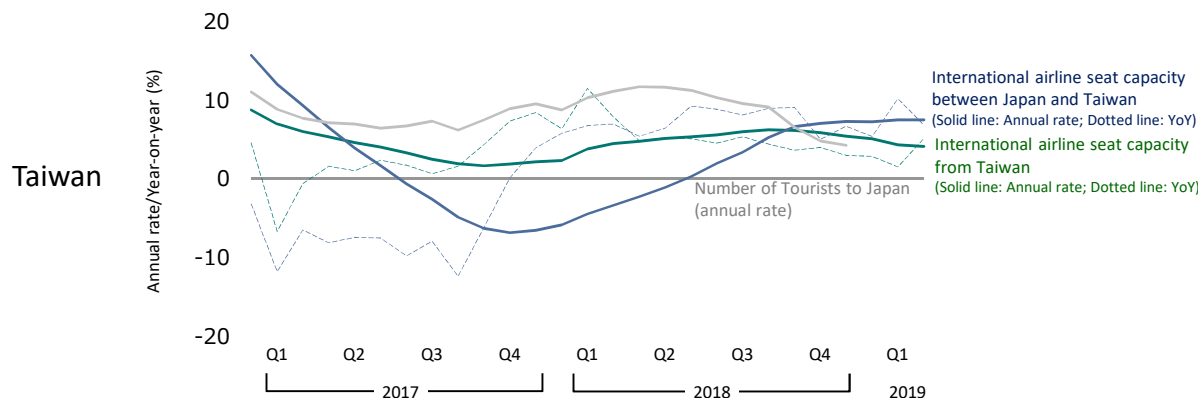
- International airline seat capacity from China tends to indicate the trend of outbound travel demand from China, but the current rate of increase decelerates.
- However, the increase in the seat capacity to/from Japan is accelerating.
- The growth rate in the number of tourists to Japan decelerated due to natural disasters, etc., but this deceleration is thought likely to be temporary based on changes in seat capacity.
- The share of the number of tourists to Japan (Japanese share) out of total outbound tourists is also expected to further increase.



The increase in the seat capacity for total international flights from South Korea remains at the same level, but the increase in the capacity to/from Japan may further decelerate.

Accordingly, the deceleration in the number of tourists to Japan may be further strengthened, and the Japanese share may also turn downward.

- International airline seat capacity from South Korea remains at roughly the same level.
- On the other hand, the growth rate for the seat capacity to/from Japan declined. Additionally, the number of tourists from Japan to South Korea increased rapidly (by over 10%).
- Thus, the deceleration in the number of tourists to Japan may be further strengthened, and fears of deterioration in the share of tourists to Japan out of the total outbound tourists increased.



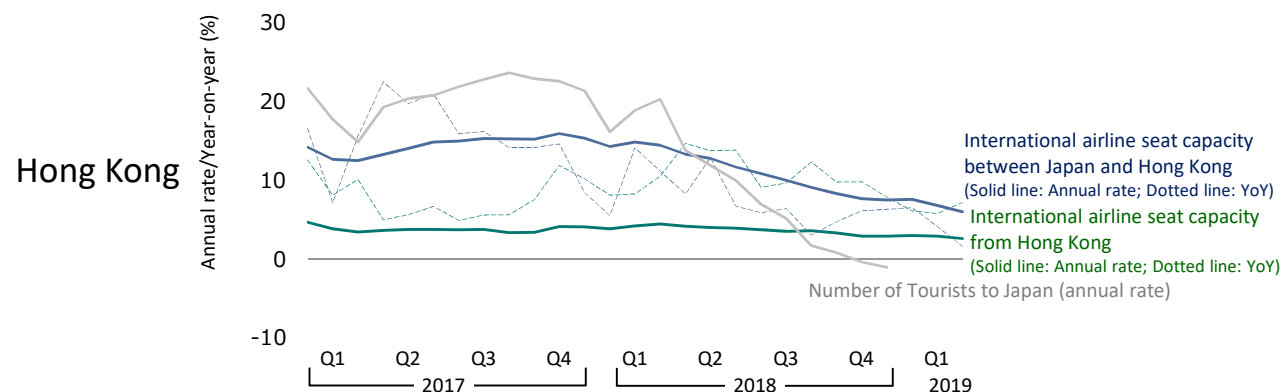
The increase in the seat capacity for total international flights from Taiwan slightly decelerated, but the growth rate in the capacity to/from Japan seems to slowly accelerate.

The increase in the number of tourists to Japan is slowly recovering, and the fall in the share of tourists to Japan may come to an end.

- Increase in international airline seat capacity from Taiwan slightly decelerated.
- On the other hand, the growth rate in airline seat capacity to/from Japan seems to slowly accelerate.
- The number of tourists from Japan to Taiwan increased, and the growth rate in airline seat capacity also increased, so it is forecast that the growth rate of tourists to Japan will slowly recover.
- Currently, the share of tourists to Japan out of the total outbound tourists is gradually decreasing, but it is expected to bottom out.

Prospects for Number of Tourists from Perspective of Changes in International Airline Seat Capacity (cont.)

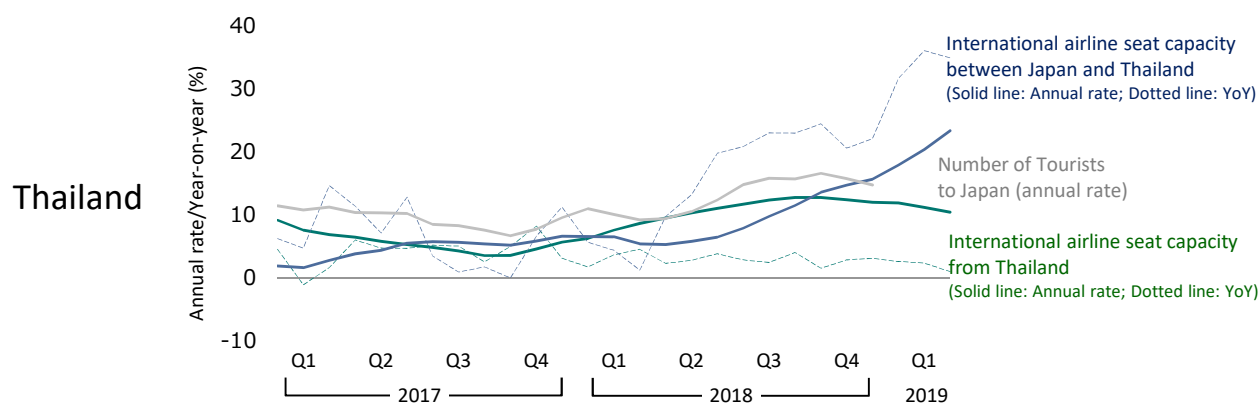
Prospects for number of tourists to Japan over next three months



The increase in the seat capacity for total international flights from Hong Kong remains at the same level, but the deceleration in the increase in airline seat capacity to/from Japan seems to be stronger.

Accordingly, the number of tourists to Japan may decelerate further, and the share of tourists to Japan may keep declining.

- International airline seat capacity from Hong Kong steadily maintains its rate of increase, albeit only slightly.
- However, deceleration in airline seat capacity to/from Japan does not stop, although the growth rate is higher than the total number.
- Since the number of tourists from Japan to Hong Kong is increasing favorably, there is a high possibility of further deceleration in the number of tourists from Hong Kong to Japan.
- The share of tourists to Japan out of the total outbound tourists is declining, and this decline is likely to continue.



The increase in the seat capacity for total international flights from Thailand is slightly decelerating. However, the increase in the capacity to/from Japan seems to further accelerate.

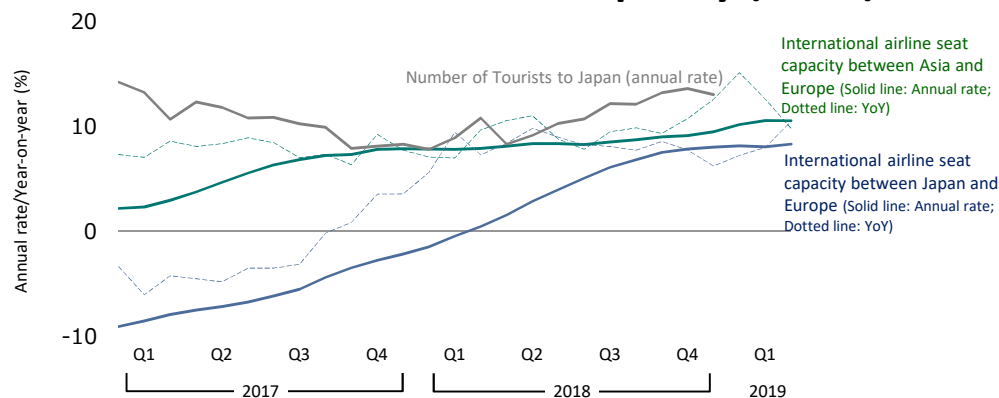
Accordingly, the number of tourists to Japan may further accelerate, and the share of tourists to Japan seems set to continue increasing.

- Growth rate of over 10% is maintained for international airline seat capacity from Thailand.
- Growth rate for airline seat capacity to/from Japan further accelerates with a much higher rate.
- Although the number of tourists from Japan to Thailand increased, the growth rate in airline seat capacity is even much higher, so the increase in the number of tourists to Japan is expected to accelerate further.
- The share of tourists to Japan out of the total outbound tourists increased, and seems set to continue increasing.

Prospects for Number of Tourists from Perspective of Changes in International Airline Seat Capacity (cont.)

Prospects for number of tourists to Japan over next three months

Europe

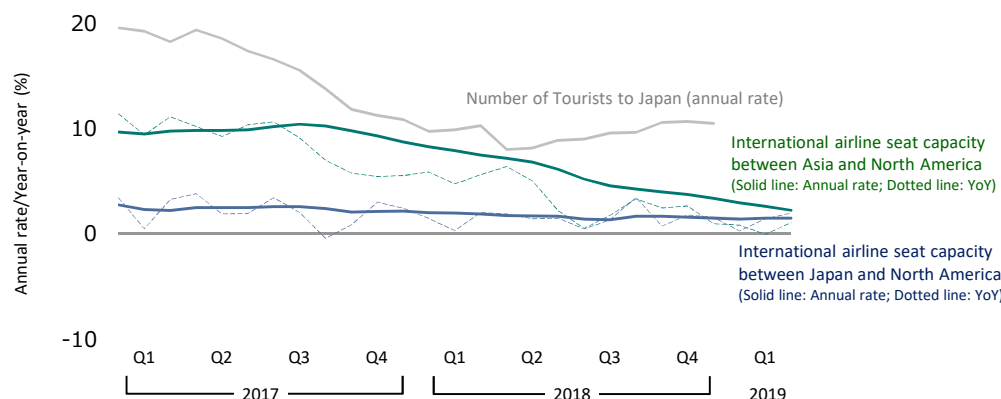


Increase in international airline seat capacity between Europe and Asia continues to accelerate slightly. Increase in airline seat capacity to/from Japan seems to remain almost static.

Accordingly, the growth rate for the number of tourists to Japan also remains static, and the Japanese share seems set to continue increasing.

- The annual rate of increase for international airline seat capacity between Europe and Asia is high at nearly 10%, and mild acceleration continues.
- The growth rate in seat capacity to/from Japan is slightly lower than that, but accelerated throughout 2018, and is expected to continue increasing almost at the same level until Q1 2019.
- The growth rate in the number of tourists to Japan is higher than the other main countries in Asia (see page 17). This increase is expected to continue based on changes in the seat capacity.
- The share of tourists to Japan out of the total tourists to the main Asia-Pacific countries from Western markets is forecast to continue increasing.

North America

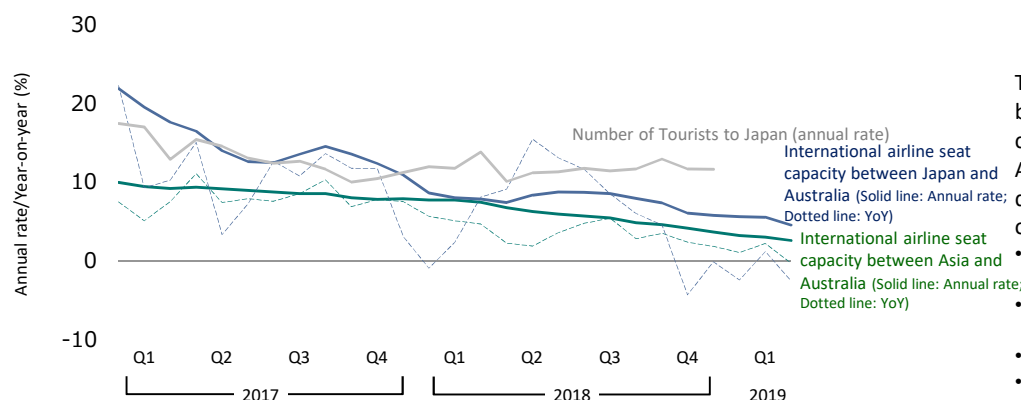


The deceleration in the increase in international airline seat capacity between North America and Asia got stronger, but the capacity to/from Japan seems to be steadily increasing, albeit only slightly.

Accordingly, the growth rate for the number of tourists to Japan may remain static, and the share of the number of tourists to Japan seems to slowly increase.

- Increase in international airline seat capacity between North America and Asia continues to decelerate.
- The growth rate in international airline seat capacity to/from Japan remains steady, albeit low.
- The growth rate in the number of tourists to Japan is also expected to remain static.
- Accordingly, the share of tourists to Japan out of the total tourists to main Asia-Pacific countries from North America is also expected to slowly increase.

Australia



The deceleration in the increase in international airline seat capacity between Australia and Asia got stronger and the increase in the seat capacity to/from Japan also seems set to decelerate further.

Accordingly, the growth rate of tourists to Japan may gradually deteriorate, and may slow down any increase in share of the number of tourists to Japan.

- Increase in international airline seat capacity between Australia and Asia continues to decelerate.
- The growth rate in international airline seat capacity to/from Japan is slightly higher than that, but decelerates in the same way.
- This may cause the growth rate of tourists to Japan to gradually decline.
- Accordingly, the increase in share of tourists to Japan out of the total tourists to main Asian countries from Australia may slow down.

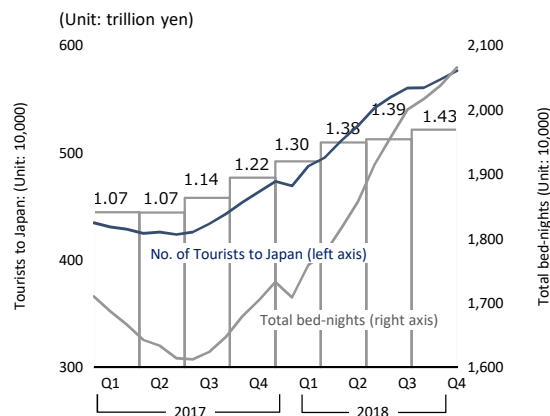
3. TRENDS PER REGION

In this section, prospects for the next three months are estimated based on changes in total bed-nights of foreign visitors in each region, the number of foreign visitor arrivals at the immigration points at airports in the region, and changes in international airline seat capacity. Changes in total bed-nights and prospects for the top markets, such as China, Taiwan, South Korea, Hong Kong, and Western markets are also described.

All Japan – Actual number (Number of tourists, Total bed-nights, Expenditure)

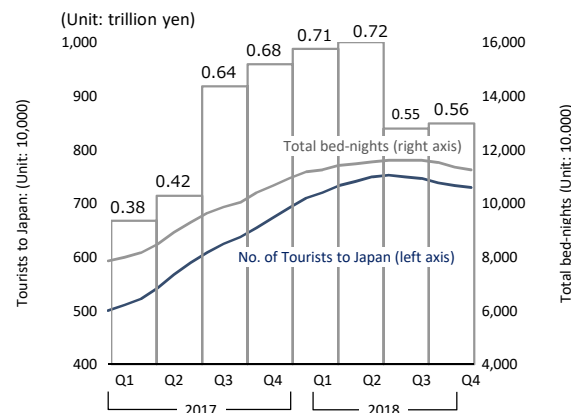
China

- Increase in the number of tourists temporarily slowed down due to natural disasters, and expenditure by tourists was also affected by this.



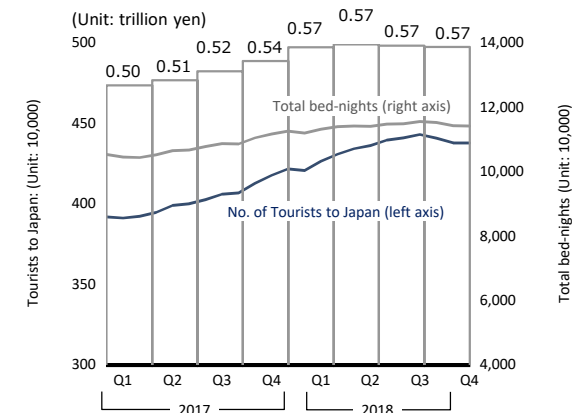
South Korea

- Both the number of tourists and total bed-nights declined due to natural disasters. (Positive growth was maintained for the annual rate.)
- Expenditure by tourists to Japan was also affected by this.



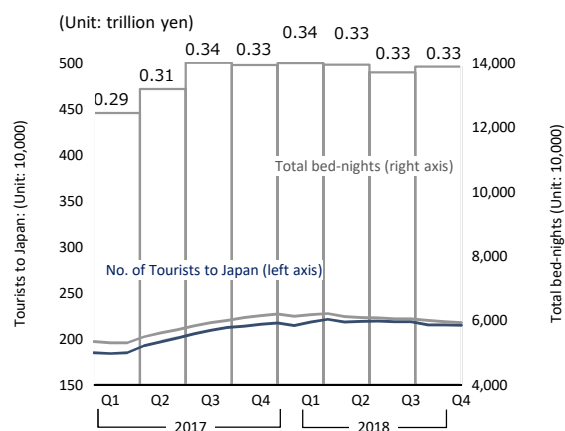
Taiwan

- The number of tourists slightly reduced due to natural disasters, and total bed-nights stopped increasing. (Positive growth was maintained for the annual rate.)
- Expenditure by tourists also remains static as a result.



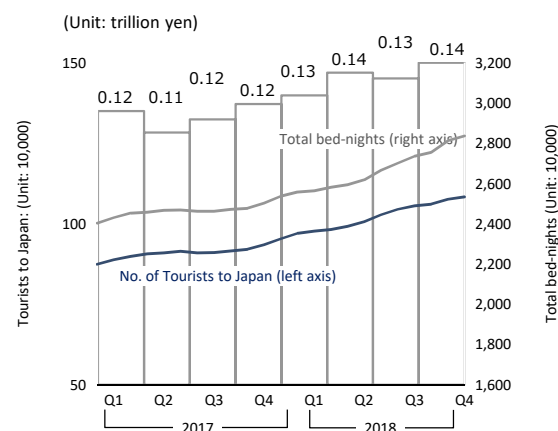
Hong Kong

- Both the number of tourists and total bed-nights slowly increased, but fell slightly recently due in part to natural disasters.
- Expenditure by tourists to Japan was also affected by this.



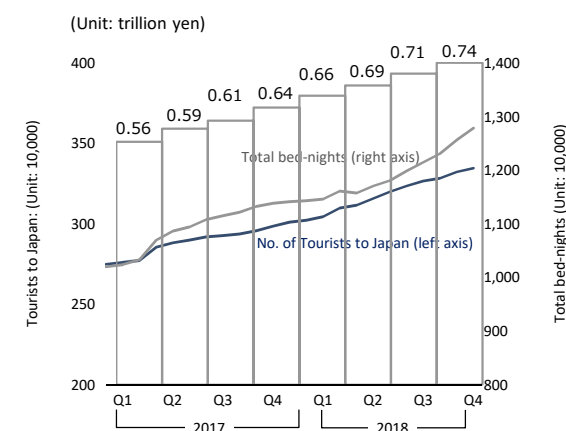
Thailand

- Both the number of tourists and total bed-nights increased, and a tendency for tourists to Japan to increase expenditure is also anticipated.



Western markets

- Both the number of tourists and total bed-nights increased, and a tendency for tourists to Japan to increase expenditure is also anticipated.

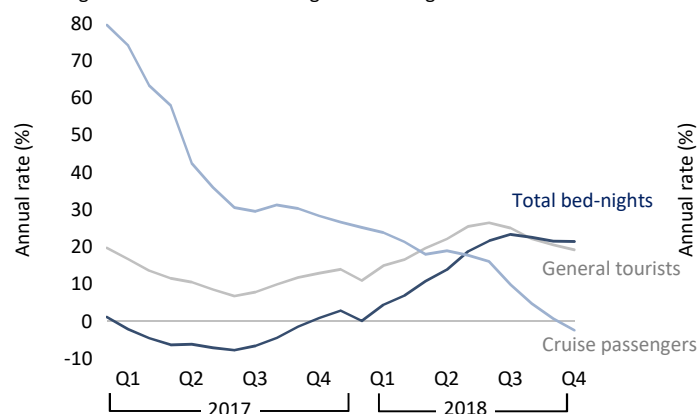


(Note) Simple comparison with the previous years is not possible because the survey sites and targets were expanded from Q1 2018 for "Surveys into Trends in Expenditure by Foreign Tourists to Japan" by the Japan Tourism Agency. Regarding expenditure in 2017, expenditure excluding cruise passengers was estimated based on the unit price of the result of the survey mentioned above.
Data source: JNTO for the number of tourists to Japan, "Statistics on Overnight Travel" by the Japan Tourism Agency for total bed-nights, and "Survey into Trends for Expenditure by Foreign Tourists to Japan" by the Japan Tourism Agency for expenditure.

All Japan – Growth rate (Number of tourists, Total bed-nights)

China

- An end to the increase in the number of cruise passengers, which had led to increased growth rate for the overall number of tourists.
- Although the number of general tourists decelerated slightly, high annual growth rate is maintained, and the growth rate of total bed-nights is also high.



South Korea

- The increase of general tourists significantly decelerated, and total bed-nights also decelerated accordingly. (Negative growth was recorded for some months concerning both the number of general tourists and total bed-nights, but the annual rate remains positive.)



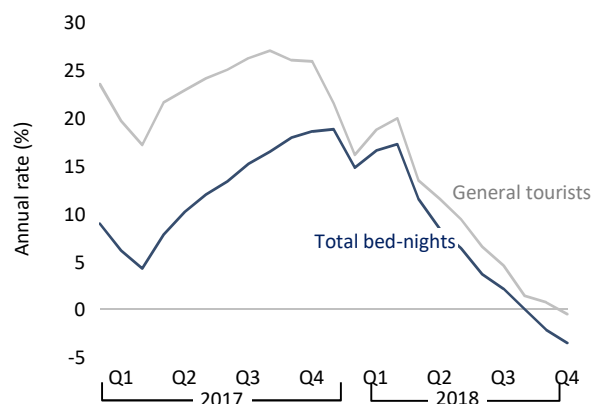
Taiwan

- The growth of general tourists decelerated due to natural disasters and total bed-nights also decelerated accordingly. (Negative growth was recorded for some months concerning both the number of general tourists and total bed-nights, but the annual rate remains positive.)
- Deceleration in the number of cruise passengers also affected the increase in the total number of tourists.



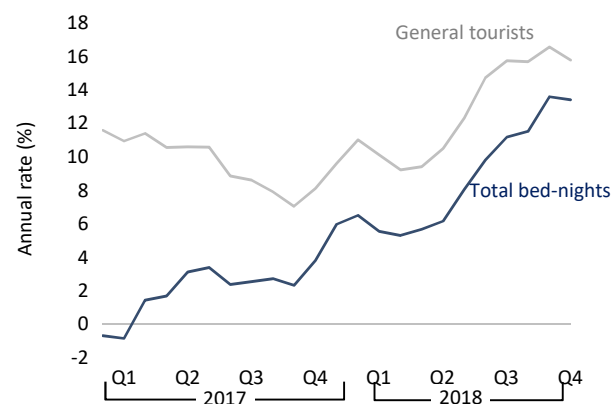
Hong Kong

- The increase in both general tourists and total bed-nights rapidly slowed down since Q2 2018. On a monthly basis, negative year-on-year growth was recorded for many months as well due to natural disasters.



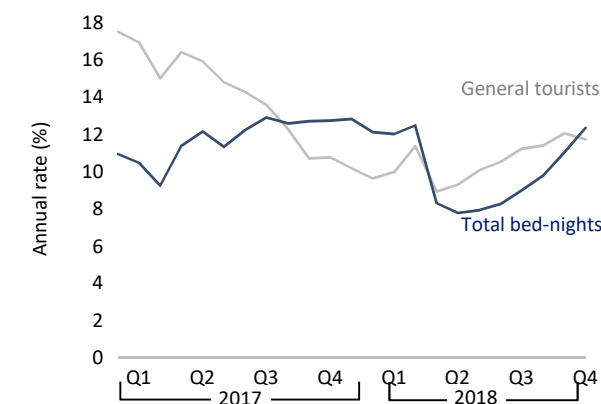
Thailand

- Increase in both tourists and total bed-nights accelerated.



Western markets

- Increase in both tourists and total bed-nights accelerated.



(Note) The rate of increase of cruise passengers for South Korea, Hong Kong, Thailand and Western markets are not described because the impact on changes in the overall number of tourists to Japan is small as they account for only a few cruise passengers.

Data source: General tourists refers to official number of foreign visitor arrivals at immigration points excluding permanent residents on the immigration statistics, and cruise passengers are the total for shore landings, ship tourism landings, and transit landings out of cruise passengers in the statistics. "Statistics on Overnight Travel" by the Japan Tourism Agency for total bed-nights.

Market Trends per Region – Hokkaido

Currently, the increase has stopped due to natural disasters, but international airline seat capacity at airports in the region steadily increased, so an upward turn is forecast.

