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# Data Analysis on Japanese Inbound Tourism Trends

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

Issued by JTJ 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.

# About This Report

## ■ Table of Contents

### Executive Summary

P3

Executive Summary (P3)/Trends per Major Market (P5)/Trends per Region (P6)

This page is a summary of the full report. It presents summaries of “2. Trends per Major Market” for six markets, namely China, South Korea, Taiwan, Hong Kong, Thailand, and Western markets, and of “3. Market Trends per Region” for eleven regions from Hokkaido to Okinawa.

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

### 1. Trends in Number of Travelers to Japan (Overall total)

P8

Trends in Number of Travelers to Japan (P9)/Trends in Expenditure of Travelers to Japan (P10)/Number of Travelers to Japan compared to Peripheral Countries (P11)

The prospects for Trends in Number of Travelers to Japan, changes in expenditure (total), and the increase rate for Number of Travelers to Japan compared to Peripheral Countries in Asia, such as South Korea, are presented as visual data.

### 2. Trends per Major Market

P12

Market Scale (P13)/Market Growth Rate (P14)/Number of Travelers to Competitive Countries and their Growth Rates (P16)/Prospects for Number of Travelers from Perspective of Changes in International Airline Seat Capacity (P18) /Changes in demand for travelers to Japan (P21)

The total number of overseas travelers (number of travelers to major countries in Asia for the Chinese and Western markets) and the number of travelers to Japan from six markets, namely China, South Korea, Taiwan, Hong Kong, Thailand, and Western markets, and their expenditure scale and changes, are compared. Which markets send the most travelers to which destinations, the rate of increase in the number of travelers to Japan compared to competitive countries, and the prospects for the number of travelers to Japan over the next three months estimated based on changes in international airline seat capacity, are explained.

### 3. Market Trends per Region

P23

Hokkaido (P24)/Tohoku (P25)/Kanto (P26)/Koshinetsu (P27)/Hokuriku (P28)/Tokai (P29)/Kinki (P30)/Chugoku (P31)/Shikoku (P32)/Kyushu (P33)/Okinawa (P34)

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

### 4. Forecast for the Number of Travelers to Japan in 2019

P35

Forecast for the Number of Travelers to Japan in 2019 (P36)/Forecast per Market (P37)

Forecast for the Number of Travelers to Japan in 2019 are described by major market (China, South Korea, Taiwan, Hong Kong, and Western markets).

### Data Sheet

P38

All numeric data for charts included in this report are recorded.

### 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 Travelers to Japan (Overall Total),” “2. Trends per Major Market,” “4. Forecast for the Number of Travelers 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. Market 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 international visitors (JNTO), Consumption Trend Survey of Foreigners Visiting 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)

### Data Analysis on Japanese Inbound Tourism Trends

Issue date: July 2019 (biannual: early and mid-year editions)

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# Executive Summary

## Number of international visitors to Japan in the first half of 2019 : (P9)

The growth rate decreased as recovery in demand following the previous year's natural disaster slowed.

International airline seating capacity continued to grow, and is expected to boost the recovery in demand in the latter half.

The growth rate for the number of visitors to Japan in the first half (January to June) of 2019 posted a 4.6% increase year-on-year, which is sluggish. The deceleration afflicting outbound travel demand spread across the market, and the reduction in cruises to Japan, etc. are also considered causes. On the other hand, international airline seat capacity to and from Japan has been maintaining the pre-disaster growth rate, and a rebound surge is expected in the latter half of 2019. JTB Tourism Research & Consulting Co. forecasts that the annual number of visitors in 2019 will be 33.50 million (a 7.4% increase).

(Note) Although reports suggest that visitors to Japan from South Korea may cancel since the beginning of July, this potential impact is not reflected in the above forecast.

## Travel expenditure in the first half of 2019: (P10)

Travel receipts have been shifting steadily.

Unit prices may increase due to the steady growth of Western markets (Europe, US, Australia).

Travel receipts in the Statistics for Balance of International Payments grew continuously despite a decline in the growth rate, and the rate of deceleration is also lower than for the number of visitors. It is anticipated that the unit price per visitor is increasing. This may reflect a decrease in the number of visitors from neighboring countries, such as South Korea being more than offset by the continuous increase in the number of visitors from Western markets, who tend to spend more per person, since the natural disasters in 2018.

## Trends per major market: (Summary P5, P12-P22)

The deceleration in outbound travel demand was exacerbated across major markets. The growth rate for visitors to Japan decelerated except from Western markets.

**China** Growth in the travelers numbers to major countries in Asia decelerated. The growth rate for travelers to Japan decreased significantly triggered by natural disasters in 2018, but this seems set to accelerate from now partially because of the increase with a rebound from the previous year.

**South Korea** While deceleration in overall international travel demand has continued since 2018, the deceleration rate for travelers to Japan is greater, and a year-on-year contraction is currently being seen. From now, the extent to which cancellation of trips to Japan – which started in July – will have an effect will be the focus.

Taiwan	The growth rate for travelers to Japan decelerated following the natural disasters in 2018, and is currently lower than the previous year's level. Some of this demand switched to Vietnam and South Korea, etc. This is expected to return to positive growth in the near future as a rebound from the previous year's decline.
Hong Kong	The growth rate for travelers to Japan continued to decelerate, and is currently contracting year-on-year. Some demand has switched to South Korea. This is expected to return to positive growth in the near future as a rebound from the previous year's decline.
Thailand	The accelerated increase in travelers to Japan leveled off to steady growth. Going forward, the growth rate is expected to slightly decelerate.
Western markets	Regarding the growth rate in the number of travelers to Asia, the steady increase continued, although at a slightly slower pace. The growth rate for travelers to Japan exceeded this, and is expected to remain steady from now.

## Market trends per region: (P23-P34)

Hokkaido	Currently, a larger increase is seen than the pre-earthquake level from last September. Looking forward, this increase seems likely to continue – partially as it reflects a rebound from the previous year, but the growth rate may be low.
Tohoku	Currently, significant growth is seen. Future prospects are unclear regarding China, but basically the increase seems set to continue.
Kanto	Currently, significant growth is seen. Going forward, the growth rate is expected to decline, but the increase continues.
Koshinetsu	Currently still increasing led by China and Taiwan, albeit at a slightly slower rate.
Hokuriku	Currently, growth has stopped because demand from Taiwan and Western markets has leveled off. Down the line, it seems set to increase due to continued growth from China and recovery in the growth from Taiwan and Hong Kong.
Tokai	Currently, significant growth is seen. From now on, this increase may persist thanks to continued growth from China, while that for Taiwan and South Korea is set to increase.
Kinki	Currently, growth continues apace at a greater rate than the pre-typhoon level last September. Future growth is expected to continue partially driven by the rebound from last year, although the actual growth rate may decline.

(Note) Future prospects described for Market 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.)

- Chugoku Currently, growth is being driven by Western markets, but the growth rate is slowing down due to declines from South Korea and Taiwan. In the coming months, the general increase is set to continue, although the rate for South Korea and Taiwan may decline.
- Shikoku Currently, growth is led by China, South Korea, and Hong Kong. Looking forward, the growth rate for Taiwan may increase, with overall growth set to continue.
- Kyushu Currently, growth has leveled off due to the reduction from South Korea. Going forward, the rate for Taiwan is expected to increase, and total demand may also increase, but the prospects that the growth rate will remain low are high.
- Okinawa Currently, growth is being driven by Taiwan and China. Hereon in, growth from Taiwan and China is expected to taper off, and eventually the growth rate will start declining.

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

The annual number of visitors to Japan is forecast at 35.5 million (a 7.4% year-on-year increase).

This is lower than the growth rate for the previous year (which increased by 8.7%) due to a deceleration across the major markets.

The first half of 2019 saw a contraction in the number of visitors to Japan from South Korea (▲3.8% year-on-year), Taiwan (▲1.0% year-on-year), and Hong Kong (▲1.1% year-on-year). In the second half, an increase is expected due to a rebound from the previous year for four markets, namely China, South Korea, Taiwan, and Hong Kong, and the growth rate may exceed the first half. However, the annual growth rate may be lower than the previous year. The number of visitors from Western markets is expected to steadily increase due to the Rugby World Cup that is being hosted in Japan in the second half.

(Note) Although reports suggest that South Korean travelers may cancel their trips to Japan from the beginning of July, any such impact is not reflected in the above forecast.