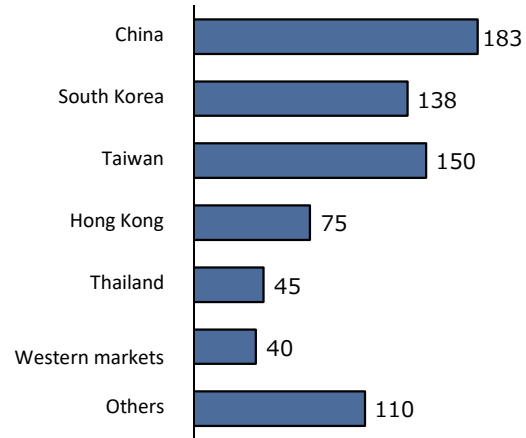
China Total bed-nights stopped increasing due to natural disasters, but an upward turn is forecast as regards the number of tourists because international airline seat capacity in the first quarter of 2019 and onward is expected to increase.

South Korea Almost the same status as China. In the case of South Korea, the increase in the number of outbound tourists decelerated, but for Hokkaido, an upward turn is forecast because the rate of increase for international airline seat capacity for the first quarter of 2019 is high.

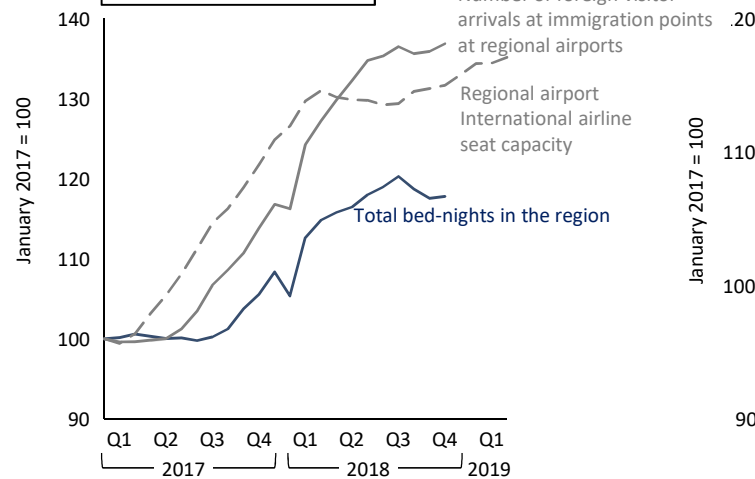
Taiwan While total bed-nights were sluggish in 2018, a natural disaster occurred. Demand is leveling off, but an upward turn is forecast in terms of the number of tourists because international airline seat capacity for the first quarter of 2019 is recovering.

Hong Kong Total bed-nights remained static even before the natural disaster in 2018. International airline seat capacity for the first quarter of 2019 has not increased, and the number of tourists is forecast to remain at the same level.

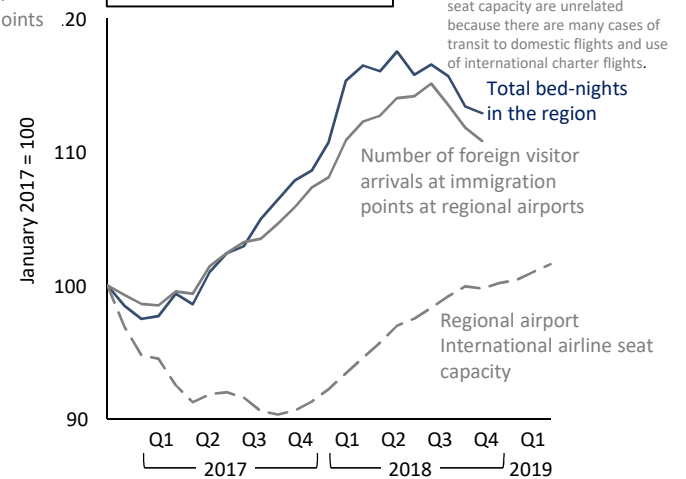
Total bed-nights by nationality (Unit:10,000)



Trends per market – China

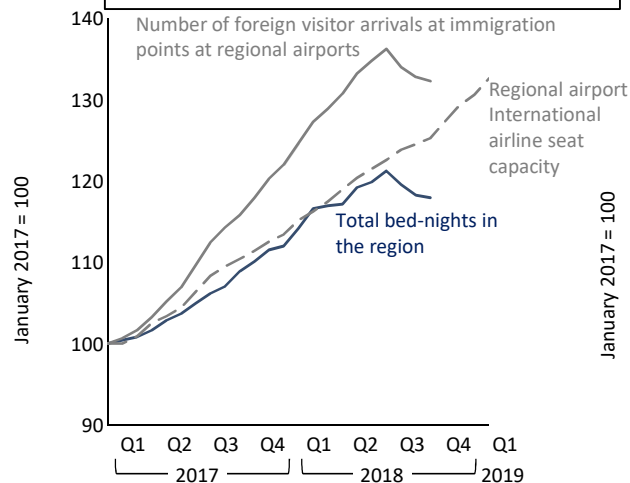


Trends per market – Taiwan

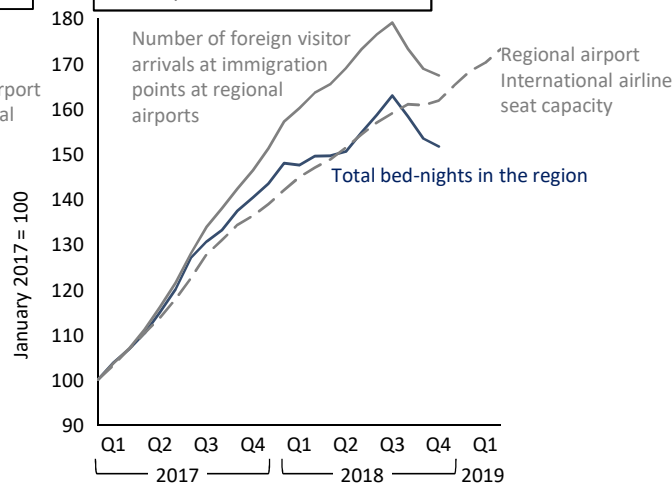


Changes in total bed-nights/number of foreign visitor arrivals and international airline seat capacity are unrelated because there are many cases of transit to domestic flights and use of international charter flights.

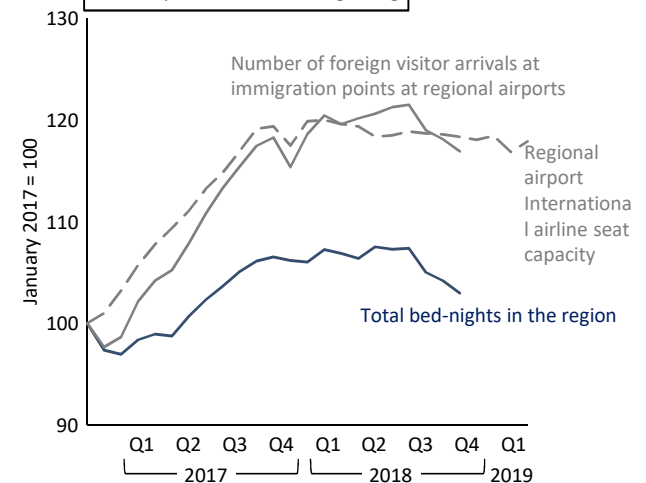
Demand trends – Total number of tourists to Japan



Trends per market – South Korea



Trends per market – Hong Kong

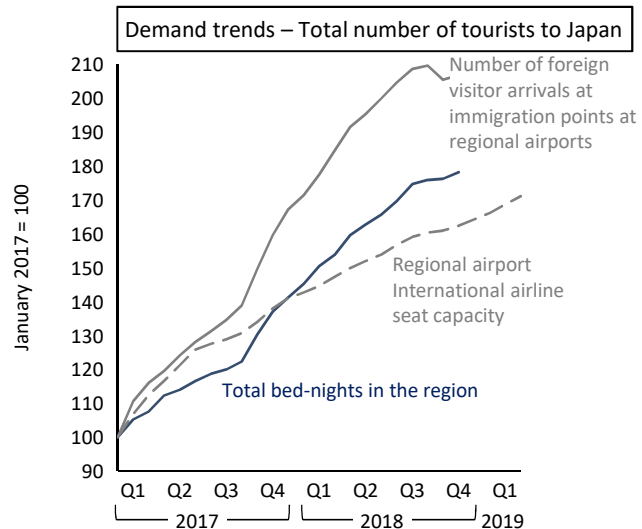
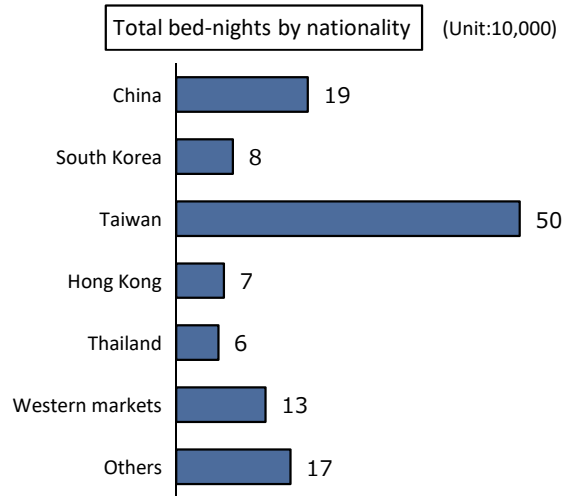


Data source: "Statistics on Overnight Travel" by the Japan Tourism Agency for total bed-nights, "Immigration statistics" by the Ministry of Justice for the number of foreign visitor arrivals at immigration points, and OAG for international airline seat capacity.

Market Trends per Region

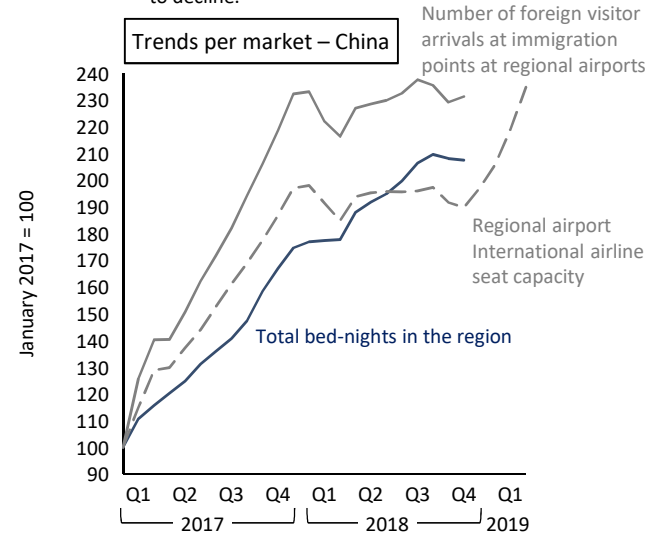
– Tohoku

Currently, the increase slightly decelerates, but a continuous growth is forecast as recovery in the increase is expected for Taiwan, who occupies a large share of total bed-nights in the region.



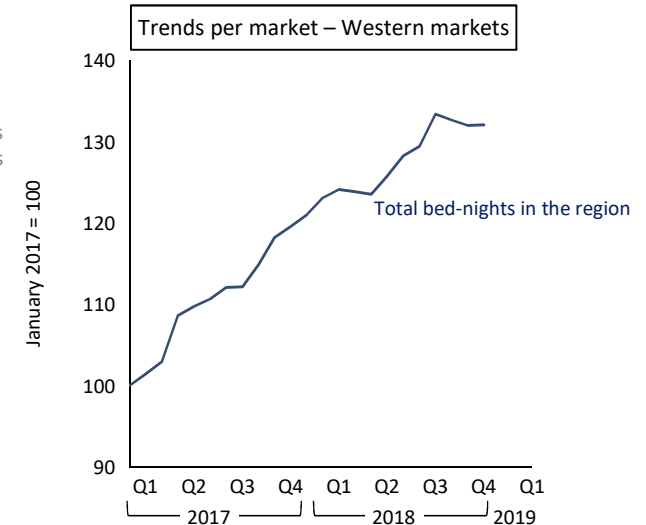
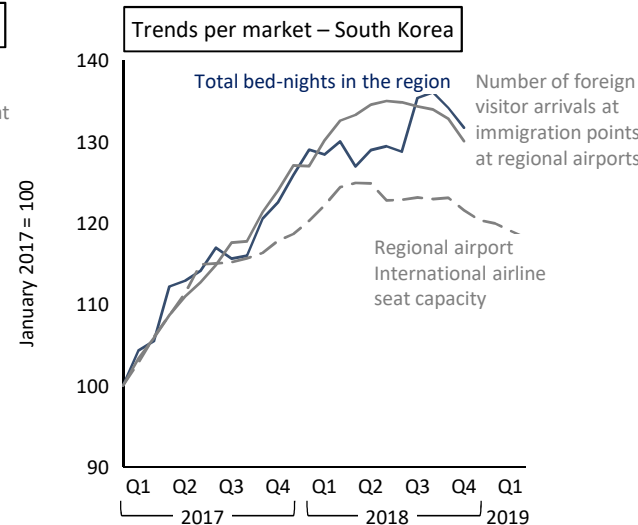
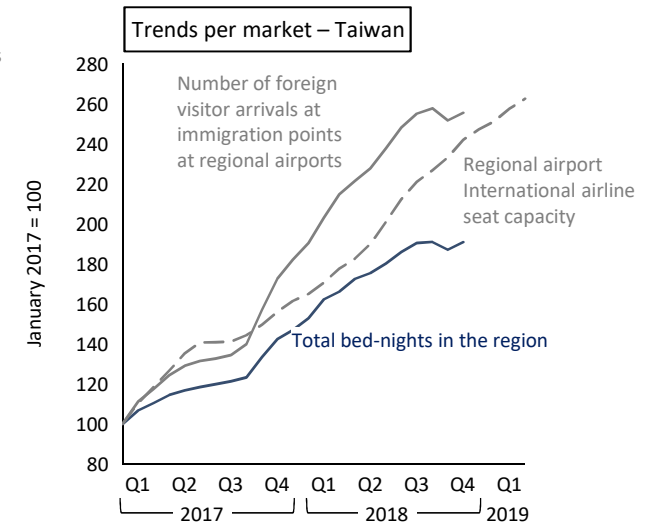
China Total bed-nights, which had been steadily increasing, leveled off in the third quarter of 2018, but international airline seat capacity for the first quarter of 2019 shows a rapid increase, so an upward turn is also forecast for the number of tourists.

South Korea Total bed-nights leveled off in 2018. International airline seat capacity for the first quarter of 2019 seems to decline, and the number of tourists is also forecast to decline.



Taiwan The current status is almost the same as China, which has stopped growing. The number of tourists is forecast to increase from now.

Western markets Total bed-nights had been steadily increasing, but seems to have stopped growing in the latter half of 2018.

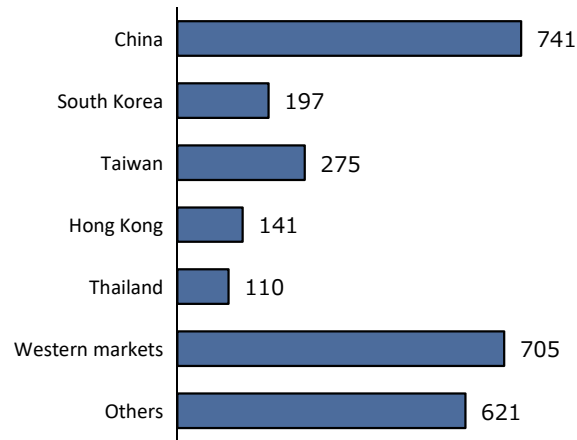


Data source: "Statistics on Overnight Travel" by the Japan Tourism Agency for total bed-nights, "Immigration statistics" by the Ministry of Justice for the number of foreign visitor arrivals at immigration points, and OAG for international airline seat capacity.

Market Trends per Region – Kanto

Western markets account for a large volume – equivalent to China – in terms of total bed-nights in the region. Currently, the increase continues to be led by China and Western markets. The same situation may continue for a while.

Total bed-nights per country (Unit:10,000)



China Significant increase was made in terms of total bed-nights in 2018. Changes in total bed-nights and international airline seat capacity are unrelated because there are many tourists who use indirect flights via Hong Kong, etc., but the number of tourists is forecast to continue increasing.

South Korea Although, the growth rate in total bed-nights in 2018 was slower than the previous year, an increase was still recorded. International airline seat capacity also steadily increases, and also, the number of tourists is forecast to continue increasing.

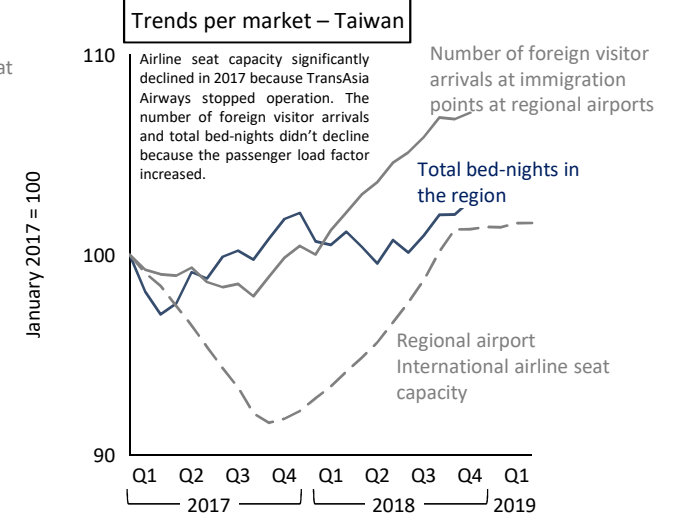
Taiwan Total bed-nights in 2018 continued increasing slowly. Changes in total bed-nights and the number of foreign visitor arrivals are unrelated because there are many tourists who use Kanto as the start point to travel around. The number of tourists is also forecast to increase slowly because positive growth is recorded for international airline seat capacity.

Western markets Total bed-nights in 2018 significantly increased. International airline seat capacity for the first quarter of 2019 remains at the same level, but the number of tourists is forecast to continue increasing.

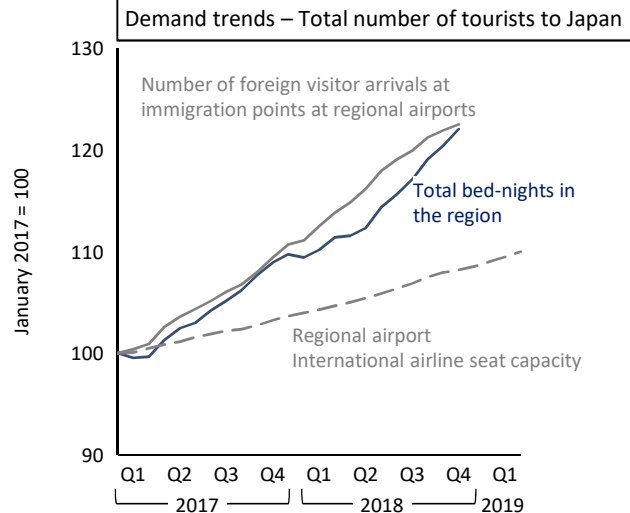
Trends per market – China



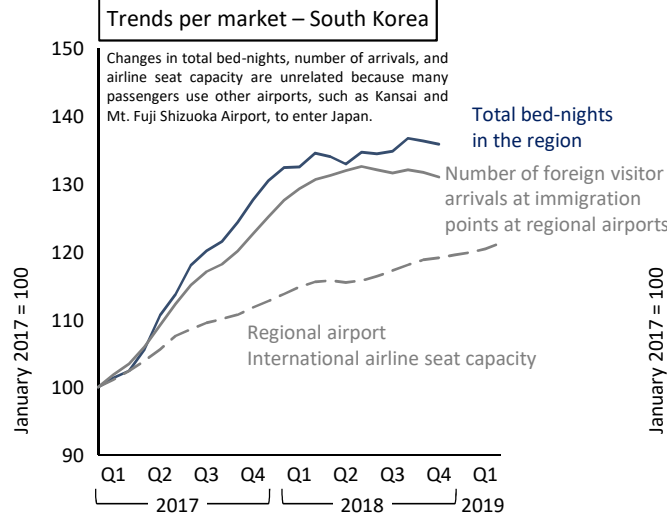
Trends per market – Taiwan



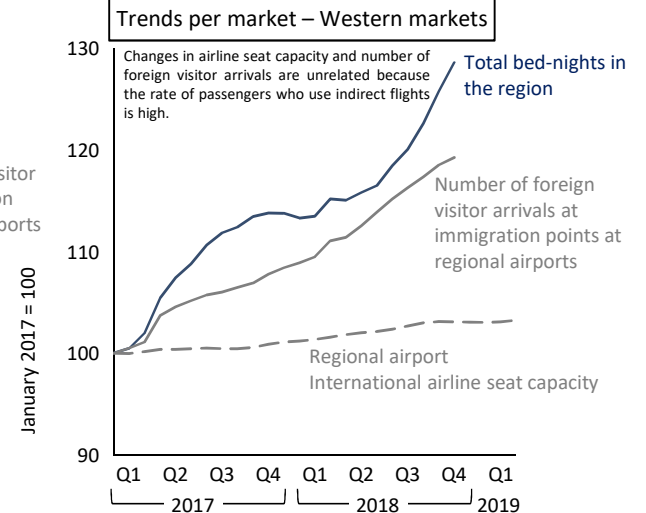
Demand trends – Total number of tourists to Japan



Trends per market – South Korea



Trends per market – Western markets



Data source: "Statistics on Overnight Travel" by the Japan Tourism Agency for total bed-nights, "Immigration statistics" by the Ministry of Justice for the number of foreign visitor arrivals at immigration points, and OAG for international airline seat capacity.

Market Trends per Region – Koshinetsu

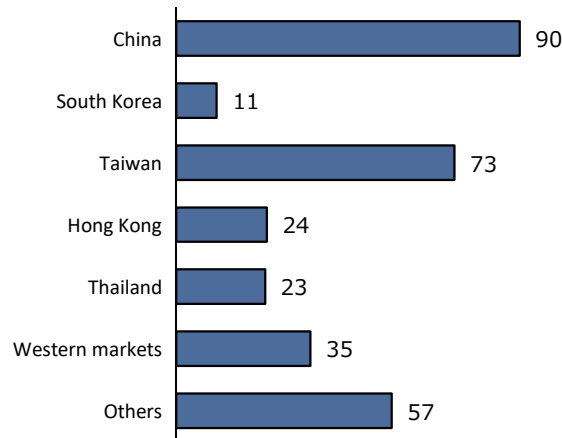
Currently, although the number has increased led by China and Taiwan, etc., slight deceleration is seen.

China Total bed-nights in 2018 significantly increased.
Western markets Total bed-nights in 2018 significantly increased.

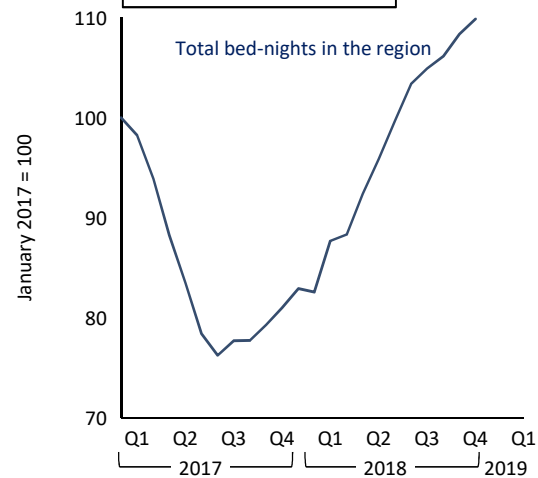
Taiwan The increase in total bed-nights in 2018 decelerated.
Hong Kong Growth in total bed-nights in 2018 stopped.

(Note) No forecast is described for Koshinetsu because these forecasts are determined based on changes in international airline seat capacity for airports in the region, whereas most tourists enter this region by land.

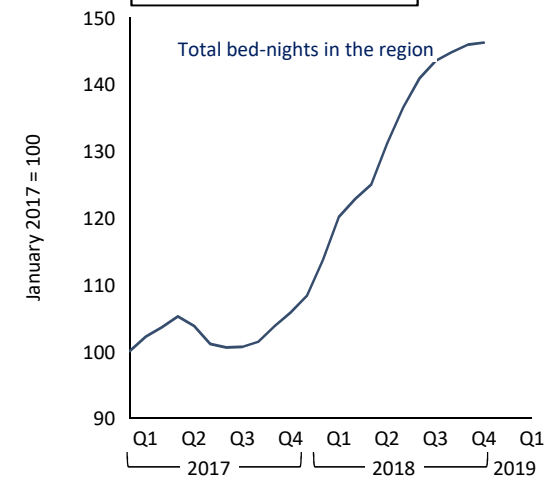
Total bed-nights by nationality



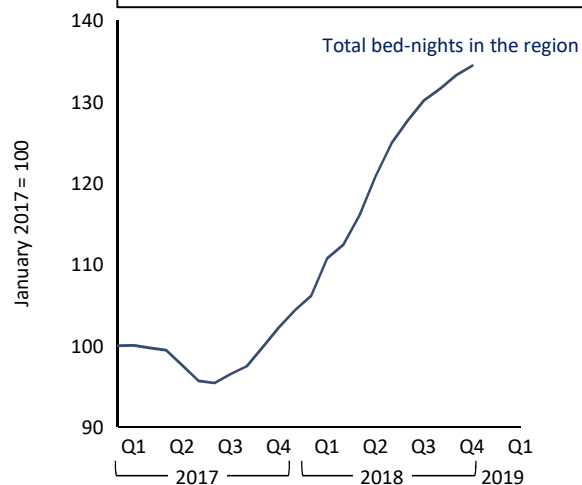
Trends per market – China



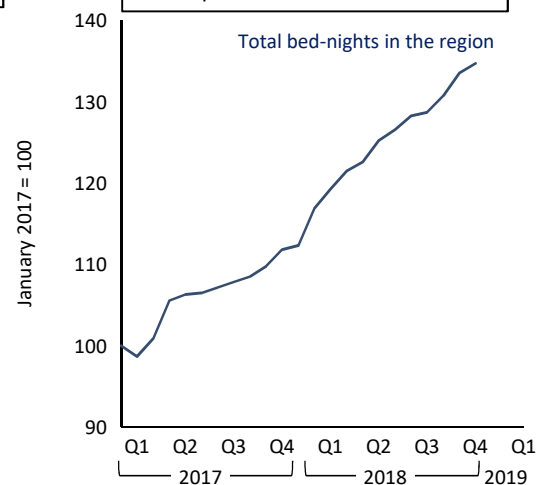
Trends per market – Taiwan



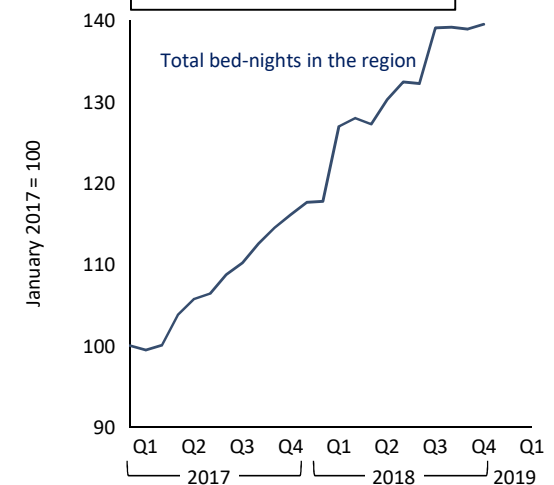
Demand trends – Total number of tourists to Japan



Trends per market – Western markets



Trends per market – Hong Kong



Data source: "Statistics on Overnight Travel" by the Japan Tourism Agency for total bed-nights, "Immigration statistics" by the Ministry of Justice for the number of foreign visitor arrivals at immigration points, and OAG for international airline seat capacity.

Market Trends per Region

– Hokuriku

Currently, the number increased led by China and Taiwan, etc.

Although it will slightly decelerate, the increase is forecast to continue.

China Total bed-nights in 2018 significantly increased. Although many tourists enter this region from other regions by land, the number of tourists is forecast to continue increasing since both the number of foreign visitor arrivals at regional airports and international airline seat capacity tend to increase.

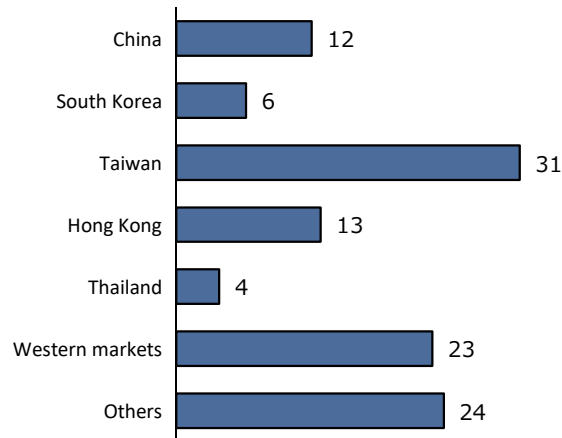
Western markets Total bed-nights in 2018 significantly increased.

Taiwan Total bed-nights in 2018 slowly increased. International airline seat capacity for the first quarter of 2019 significantly increased, and the number of tourists is forecast to turn upward.

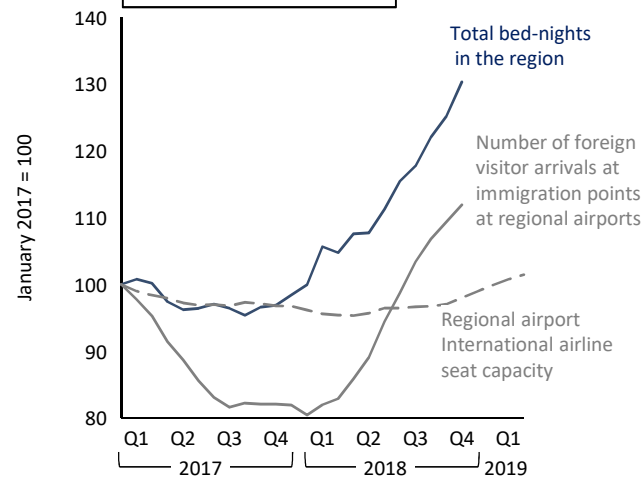
Hong Kong Total bed-nights in 2018 stopped increasing.

(Note) No forecast was made for Hong Kong and Western markets because there are no direct flights to airports in these two regions.

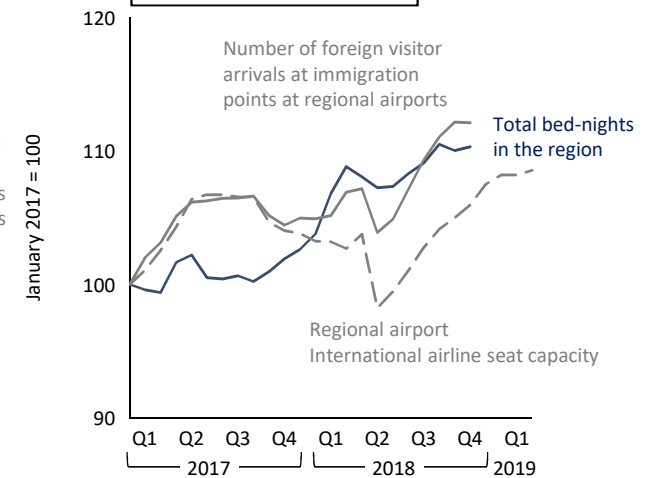
Total bed-nights per country (Unit:10,000)



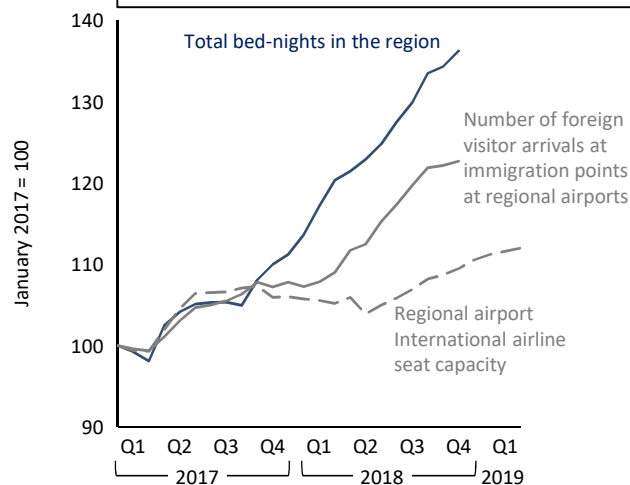
Trends per market – China



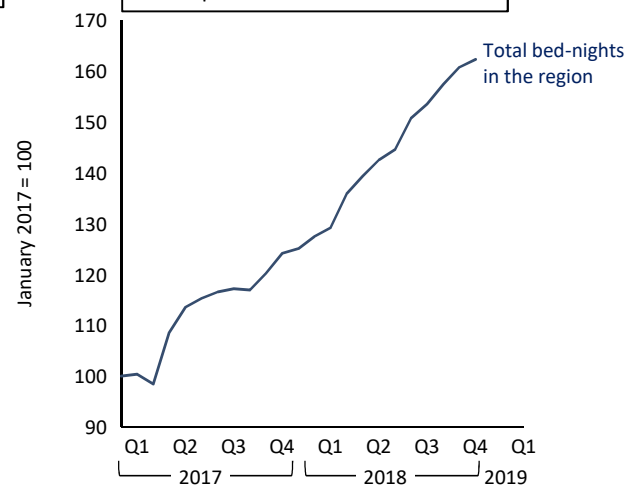
Trends per market – Taiwan



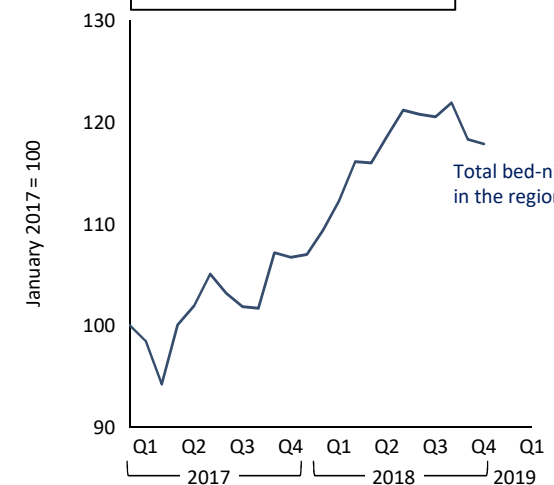
Demand trends – Total number of tourists to Japan



Trends per market – Western markets



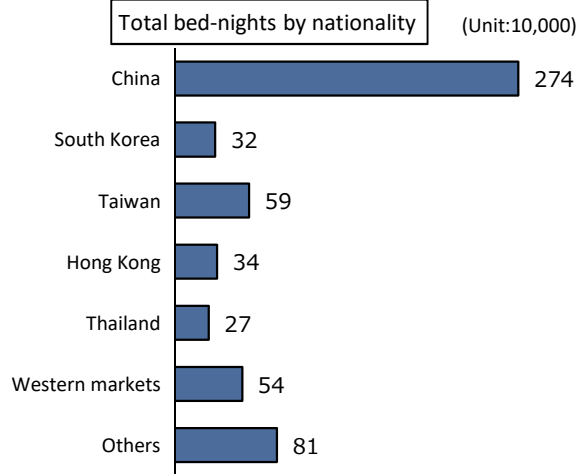
Trends per market – Hong Kong



Data source: "Statistics on Overnight Travel" by the Japan Tourism Agency for total bed-nights, "Immigration statistics" by the Ministry of Justice for the number of foreign visitor arrivals at immigration points, and OAG for international airline seat capacity.

Market Trends per Region – Tokai

Currently, the number increased led by China, but due to the number of Taiwan stopped increasing, the overall increase became sluggish. The increase is forecast to continue partially because the number of direct flights with Taiwan and China increased.

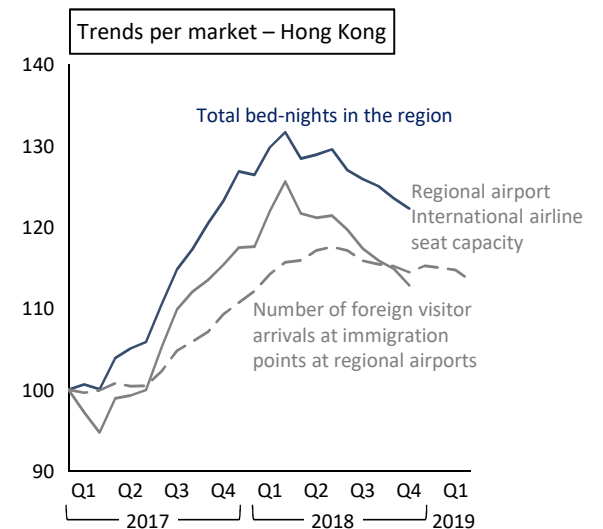
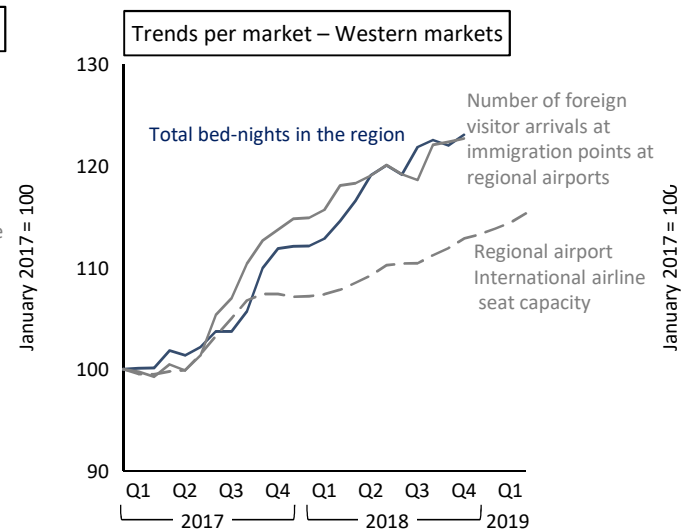
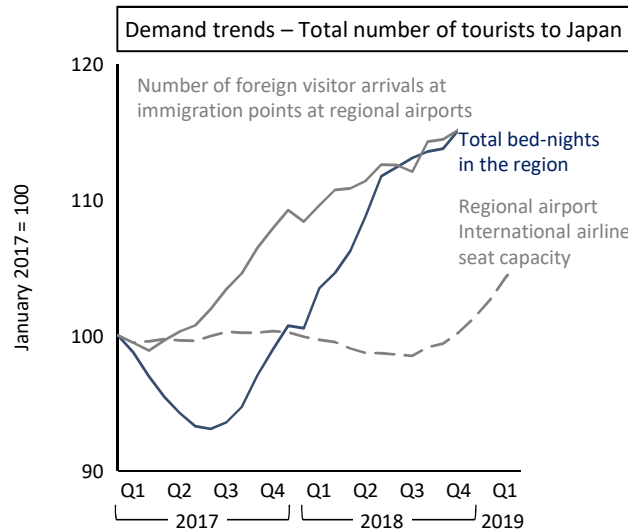
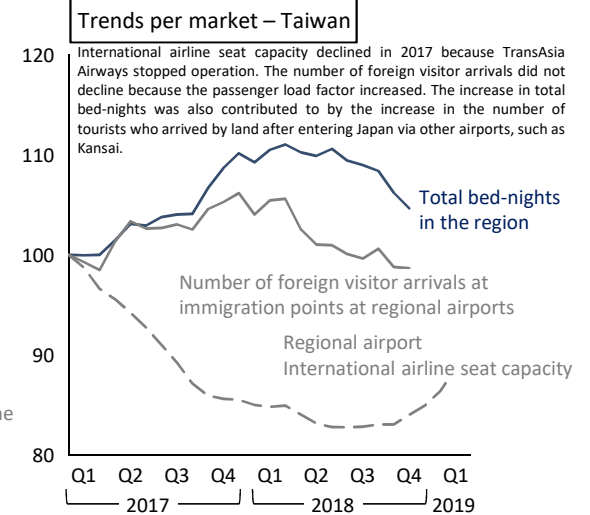
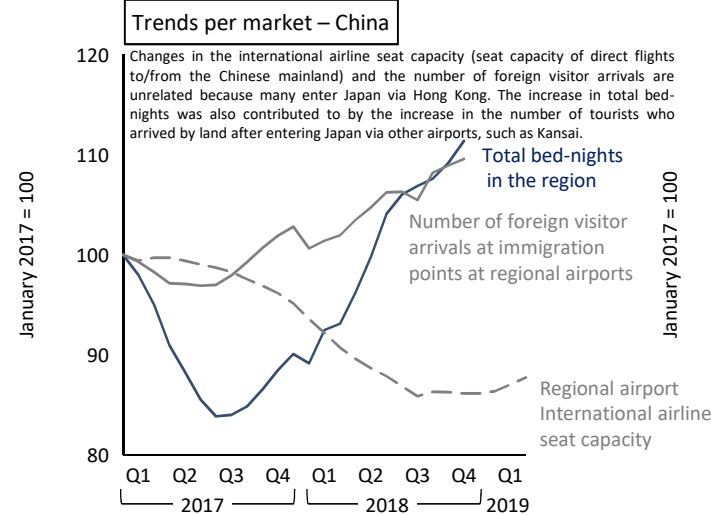


China Total bed-nights in 2018 significantly increased. Although many tourists enter this region by land, the number of foreign visitor arrivals at regional airports increased, and the international airline seat capacity is expected to turn upward, so the number of tourists is also forecast to continuously increase.

Western markets Total bed-nights in 2018 continuously increased. The proportion of tourists who entered Japan via other airports outside the region is large, but international airline seat capacity for direct flights to/from Western markets also increased, so the number of tourists is also forecast to continue increasing.

Taiwan Total bed-nights in 2018 slowly declined. Although many tourists may enter this region by land, the number of tourists is forecast to increase because international airline seat capacity for the first quarter of 2019 turned upward.

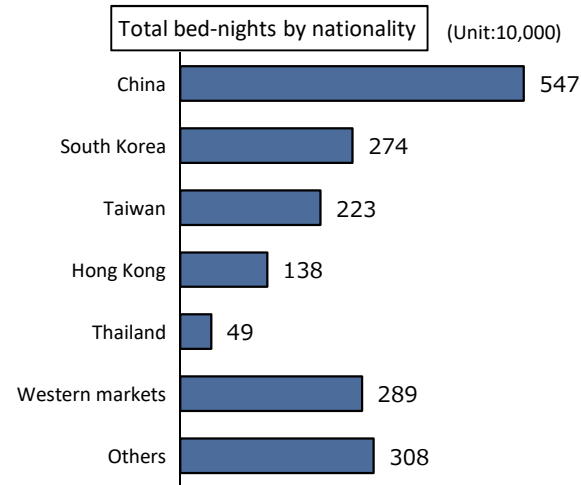
Hong Kong Total bed-nights in 2018 continuously declined. The number of tourists is forecast to decline as international airline seat capacity for the first quarter of 2019 did not increase.



Data source: "Statistics on Overnight Travel" by the Japan Tourism Agency for total bed-nights, "Immigration statistics" by the Ministry of Justice for the number of foreign visitor arrivals at immigration points, and OAG for international airline seat capacity.

Market Trends per Region – Kinki

Currently, an increase is seen for Western markets and China, however, a reduction is seen for South Korea and Taiwan due to natural disasters, etc., and the increase temporarily stopped. An upward turn is forecast led by Western markets and China.

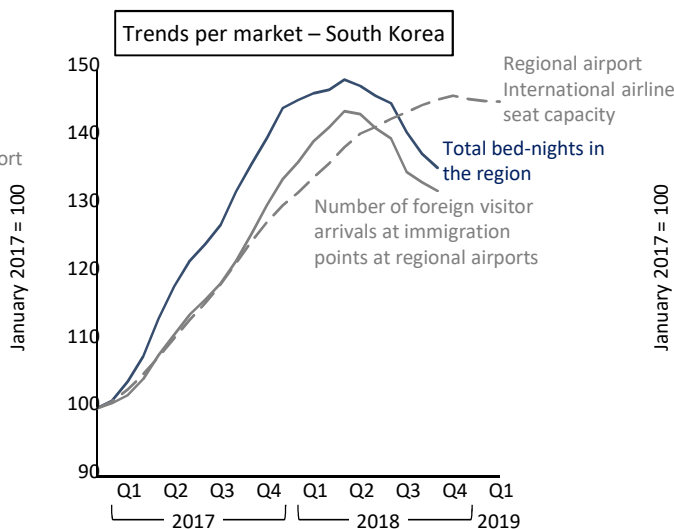
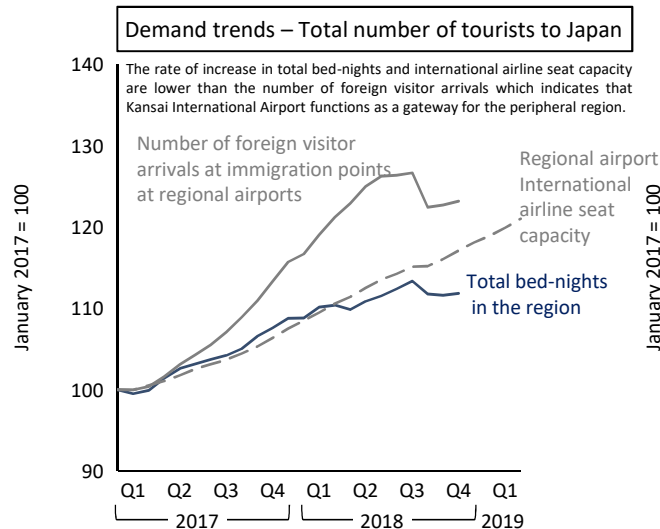
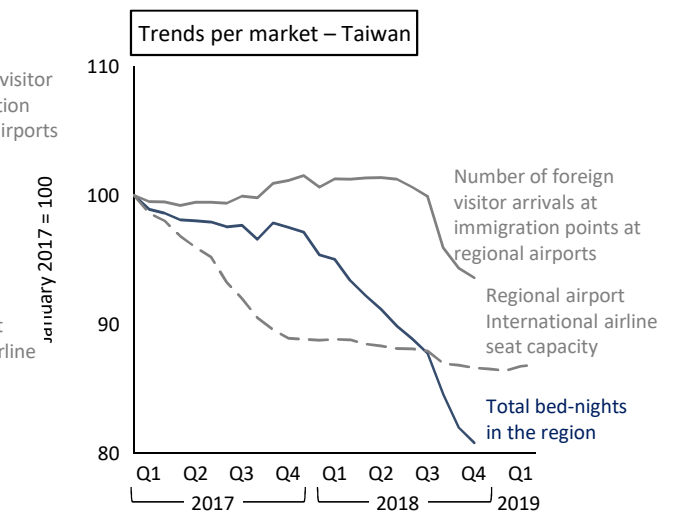
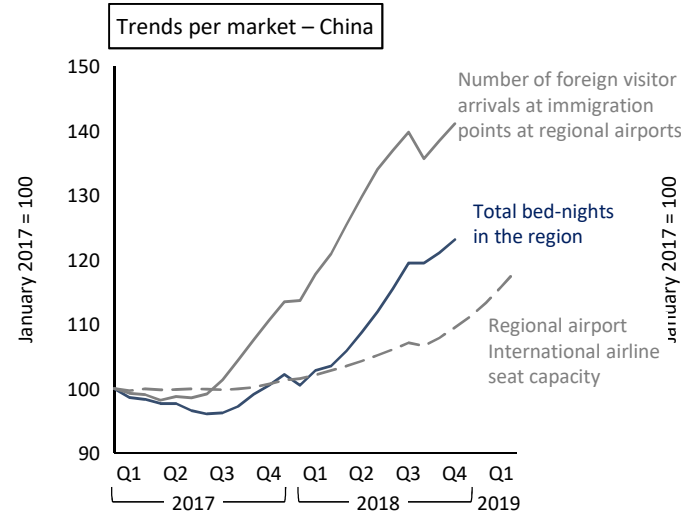


China The significant increase in total bed-nights in 2018 continued, but temporarily stopped due to flooding of Kansai International Airport. However, the number of tourists is forecast to turn upward because the increase in the international airline seat capacity for the first quarter of 2019 is accelerating.

South Korea Total bed-nights in 2018 started to decline since the earthquake in June. The number of tourists is forecast to continue declining as international airline seat capacity for the first quarter of 2019 remains static.

Taiwan The increase in total bed-nights in 2018 was sluggish, and in addition, a natural disaster occurred. Demand is leveling off, but the number of tourists is forecast to recover as international airline seat capacity for the first quarter of 2019 reverted to an increase.

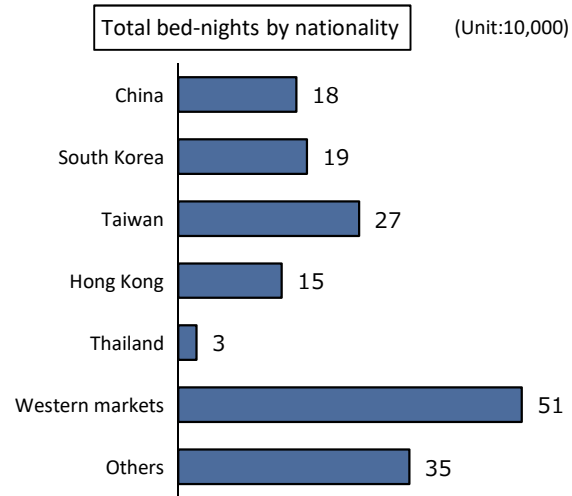
Western markets The significant increase in total bed-nights continued since the second quarter in 2018. The number of tourists is forecast to continue increasing as international airline seat capacity for the first quarter of 2019 also increases.



Data source: "Statistics on Overnight Travel" by the Japan Tourism Agency for total bed-nights, "Immigration statistics" by the Ministry of Justice for the number of foreign visitor arrivals at immigration points, and OAG for international airline seat capacity.

Market Trends per Region – Chugoku

This region is led by Western markets, but since the increase from China, Taiwan, and South Korea became sluggish, the growth for the total number also decelerated. From now, the total number may remain at the same level or decline as the number for South Korea declines.