## Executive Summary (Trends per Major Market)

Market	Current status and prospects for next three months	Scale Jan – Jun 2019 basis (total for July 2018 to June 2019)	Growth rate Jan – Jun 2019 basis (total for July 2018 to June 2019)	Competition with other Asian countries	Prospects for next three months
China	Growth in the traveler numbers to major countries in Asia decelerated. The growth rate for travelers to Japan decreased significantly triggered by natural disasters in 2018, but this seems set to accelerate from now partially because of the increase with a rebound from the previous year	Travelers to Japan: 8.86 million Travelers to Asia: 94.94 million Japanese share: 9.3%	Travelers to Japan: +8.9% (decelerated) Travelers to Asia: +13.0% (static) Japanese share: ▲0.3% points	South Korea accelerated significantly, perhaps as a rebound to the reduction due to political factors in 2017~2018. Japan and other destinations in Asia decelerated.	The deceleration seen in Japan will gradually taper off. An increase due to a rebound from the previous year is expected, and the growth rate may increase. The decrease in market share for Japan will also end.
South Korea	While deceleration in overall international travel demand has continued since 2018, the deceleration rate for travelers to Japan is greater, and a year-on-year contraction is currently being seen. From now, the extent to which cancellation of trips to Japan – which started in July – will have an effect will be the focus.	Travelers to Japan: 7.39 million Outbound travelers: 29.22 million Japanese share: 25.3%	Travelers to Japan: ▲4.8% (decelerated) Outbound travelers: +4.5% (decelerated) Japanese share: ▲2.4% points	travelers to both Japan and other destinations in Asia decelerated.	It is too soon to evaluate any impact from cancellation to Japan since the beginning of July. It was forecast that the range of reductions would no longer expand, but the future remains murky.
Taiwan	The growth rate for travelers to Japan decelerated following the natural disasters in 2018, and is currently lower than the previous year's level. Some of this demand switched to Vietnam and South Korea, etc. This is expected to return to positive growth in the near future as a rebound from the previous year's decline.	Travelers to Japan: 4.73 million Outbound travelers: 16.82 million Japanese share: 28.1%	Travelers to Japan: ▲1.0% (decelerated) Outbound travelers: +3.9% (decelerated) Japanese share: ▲1.3% points	Vietnam accelerated. The growth rate for South Korea increased in lockstep with the deceleration in travelers to Japan.	The reductions of travelers to Japan will no longer expand. This will return to positive growth in the near future as a rebound from the previous year's decline. Japan's market share will stop decreasing.
Hong Kong	The growth rate for travelers to Japan continued to decelerate, and is currently contracting year-on-year. Some demand has switched to South Korea. This is expected to return to positive growth in the near future as a rebound from the previous year's decline.	Travelers to Japan: 2.20 million Outbound travelers: 12.81million Japanese share: 17.1%	Travelers to Japan: ▲2.8%(decelerated) Outbound travelers: +4.1%(decelerated) Japanese share: ▲1.2% points	Other destinations in Asia except for South Korea also saw a deceleration. The growth rate for South Korea increased with the deceleration in Japan.	The reductions of travelers to Japan will not expand. This will return to positive growth in the near future as a rebound from the previous year's decline. Japan's market share will stop decreasing.
Thailand	The accelerated increase in travelers to Japan leveled off to steady growth. Going forward, the growth rate is expected to slightly decelerate.	Travelers to Japan: 1.21 million Outbound travelers: 6.83 million Japanese share: 17.1%	Travelers to Japan: +13.8%(static) Outbound travelers: +11.8%(static) Japanese share: +0.8% points	Vietnam rapidly accelerated. The growth rate for Japan is higher than South Korea, but lower than Vietnam.	The growth rate for travelers to Japan will shift towards deceleration. Japan's share will slow down.
Western markets	Regarding the growth rate in the number of travelers to Asia, the steady increase continued, although at a slightly slower pace. The growth rate for travelers to Japan exceeded this, and is expected to remain steady from now.	Travelers to Japan: 3.84 million Travelers to Asia: 28.61million Japanese share: 13.4%	Travelers to Japan: +11.4% (static) Travelers to Asia: +4.5% (decelerated) Japanese share: +0.9% points	The growth rate for Japan remains at a crest. There was robust growth in Japan compared to other destinations in Asia.	Increase rate for travelers to Japan will level off. Japan's share will 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 travelers from each market and the share of travelers 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 (Market 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 visitors 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
Hokkaido	Currently, a larger increase is seen than the pre-earthquake level from last September. Looking forward, this increase seems likely to continue – partially as it reflects a rebound from the previous year, but the growth rate may be low.	Increase	Continue increasing	Leveling off	Remain static	Reduction	Bottoming out	Bottoming out	Turn upward	—	—
Tohoku	Currently, significant growth is seen. Future prospects are unclear regarding China, but basically the increase seems set to continue.	Significant increase	Stopped increasing	Leveling off	Turn downward	Significant increase	Continue increasing	—	—	Significant increase	—
Kanto	Currently, significant growth is seen. Going forward, the growth rate is expected to decline, but the increase continues.	Significant increase	Continue increasing	Increase	Static	Stopped increasing	Turn downward	—	—	Significant increase	Continue increasing
Koshinetsu	Currently still increasing led by China and Taiwan, albeit at a slightly slower rate.	Significant increase	—	—	—	Stopped increasing	—	Increase	—	Significant increase	—
Hokuriku	Currently, growth has stopped because demand from Taiwan and Western markets has leveled off. Down the line, it seems set to increase due to continued growth from China and recovery in the growth from Taiwan and Hong Kong.	Significant increase	Continue increasing	—	—	Leveling off	Turn upward	Static	Turn upward	Leveling off	—
Tokai	Currently, significant growth is seen. From now on, this increase may persist thanks to continued growth from China, while that for Taiwan and South Korea is set to increase.	Significant increase	Continue increasing	Leveling off	Turn upward	Leveling off	Turn upward	—	—	Increase	—
Kinki	Currently, growth continues apace at a greater rate than the pre-typhoon level last September. Future growth is expected to continue partially driven by the rebound from last year, although the actual growth rate may decline.	Significant increase	Continue increasing	Reduction	Static	Reduction	Continue decreasing	—	—	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 travelers enter the region by land. In the same way, prospects for Hokuriku with regard to travelers from Western markets are not determined, because there are no direct flights to airports in the region.

## Executive Summary (Market 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 travelers 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	Currently, growth is being driven by Western markets, but the growth rate is slowing down due to declines from South Korea and Taiwan. In the coming months, the general increase is set to continue, although the rate for South Korea and Taiwan may decline.	Significant increase	Continue increasing	Reduction	Continue decreasing	Reduction	Bottoming out	—	—	Significant increase	—
Shikoku	Currently, growth is led by China, South Korea, and Hong Kong. Looking forward, the growth rate for Taiwan may increase, with overall growth set to continue	Significant increase	Continue increasing	Significant increase	Stopped increasing	Static	Turn upward	Stopped increasing	Static	—	—
Kyushu	Currently, growth has leveled off due to the reduction from South Korea. Going forward, the rate for Taiwan is expected to increase, and total demand may also increase, but the prospects that the growth rate will remain low are high.	Significant increase	Continue increasing	Reduction	Continue decreasing	Stopped increasing	Turn upward	Increase	Continue increasing	—	—
Okinawa	Currently, growth is being driven by Taiwan and China. Hereon in, growth from Taiwan and China is expected to taper off, and eventually the growth rate will start declining.	Stop increasing	Turn upward	Static	Static	Stopped increasing	Turn downward	Leveling off	Turn upward	—	—

(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

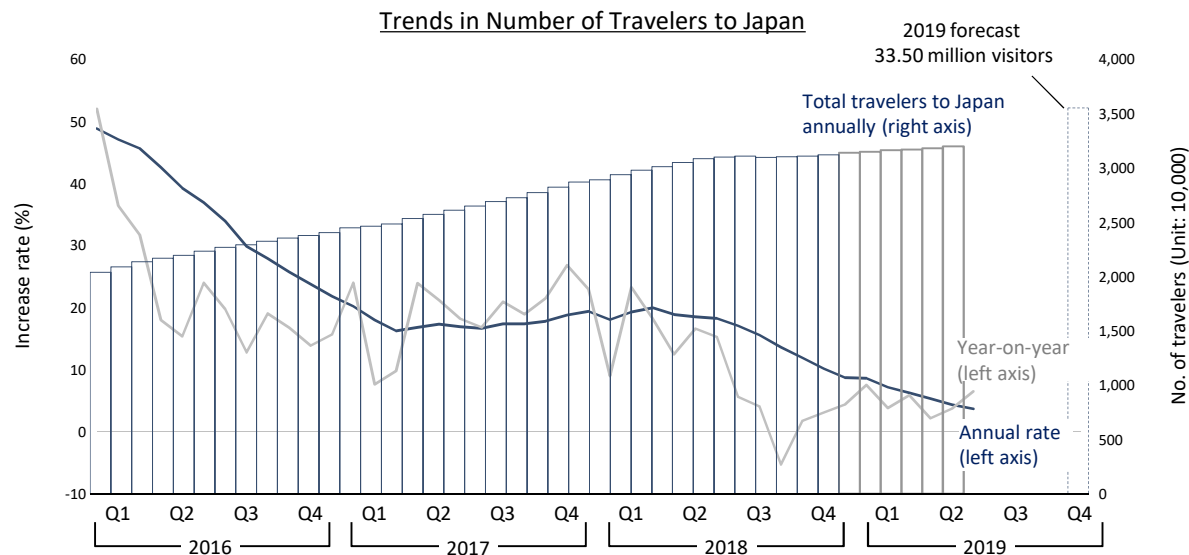
Prospects for the next three months are decided bearing in mind future changes in international airlines seat capacity for airports in each region based on OAG data, and trends for the number of outbound travelers departing from each region. The number of visitors who entered the region by land is much 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 TRAVELERS TO JAPAN (OVERALL TOTAL)**

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

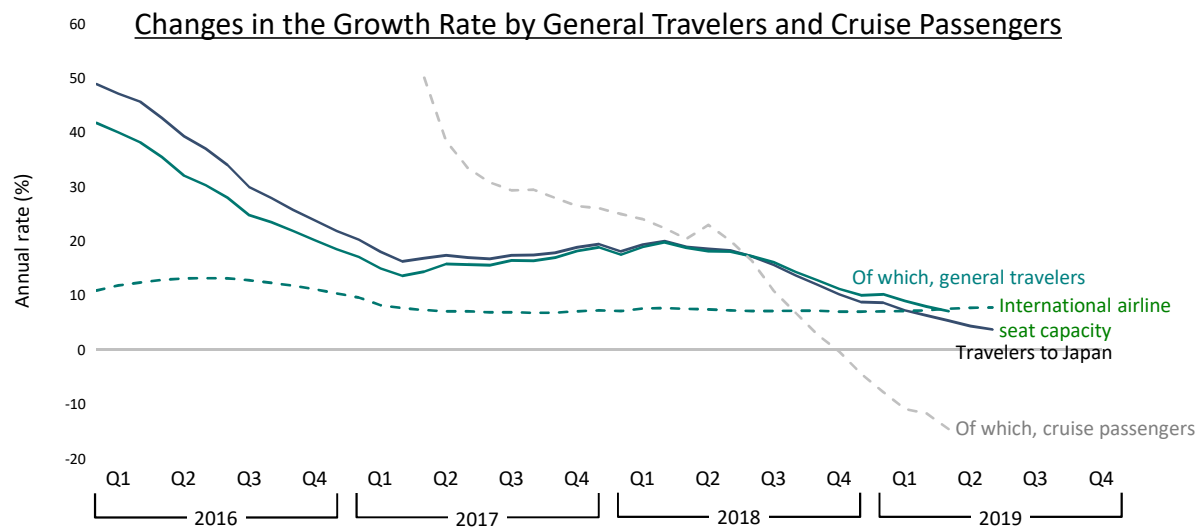


# Trends in Number of Travelers to Japan



Growth rate declined as recovery in demand following the natural disasters in the previous year is slow. The annual number of visitors in 2019 is expected to be 33.50 million (an increase of 7.4%).

- The growth rate in the number of visitors to Japan for the first half of 2019 (January to June) increased by 4.6% year-on-year, which is a slower pace. This is because outbound travel demand in major markets decelerated, and outbound travel demand from Japan remains strong.
- Regarding the latter half of 2019, an increase is expected due both to a rebound from the previous year and the Rugby World Cup being hosted by Japan, so strong growth is forecast (+ 10.3%).
- The potential cancellations by South Korean visitors has been reported since the beginning of July. Evaluating how much impact this will have is difficult at this stage, so it is not reflected in the forecast.



A reduction in cruise passengers is another obstacle to restoring demand. The growth rate for international airline seat capacity gradually increased, and a recovery in demand is expected for the latter half.