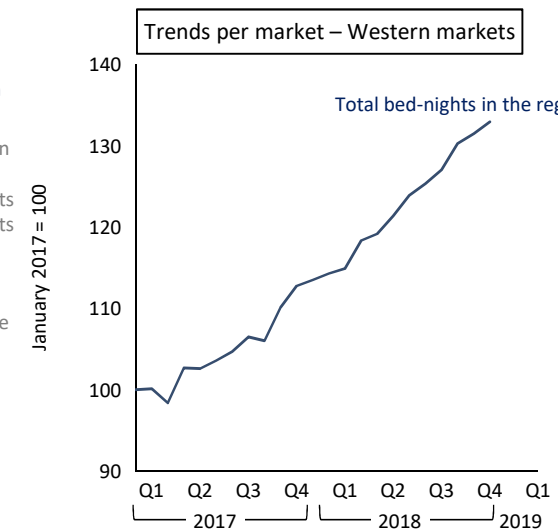
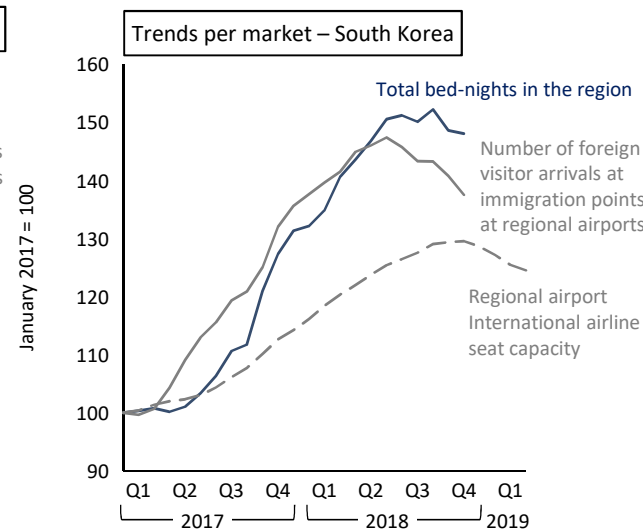
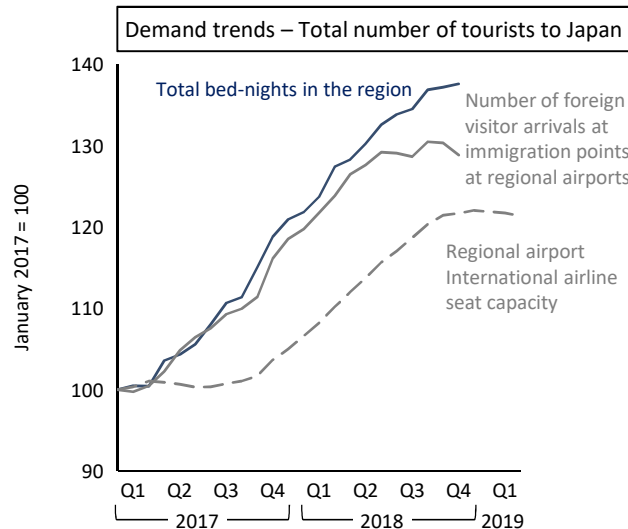
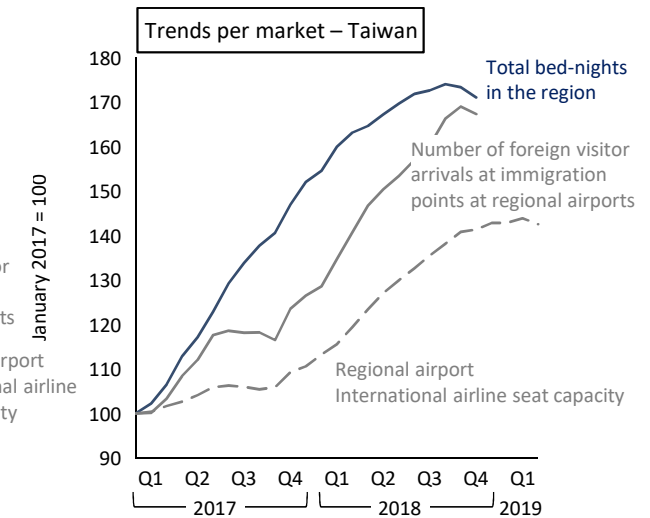
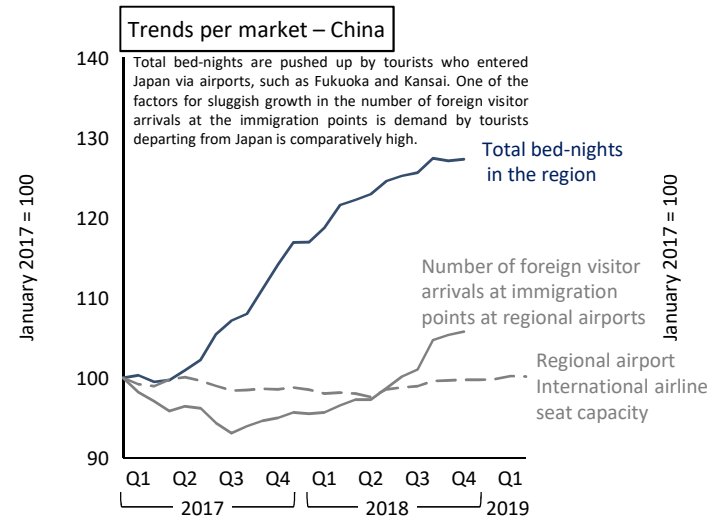
China The increase in total bed-nights continued in 2018, but stopped due to natural disasters. Many tourists may enter the region by land, but the number of foreign visitor arrivals at the immigration points at the regional airport tends to show positive growth, and also international airline seat capacity is slowly increasing, so the number of tourists is forecast to turn upward.

South Korea Total bed-nights in 2018 leveled off. International airline seat capacity for Q1 2019 is expected to decline, and the number of tourists is also forecast to decline.

Taiwan Total bed-nights in 2018 stopped increasing. Many tourists may enter the region by land, but since international airline seat capacity for Q1 2019 is expected to remain at the same level, the number of tourists is forecast to remain at the same level.

Western markets The significant increase in total bed-nights continued in 2018.

(Note) No forecast is made for Western markets because there are no direct flights to airports in the region.

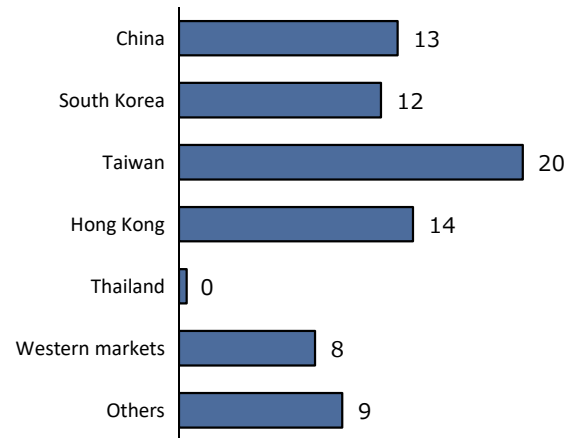


Data source: "Statistics on Overnight Travel" by the Japan Tourism Agency for total bed-nights, "Immigration statistics" by the Ministry of Justice for the number of foreign visitor arrivals at immigration points, and OAG for international airline seat capacity.

Market Trends per Region – Shikoku

Currently, the increase continues led by China and South Korea, and is forecast to continue in the future.

Total bed-nights by nationality (Unit:10,000)

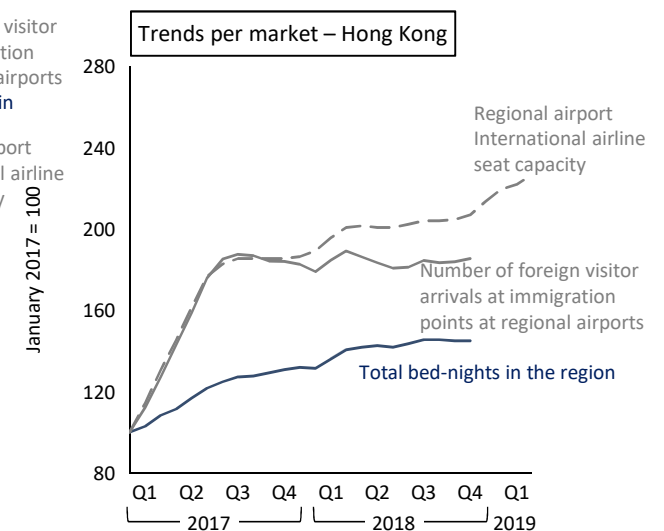
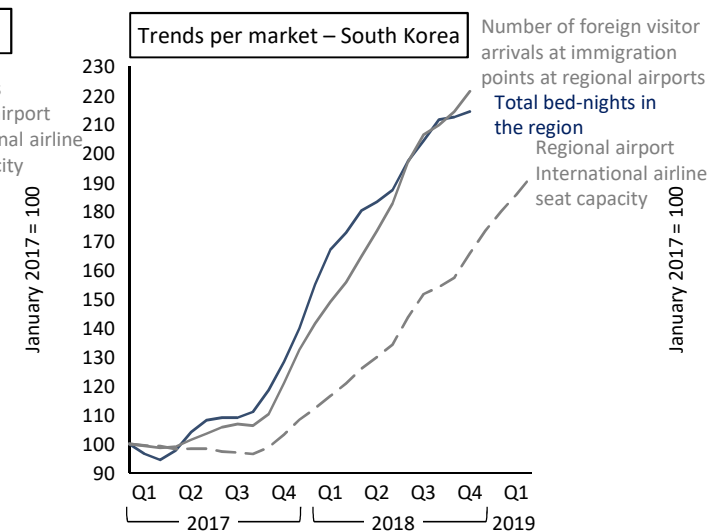
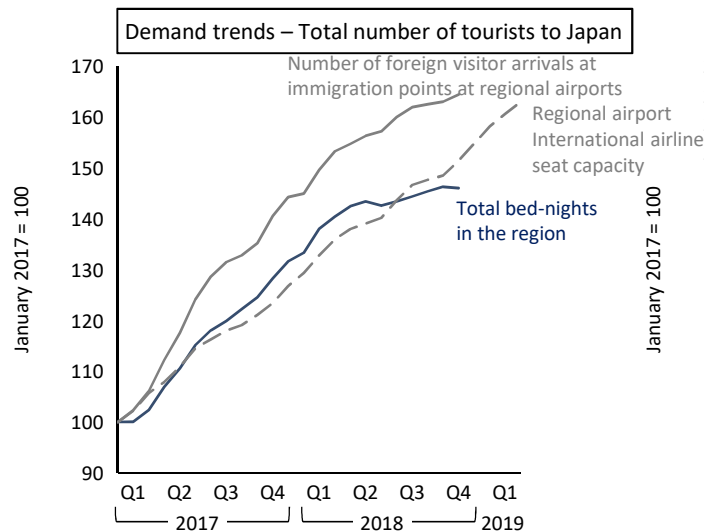
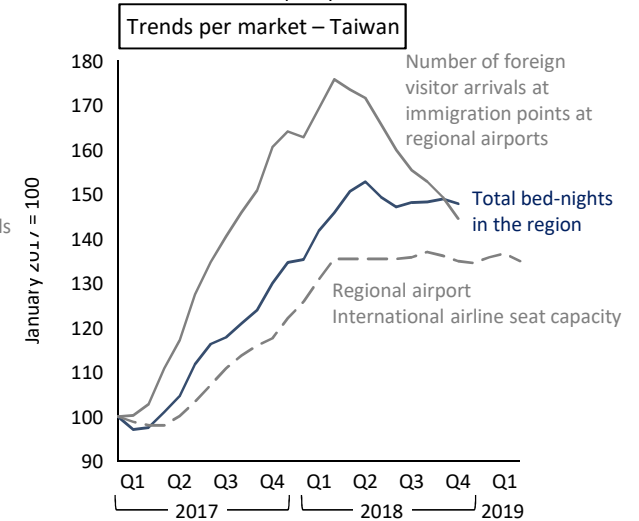
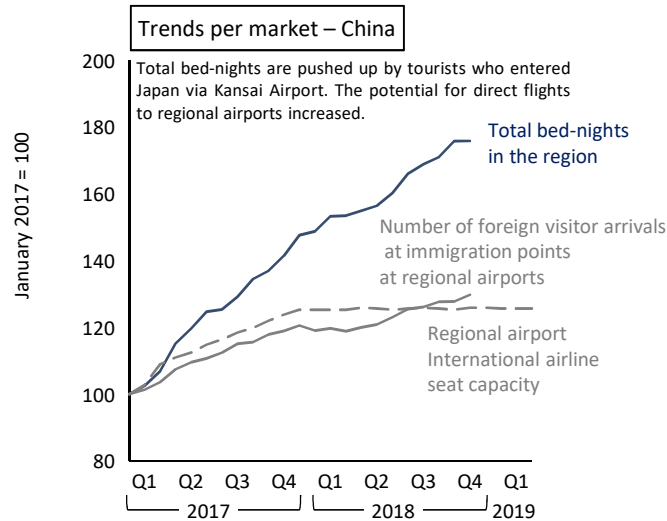


China The significant increase in total bed-nights continued in 2018. Many tourists entered the region by land, but international airline seat capacity is also expected to remain at the same level, so the number of tourists is also forecast to continue increasing.

South Korea Despite that the significant increase in total bed-nights in 2018 continued, it temporarily stopped due to the flooding of Kansai International Airport. The number of tourists is forecast to continue increasing thanks to the significant increase in the international airline seat capacity for the first quarter of 2019 continues.

Taiwan Total bed-nights in 2018 leveled off. The number may have been supported by tourists who entered the region by land because the number of foreign visitor arrivals at regional airports rapidly declined. The number of tourists from now is forecast to remain at the same level because the international airline seat capacity is expected to remain at the same level.

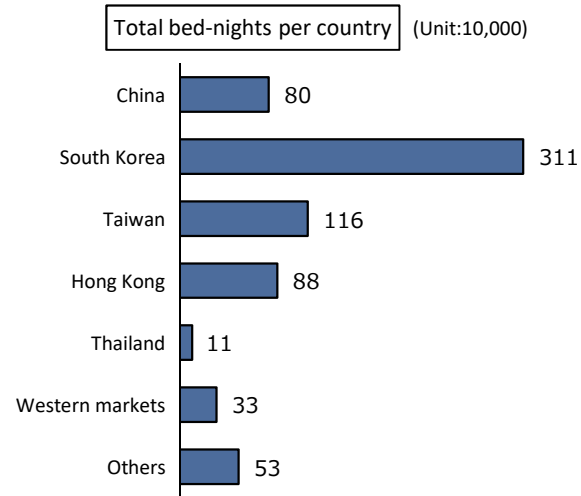
Hong Kong Mild increase continued for total bed-nights in 2018. The number of tourists is forecast to continue increasing since the increase in the international airline seat capacity accelerates for Q1 2019.



Data source: "Statistics on Overnight Travel" by the Japan Tourism Agency for total bed-nights, "Immigration statistics" by the Ministry of Justice for the number of foreign visitor arrivals at immigration points, and OAG for international airline seat capacity.

Market Trends per Region – Kyushu

Currently, the increase stopped because South Korea is leveling off. However, the overall is forecast to turn upward since the increase is expected to recover for South Korea.

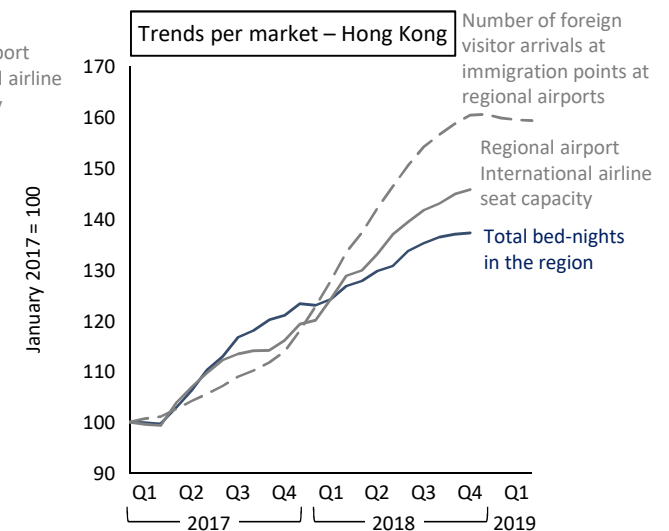
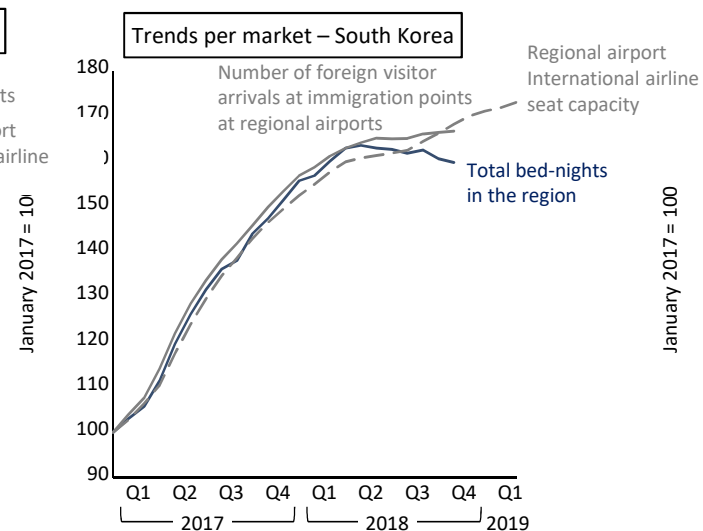
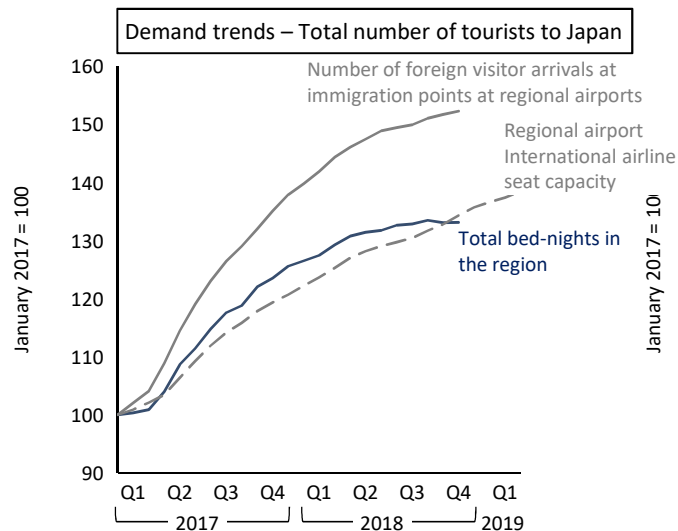
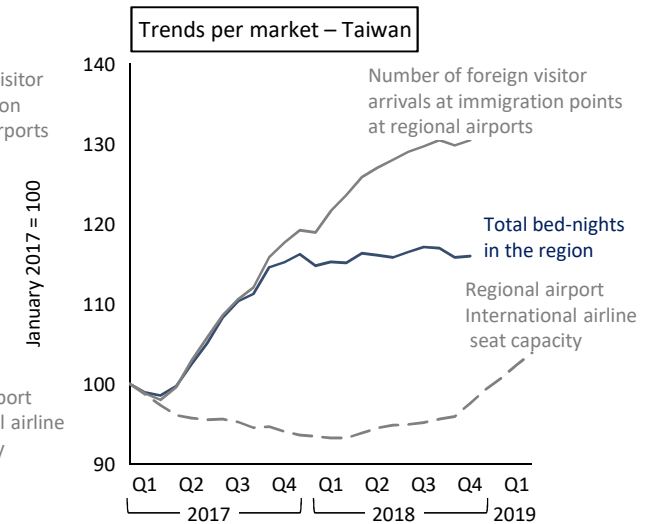
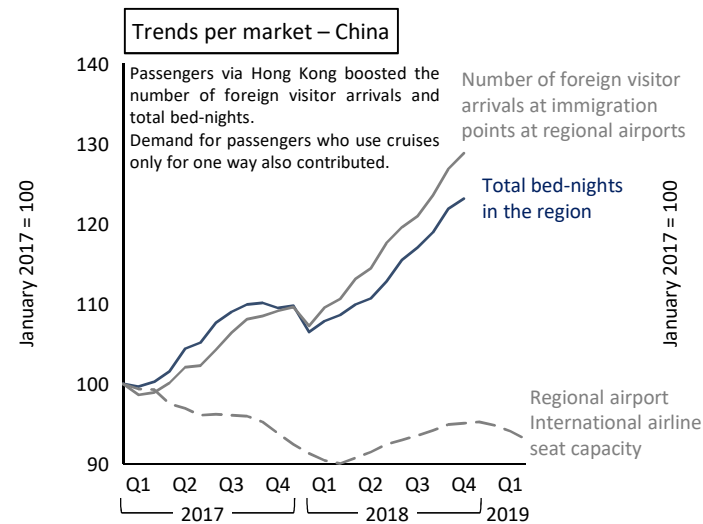


China The significant increase in total bed-nights in 2018 continued although it is unrelated to changes in international airline seat capacity perhaps because many tourists arrive via Hong Kong. The increase in the number of tourists is forecast to continue.

South Korea Total bed-nights in 2018 leveled off, but the increase in the international airline seat capacity for the first quarter of 2019 accelerated, and the number of tourists is also forecast to turn upward.

Taiwan Total bed-nights in 2018 remained at the same level. However, the number of tourists is forecast to turn upward as the increase in international airline seat capacity for the first quarter of 2019 accelerates.

Hong Kong The significant increase in total bed-nights in 2018 continued. However, the increase in the number of tourists is forecast to decelerate as the increase in the international airline seat capacity for the first quarter of 2019 decelerates.

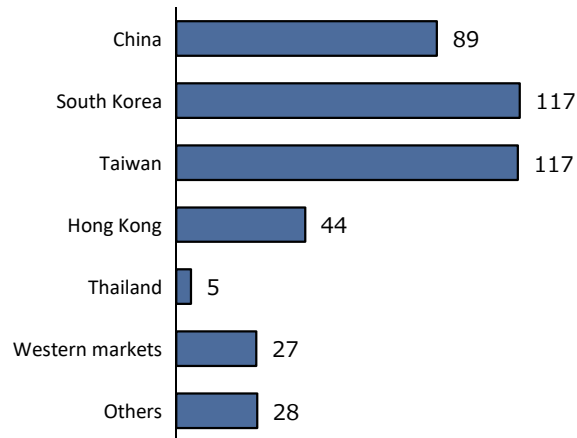


Data source: "Statistics on Overnight Travel" by the Japan Tourism Agency for total bed-nights, "Immigration statistics" by the Ministry of Justice for the number of foreign visitor arrivals at immigration points, and OAG for international airline seat capacity.

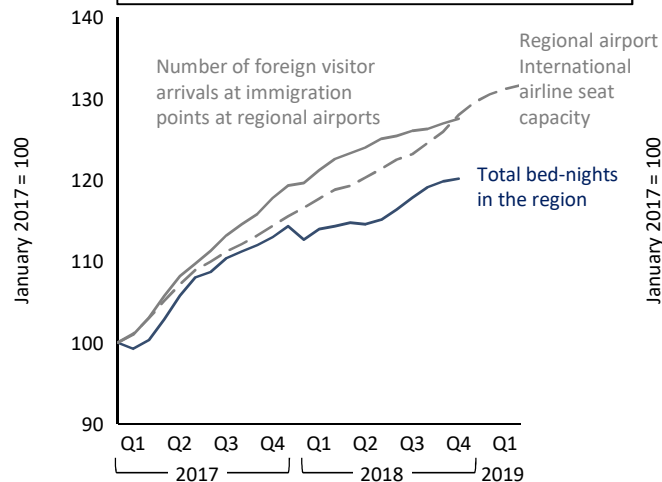
Market Trends per Region – Okinawa

Currently, the increase continues led by Taiwan. Despite that China may decelerate, the increase is forecast to continue led by Taiwan in the future.

Total bed-nights by nationality (Unit:10,000)



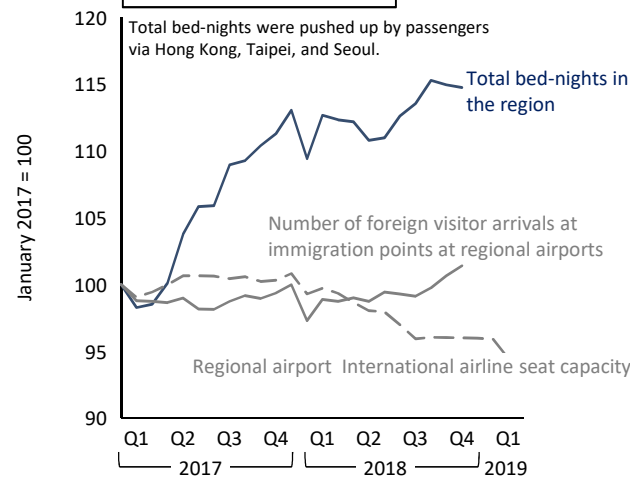
Demand trends – Total number of tourists to Japan



China Total bed-nights turned upward after remaining at the same level in 2018 possibly because tourists via Hong Kong increased. The decline in the international airline seat capacity from Mainland China continues for Q1 2019, and the increase in the capacity from Hong Kong may stop, so the number of tourists is forecast to remain static.

South Korea Total bed-nights remained at the same level in 2018 while the increase in the international airline seat capacity continued. The increase in airline seat capacity accelerated for the first quarter of 2019, but the number of tourists is forecast to remain at the same level.

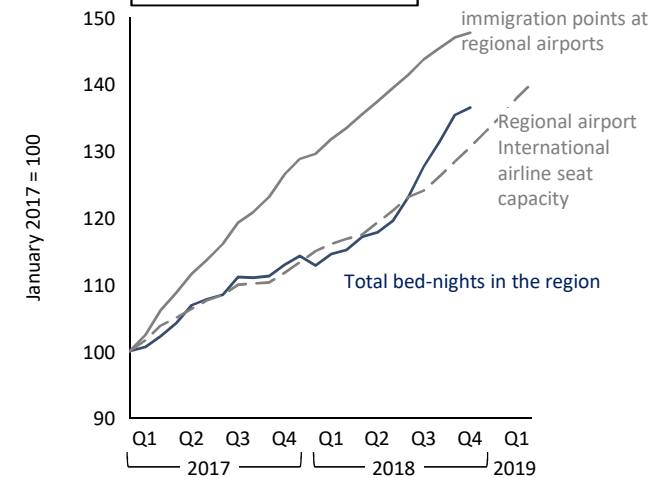
Trends per market – China



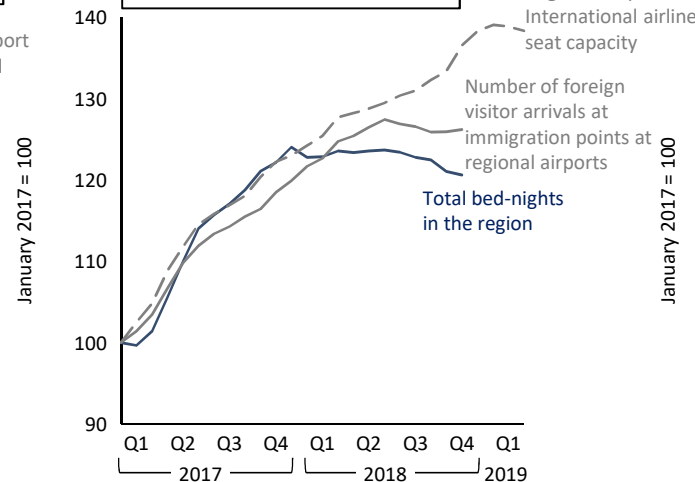
Taiwan The significant increase in total bed-nights continued in 2018. The international airline seat capacity continues to increase significantly for Q1 2019, and the increase in the number of tourists is forecast to continue as well.

Hong Kong The significant decline in total bed-nights continued in 2018. The international airline seat capacity turned upwards possibly because the demand from transit passengers, etc. increased. International airline seat capacity for Q1 2019 stopped increasing, and the number of tourists is forecast to continue declining.

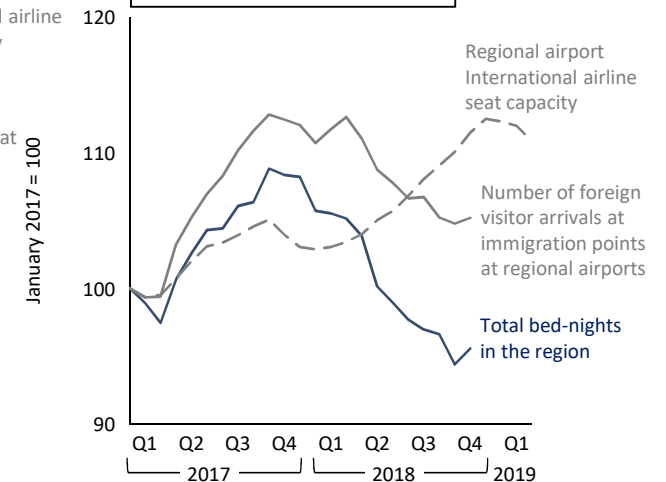
Trends per market – Taiwan



Trends per market – South Korea



Trends per market – Hong Kong



Data source: "Statistics on Overnight Travel" by the Japan Tourism Agency for total bed-nights, "Immigration statistics" by the Ministry of Justice for the number of foreign visitor arrivals at immigration points, and OAG for international airline seat capacity.

4. FORECAST FOR THE NUMBER OF TOURISTS TO JAPAN IN 2019

Forecast for the number of tourists to Japan in 2019 per major market (China, South Korea, Taiwan, Hong Kong, Thailand and Western markets) are described in this section.

Forecast for the Number of Tourists to Japan in 2019

The number of tourists to Japan in 2019 is forecast to be 35.5 million (+13.8% year-on-year)

The rate of increase will grow due to the rebound from 2018, which experienced a deceleration due to natural disasters.

- The rate of increase in the number of tourists to Japan in 2018 was less than 10% (+8.7% year-on-year) due to natural disasters, etc.
- Kansai Airport was temporarily closed in 2018, so an increase due to a rebound is expected in 2019, and the growth rate is forecast to be higher than 2018.
- The number of tourists in 2019 is forecast to increase by 4.31 million, +13.8% year-on-year.

The increase in the number of tourists is led by China, Western markets, and others.

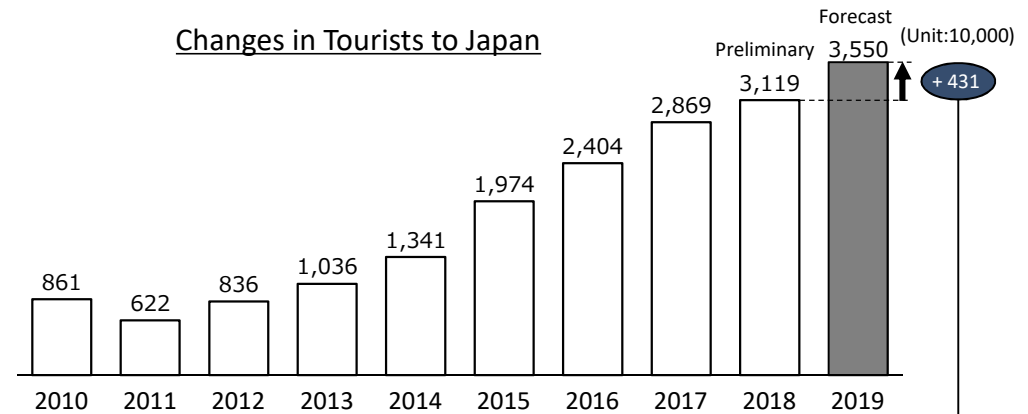
Big events, such as the Rugby World Cup will contribute to the increase in the number of tourists for long-distance markets including the Western markets.

- The number of foreign tourists for 2019 is forecast to increase by 4.31 million in total.
- Of these, China is expected to increase by 1.62 million, and the annual number is forecast to reach 10 million.
- Separately from the lead afforded by China to the increase, Western markets are forecast to increase by 820,000, and the other countries, by 900,000. Growth in the number of tourists from long-distance markets is expected thanks to major events including the Rugby World Cup.

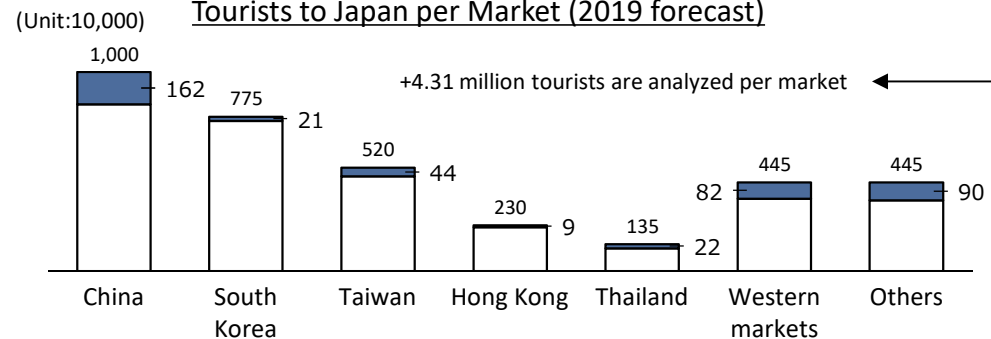
The growth rate is led by Western and other markets. Increases for China and Thailand are forecast to follow.

- It is forecast that the growth rate of tourists from Western markets and other countries will be much higher than in 2018.
- The growth rates of tourists from China, Taiwan, and Hong Kong are also expected to be higher than the previous year due to a rebound from 2018.
- As for South Korea, the growth rate in the number of tourists to Japan is forecast to be lower than the previous year because the growth rate of outbound tourists itself is declining.

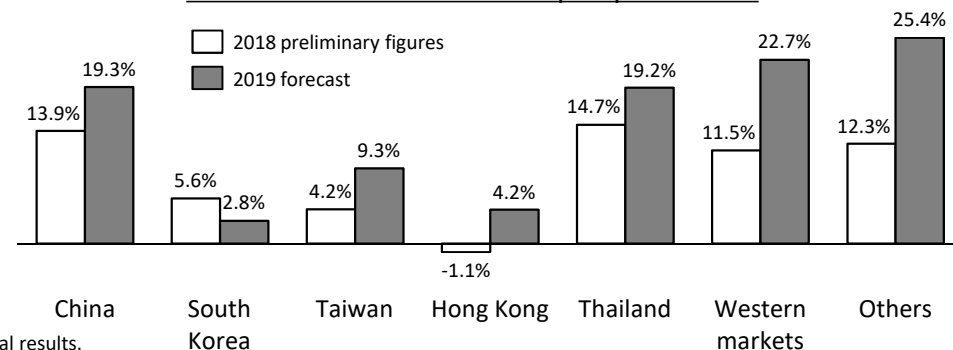
Changes in Tourists to Japan



Tourists to Japan per Market (2019 forecast)



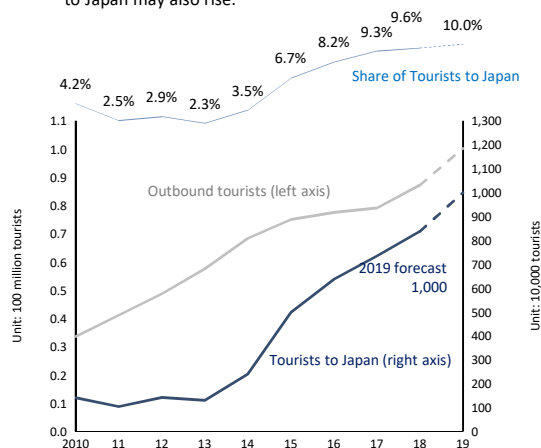
Growth Rate in Tourists to Japan per Market



Forecast per Market

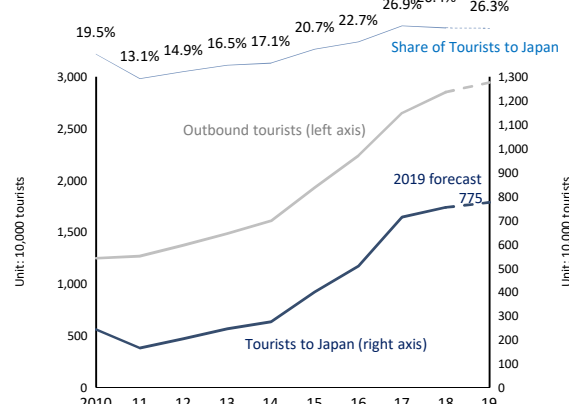
China

- The rate of increase slowed slightly in 2018 due to natural disasters, etc., but is forecast to rise in 2019.
- The increase in the total number of outbound tourists may slow down due to a deceleration in the Chinese economy, but the increase in the number of tourists to Asia may be higher than 2018, and their share of tourists to Japan may also rise.



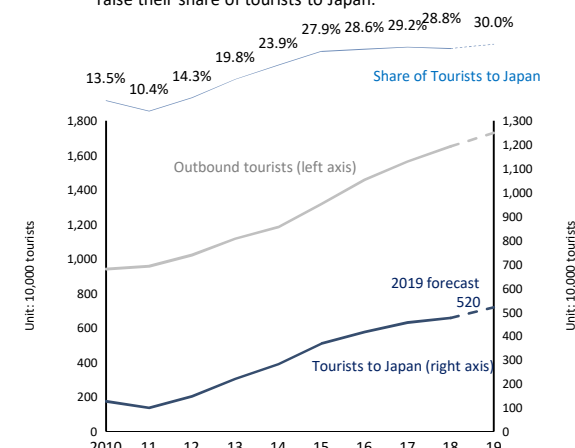
South Korea

- The rate of increase slowed down in 2018 due to natural disasters, and may decelerate further in 2019.
- Demand for outbound travel shifted to short-distance destinations due to economic factors which ended the decline in the share to Japan, and this is expected to remain at the same level as 2018.
- Meanwhile, the growth rate of outbound tourists from South Korea may be lower than 2018 partially because of the weak won, which may become a factor in decelerating the tourists to Japan.



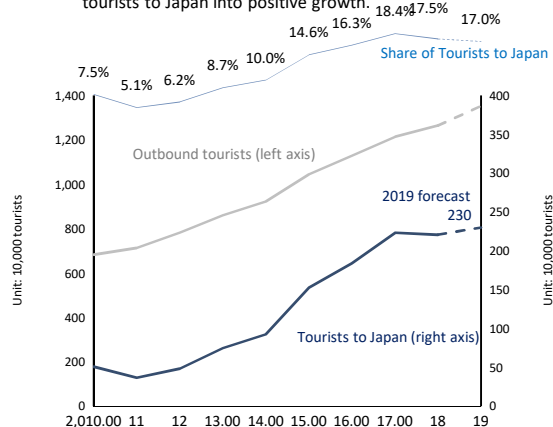
Taiwan

- The rate of increase slowed down due to cancellation of cruises caused by natural disasters and typhoons in 2018, but growth may recover to 2017 levels for 2019.
- The decline in the growth rate of outbound tourists remains minimal, and a shift to more affordable short-distance destinations caused by economic factors may raise their share of tourists to Japan.



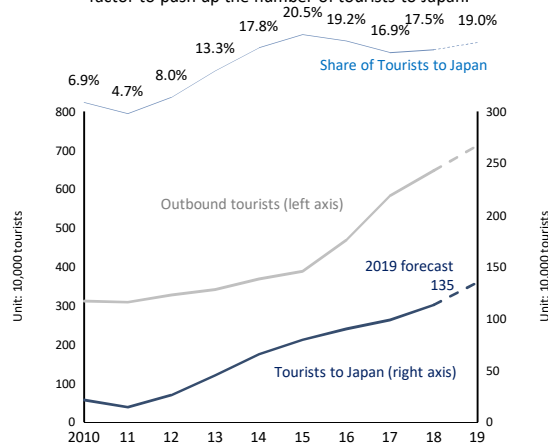
Hong Kong

- The share of tourists to Japan declined in 2018 and dropped below that of the previous year, but is forecast to return to positive growth in 2019.
- The share of tourists to Japan may continue declining in 2019, but the growth of outbound tourists is forecast to be higher than 2018, which may push the number of tourists to Japan into positive growth.



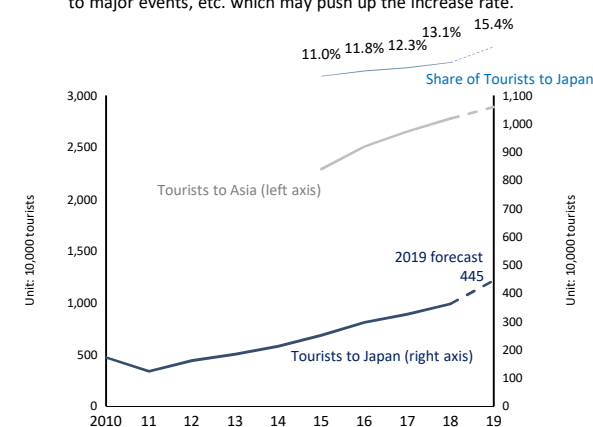
Thailand

- A high rate of increase was maintained throughout 2018, and the rate is forecast to be higher still in 2019.
- The rate of increase for the number of outbound tourists is almost the same level as 2018, but their share of tourists to Japan may increase, which may be a main factor to push up the number of tourists to Japan.



Western markets

- A higher increase of tourists was made to Japan than Asia in 2018. For 2019, a higher increase rate is forecast because of the Rugby World Cup, etc.
- The increase in the number of tourists to Asia from Western markets may be the same level as the previous year in 2019, but their share of tourists to Japan may increase further due to major events, etc. which may push up the increase rate.



DATA SHEET

In this section, all numerical data for the charts included in this report are recorded in the order of the page on which they are presented.

[P9] Trends in Number of Tourists to Japan

[Trends in Number of Tourists to Japan]

	2016												2017											
	Q1			Q2			Q3			Q4			Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Total tourists to Japan annually (Unit: 10,000)	2,037	2,088	2,136	2,168	2,193	2,231	2,269	2,292	2,323	2,353	2,376	2,404	2,448	2,463	2,482	2,532	2,572	2,608	2,647	2,690	2,726	2,772	2,822	2,869
Ditto, Annual rate	48.8%	47.1%	45.6%	42.6%	39.2%	36.9%	33.9%	29.9%	27.9%	25.7%	23.8%	21.8%	20.2%	18.0%	16.2%	16.8%	17.3%	16.9%	16.7%	17.3%	17.4%	17.8%	18.8%	19.4%
Ditto, Year-on-year	52.0%	36.4%	31.7%	18.0%	15.3%	23.9%	19.7%	12.7%	19.0%	16.8%	13.8%	15.7%	24.0%	7.6%	9.8%	23.9%	21.2%	18.2%	16.8%	20.9%	18.9%	21.5%	26.8%	22.9%

[Trends in Number of Tourists to Japan](cont.)

	2018												2019											
	Q1			Q2			Q3			Q4			Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Total tourists to Japan annually (Unit: 10,000)	2,890	2,937	2,977	3,009	3,047	3,083	3,098	3,108	3,096	3,101	3,108	3,119	0	-	-	-	-	-	-	-	-	-	-	-
Ditto, Annual rate	18.0%	19.3%	19.9%	18.9%	18.5%	18.2%	17.1%	15.6%	13.6%	11.9%	10.1%	8.7%	8.4%	-	-	-	-	-	-	-	-	-	-	-
Ditto, Year-on-year	9.0%	23.3%	18.2%	12.5%	16.6%	15.3%	5.6%	4.1%	-5.3%	1.8%	3.1%	4.4%	7.5%	-	-	-	-	-	-	-	-	-	-	-

Italics indicate forecasts. Data source: JNTO

[Changes in the Rate of Increase in the Number of Tourists per General Tourist and Cruise Passenger] Annual rate

	2016												2017											
	Q1			Q2			Q3			Q4			Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
International tourist arrival	48.8%	47.1%	45.6%	42.6%	39.2%	36.9%	33.9%	29.9%	27.9%	25.7%	23.8%	21.8%	20.2%	18.0%	16.2%	16.8%	17.3%	16.9%	16.7%	17.3%	17.4%	17.8%	18.8%	19.4%
Of which, general tourists	42.9%	41.0%	39.1%	36.2%	32.6%	30.7%	28.3%	25.0%	23.6%	21.9%	20.2%	18.4%	17.0%	14.9%	13.5%	14.3%	15.7%	15.6%	15.5%	16.3%	16.3%	16.9%	18.1%	18.8%
Of which, cruise passengers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50.0%	38.3%	33.4%	30.8%	29.3%	29.4%	27.9%	26.4%	26.0%
International airline seat capacity	10.8%	11.8%	12.3%	12.8%	13.1%	13.1%	13.1%	12.7%	12.2%	11.7%	11.0%	10.3%	9.5%	8.1%	7.6%	7.2%	7.0%	7.0%	6.8%	6.8%	6.7%	6.8%	7.0%	7.2%

[Changes in the Rate of Increase in the Number of Tourists per General Tourist and Cruise Passenger] (cont.)

	2018												2019		
	Q1			Q2			Q3			Q4			Q1		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
International tourist arrival	18.0%	19.3%	19.9%	18.9%	18.5%	18.2%	17.1%	15.6%	13.6%	11.9%	10.1%	8.7%	8.4%	-	-
[Ditto] Annual rate	17.4%	18.8%	19.7%	18.7%	18.1%	18.1%	17.1%	16.0%	14.2%	12.7%	11.1%	-	-	-	-
Of which, cruise passengers	24.9%	24.0%	22.3%	20.3%	22.9%	20.0%	16.3%	10.8%	6.7%	2.7%	0.4%	-	-	-	-
International airline seat capacity	7.1%	7.5%	7.6%	7.5%	7.4%	7.2%	7.1%	7.1%	7.2%	7.1%	7.0%	7.0%	7.0%	7.1%	7.2%

(Note) General tourists refers to official number of foreign visitor arrivals at immigration points excluding permanent residents on the immigration statistics, and cruise passengers are the total for shore landings, ship tourism landings, and transit landings out of cruise passengers in the statistics. The growth rate for cruise passengers prior to March 2017 has been omitted as it is inconsequential.

Data source: "Immigration statistics" by the Ministry of Justice

[P10]Trends in Expenditures of Tourists to Japan

[Trends in Expenditures of Tourists to Japan]

	2016												2017											
	Q1			Q2			Q3			Q4			Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Travel receipt (trillion yen)	3.10	3.16	3.20	3.22	3.22	3.24	3.28	3.29	3.32	3.33	3.33	3.34	3.38	3.37	3.37	3.42	3.47	3.50	3.53	3.57	3.61	3.66	3.74	3.81
[Ditto] Annual rate	50.8%	46.0%	42.0%	37.4%	32.3%	28.1%	24.4%	20.1%	17.6%	15.0%	12.6%	10.4%	8.8%	6.7%	5.1%	6.3%	7.8%	8.0%	7.8%	8.6%	8.8%	10.2%	12.4%	14.3%
[Ditto] Year-on-year	41.7%	22.3%	20.0%	5.5%	0.2%	7.8%	12.5%	5.9%	11.6%	2.3%	0.6%	3.8%	14.2%	-3.4%	0.0%	19.0%	19.3%	10.3%	10.4%	14.5%	14.1%	19.4%	30.1%	26.7%

[Trends in Expenditures of Tourists to Japan](cont.)

	2018											
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Travel receipt (trillion yen)	3.84	3.91	3.97	4.02	4.09	4.15	4.17	4.20	4.21	4.26	4.30	-
[Ditto] Annual rate	13.9%	16.2%	18.0%	17.4%	17.7%	18.6%	18.1%	17.6%	16.5%	16.1%	14.9%	-
[Ditto] Year-on-year	9.8%	25.6%	19.9%	13.4%	22.5%	20.6%	6.4%	10.3%	1.2%	14.5%	13.0%	-

it price

[Changes in number of tourists and expected unit price]
Indexed based on Jan 2016 = 100

	2016												2017											
	Q1			Q2			Q3			Q4			Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Tourism receipt	100.0	101.6	103.2	103.7	103.7	104.3	105.5	106.0	106.9	107.1	107.2	107.5	108.8	108.4	108.4	110.2	111.8	112.7	113.8	115.1	116.3	118.0	120.5	122.8
International tourist arrival	100.0	102.5	104.9	106.4	107.6	109.5	111.4	112.5	114.0	115.5	116.6	118.0	120.2	120.9	121.9	124.3	126.3	128.0	129.9	132.0	133.8	136.1	138.5	140.8
Expected unit price	100.0	99.2	98.4	97.5	96.4	95.3	94.7	94.2	93.8	92.7	91.9	91.1	90.5	89.7	89.0	88.7	88.5	88.0	87.6	87.2	86.9	86.7	87.0	87.2

[Changes in number of tourists and expected unit price]
(cont.)

	2018											
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Tourism receipt	123.8	126.1	127.9	129.4	131.6	133.6	134.3	135.4	135.5	137.1	138.4	-
International tourist arrival	141.9	144.2	146.2	147.7	149.6	151.4	152.1	152.6	152.0	152.2	152.6	153.1
Expected unit price	87.3	87.4	87.5	87.6	88.0	88.3	88.3	88.7	89.2	90.0	90.7	-

Data source: "Statistics for Balance of International Payments" of the Ministry of Finance and the Bank of Japan for tourist expenditure, and JNTO for the number of tourists, and estimated unit price is calculated by JTB Tourism Research & Consulting Co.

[P11] Number of Tourists to Japan compared to Peripheral Countries

heral Countries ([Number of Tourists to Japan compared to Peripheral Countries]	Australia	Cambodia	Taiwan	Guam	Hong Kong	Western markets	South Korea	Macau SAR	Malaysia	Northern Mariana	The Philippine	Singapore	Thailand	Vietnam	Western markets
Number of tourists to each country (2018) Unit: 10,000	918	607	1,105	152	6,414	1,530	1,490	3,529	2,590	55	695	1,847	3,797	1,550	3,119

(Note) Annual number of tourists for 2018 is the total of the latest 12 months for which data can be obtained.

st Asian Countri (Rate of Increase in the Number of Tourists to East Asian Countries) Year-on-year	2017												2018											
	Q1			Q2			Q3			Q4			Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Japan	20.2%	18.0%	16.2%	16.8%	17.3%	16.9%	16.7%	17.3%	17.4%	17.8%	18.8%	19.4%	18.0%	19.3%	19.9%	18.9%	18.5%	18.2%	17.1%	15.6%	13.6%	11.9%	10.1%	8.7%
South Korea	30.4%	30.6%	27.9%	24.2%	19.0%	8.5%	-3.5%	-10.6%	-15.0%	-18.6%	-20.7%	-23.0%	-25.2%	-26.9%	-25.5%	-22.2%	-18.1%	-13.3%	-7.6%	-2.0%	2.6%	8.5%	12.2%	-
Taiwan	0.9%	-1.3%	-3.9%	-3.9%	-4.6%	-4.6%	-4.9%	-4.2%	-3.2%	-1.7%	-0.1%	0.5%	1.3%	3.2%	5.1%	4.5%	5.3%	5.3%	5.7%	5.6%	5.3%	4.8%	3.7%	-
Hong Kong	-3.4%	-1.8%	-0.8%	-0.5%	0.3%	0.3%	0.3%	1.1%	1.7%	2.5%	3.3%	3.2%	2.5%	4.6%	4.7%	5.4%	5.8%	6.9%	7.2%	8.8%	8.6%	9.0%	10.2%	-
Macao	2.2%	1.9%	2.0%	3.1%	3.7%	3.3%	3.3%	3.7%	3.9%	4.4%	5.2%	5.4%	3.5%	5.8%	6.1%	5.9%	6.0%	6.6%	6.6%	8.3%	8.4%	8.5%	9.0%	-

utheast Asian Cc (Rate of Increase in the Number of Tourists to Southeast Asian Countries) Year-on-year	2017												2018											
	Q1			Q2			Q3			Q4			Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Thailand	8.0%	6.2%	5.2%	5.1%	5.0%	5.4%	4.8%	4.7%	4.0%	5.5%	7.6%	9.0%	9.4%	11.4%	12.7%	12.8%	12.8%	12.8%	12.6%	12.0%	11.6%	10.0%	8.6%	-
Malaysia	3.6%	2.8%	3.2%	3.2%	2.7%	1.9%	1.4%	0.5%	0.2%	-1.6%	-2.0%	-3.0%	-3.2%	-3.0%	-3.3%	-4.2%	-4.0%	-3.6%	-3.3%	-2.2%	-2.1%	0.0%	-	-
Singapore	7.1%	6.3%	5.3%	4.6%	3.8%	3.9%	3.3%	3.6%	4.6%	5.6%	6.4%	6.2%	6.3%	6.9%	7.1%	7.0%	7.6%	7.8%	8.3%	8.6%	8.0%	7.3%	6.4%	-
Vietnam	26.2%	29.6%	28.6%	30.5%	30.2%	30.5%	29.0%	29.3%	28.4%	28.5%	28.5%	30.5%	32.1%	29.7%	30.6%	29.7%	28.9%	28.1%	27.3%	24.6%	24.9%	24.2%	22.8%	19.9%
Indonesia	13.2%	14.0%	14.6%	16.1%	17.6%	20.4%	21.8%	23.7%	25.0%	24.2%	22.9%	21.9%	18.8%	18.9%	20.0%	18.4%	17.0%	15.7%	14.1%	11.9%	10.7%	0.0%	-	-
The Philippines	12.6%	11.3%	11.5%	12.3%	13.3%	12.3%	11.0%	11.3%	11.7%	12.5%	11.9%	12.2%	12.2%	13.2%	13.2%	11.9%	10.4%	11.0%	11.5%	10.8%	10.3%	8.9%	-	-