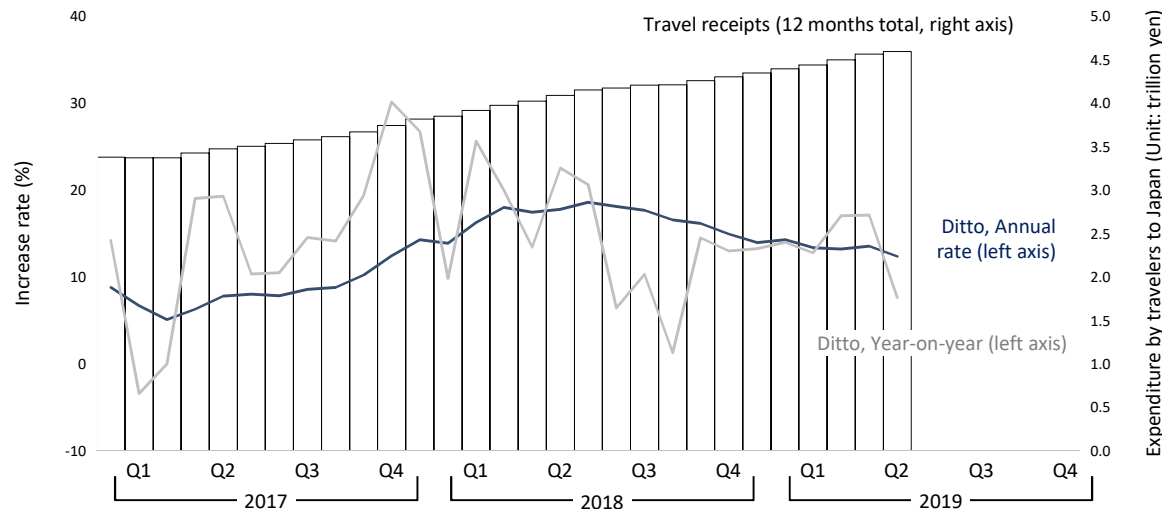
- The reduction in the number of cruise passengers caused by the reduction in the number of cruises operated depressed the growth rate for the number of visitors to Japan by around ▲1~2%. This is one of the factors behind the slow recovery in demand since last autumn.
- International airline seat capacity for Japan continues to grow even though demand for visiting Japan decelerated, and began gradually accelerating since the beginning of 2019. Strong outbound travel demand from Japan contributed to this, but it is also considered that this trend is based on an assumption that demand will increase with a rebound for visiting Japan in the latter half of 2019.

(Note) General travelers 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 travelers to Japan, and OAG for international airline seat capacity.

# Trends in Expenditures of Travelers to Japan

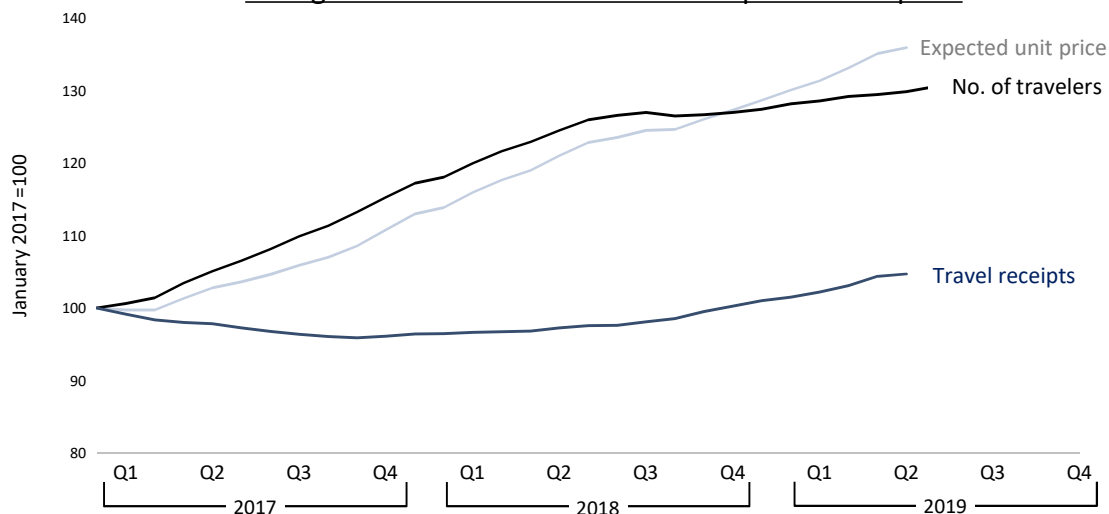
Trends in Expenditure of Travelers to Japan



Travel receipts have been relatively strong. The steady growth from Western markets may have contributed to an increase in unit prices.

- Travel receipts in the Statistics for Balance of International Payments grew continuously despite the growth rate declining, and the deceleration rate is also smaller than for the number of visitors.
- It is estimated that unit price per visitor increased. This may imply that although the number of visitors from neighboring countries, such as South Korea, decreased, this was more than offset by the number of visitors from Western markets – who spend more per visitor – continuing to increased since the natural disasters in 2018.
- The growth rate for expenditure by visitors to Japan based on the “Consumption Trend Survey of Foreigners Visiting Japan” by the Japan Tourism Agency was slightly lower than travel receipts. It does not always match the changes in travel receipts, so attention is needed.

Changes in number of travelers and expected unit price



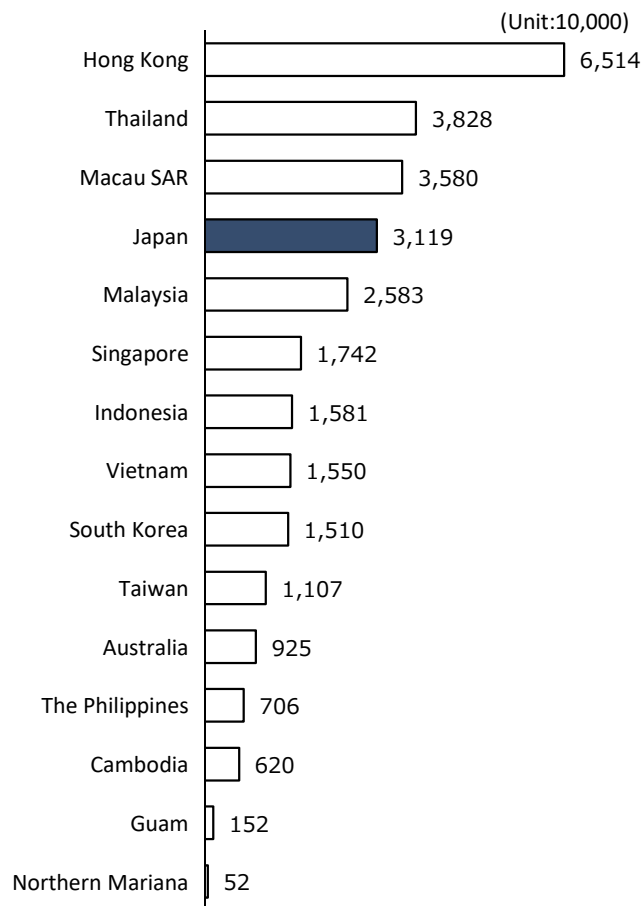
Data source: “Statistics for Balance of International Payments” of the Ministry of Finance and the Bank of Japan for travel receipts, and JNTO for the number of travelers, and estimated unit price is calculated by JTB Tourism Research & Consulting Co.

# Number of Travelers to Japan compared to Peripheral Countries

The growth rate for Japan has fallen to the lowest amongst the East Asian countries.

- The growth rate for Japan led in terms of the number of travelers to East Asian countries for the last few years, but dropped to the bottom in the second quarter of 2019.
- The impact of 2018's natural disasters is large, but another factor is that some travel demand switched to neighboring countries, such as South Korea and Vietnam. Foreign exchange fluctuations and an increased number of LCC flights and routes, etc. may also have had some effect.

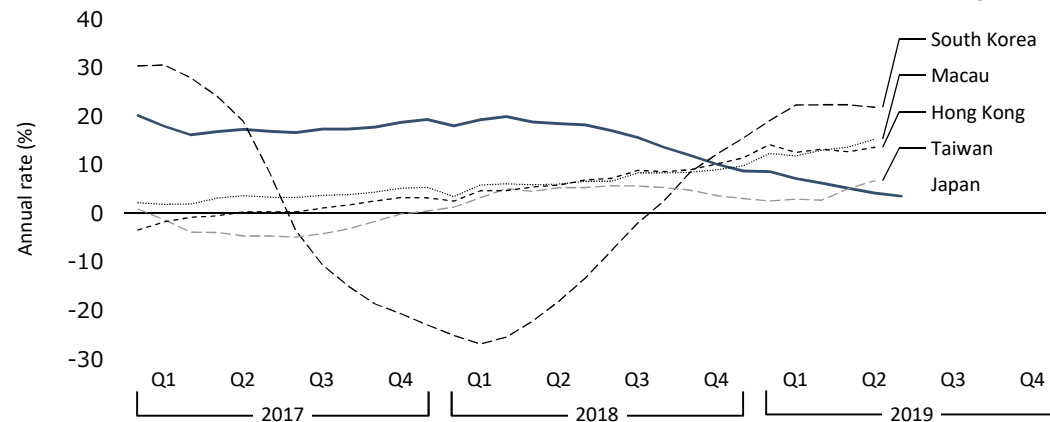
Number of Travelers to Japan  
compared to Peripheral Countries/Regions (2018)



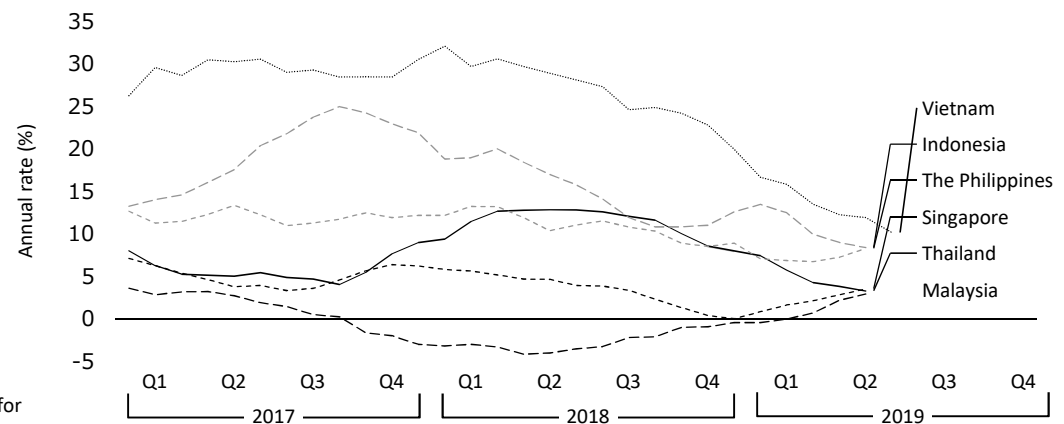
(Note) Annual number of travelers for 2018 is the total of the latest 12 months for which data can be obtained.

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

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



Rate of Increase in the Number of Travelers 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 travelers (number of travelers to the main countries in Asia for the Chinese and Western markets), the number of travelers to Japan, and expenditure and changes are compared in this section. Which markets send the most travelers to which countries, rates of increase in the number of travelers to Japan compared to competitive countries, and prospects for the number of travelers to Japan over the next three months—as estimated based on changes in international airline seat capacity – are explained.