[P13] Market Scale

[P13] Market Scale		[Number of Outbound Tourists and Number of Tourists to Japan from Major Markets (Year)]				[Expenditure by Outbound Tourists and by Tourists to Japan from Major Markets (Year)]				Data source: The number of tourists to each country is extracted from PATAmPOWER.		
		Unit: 10,000				Unit: 100 million yen						
Tourists to Japan from Major Markets		Outbound tourists			Share of Japan	Expenditure by Outbound Tourists			Share of Japan			
		Of which, number of tourists to Japan	Of which, number of tourists to other countries	Total		Of which, expenditure in Japan	Of which, expenditure in other countries	Total				
Tourists to Japan from Major Markets		China	838	7,891	8,729	9.6%	China	15,743	329,760	345,503	4.6%	<p>(Note) Numeric values for 2018 are the total of the last 12 months for which data can be acquired up to the latest month. Western markets refers to nine countries, namely UK, France, Germany, Spain, Italy, Russia, US, Canada, and Australia.</p> <p>Data source: Number of outbound tourists for South Korea, Taiwan, Hong Kong, and Thailand are based on numeric data from each country's statistics agencies. The number of outbound tourists for China and Western markets are the total of the number of tourists to the main Asia-Pacific destinations based on data recorded by PATAmPOWER. Expenditure for outbound travel is based on statistics for the number of outbound tourists from the central bank of each country. The number of outbound tourists from China is based on the Tourism Barometer by UNWTO (expenditure for all outbound travel rather than travel to Asia-Pacific countries). The number for Western markets is not described, as it is unknown. Expenditure by tourists to Japan is expenditure by general tourists excluding cruise passengers from the "Survey into expenditure trends of foreign tourists to Japan" by the Japan Tourism Agency.</p>
		South Korea	754	2,100	2,854	26.4%	South Korea	5,543	30,764	36,307	15.3%	
		Taiwan	476	1,177	1,653	28.8%	Taiwan	5,688	15,713	21,400	26.6%	
		Hong Kong	221	1,044	1,264	17.5%	Hong Kong	3,275	26,155	29,431	11.1%	
		Thailand	113	534	648	17.5%	Thailand	1,346	11,938	13,284	10.1%	
		Western markets	363	2,414	2,777	13.1%	Western markets	7,129	-	-	-	

[P14] Market Growth Rate (Number of tourists) Annual rate / Share

		2017												2018											
		Q1			Q2			Q3			Q4			Q1			Q2			Q3			Q4		
China	Number of tourists to Japan	24.5%	21.5%	18.2%	16.1%	13.9%	11.7%	9.6%	10.4%	12.4%	13.9%	14.7%	15.4%	12.7%	15.7%	16.8%	18.9%	21.0%	23.6%	24.2%	22.1%	19.0%	17.1%	15.6%	13.9%
	Number of tourists to Asia	3.9%	4.3%	3.6%	2.7%	2.3%	0.9%	-0.9%	-1.2%	-1.0%	0.1%	1.4%	1.9%	0.5%	3.6%	4.8%	7.0%	8.5%	10.7%	12.0%	13.4%	13.4%	-	-	-
South Korea	Share of Tourists to Japan	8.3%	8.4%	8.4%	8.4%	8.5%	8.5%	8.6%	8.8%	9.0%	9.1%	9.2%	9.3%	9.3%	9.4%	9.3%	9.4%	9.5%	9.5%	9.6%	9.5%	9.4%	-	-	-
	Number of tourists to Japan	25.1%	22.7%	22.3%	25.5%	31.6%	33.7%	34.9%	36.4%	35.4%	36.7%	38.8%	40.3%	40.7%	39.9%	39.3%	35.9%	31.3%	27.2%	22.6%	19.1%	15.7%	12.0%	8.3%	5.6%
Taiwan	Number of outbound tourists	15.4%	14.7%	15.7%	16.7%	18.0%	17.2%	16.4%	16.6%	16.0%	17.0%	17.8%	18.4%	19.5%	18.0%	17.4%	16.6%	16.3%	15.7%	14.7%	13.7%	12.2%	11.1%	-	-
	Share of Tourists to Japan	23.0%	23.1%	23.2%	23.7%	24.5%	25.0%	25.5%	25.9%	26.0%	26.3%	26.7%	26.9%	27.1%	27.4%	27.6%	27.6%	27.6%	27.5%	27.3%	27.1%	26.8%	26.5%	-	-
Hong Kong	Number of tourists to Japan	11.0%	8.8%	7.7%	7.1%	6.9%	6.4%	6.7%	7.3%	6.2%	7.5%	8.9%	9.5%	8.7%	10.3%	11.1%	11.7%	11.6%	11.2%	10.3%	9.5%	9.1%	6.5%	4.8%	4.2%
	Number of outbound tourists	9.8%	8.3%	9.0%	8.8%	9.2%	8.1%	7.6%	7.5%	6.1%	6.9%	7.4%	7.3%	7.2%	7.2%	7.6%	8.2%	7.6%	8.0%	8.1%	8.0%	8.5%	7.1%	-	-
Thailand	Share of Tourists to Japan	28.6%	28.5%	28.4%	28.4%	28.5%	28.7%	28.8%	28.8%	28.8%	28.9%	29.1%	29.2%	29.0%	29.3%	29.3%	29.3%	29.4%	29.3%	29.3%	29.2%	29.0%	28.8%	-	-
	Number of tourists to Japan	21.7%	17.7%	14.8%	19.3%	20.4%	20.8%	21.9%	22.8%	23.6%	22.9%	22.5%	21.3%	16.2%	18.9%	20.3%	13.8%	11.9%	10.0%	7.0%	5.2%	1.7%	0.8%	-0.4%	-1.1%
Western markets	Number of outbound tourists	9.5%	7.0%	3.5%	8.2%	8.8%	7.7%	7.4%	7.8%	8.3%	7.6%	7.9%	7.5%	3.7%	7.2%	11.0%	5.3%	5.3%	6.0%	5.8%	5.8%	5.0%	-	-	-
	Share of Tourists to Japan	16.5%	16.0%	16.9%	17.0%	17.2%	17.5%	17.8%	18.0%	18.2%	18.3%	18.4%	18.4%	18.4%	18.3%	18.4%	18.3%	18.4%	18.2%	18.0%	17.9%	17.6%	-	-	-
Thailand	Number of tourists to Japan	11.4%	10.7%	11.2%	10.3%	10.3%	10.2%	8.5%	8.2%	7.5%	6.6%	7.7%	9.5%	10.9%	10.0%	9.1%	9.3%	10.5%	12.3%	14.7%	15.7%	16.5%	15.7%	14.7%	14.7%
	Share of Tourists to Japan	15.6%	15.2%	14.7%	12.9%	10.8%	10.1%	8.3%	7.0%	5.7%	4.9%	4.5%	4.2%	5.7%	4.2%	4.5%	4.8%	6.2%	7.1%	8.6%	9.4%	9.9%	-	-	-
Western markets	Number of tourists to Japan	16.1%	16.2%	16.3%	16.3%	16.4%	16.4%	16.4%	16.4%	16.5%	16.5%	16.7%	16.9%	16.9%	17.1%	17.0%	17.0%	17.1%	17.2%	17.3%	17.3%	17.3%	-	-	-
	Approx. Number of tourists	17.4%	16.8%	14.8%	16.3%	15.6%	14.5%	14.0%	13.3%	12.2%	10.2%	10.1%	10.0%	9.4%	9.8%	11.0%	8.4%	8.9%	10.0%	10.7%	10.8%	11.8%	11.8%	11.5%	11.5%
Western markets	Share of Tourists to Japan	9.5%	9.8%	9.1%	10.0%	9.3%	9.0%	8.5%	7.8%	7.3%	6.5%	6.2%	5.8%	5.8%	5.5%	6.4%	5.1%	5.5%	5.4%	5.5%	5.6%	5.7%	-	-	-
	Share of Tourists to Japan	11.8%	11.8%	11.8%	12.0%	12.0%	12.1%	12.1%	12.1%	12.1%	12.2%	12.2%	12.3%	12.2%	12.3%	12.3%	12.3%	12.4%	12.3%	12.6%	12.7%	12.7%	-	-	-

[P15] Market Growth Rate (Expenditure) Annual rate

		2017				2018			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
China	Tourism expenditure in Japan	-4.8%	-3.4%	5.1%	14.8%	17.2%	16.3%	-0.1%	-15.4%
	Expenditure by Outbound Tourists	4.7%				-1.6%			
South Korea	Tourism expenditure in Japan	15.1%	27.8%	85.0%	89.5%	87.8%	69.6%	-12.8%	-16.8%
Korea	Tourism expenditure	11.5%	12.8%	6.7%	12.3%	11.8%	12.2%	12.4%	-
Taiwan	Tourism expenditure in Japan	-5.3%	-3.0%	2.3%	8.3%	13.5%	12.5%	8.7%	4.7%
	Tourism expenditure	5.8%	6.4%	6.6%	8.6%	8.5%	9.8%	9.8%	-
Hong Kong	Tourism expenditure in Japan	5.6%	12.8%	25.9%	16.0%	15.3%	6.9%	-2.5%	-0.5%
Kong	Tourism expenditure	2.3%	4.8%	5.2%	5.6%	9.2%	6.7%	6.2%	-
Thailand	Tourism expenditure in Japan	5.6%	-5.1%	0.6%	8.6%	4.9%	19.5%	12.9%	12.4%
	Tourism expenditure	19.4%	16.1%	15.7%	15.8%	18.5%	21.1%	19.1%	-
Western markets	Tourism expenditure in Japan	11.9%	11.6%	12.9%	15.4%	18.3%	16.3%	17.3%	15.7%
	Expenditure by Outbound Tourists	-	-	-	-	-	-	-	-

Data source: See page 13. Regarding expenditure up to and including 2017, expenditure excluding cruise passengers is estimated based on the unit price of the survey into expenditure trends of foreign tourists to Japan.

[P16~P17] Number of Tourists to Competitive Countries and their Growth Rates

[Number of outbound tourists per destination] Unit: 10,000

Origin: China		Origin: South Korea		Origin: Taiwan		Origin: Hong Kong		Origin: Thailand		Origin: Western markets	
Hong Kong	5,015	Japan	754	Japan	476	Japan	221	Malaysia	189	Thailand	674
Thailand	1,051	Vietnam	349	Hong Kong	192	Thailand	101	Japan	113	Japan	363
Japan	838	Thailand	178	South Korea	110	South Korea	68	Hong Kong	57	Hong Kong	358
Vietnam	497	The Philippine	157	Vietnam	71	Australia	31	South Korea	57	Vietnam	276
South Korea	471	Hong Kong	142	Vietnam	68	The Philippine	12	Vietnam	35	Indonesia	266
Malaysia	286	Taiwan	102	Malaysia	39	Indonesia	9	Taiwan	31	Australia	219
Taiwan	271	Malaysia	60	The Philippines	24			Indonesia	12	South Korea	203
Indonesia	205	Indonesia	35	Australia	20			Australia	10	The Philippines	198
Australia	143	Australia	30	Indonesia	20			The Philippines	6	Malaysia	142
The Philippines	122									Taiwan	103

[P16~P17] Number of Tourists to Competitive Countries and their Growth Rates

[Growth rates in the number of tourists to the Top Five countries]

		2017												2018											
		Q1			Q2			Q3			Q4			Q1			Q2			Q3			Q4		
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
China	Hong Kong	-5.1%	-3.1%	-1.9%	-1.4%	-0.4%	-0.4%	-0.2%	0.8%	1.8%	2.8%	3.8%	3.9%	-2.6%	6.1%	6.1%	7.2%	7.7%	9.2%	9.6%	11.8%	11.5%	12.1%	13.6%	-
	Thailand	7.5%	3.2%	0.1%	-2.0%	-2.5%	-2.9%	-3.1%	-3.0%	-3.3%	1.4%	7.5%	12.0%	12.7%	19.6%	23.0%	26.8%	27.7%	28.7%	27.5%	24.8%	22.1%	15.9%	10.4%	-
	Japan	24.5%	21.5%	18.2%	16.1%	13.9%	11.7%	9.6%	10.4%	12.4%	13.9%	14.7%	15.4%	12.7%	15.7%	16.8%	18.9%	21.0%	23.6%	24.2%	22.1%	19.0%	17.1%	15.6%	13.9%
	Vietnam	55.4%	56.8%	52.4%	56.4%	55.7%	55.7%	49.9%	48.4%	45.4%	44.3%	43.9%	48.6%	49.4%	42.8%	44.0%	41.9%	40.9%	38.8%	38.3%	32.3%	33.9%	33.1%	30.5%	23.9%
	South Korea	32.7%	32.8%	27.1%	19.0%	10.2%	-4.4%	-21.4%	-31.8%	-38.1%	-42.5%	-45.3%	-48.3%	-51.8%	-55.1%	-53.2%	-48.5%	-43.5%	-37.2%	-28.1%	-18.3%	-9.2%	0.2%	7.6%	-
South Korea	Japan	25.1%	22.7%	22.3%	25.5%	31.6%	33.7%	34.9%	36.4%	35.4%	36.7%	38.8%	40.3%	40.7%	39.9%	39.3%	35.9%	31.3%	27.2%	22.6%	19.1%	15.7%	12.0%	8.3%	5.6%
	Vietnam	32.2%	36.8%	37.7%	40.0%	42.6%	43.7%	44.7%	47.0%	47.9%	50.8%	53.7%	56.4%	63.4%	65.2%	67.2%	67.2%	64.7%	63.9%	60.4%	56.9%	53.7%	50.8%	47.8%	44.3%
	Thailand	4.7%	3.6%	5.1%	5.9%	6.5%	7.1%	7.4%	8.8%	9.6%	11.9%	14.8%	16.7%	18.8%	17.3%	16.4%	14.7%	14.2%	12.8%	11.6%	10.0%	8.3%	7.2%	5.5%	-
	The Philippines	3.3%	3.0%	21.3%	22.0%	24.6%	23.3%	20.3%	19.1%	18.0%	19.0%	17.0%	16.8%	19.3%	18.6%	7.3%	5.8%	2.6%	2.8%	2.8%	1.9%	1.1%	-2.0%	-	-
	Hong Kong	12.0%	12.9%	15.1%	15.2%	16.8%	13.9%	11.7%	10.7%	7.6%	8.8%	8.0%	6.8%	8.5%	4.8%	3.4%	2.5%	1.7%	0.3%	-0.6%	-1.6%	-1.0%	-4.6%	-	-
Taiwan	Japan	11.0%	8.8%	7.7%	7.1%	6.9%	6.4%	6.7%	7.3%	6.2%	7.5%	8.9%	9.5%	8.7%	10.3%	11.1%	11.7%	11.6%	11.2%	10.3%	9.5%	9.1%	6.5%	4.8%	4.2%
	Hong Kong	-1.6%	-1.6%	-0.8%	-1.6%	-0.6%	-1.7%	-1.8%	-0.9%	-1.5%	-0.3%	0.3%	0.0%	0.1%	-1.1%	-1.8%	-1.0%	-2.6%	-1.9%	-2.1%	-2.8%	-2.6%	-4.1%	-4.7%	-
	South Korea	60.7%	62.8%	64.2%	63.6%	63.3%	42.6%	28.4%	19.5%	15.3%	12.5%	11.7%	11.1%	10.2%	9.3%	9.5%	11.2%	11.8%	15.8%	16.8%	18.6%	20.0%	21.1%	20.7%	-
	Vietnam	19.4%	15.3%	17.6%	17.9%	18.8%	19.3%	18.7%	19.3%	19.0%	20.1%	20.4%	21.5%	21.9%	18.9%	17.9%	18.6%	17.9%	16.8%	16.7%	16.6%	17.5%	16.0%	16.4%	15.9%
	Thailand	-4.8%	-5.3%	-3.2%	-2.4%	0.8%	2.0%	3.9%	4.4%	1.0%	3.9%	7.5%	9.7%	10.9%	13.6%	16.0%	19.2%	18.3%	20.1%	20.9%	21.5%	24.6%	22.3%	20.3%	-
Hong Kong	Japan	21.7%	17.7%	14.8%	19.3%	20.4%	20.8%	21.9%	22.8%	23.6%	22.9%	22.5%	21.3%	16.2%	18.9%	20.3%	13.8%	11.9%	10.0%	7.0%	5.2%	1.7%	0.8%	-0.4%	-1.1%
	Thailand	14.4%	11.3%	6.4%	11.7%	12.9%	10.7%	9.3%	8.0%	6.4%	5.3%	7.9%	9.3%	6.7%	11.4%	17.9%	13.8%	14.9%	18.6%	21.9%	24.8%	25.0%	26.6%	25.3%	-
	South Korea	28.9%	27.0%	21.5%	30.1%	30.6%	18.6%	8.5%	5.1%	7.2%	4.4%	3.4%	1.1%	-5.3%	-1.4%	3.1%	-2.8%	-1.9%	-0.2%	0.2%	0.4%	0.7%	2.9%	3.0%	-
	Australia	16.4%	9.9%	1.7%	10.6%	12.1%	10.3%	10.0%	11.4%	13.2%	13.8%	14.4%	13.4%	7.3%	15.8%	27.8%	14.6%	13.3%	15.1%	15.6%	13.9%	12.4%	11.2%	-	-
	The Philippines	-3.5%	-6.7%	-11.3%	-6.5%	-5.6%	-8.6%	-9.4%	-8.7%	-6.8%	-5.6%	-4.9%	-4.5%	-6.6%	1.9%	11.4%	6.6%	7.6%	13.6%	14.2%	12.9%	10.6%	9.7%	-	-
Thailand	Malaysia	32.0%	29.9%	28.3%	25.0%	21.2%	19.7%	16.3%	12.5%	9.0%	7.2%	5.0%	3.1%	1.9%	0.6%	-1.0%	-1.3%	-1.1%	-0.8%	0.0%	1.6%	2.8%	-	-	-
	Japan	11.4%	10.7%	11.2%	10.3%	10.3%	10.2%	8.5%	8.2%	7.5%	6.6%	7.7%	9.5%	10.9%	10.0%	9.1%	9.3%	10.5%	12.3%	14.7%	15.7%	15.7%	16.5%	15.7%	14.7%
	Hong Kong	6.2%	5.8%	3.4%	0.0%	-2.9%	-3.6%	-5.1%	-5.0%	-5.8%	-5.8%	-5.7%	-5.8%	-1.2%	-6.4%	-5.2%	-4.9%	-2.7%	-3.6%	-2.4%	-1.4%	-1.0%	-0.1%	0.1%	-
	South Korea	27.9%	28.6%	30.3%	28.8%	24.4%	19.5%	14.5%	13.2%	11.0%	7.2%	6.3%	6.0%	6.1%	5.8%	5.2%	5.9%	9.4%	12.7%	15.2%	15.6%	15.6%	17.8%	15.1%	-
	Vietnam	21.1%	24.5%	20.8%	19.3%	13.7%	13.4%	10.7%	10.9%	9.9%	11.0%	10.2%	13.0%	12.4%	10.1%	9.9%	10.6%	11.6%	12.1%	12.2%	12.2%	13.2%	12.9%	14.9%	15.8%
Western markets	Thailand	10.3%	9.8%	9.1%	9.8%	9.2%	9.0%	8.4%	7.6%	7.0%	6.8%	6.8%	6.3%	6.6%	6.8%	7.8%	6.3%	6.3%	5.6%	5.3%	5.2%	5.0%	4.4%	4.2%	-
	Japan	17.4%	16.8%	14.8%	16.3%	15.6%	14.5%	14.0%	13.3%	12.2%	10.2%	10.1%	10.0%	9.4%	9.8%	11.0%	8.4%	8.9%	10.0%	10.7%	10.8%	11.8%	11.8%	11.5%	-
	Hong Kong	2.0%	2.3%	1.9%	2.0%	1.5%	1.6%	1.7%	1.5%	1.1%	0.1%	0.1%	-0.2%	0.7%	-0.4%	0.8%	0.7%	1.5%	1.5%	1.6%	2.3%	2.3%	3.5%	3.7%	-
	Vietnam	14.8%	18.3%	17.8%	18.7%	17.9%	18.4%	18.1%	17.2%	16.5%	16.2%	15.7%	15.9%	15.9%	14.6%	14.4%	13.0%	12.6%	11.5%	11.0%	10.6%	10.4%	10.3%	8.9%	7.9%
	Indonesia	16.3%	17.9%	16.8%	16.7%	14.8%	14.5%	13.0%	11.1%	10.6%	10.0%	8.1%	7.2%	5.5%	3.2%	3.7%	2.7%	3.8%	3.9%	4.0%	3.2%	3.4%	-	-	-

(Note) The number of tourists to China is unknown because China halted making announcements on the number of international tourists per month. ~ Numeric values for the bar charts are rough estimates for 2018.

Data source: PATAmPOWER

[P18~P20] Prospects for Number of Tourists from Perspective of Changes in International Airline Seat Capacity