# Market Scale

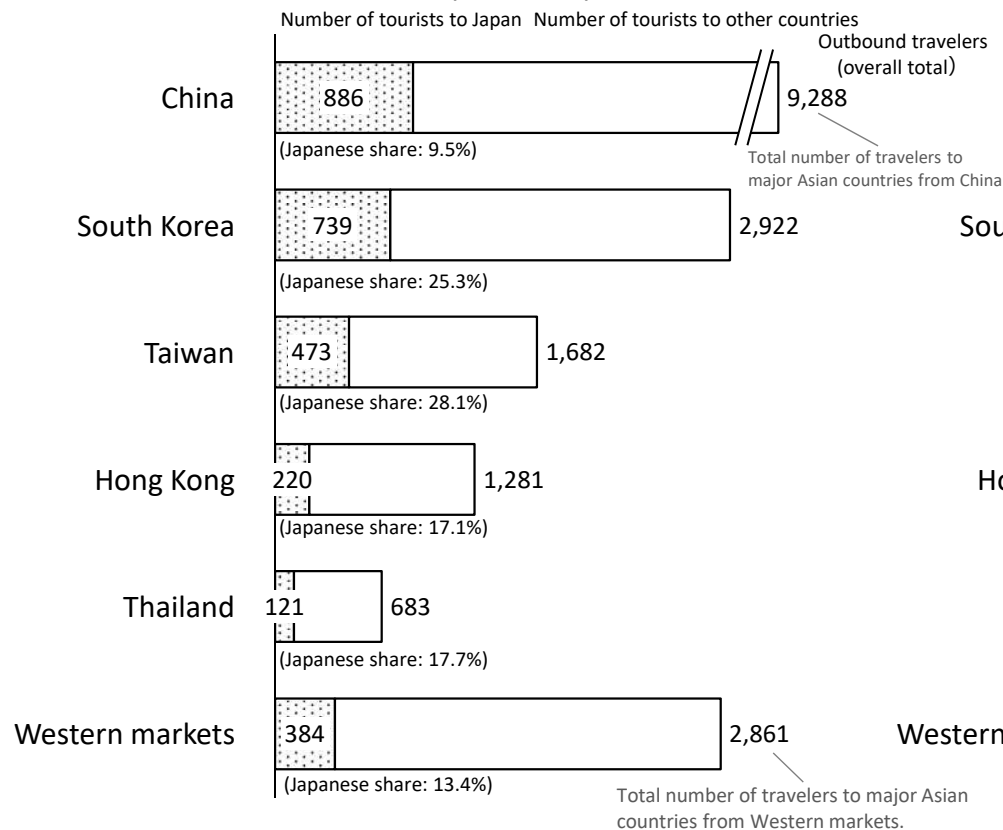
The number of travelers to Asia from China exceeds the total number of outbound travelers from other markets.

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

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

Number of Outbound Travelers and Number of Travelers to Japan  
from Major Markets (First half of 2019)

Total from July 2018 to June 2019  
(Unit: 10,000)



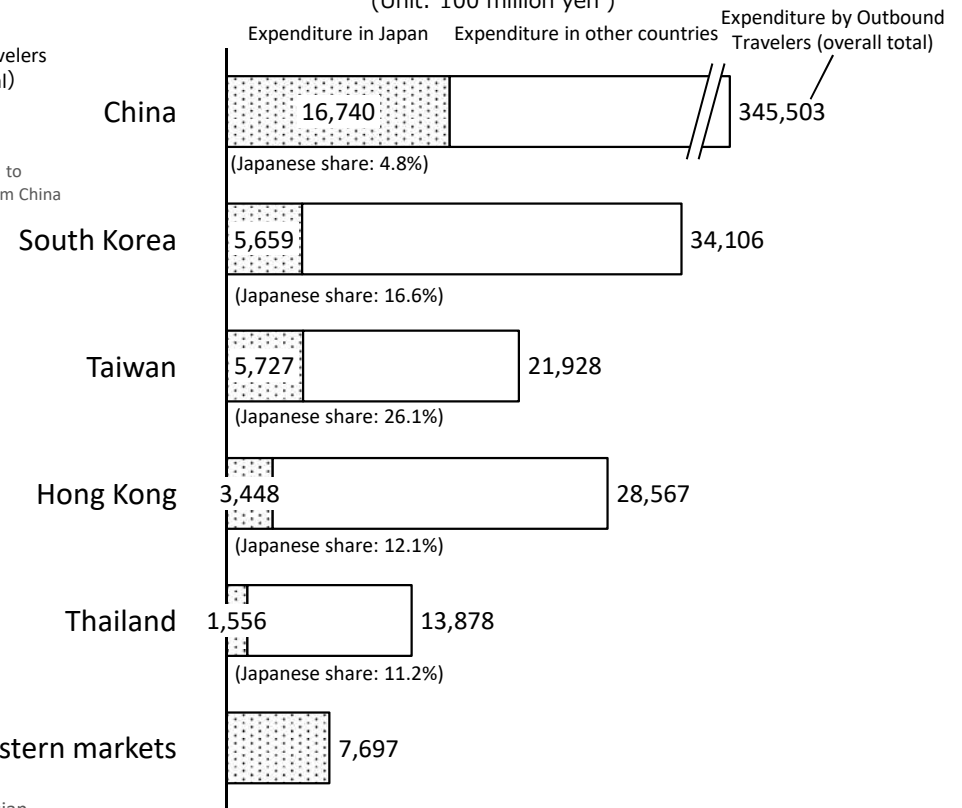
Expenditure by outbound travelers from China is larger than the total for South Korea, Taiwan, Hong Kong and Thailand.