		2017												2018												2019			
		Q1			Q2			Q3			Q4			Q1			Q2			Q3			Q4			Q1			
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	
China	International airline seat capacity (Annual rate)	12.4%	10.8%	10.1%	9.3%	8.3%	7.5%	6.1%	5.0%	4.5%	4.3%	5.0%	5.3%	5.1%	6.2%	6.7%	7.6%	8.6%	9.4%	10.1%	10.8%	11.3%	11.4%	11.0%	10.6%	10.8%	9.8%	9.3%	
	Ditto (Year-on-year)	8.9%	0.3%	6.5%	3.0%	1.7%	3.4%	3.5%	3.0%	4.9%	6.5%	12.3%	10.5%	6.4%	13.9%	12.6%	13.6%	14.0%	13.7%	10.9%	11.1%	10.0%	8.8%	6.5%	6.8%	8.6%	2.2%	5.9%	
	Airline seat capacity to/from Japan (Annual rate)	13.1%	9.6%	7.5%	5.3%	3.2%	1.8%	1.1%	0.4%	0.2%	0.2%	0.4%	0.3%	-0.2%	0.2%	0.0%	0.1%	0.5%	0.9%	1.2%	1.7%	1.8%	2.2%	2.8%	3.3%	4.3%	4.9%	5.8%	
	Ditto (Year-on-year)	3.6%	-4.3%	3.3%	-0.4%	-1.1%	-0.1%	0.3%	-1.5%	0.4%	0.9%	0.9%	1.4%	-2.2%	0.4%	0.8%	1.6%	3.3%	5.0%	3.0%	4.1%	2.2%	6.2%	7.9%	7.5%	9.1%	9.1%	10.3%	
South Korea	Number of tourists to Japan (Annual rate)	24.5%	21.5%	18.2%	16.1%	13.9%	11.7%	9.6%	10.4%	12.4%	13.9%	14.7%	15.4%	12.7%	15.7%	16.8%	18.9%	21.0%	23.6%	24.2%	22.1%	19.0%	17.1%	15.6%	13.9%	-	-	-	
	International airline seat capacity (Annual rate)	13.6%	13.1%	13.0%	12.7%	12.6%	12.1%	9.8%	8.5%	7.8%	7.5%	7.8%	7.8%	7.4%	7.4%	7.5%	8.3%	8.9%	9.5%	9.9%	10.2%	10.8%	10.9%	10.8%	10.6%	10.4%	10.1%	9.9%	
	Ditto (Year-on-year)	4.1%	-1.2%	3.5%	4.5%	3.4%	4.9%	4.1%	3.3%	4.7%	8.1%	14.2%	13.8%	11.0%	14.4%	16.2%	14.9%	13.0%	13.9%	11.8%	11.4%	9.8%	8.4%	9.9%	9.3%	10.0%	6.3%	7.2%	
	Airline seat capacity to/from Japan (Annual rate)	20.7%	20.4%	20.9%	22.3%	24.7%	27.2%	27.2%	27.6%	27.6%	27.9%	28.3%	28.1%	27.5%	27.3%	26.6%	24.8%	22.1%	19.7%	17.8%	16.3%	15.3%	13.9%	12.7%	11.7%	10.4%	9.3%	8.3%	
Taiwan	Ditto (Year-on-year)	24.8%	19.4%	24.7%	32.8%	40.5%	42.9%	30.2%	27.9%	23.7%	26.5%	26.2%	21.0%	19.5%	18.6%	17.7%	11.9%	8.6%	10.1%	8.5%	9.1%	11.8%	8.7%	9.8%	8.9%	4.3%	3.6%	5.8%	
	Number of tourists to Japan (Annual rate)	25.1%	22.7%	22.3%	25.5%	31.6%	33.7%	34.9%	36.4%	35.4%	36.7%	38.8%	40.3%	40.7%	39.9%	39.3%	35.9%	31.3%	27.2%	22.6%	19.1%	15.7%	12.0%	8.3%	5.6%	-	-	-	
	International airline seat capacity (Annual rate)	8.7%	6.9%	6.0%	5.3%	4.6%	4.0%	3.3%	2.5%	1.9%	1.6%	1.9%	2.2%	2.3%	3.8%	4.5%	4.7%	5.1%	5.3%	5.6%	6.0%	6.2%	6.1%	5.9%	5.4%	5.1%	4.3%	4.1%	
	Ditto (Year-on-year)	4.6%	-6.7%	-0.6%	1.6%	1.0%	2.4%	1.7%	0.6%	1.6%	4.3%	7.3%	8.4%	6.4%	11.5%	7.8%	4.8%	5.2%	5.1%	4.5%	5.3%	4.4%	3.6%	4.0%	3.0%	2.8%	1.5%	5.1%	
Hong Kong	Airline seat capacity to/from Japan (Annual rate)	15.7%	12.0%	9.3%	6.5%	3.9%	1.7%	-0.6%	-2.6%	-4.9%	-6.3%	-6.8%	-6.5%	-5.8%	-4.5%	-3.4%	-2.3%	-1.1%	0.3%	2.0%	3.4%	5.3%	6.6%	7.0%	7.3%	7.2%	7.5%	7.5%	
	Ditto (Year-on-year)	-3.2%	-11.8%	-6.5%	-8.1%	-7.4%	-7.5%	-9.8%	-7.9%	-12.4%	-6.2%	0.1%	3.9%	5.8%	6.8%	7.0%	5.4%	6.4%	9.2%	8.8%	8.1%	8.9%	9.1%	5.0%	6.7%	5.4%	10.2%	6.8%	
	Number of tourists to Japan (Annual rate)	11.0%	8.8%	7.7%	7.1%	6.9%	6.4%	6.7%	7.3%	6.2%	7.5%	8.9%	9.5%	8.7%	10.3%	11.1%	11.7%	11.6%	11.2%	10.3%	9.5%	9.1%	6.5%	4.8%	4.2%	-	-	-	
	International airline seat capacity (Annual rate)	4.7%	3.8%	3.4%	3.7%	3.8%	3.8%	3.7%	3.7%	3.4%	3.4%	4.1%	4.1%	3.8%	4.2%	4.5%	4.2%	4.0%	3.9%	3.7%	3.5%	3.6%	3.3%	2.9%	2.9%	3.0%	2.9%	2.6%	
Thailand	Ditto (Year-on-year)	12.6%	8.1%	10.1%	5.0%	5.6%	6.7%	4.9%	5.6%	5.6%	7.5%	11.9%	10.2%	8.1%	8.3%	10.5%	14.7%	13.8%	13.8%	9.1%	9.6%	12.3%	9.8%	9.8%	7.9%	6.1%	5.8%	7.2%	
	Airline seat capacity to/from Japan (Annual rate)	14.2%	12.6%	12.5%	13.3%	14.0%	14.9%	15.0%	15.3%	15.2%	15.2%	15.9%	15.3%	14.3%	14.8%	14.4%	13.3%	12.8%	11.7%	10.8%	10.0%	9.1%	8.3%	7.7%	7.5%	7.6%	6.8%	6.0%	
	Ditto (Year-on-year)	16.5%	7.2%	15.6%	22.5%	19.7%	20.9%	15.9%	16.2%	14.1%	14.1%	14.6%	8.4%	5.5%	14.1%	11.2%	8.3%	12.8%	6.7%	5.9%	6.4%	3.0%	4.7%	6.1%	6.3%	6.5%	4.1%	1.6%	
	Number of tourists to Japan (Annual rate)	21.7%	17.7%	14.8%	19.3%	20.4%	20.8%	21.9%	22.8%	23.6%	22.9%	22.5%	21.3%	16.2%	18.9%	20.3%	13.8%	11.9%	10.0%	7.0%	5.2%	1.7%	0.8%	0.4%	-1.1%	-	-	-	
Europe	International airline seat capacity (Annual rate)	9.1%	7.5%	6.8%	6.4%	5.7%	5.3%	4.8%	4.2%	3.5%	3.5%	4.5%	5.6%	6.2%	7.5%	8.6%	9.5%	10.3%	11.0%	11.6%	12.3%	12.7%	12.7%	12.3%	11.9%	11.8%	11.1%	10.4%	
	Ditto (Year-on-year)	4.5%	-1.1%	1.6%	6.0%	4.7%	4.6%	5.2%	5.0%	2.5%	4.9%	8.2%	3.1%	1.7%	3.6%	4.5%	2.3%	2.8%	3.8%	2.8%	2.4%	4.0%	1.5%	2.8%	3.0%	2.6%	2.3%	0.9%	
	Airline seat capacity to/from Japan (Annual rate)	1.9%	1.6%	2.7%	3.8%	4.3%	5.5%	5.7%	5.6%	5.4%	5.1%	5.8%	6.6%	6.5%	6.5%	5.3%	5.2%	5.8%	6.4%	7.8%	9.7%	11.4%	13.5%	14.6%	15.6%	17.8%	20.3%	23.3%	
	Ditto (Year-on-year)	6.2%	4.7%	14.6%	11.3%	7.1%	12.8%	3.4%	0.9%	1.7%	0.0%	6.6%	11.2%	5.6%	4.4%	1.2%	9.7%	13.2%	19.7%	20.8%	23.0%	22.9%	24.4%	20.5%	22.0%	31.6%	36.0%	34.8%	
North America	Number of tourists to Japan (Annual rate)	11.4%	10.7%	11.2%	10.3%	10.3%	10.2%	8.5%	8.2%	7.5%	6.6%	7.7%	9.5%	10.9%	10.0%	9.1%	9.3%	10.5%	12.3%	14.7%	15.7%	15.7%	16.5%	15.7%	14.7%	-	-	-	
	International airline seat capacity (Annual rate)	2.2%	2.3%	3.0%	3.8%	4.7%	5.6%	6.3%	6.8%	7.2%	7.3%	7.8%	7.9%	7.8%	7.8%	7.9%	8.1%	8.3%	8.3%	8.3%	8.5%	8.7%	9.0%	9.1%	9.5%	10.1%	10.5%	10.5%	
	Ditto (Year-on-year)	7.3%	7.1%	8.6%	8.1%	8.3%	8.9%	8.5%	7.0%	7.3%	6.3%	9.2%	7.7%	7.1%	7.0%	9.7%	10.5%	11.0%	8.8%	7.8%	9.5%	9.9%	9.3%	10.7%	12.6%	15.1%	12.6%	9.8%	
	Airline seat capacity to/from Japan (Annual rate)	-9.0%	-8.5%	-7.9%	-7.5%	-7.2%	-6.7%	-6.1%	-5.5%	-4.4%	-3.5%	-2.8%	-2.2%	-1.5%	-0.4%	0.5%	1.6%	2.9%	4.0%	5.1%	6.1%	6.8%	7.5%	7.8%	8.0%	8.1%	8.0%	8.3%	
Australia	Ditto (Year-on-year)	-3.3%	-6.0%	-4.2%	-4.5%	-4.8%	-3.5%	-3.5%	-3.1%	-0.2%	0.9%	3.5%	3.6%	5.6%	9.4%	7.3%	8.4%	9.8%	9.0%	8.2%	8.1%	7.7%	8.6%	7.7%	6.2%	7.2%	8.0%	10.5%	
	Number of tourists to Japan (Annual rate)	14.2%	13.2%	10.7%	12.3%	11.8%	10.8%	10.8%	10.2%	9.9%	7.9%	8.1%	8.3%	7.8%	8.9%	10.8%	8.3%	9.1%	10.3%	10.7%	12.2%	12.1%	13.2%	13.6%	13.0%	-	-	-	
	International airline seat capacity (Annual rate)	9.7%	9.5%	9.8%	9.8%	9.8%	9.9%	10.2%	10.4%	10.3%	9.8%	9.3%	8.7%	8.3%	7.9%	7.5%	7.2%	6.8%	6.1%	5.2%	4.6%	4.3%	4.0%	3.8%	3.4%	3.0%	2.6%	2.2%	
	Ditto (Year-on-year)	7.4%	7.4%	7.9%	7.5%	7.5%	8.0%	8.5%	10.2%	9.8%	10.2%	9.8%	9.3%	8.1%	7.4%	6.8%	5.6%	4.6%	2.9%	2.3%	3.5%	3.2%	2.3%	1.8%	1.0%	0.2%	0.3%	-0.5%	
Asia	Airline seat capacity to/from Japan (Annual rate)	21.8%	19.5%	17.6%	16.4%	14.0%	12.6%	12.4%	13.5%	14.5%	13.5%	12.3%	10.8%	8.6%	8.0%	7.8%	7.4%	8.3%	8.7%	8.5%	7.9%	7.3%	6.0%	5.7%	5.6%	5.3%	5.0%	4.5%	
	Ditto (Year-on-year)	22.2%	9.2%	10.2%	15.0%	4.3%	7.2%	12.6%	10.7%	13.6%	11.7%	11.7%	3.1%	-0.9%	2.3%	8.1%	9.1%	15.4%	13.0%	11.6%	8.5%	6.0%	4.5%	-4.3%	-0.1%	-2.4%	1.1%	-2.6%	
	Number of tourists to Japan (Annual rate)	17.4%	17.0%	12.8%	15.4%	14.5%	13.0%	12.3%	12.6%	11.6%	10.0%	10.4%	11.2%	11.9%	11.7%	13.8%	10.0%	11.1%	11.3%	11.7%	11.4%	11.6%	12.9%	11.6%	11.6%	-	-	-	

[P22] All Japan - Actual number

		2017												2018											
		Q1			Q2			Q3			Q4			Q1			Q2			Q3			Q4		
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
China	Total bed-nights (Unit: 10,000)	1,710	1,687	1,666	1,642	1,633	1,614	1,612	1,624	1,648	1,679	1,704	1,732	1,709	1,759	1,778	1,816	1,857	1,915	1,958	2,000	2,017	2,038	2,065	-
	Number of tourists to Japan (Unit: 10,000)	435	431	429	425	426	424	426	434	443	454	463	473	469	487	495	511	525	542	552	560	560	568	576	-
	Expenditure (Unit: Trillion yen)		1.07				1.07			1.14		1.22			1.30			1.38		1.39				1.43	
South Korea	Total bed-nights (Unit: 10,000)	7,855	7,988	8,159	8,473	8,915	9,287	9,638	9,860	10,026	10,391	10,658	10,929	11,177	11,243	11,405	11,476	11,542	11,596	11,622	11,589	11,601	11,520	11,244	-
	Number of tourists to Japan (Unit: 10,000)	500	511	522	542	567	589	609	624	637	654	674	692	709	720	733	741	749	753	749	746	738	733	729	-
	Expenditure (Unit: Trillion yen)		0.38			0.42			0.64		0.68			0.72			0.55		0.55					0.56	-
Hong Kong	Total bed-nights (Unit: 10,000)	5,336	5,299	5,295	5,483	5,608	5,706	5,826	5,918	5,994	6,083	6,139	6,187	6,125	6,175	6,206	6,114	6,076	6,068	6,039	6,042	5,993	5,950	5,923	-
	Number of tourists to Japan (Unit: 10,000)	185	184	184	192	196	201	205	209	212	214	216	217	214	218	221	218	219	219	219	218	215	215	214	-
	Expenditure (Unit: Trillion yen)		0.29			0.31			0.34		0.33			0.34			0.33		0.33		0.33			0.33	-
Taiwan	Total bed-nights (Unit: 10,000)	10,516	10,437	10,420	10,499	10,633	10,648	10,759	10,848	10,839	11,028	11,150	11,238	11,180	11,303	11,383	11,402	11,390	11,461	11,464	11,538	11,507	11,412	11,400	-
	Number of tourists to Japan (Unit: 10,000)	392	391	392	394	399	400	402	406	406	412	417	421	420	426	430	434	436	439	441	443	440	437	437	-
	Expenditure (Unit: Trillion yen)		0.50			0.51			0.52		0.54			0.57			0.57		0.57		0.57			0.57	-
Thailand	Total bed-nights (Unit: 10,000)	2,402	2,430	2,452	2,456	2,466	2,467	2,461	2,462	2,471	2,476	2,502	2,536	2,557	2,563	2,580	2,594	2,617	2,665	2,701	2,735	2,755	2,811	2,836	-
	Number of tourists to Japan (Unit: 10,000)	87	89	90	91	91	91	91	91	91	92	93	95	97	98	98	99	101	103	104	106	106	107	108	-
	Expenditure (Unit: Trillion yen)		0.12			0.11			0.12		0.12			0.13			0.13		0.14		0.13			0.14	-
Western markets	Total bed-nights (Unit: 10,000)	1,019	1,023	1,032	1,069	1,086	1,094	1,107	1,115	1,121	1,132	1,138	1,141	1,143	1,146	1,161	1,157	1,170	1,180	1,198	1,214	1,231	1,256	1,278	-
	Number of tourists to Japan (Unit: 10,000)	275	276	277	285	288	290	292	293	294	295	298	301	302	304	310	311	316	320	323	326	328	332	334	-
	Expenditure (Unit: Trillion yen)		0.56			0.59			0.61		0.64			0.66			0.69		0.71		0.71			0.74	-

[P23] All Japan - Growth rate Annual rate

		2017												2018											
		Q1			Q2			Q3			Q4			Q1			Q2			Q3			Q4		
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
China	General tourists	19.5%	16.5%	13.4%	11.4%	10.3%	8.4%	6.6%	7.7%	9.7%	11.5%	12.8%	13.8%	10.8%	14.7%	16.3%	19.5%	21.9%	25.2%	26.2%	24.9%	21.9%	20.3%	19.0%	-
	Total bed nights	1.0%	-2.3%	-4.7%	-6.5%	-6.3%	-7.3%	-7.9%	-6.8%	-4.6%	-1.6%	0.8%	2.7%	-0.1%	4.3%	6.7%	10.6%	13.7%	18.6%	21.4%	23.1%	22.4%	21.3%	21.2%	-
	Cruise passengers	79.3%	73.8%	63.1%	57.7%	42.2%	35.8%	30.3%	29.3%	31.0%	30.1%	28.1%	26.4%	25.0%	23.7%	21.2%	17.8%	18.7%	17.5%	15.8%	9.7%	4.6%	0.5%	-2.6%	-
South Korea	General tourists	29.8%	27.2%	26.7%	29.9%	36.3%	38.4%	39.6%	41.0%	39.9%	41.2%	43.3%	40.3%	40.8%	39.9%	39.4%	35.8%	31.4%	27.2%	22.7%	19.2%	15.7%	12.0%	8.4%	-
	Total bed nights	12.5%	10.8%	11.1%	15.0%	22.2%	26.2%	30.0%	32.7%	32.1%	36.0%	38.8%	41.2%	42.3%	40.8%	39.8%	35.4%	29.5%	24.9%	20.5%	17.7%	14.9%	9.1%	5.5%	-
Taiwan	General tourists	9.6%	7.6%	6.6%	5.9%	6.2%	5.1%	4.8%	5.5%	4.8%	6.1%	7.3%	8.3%	7.4%	9.1%	9.9%	10.1%	9.4%	10.0%	9.6%	9.2%	8.4%	6.3%	4.9%	-
	Total bed nights	-2.0%	-3.9%	-4.3%	-4.0%	-2.6%	-2.5%	-1.3%	0.8%	0.8%	3.3%	5.2%	6.7%	6.3%	8.3%	9.2%	8.6%	7.1%	7.6%	6.6%	6.4%	6.2%	3.5%	2.2%	-
Hong Kong	Cruise passengers	47.2%	39.9%	34.6%	37.0%	23.9%	38.6%	53.5%	49.5%	36.0%	35.9%	42.2%	32.8%	33.6%	32.8%	33.8%	41.1%	56.0%	34.1%	20.7%	14.6%	19.9%	11.2%	2.9%	-
	General tourists	23.5%	19.6%	17.1%	21.6%	22.9%	24.1%	25.0%	26.2%	27.0%	26.0%	25.9%	21.5%	16.1%	18.7%	19.9%	13.5%	11.5%	9.3%	6.5%	4.6%	1.4%	0.7%	-0.5%	-
	Total bed nights	8.9%	6.1%	4.3%	7.8%	10.2%	12.0%	13.3%	15.2%	16.4%	17.9%	18.6%	18.8%	14.8%	16.5%	17.2%	11.5%	8.4%	6.3%	3.7%	2.1%	0.0%	-2.2%	-3.5%	-
Thailand	General tourists	11.5%	10.9%	11.3%	10.5%	10.5%	10.5%	8.8%	8.6%	7.9%	7.0%	8.1%	9.5%	11.0%	10.1%	9.2%	9.4%	10.5%	12.3%	14.7%	15.7%	15.6%	16.5%	15.7%	-
	Total bed nights	-0.7%	-0.9%	1.4%	1.7%	3.1%	3.3%	2.3%	2.5%	2.7%	2.3%	3.8%	5.9%	6.5%	5.5%	5.2%	5.6%	6.1%	8.0%	9.7%	11.1%	11.5%	13.5%	13.4%	-
Western markets	General tourists	17.5%	16.9%	15.0%	16.4%	15.9%	14.7%	14.2%	13.5%	12.2%	10.7%	10.7%	10.1%	9.6%	9.9%	11.3%	8.9%	9.3%	10.0%	10.5%	11.2%	11.4%	12.0%	11.7%	-
	Total bed nights	10.9%	10.4%	9.2%	11.3%	12.1%	11.3%	12.2%	12.9%	12.5%	12.7%	12.7%	12.8%	12.1%	12.0%	12.4%	8.3%	7.7%	7.9%	8.2%	8.9%	9.7%	11.0%	12.3%	-

(Note) The rate of increase for South Korea, Hong Kong, Thailand and Western markets are not described because the impact on changes in the overall number of tourists to Japan is small as they account for only a few cruise passengers.
Data source: General tourists refers to official number of foreign visitor arrivals at immigration points excluding permanent residents on the immigration statistics, and cruise passengers are the total for shore landings, ship tourism landings, and transit landings out of cruise passengers in the statistics. "Statistics on Overnight Travel" by the Japan Tourism Agency

[P24~P34] Trends per Region

[Total bed-nights per country] Unit: 10,000

Hokkaido P24		Tohoku P25		Kanto P26		Koshinetsu P27		Hokuriku P28		Tokai P29	
China	183	China	19	China	741	China	90	China	12	China	274
South Korea	138	South Korea	8	South Korea	197	South Korea	11	South Korea	6	South Korea	32
Taiwan	150	Taiwan	50	Taiwan	275	Taiwan	73	Taiwan	31	Taiwan	59
Hong Kong	75	Hong Kong	7	Hong Kong	141	Hong Kong	24	Hong Kong	13	Hong Kong	34
Thailand	45	Thailand	6	Thailand	110	Thailand	23	Thailand	4	Thailand	27
Western markets	40	Western markets	13	Western markets	705	Western markets	35	Western markets	23	Western markets	54
Others	110	Others	17	Others	621	Others	57	Others	24	Others	81
Total	740	Total	119	Total	2,788	Total	313	Total	114	Total	561
Kinki P30		Chugoku P31		Shikoku P32		Kyushu P33		Okinawa P34			
China	547	China	18	China	13	China	80	China	89		
South Korea	274	South Korea	19	South Korea	12	South Korea	311	South Korea	117		
Taiwan	223	Taiwan	27	Taiwan	20	Taiwan	116	Taiwan	117		
Hong Kong	138	Hong Kong	15	Hong Kong	14	Hong Kong	88	Hong Kong	44		
Thailand	49	Thailand	3	Thailand	0	Thailand	11	Thailand	5		
Western markets	289	Western markets	51	Western markets	8	Western markets	33	Western markets	27		
Others	308	Others	35	Others	9	Others	53	Others	28		
Total	1,828	Total	168	Total	75	Total	693	Total	427		

Total for twelve months from Dec 2017 to Nov 2018
Data source: "Statistics on Overnight Travel" by the Japan Tourism Agency

[P24~P34] Trends per Region

[Trends per Market]

Indexed based on Jan 2017 = 100

Indexed based on Jan 2017 = 100			2017												2018												2019			
			Q1			Q2			Q3			Q4			Q1			Q2			Q3			Q4			Q1			
			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	
Hokkaido P24	Total	Total bed nights	100.0	100.4	100.8	101.6	102.8	103.7	104.9	106.2	107.0	108.9	110.1	111.5	112.0	114.1	116.6	116.9	117.1	119.2	119.9	121.2	119.5	118.3	117.9	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	100.0	100.7	101.6	103.3	105.2	106.9	109.6	112.4	114.3	115.8	118.0	120.3	122.0	124.6	127.3	128.9	130.8	133.2	134.8	136.2	134.0	132.8	132.3	-	-	-	-	-
		International airline seat capacity	100.0	100.0	100.9	102.5	103.4	104.4	106.3	108.3	109.5	110.4	111.4	112.5	113.4	115.2	116.3	117.5	119.0	120.4	121.5	122.6	123.8	124.5	125.3	127.3	129.3	130.6	132.6	132.6
	China	Total bed nights	100.0	100.2	100.6	100.3	100.0	100.1	99.8	100.3	101.3	103.8	105.6	108.3	105.4	112.6	114.8	115.8	116.5	118.0	119.0	120.3	118.7	117.6	117.8	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	100.0	99.6	99.6	99.8	100.1	101.2	103.5	106.7	108.6	110.7	113.8	116.8	116.2	124.3	127.2	129.8	132.2	134.7	135.3	136.5	135.6	135.9	136.9	-	-	-	-	-
		International airline seat capacity	100.0	99.4	100.6	103.2	105.5	108.1	111.3	114.5	116.3	118.9	121.7	124.8	126.6	129.7	131.0	130.2	129.9	129.8	129.2	129.4	130.9	131.3	131.7	133.0	134.4	134.4	135.2	135.2
	South Korea	Total bed nights	100.0	103.8	106.8	110.2	114.9	120.0	127.0	130.6	133.1	137.4	140.4	143.4	147.9	147.5	149.5	149.5	150.5	154.7	158.6	162.9	158.3	153.4	151.6	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	100.0	103.6	106.9	111.1	116.0	121.4	128.0	133.8	138.0	142.3	146.4	151.2	157.1	160.1	163.5	165.5	168.9	173.2	176.4	179.1	173.2	168.8	167.3	-	-	-	-	-
		Number of foreign arrival at boarder	100.0	103.2	106.8	110.2	113.7	117.8	122.5	127.8	130.9	134.3	136.3	138.9	142.0	144.9	147.0	148.8	151.4	154.3	157.0	159.0	161.0	160.8	161.7	165.2	168.3	170.2	173.2	173.2
	Taiwan	Total bed nights	100.0	98.5	97.7	97.7	99.4	98.6	101.0	102.4	103.9	105.0	106.4	107.9	108.6	110.8	115.3	116.5	116.0	117.5	115.8	116.5	115.7	113.4	112.9	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	100.0	99.3	98.6	98.5	99.5	99.4	101.4	102.4	103.2	103.5	104.6	105.9	107.3	108.1	110.9	112.3	112.7	114.0	114.2	115.1	113.5	111.8	110.8	-	-	-	-	-
		International airline seat capacity	100.0	96.9	94.8	94.5	92.5	91.2	91.9	92.0	91.6	90.6	90.3	90.6	91.3	92.2	93.4	94.6	95.7	97.0	97.5	98.3	99.2	99.9	99.8	100.2	100.4	101.0	101.6	101.6
	Hong Kong	Total bed nights	100.0	97.4	96.9	98.4	98.9	98.7	100.7	102.3	103.7	105.1	106.1	106.5	106.2	106.0	107.2	106.9	106.4	107.5	107.3	107.4	105.0	104.2	102.9	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	100.0	97.7	98.6	102.1	104.2	105.2	107.9	110.8	113.3	115.4	117.5	118.3	115.4	118.6	120.4	119.6	120.2	120.6	121.3	121.5	119.0	118.1	116.9	-	-	-	-	-
		International airline seat capacity	100.0	101.0	103.2	105.7	107.7	109.4	111.1	113.2	114.8	116.9	119.1	119.4	117.5	119.9	120.0	119.6	119.4	118.4	118.5	118.9	118.7	118.6	118.3	118.0	118.4	116.9	117.9	117.9

Data source: "Statistics on Overnight Travel" by the Japan Tourism Agency for total bed-nights, "Immigration statistics" by the Ministry of Justice for the number of foreign visitor arrivals at immigration points, and OAG for international airline seat capacity