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

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

Expenditure by Outbound Travelers and by Travelers to Japan  
from Major Markets (First half of 2019)

Total from July 2018 to June 2019  
(Unit: 100 million yen )



(Note) Numeric values 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 travelers for South Korea, Taiwan, Hong Kong, and Thailand are based on numeric data from each country/region's statistics agencies. The number of outbound travelers 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 for Balance of International Payments from the central bank of each country. The number of outbound travelers 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 travelers to Japan is based on the "Consumption Trend Survey of Foreigners Visiting Japan" by the Japan Tourism Agency.

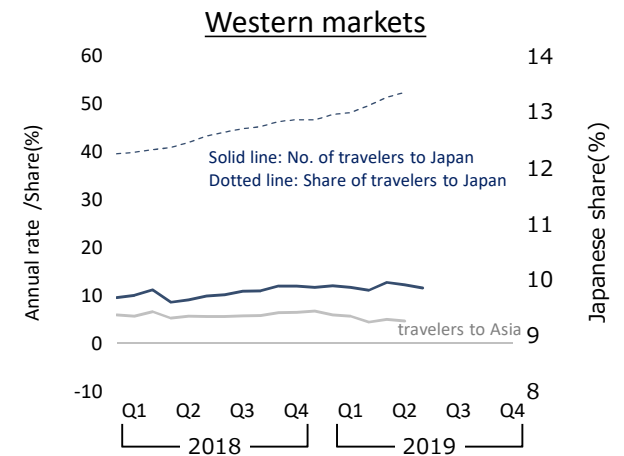
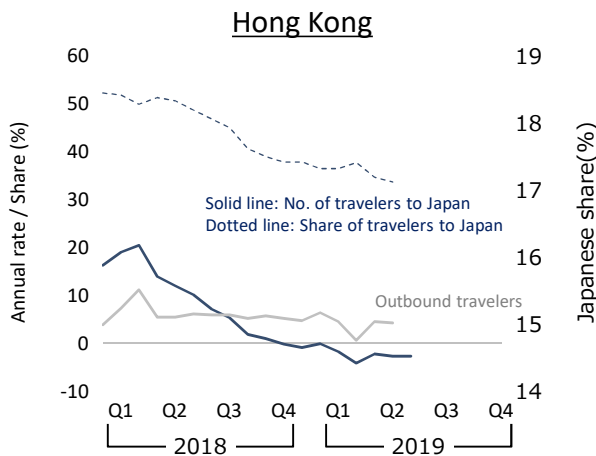
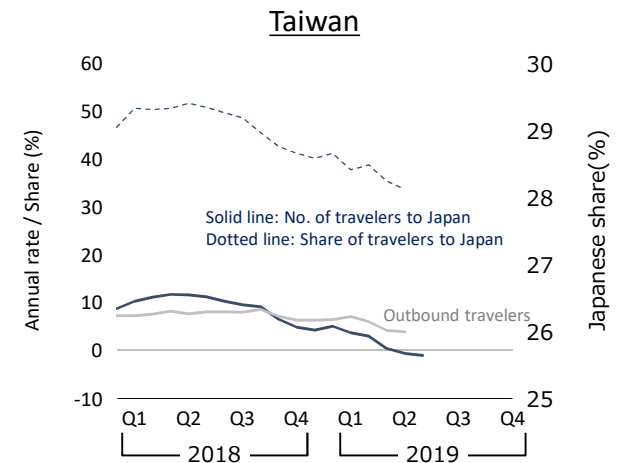
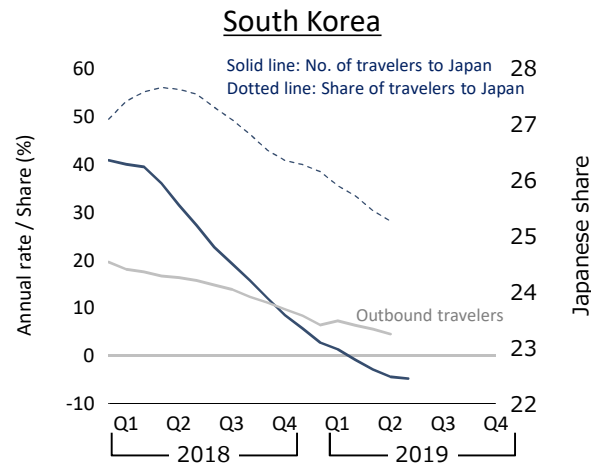
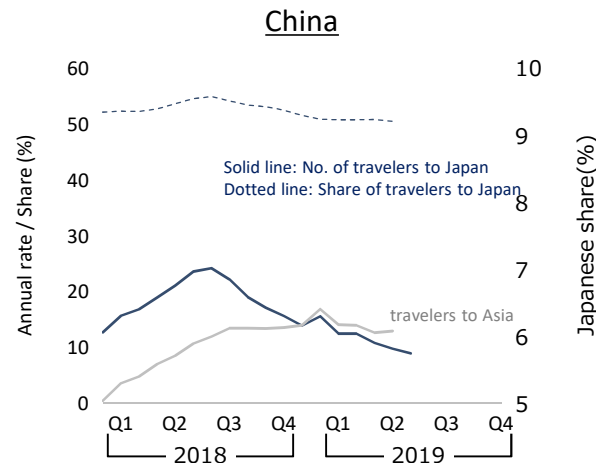
# Market Growth Rate (Number of travelers )

Deceleration in outbound travel demand worsened across the markets.

- Regarding outbound travel demand in the first half of 2019, in addition to South