		[Trends per Market](cont.)																																										
		Indexed based on Jan 2017 = 100																																										
		2017													2018													2019																
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		JAN	FEB	MAR			APR	MAY	JUN			JUL	AUG	SEP			OCT	NOV	DEC			JAN	FEB	MAR			APR	MAY	JUN			JUL	AUG	SEP			OCT	NOV	DEC			JAN	FEB	MAR
Tohoku P25	Total	Total bed nights	100.0	105.2	107.6	112.2	113.9	116.5	118.6	119.9	122.3	130.3	137.0	141.1	145.2	150.4	153.8	159.6	162.7	165.7	169.6	174.6	175.8	176.3	178.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		Number of foreign visitor arrivals at boarder	100.0	110.5	116.0	119.5	124.0	128.0	131.2	134.5	138.8	149.7	159.6	167.2	171.4	177.5	184.7	191.5	195.3	200.0	204.6	208.7	209.6	205.5	206.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		International airline seat capacity	100.0	106.7	112.4	116.6	121.2	125.7	127.4	128.8	130.7	134.0	138.0	141.0	142.7	144.6	147.3	149.9	152.0	153.8	156.7	159.0	160.4	160.9	162.3	164.2	166.1	168.6	171.1	-	-	-	-	-	-	-	-	-	-	-	-	-		
	China	Total bed nights	100.0	110.6	115.7	120.3	124.8	131.2	136.0	140.8	147.4	158.5	167.0	174.6	177.0	177.5	177.8	188.0	191.9	194.9	199.7	206.4	209.7	208.2	207.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	100.0	125.8	140.2	140.4	150.7	162.2	171.8	182.1	194.3	206.2	218.7	232.4	233.2	222.0	216.4	227.0	228.5	230.0	232.6	237.7	235.5	229.2	231.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		International airline seat capacity	100.0	114.9	128.9	129.8	137.3	144.0	152.6	161.3	168.9	177.6	186.9	197.2	198.1	191.5	184.9	193.9	195.3	195.7	195.6	196.0	197.3	191.7	189.7	197.0	205.8	219.0	234.9	-	-	-	-	-	-	-	-	-	-	-	-	-		
	South Korea	Total bed nights	100.0	104.3	105.5	112.2	112.9	114.1	116.9	115.6	116.0	120.5	122.5	125.9	129.0	128.4	130.0	126.9	129.0	129.0	128.8	135.4	136.1	134.2	131.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		Number of foreign visitor arrivals at boarder	100.0	103.3	105.9	108.7	111.0	112.7	114.8	117.6	117.7	121.3	124.0	127.1	127.0	130.2	132.6	133.3	134.5	135.0	134.8	134.3	134.0	132.8	130.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		International airline seat capacity	100.0	102.8	106.1	108.6	111.4	114.9	115.0	115.2	115.6	116.3	117.8	118.6	120.2	122.1	124.4	124.9	124.9	122.8	122.9	123.1	122.9	123.1	121.6	120.3	119.9	119.0	118.2	-	-	-	-	-	-	-	-	-	-	-	-	-		
	Taiwan	Total bed nights	100.0	106.7	110.5	114.4	116.7	118.4	119.9	121.4	123.2	133.4	142.4	146.9	152.8	162.2	166.1	172.5	175.3	180.1	185.8	190.4	190.9	187.0	190.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		Number of foreign visitor arrivals at boarder	100.0	111.2	117.5	124.4	128.9	131.4	132.6	134.5	139.9	157.0	172.6	182.0	190.4	203.1	214.6	221.4	227.6	237.7	248.2	255.0	257.6	251.6	255.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		International airline seat capacity	100.0	110.4	118.5	126.6	135.3	140.6	140.8	141.2	144.4	149.6	156.1	161.4	164.9	170.5	177.6	182.6	189.8	200.9	212.3	221.0	226.6	233.1	241.8	247.1	251.1	257.5	262.4	-	-	-	-	-	-	-	-	-	-	-	-	-		
Kanto P26	Total	Total bed nights	100.0	101.4	102.9	108.6	109.7	110.7	112.1	112.2	114.9	118.2	119.5	121.0	123.1	124.1	123.9	123.5	125.8	128.2	129.4	133.4	132.7	132.0	132.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		Number of foreign visitor arrivals at boarder	100.0	99.6	99.7	101.3	102.5	103.0	104.2	105.2	106.2	107.7	108.9	109.7	109.4	110.2	111.4	111.6	112.3	114.4	115.6	117.1	119.1	120.4	122.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		International airline seat capacity	100.0	100.4	100.9	102.6	103.6	104.3	105.1	106.0	106.8	108.0	109.4	110.7	111.1	112.5	113.8	114.8	116.2	117.9	119.1	119.9	121.2	121.9	122.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	China	Total bed nights	100.0	98.2	96.5	95.0	94.5	93.4	94.0	94.8	97.1	98.9	100.2	101.5	100.8	102.7	104.4	106.6	109.2	113.3	115.5	118.3	120.4	121.7	123.4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		Number of foreign visitor arrivals at boarder	100.0	99.8	99.4	99.1	99.2	98.8	99.3	100.7	102.1	104.3	106.1	107.8	107.6	110.8	112.6	115.5	118.1	121.5	123.6	125.1	127.3	128.5	129.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		International airline seat capacity	100.0	99.4	99.8	100.0	100.0	99.6	99.6	99.3	99.4	99.5	99.5	99.6	99.6	99.7	99.8	100.0	100.3	100.8	101.1	101.5	101.8	102.1	102.4	102.6	102.8	102.9	103.1	-	-	-	-	-	-	-	-	-	-	-	-	-		
	South Korea	Total bed nights	100.0	101.4	102.4	105.6	110.6	113.7	118.0	120.1	121.5	124.3	127.6	130.5	132.4	132.5	134.6	134.0	132.9	134.7	134.5	134.8	136.7	136.3	135.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		Number of foreign visitor arrivals at boarder	100.0	101.8	103.4	106.0	109.2	112.3	115.1	117.0	118.2	120.1	122.6	125.1	127.6	129.3	130.6	131.2	131.9	132.6	132.1	131.6	132.1	131.7	131.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
		International airline seat capacity	100.0	100.7	101.5	103.8	105.6	107.5	108.5	109.5	110.1	110.7	111.8	112.7	113.7	114.8	115.5	115.7	115.4	115.7	116.3	117.2	118.0	118.8	119.1	119.5	119.9	120.4	121.3	-	-	-	-	-	-	-	-	-	-	-	-	-		
	Taiwan	Total bed nights	100.0	98.2	97.0	97.6	99.1	98.8	99.9	100.2	99.8	100.8	101.8	102.1	100.7	100.5	101.1	100.4	99.6	100.7	100.1	101.0	102.0	102.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		Number of foreign visitor arrivals at boarder	100.0	99.3	99.0	99.0	99.4	98.6	98.4	98.5	97.9	98.9	99.9	100.4	100.0	101.2	102.1	103.0	103.6	104.6	105.1	105.9	106.8	106.8	107.1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		International airline seat capacity	100.0	99.1	98.4	97.4	96.5	95.4	94.3	93.4	92.1	91.6	91.8	92.2	92.8	93.4	94.2	94.9	95.6	96.6	97.6	98.7	100.2	101.3	101.4	101.4	101.6	101.6	101.6	-	-	-	-	-	-	-	-	-	-	-	-	-		
Koshinetsu P27	Total	Total bed nights	100.0	100.5	102.0	105.5	107.4	108.8	110.7	111.9	112.4	113.4	113.8	113.8	113.3	113.5	115.2	115.0	115.8	116.5	118.5	120.1	122.6	125.8	128.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		Number of foreign visitor arrivals at boarder	100.0	100.5	101.1	103.7	104.6	105.2	105.7	106.0	106.5	106.9	107.8	108.4	108.9	109.5	111.1	111.4	112.5	113.9	115.2	116.3	117.4	118.5	119.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		International airline seat capacity	100.0	100.0	100.2	100.4	100.4	100.4	100.5	100.4	100.4	100.6	100.9	101.1	101.2	101.4	101.6	101.8	102.0	102.1	102.4	102.7	103.0	103.1	103.1	103.0	103.0	103.0	103.1	103.3	-	-	-	-	-	-	-	-	-	-	-	-		
	China	Total bed nights	100.0	100.0	99.7	99.4	97.6	95.7	95.4	96.5	97.5	99.8	102.2	104.3	106.1	110.7	112.4	116.0	120.8	124.9	127.7	130.1	131.6	133.3	134.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		Number of foreign visitor arrivals at boarder	100.0	98.3	93.9	88.3	83.5	78.4	76.3	77.7	77.8	79.3	81.0	82.9	82.6	87.7	88.3	92.4	95.9	99.7	103.4	104.9	106.2	108.4	109.9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
		International airline seat capacity	100.0	100.2	103.6	105.2	103.8	101.1	100.6	100.7	101.4	103.7	105.8	108.3	113.7	120.1	122.8	125.0	131.2	136.5	140.9	143.5	144.8	145.9	146.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
	Taiwan	Total bed nights	100.0	99.4	100.0	103.8	105.7	106.4	108.7	110.2	112.5	114.5	116.1	117.6	117.7	127.0	128.0	127.2	130.3	132.4	132.2	139.1	139.2	138.9	139.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
		Number of foreign visitor arrivals at boarder	100.0	99.2	98.1	102.4	104.1	105.1	105.3	105.4	104.9	108.1	110.0	111.2	113.6	117.1	120.4	121.5	122.9	124.8	127.5	129.9	133.5	134.3	136.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
		International airline seat capacity	100.0	99.6	99.3	101.1	103.1	104.7	105.0	105.5	105.5	106.3	107.8	107.2	107.8	109.0	111.7	112.4	115.3	117.4	119.7	121.9	122.2	122.7	123.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
	Hokuriku P28	Total	Total bed nights	100.0	99.3	99.4	101.4	103.1	104.7	105.0	105.5	106.3	107.8	107.2	107.8	109.0	111.7	112.4	115.3	117.4	119.7	121.9	122.2	122.7	123.7	-	-	-	-	-</														

		[Trends per Market](cont.)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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		JAN	FEB	MAR			APR	MAY	JUN			JUL	AUG	SEP			OCT	NOV	DEC			JAN	FEB	MAR			APR	MAY	JUN			JUL	AUG	SEP			OCT	NOV	DEC			JAN	FEB	MAR																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
Kinki P30	Total	Total bed nights	100.0	99.5	99.9	101.4	102.6	103.1	103.7	104.2	105.0	106.6	107.6	108.7	108.8	110.1	110.4	109.8	110.8	111.5	112.4	113.3	111.8	111.6	111.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
		Number of foreign visitor arrivals at boarder	100.0	99.9	100.4	101.6	103.1	104.3	105.5	107.1	108.9	110.9	113.3	115.7	116.7	119.0	121.2	122.9	125.0	126.2	126.4	126.7	122.4	122.7	123.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
		International airline seat capacity	100.0	99.9	100.5	101.0	101.8	102.5	103.1	103.7	104.4	105.3	106.3	107.5	108.5	109.5	110.6	111.4	112.5	113.5	114.2	115.1	115.2	116.1	117.1	118.1	118.9	119.9	121.0	121.8	122.4	123.1	123.8	124.5	125.2	126.0	126.7	127.4	128.1	128.8	129.5	130.2	130.9	131.6	132.3	133.0	133.7	134.4	135.1	135.8	136.5	137.2	137.9	138.6	139.3	140.0	140.7	141.4	142.1	142.8	143.5	144.2	144.9	145.6	146.3	147.0	147.7	148.4	149.1	149.8	150.5	151.2	151.9	152.6	153.3	154.0	154.7	155.4	156.1	156.8	157.5	158.2	158.9	159.6	160.3	161.0	161.7	162.4	163.1	163.8	164.5	165.2	165.9	166.6	167.3	168.0	168.7	169.4	170.1	170.8	171.5	172.2	172.9	173.6	174.3	175.0	175.7	176.4	177.1	177.8	178.5	179.2	179.9	180.6	181.3	182.0	182.7	183.4	184.1	184.8	185.5	186.2	186.9	187.6	188.3	189.0	189.7	190.4	191.1	191.8	192.5	193.2	193.9	194.6	195.3	196.0	196.7	197.4	198.1	198.8	199.5	200.2	200.9	201.6	202.3	203.0	203.7	204.4	205.1	205.8	206.5	207.2	207.9	208.6	209.3	210.0	210.7	211.4	212.1	212.8	213.5	214.2	214.9	215.6	216.3	217.0	217.7	218.4	219.1	219.8	220.5	221.2	221.9	222.6	223.3	224.0	224.7	225.4	226.1	226.8	227.5	228.2	228.9	229.6	230.3	231.0	231.7	232.4	233.1	233.8	234.5	235.2	235.9	236.6	237.3	238.0	238.7	239.4	240.1	240.8	241.5	242.2	242.9	243.6	244.3	245.0	245.7	246.4	247.1	247.8	248.5	249.2	249.9	250.6	251.3	252.0	252.7	253.4	254.1	254.8	255.5	256.2	256.9	257.6	258.3	259.0	259.7	260.4	261.1	261.8	262.5	263.2	263.9	264.6	265.3	266.0	266.7	267.4	268.1	268.8	269.5	270.2	270.9	271.6	272.3	273.0	273.7	274.4	275.1	275.8	276.5	277.2	277.9	278.6	279.3	280.0	280.7	281.4	282.1	282.8	283.5	284.2	284.9	285.6	286.3	287.0	287.7	288.4	289.1	289.8	290.5	291.2	291.9	292.6	293.3	294.0	294.7	295.4	296.1	296.8	297.5	298.2	298.9	299.6	300.3	301.0	301.7	302.4	303.1	303.8	304.5	305.2	305.9	306.6	307.3	308.0	308.7	309.4	310.1	310.8	311.5	312.2	312.9	313.6	314.3	315.0	315.7	316.4	317.1	317.8	318.5	319.2	319.9	320.6	321.3	322.0	322.7	323.4	324.1	324.8	325.5	326.2	326.9	327.6	328.3	329.0	329.7	330.4	331.1	331.8	332.5	333.2	333.9	334.6	335.3	336.0	336.7	337.4	338.1	338.8	339.5	340.2	340.9	341.6	342.3	343.0	343.7	344.4	345.1	345.8	346.5	347.2	347.9	348.6	349.3	350.0	350.7	351.4	352.1	352.8	353.5	354.2	354.9	355.6	356.3	357.0	357.7	358.4	359.1	359.8	360.5	361.2	361.9	362.6	363.3	364.0	364.7	365.4	366.1	366.8	367.5	368.2	368.9	369.6	370.3	371.0	371.7	372.4	373.1	373.8	374.5	375.2	375.9	376.6	377.3	378.0	378.7	379.4	380.1	380.8	381.5	382.2	382.9	383.6	384.3	385.0	385.7	386.4	387.1	387.8	388.5	389.2	389.9	390.6	391.3	392.0	392.7	393.4	394.1	394.8	395.5	396.2	396.9	397.6	398.3	399.0	399.7	400.4	401.1	401.8	402.5	403.2	403.9	404.6	405.3	406.0	406.7	407.4	408.1	408.8	409.5	410.2	410.9	411.6	412.3	413.0	413.7	414.4	415.1	415.8	416.5	417.2	417.9	418.6	419.3	420.0	420.7	421.4	422.1	422.8	423.5	424.2	424.9	425.6	426.3	427.0	427.7	428.4	429.1	429.8	430.5	431.2	431.9	432.6	433.3	434.0	434.7	435.4	436.1	436.8	437.5	438.2	438.9	439.6	440.3	441.0	441.7	442.4	443.1	443.8	444.5	445.2	445.9	446.6	447.3	448.0	448.7	449.4	450.1	450.8	451.5	452.2	452.9	453.6	454.3	455.0	455.7	456.4	457.1	457.8	458.5	459.2	459.9	460.6	461.3	462.0	462.7	463.4	464.1	464.8	465.5	466.2	466.9	467.6	468.3	469.0	469.7	470.4	471.1	471.8	472.5	473.2	473.9	474.6	475.3	476.0	476.7	477.4	478.1	478.8	479.5	480.2	480.9	481.6	482.3	483.0	483.7	484.4	485.1	485.8	486.5	487.2	487.9	488.6	489.3	490.0	490.7	491.4	492.1	492.8	493.5	494.2	494.9	495.6	496.3	497.0	497.7	498.4	499.1	499.8	500.5	501.2	501.9	502.6	503.3	504.0	504.7	505.4	506.1	506.8	507.5	508.2	508.9	509.6	510.3	511.0	511.7	512.4	513.1	513.8	514.5	515.2	515.9	516.6	517.3	518.0	518.7	519.4	520.1	520.8	521.5	522.2	522.9	523.6	524.3	525.0	525.7	526.4	527.1	527.8	528.5	529.2	529.9	530.6	531.3	532.0	532.7	533.4	534.1	534.8	535.5	536.2	536.9	537.6	538.3	539.0	539.7	540.4	541.1	541.8	542.5	543.2	543.9	544.6	545.3	546.0	546.7	547.4	548.1	548.8	549.5	550.2	550.9	551.6	552.3	553.0	553.7	554.4	555.1	555.8	556.5	557.2	557.9	558.6	559.3	560.0	560.7	561.4	562.1	562.8	563.5	564.2	564.9	565.6	566.3	567.0	567.7	568.4	569.1	569.8	570.5	571.2	571.9	572.6	573.3	574.0	574.7	575.4	576.1	576.8	577.5	578.2	578.9	579.6	580.3	581.0	581.7	582.4	583.1	583.8	584.5	585.2	585.9	586.6	587.3	588.0	588.7	589.4	590.1	590.8	591.5	592.2	592.9	593.6	594.3	595.0	595.7	596.4	597.1	597.8	598.5	599.2	599.9	600.6	601.3	602.0	602.7	603.4	604.1	604.8	605.5	606.2	606.9	607.6	608.3	609.0	609.7	610.4	611.1	611.8	612.5	613.2	613.9	614.6	615.3	616.0	616.7	617.4	618.1	618.8	619.5	620.2	620.9	621.6	622.3	623.0	623.7	624.4	625.1	625.8	626.5	627.2	627.9	628.6	629.3	630.0	630.7	631.4	632.1	632.8	633.5	634.2	634.9	635.6	636.3	637.0	637.7	638.4	639.1	639.8	640.5	641.2	641.9	642.6	643.3	644.0	644.7	645.4	646.1	646.8	647.5	648.2	648.9	649.6	650.3	651.0	651.7	652.4	653.1	653.8	654.5	655.2	655.9	656.6	657.3	658.0	658.7	659.4	660.1	660.8	661.5	662.2	662.9	663.6	664.3	665.0	665.7	666.4	667.1	667.8	668.5	669.2	669.9	670.6	671.3	672.0	672.7	673.4	674.1	674.8	675.5	676.2	676.9	677.6	678.3	679.0	679.7	680.4	681.1	681.8	682.5	683.2	683.9	684.6	685.3	686.0	686.7	687.4	688.1	688.8	689.5	690.2	690.9	691.6	692.3	693.0	693.7	694.4	695.1	695.8	696.5	697.2	697.9	698.6	699.3	700.0	700.7	701.4	702.1	702.8	703.5	704.2	704.9	705.6	706.3	707.0	707.7	708.4	709.1	709.8	710.5	711.2	711.9	712.6	713.3	714.0	714.7	715.4	716.1	716.8	717.5	718.2	718.9	719.6	720.3	721.0	721.7	722.4	723.1	723.8	724.5	725.2	725.9	726.6	727.3	728.0	728.7	729.4	730.1	730.8	731.5	732.2	732.9	733.6	734.3	735.0	735.7	736.4	737.1	737.8	738.5	739.2	739.9	740.6	741.3	742.0	742.7	743.4	744.1	744.8	745.5	746.2	746.9	747.6	748.3	749.0	749.7	750.4	751.1	751.8	752.5	753.2	753.9	754.6	755.3	756.0	756.7	757.4	758.1	758.8	759.5	760.2	760.9	761.6	762.3	763.0	763.7	764.4	765.1	765.8	766.5	767.2	767.9	768.6	769.3	770.0	770.7	771.4	772.1	772.8	773.5	774.2	774.9	775.6	776.3	777.0	777.7	778.4	779.1	779.8	780.5	781.2	781.9	782.6	783.3	784.0	784.7	785.4	786.1	786.8	787.5	788.2	788.9	789.6	790.3	791.0	791.7	792.4	793.1	793.8	794.5	795.2	795.9	796.6	797.3	798.0	798.7	799.4	800.1	800.8	801.5	802.2	802.9	803.6	804.3	805.0	805.7	806.4	807.1	807.8	808.5	809.2	809.9	810.6	811.3	812.0	812.7	813.4	814.1	814.8	815.5	816.2	816.9	817.6	818.3	819.0	819.7	820.4	821.1	821.8	822.5	823.2	823.9	824.6	825.3	826.0	826.7	827.4	828.1	828.8	829.5	830.2	830.9	831.6	832.3	833.0	833.7	834.4	835.1	835.8	836.5	837.2	837.9	838.6	839.3	840.0	840.7	841.4	842.1	842.8	843.5	844.2	844.9	845.6	846.3	847.0	847.7	848.4	849.1	849.8	850.5	851.2

[P24~P34] Trends per Region (cont.)

			2017												2018												2019			
			Q1			Q2			Q3			Q4			Q1			Q2			Q3			Q4			Q1			
			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	
Okinawa P34	Total	Total bed nights	100.0	99.2	100.3	102.8	105.8	108.0	108.7	110.4	111.2	112.0	113.0	114.3	112.7	114.0	114.3	114.8	114.5	115.1	116.4	117.8	119.1	119.8	120.2	-	-	-	-	
		Number of foreign visitor arrivals at boarder	100.0	101.0	103.1	105.7	108.2	109.7	111.3	113.2	114.5	115.8	117.8	119.3	119.6	121.2	122.6	123.3	124.0	125.1	125.4	126.1	126.3	126.9	127.5	-	-	-	-	
		International airline seat capacity	100.0	101.1	103.0	105.2	107.2	108.9	110.0	111.2	112.1	113.2	114.4	115.5	116.6	117.7	118.8	119.3	120.3	121.3	122.5	123.2	124.5	125.9	128.0	129.5	130.6	131.2	131.7	
	China	Total bed nights	100.0	98.3	98.5	100.1	103.8	105.8	105.9	109.0	109.3	110.4	111.3	113.0	109.4	112.7	112.3	112.2	110.8	111.0	112.6	113.6	115.3	115.0	114.8	-	-	-	-	
		Number of foreign visitor arrivals at boarder	100.0	98.8	98.7	98.6	99.0	98.2	98.1	98.7	99.2	99.0	99.4	100.0	97.3	98.9	98.7	99.0	98.7	99.4	99.3	99.1	99.7	100.7	101.4	-	-	-	-	
		International airline seat capacity	100.0	99.0	99.4	100.0	100.6	100.6	100.6	100.4	100.6	100.2	100.3	100.8	99.3	99.7	99.3	98.7	98.0	97.9	97.0	95.9	96.0	96.0	96.0	95.9	94.5	94.4		
	South Korea	Total bed nights	100.0	99.6	101.4	105.6	110.0	114.0	115.7	117.1	118.8	121.1	122.2	124.0	122.8	122.8	123.6	123.4	123.6	123.7	123.4	122.8	122.5	121.0	120.6	-	-	-	-	
		Number of foreign visitor arrivals at boarder	100.0	101.4	103.4	106.7	109.8	111.9	113.4	114.3	115.5	116.5	118.5	119.9	121.7	122.7	124.8	125.4	126.5	127.4	126.9	126.6	125.9	125.9	126.2	-	-	-	-	
		International airline seat capacity	100.0	100.5	104.8	108.8	111.8	114.6	115.8	116.9	118.1	120.4	122.2	123.0	124.2	125.4	127.7	128.2	128.8	129.5	130.4	131.0	132.3	133.4	136.6	138.3	139.1	138.9	138.3	
	Taiwan	Total bed nights	100.0	100.2	101.6	104.2	106.9	107.8	108.5	111.1	111.0	111.3	112.9	114.3	112.9	114.5	115.2	117.1	117.8	119.6	123.1	127.7	131.4	135.4	136.5	-	-	-	-	
		Number of foreign visitor arrivals at boarder	100.0	102.4	106.1	108.8	111.6	113.7	116.1	119.3	120.9	123.1	126.5	128.8	129.6	131.7	133.4	135.5	137.4	139.5	141.5	143.7	145.4	147.0	147.7	-	-	-	-	
		International airline seat capacity	100.0	101.6	103.9	105.1	106.4	107.6	108.4	110.0	110.2	110.3	111.7	113.3	115.0	116.0	116.8	117.4	119.3	121.1	123.1	124.1	126.2	128.4	130.6	133.0	135.2	137.9	140.2	
	Hong Kong	Total bed nights	100.0	98.9	97.4	100.7	102.6	104.3	104.4	106.1	106.4	108.8	108.4	108.2	105.7	105.5	105.2	103.8	100.1	98.9	97.7	96.9	96.6	94.4	95.6	-	-	-	-	
		Number of foreign visitor arrivals at boarder	100.0	99.3	99.4	103.3	105.3	107.0	108.3	110.2	111.6	112.8	112.5	112.1	110.7	111.7	112.7	111.0	108.8	107.8	106.7	106.7	105.2	104.8	105.2	-	-	-	-	
		International airline seat capacity	100.0	99.3	99.5	100.7	102.0	103.1	103.4	103.9	104.6	105.1	103.9	103.0	102.9	103.0	103.4	104.0	105.0	105.7	106.8	108.1	109.1	110.1	111.5	112.5	112.3	112.0	110.8	

[P36] Forecast for the Number of Tourists to Japan in 2019

[Changes in Tourists to Japan]	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Number of tourists to Japan (Unit: 10,000)	861	622	836	1,036	1,341	1,974	2,404	2,869	3,119	3,550
Data Source: JTB Tourism Research & Consulting Corp. for forecasts, and JNTO for actual results.										
[Tourists to Japan per Market (2019 forecast)]	China	South Korea	Taiwan	Hong Kong	Thailand	stern markets	Others			
Number of tourists to Japan (Unit: 10,000)	1,000	775	520	230	135	445	445			
Of which, number of tourists increased (Unit: 10,000)	162	21	44	9	22	82	90			
Increase rate (2018 preliminary figures)	13.9%	5.6%	4.2%	-1.1%	14.7%	11.5%	12.3%			
Ditto, 2019 forecast	19.3%	2.8%	9.3%	4.2%	19.2%	22.7%	25.4%			
Data Source: JTB Tourism Research & Consulting Corp.										

[P37] Forecast per Market

		2010	11	12	13	14	15	16	17	18	19
China	Tourists to Asia (100 million tourists)	0.34	0.41	0.49	0.58	0.68	0.75	0.78	0.79	0.87	1.00
	Number of tourists to Japan (Unit: 10,000)	141	104	143	131	241	499	637	736	838	1,000
	Share of Tourists to Japan	4.2%	2.5%	2.9%	2.3%	3.5%	6.7%	8.2%	9.3%	9.6%	10.0%
South Korea	Outbound tourists (Unit: 10,000)	1,249	1,269	1,374	1,485	1,608	1,931	2,238	2,650	2,854	2,946
	Number of tourists to Japan (Unit: 10,000)	244	166	204	246	276	400	509	714	754	775
	Share of Tourists to Japan	19.5%	13.1%	14.9%	16.5%	17.1%	20.7%	22.7%	26.9%	26.4%	26.3%
Taiwan	Outbound tourists (Unit: 10,000)	942	958	1,024	1,118	1,184	1,318	1,459	1,565	1,653	1,731
	Number of tourists to Japan (Unit: 10,000)	127	99	147	221	283	368	417	456	476	520
	Share of Tourists to Japan	13.5%	10.4%	14.3%	19.8%	23.9%	27.9%	28.6%	29.2%	28.8%	30.0%
Hong Kong	Outbound tourists (Unit: 10,000)	682	713	782	860	922	1,044	1,129	1,213	1,264	1,352
	Number of tourists to Japan (Unit: 10,000)	51	36	48	75	93	152	184	223	221	230
	Share of Tourists to Japan	7.5%	5.1%	6.2%	8.7%	10.0%	14.6%	16.3%	18.4%	17.5%	17.0%
Thailand	Outbound tourists (Unit: 10,000)	312	309	327	342	369	389	469	583	648	712
	Number of tourists to Japan (Unit: 10,000)	21	14	26	45	66	80	90	99	113	135
	Share of Tourists to Japan	6.9%	4.7%	8.0%	13.3%	17.8%	20.5%	19.2%	16.9%	17.5%	19.0%
Western markets	Tourists to Asia (Unit: 10,000)	-	-	-	-	-	2,290	2,506	2,651	2,777	2,888
	Number of tourists to Japan (Unit: 10,000)	172	123	161	184	212	251	296	325	363	445
	Share of Tourists to Japan	-	-	-	-	-	11.0%	11.8%	12.3%	13.1%	15.4%
Data Source: JTB Tourism Research & Consulting Corp. for forecasts, and JNTO for actual results.											

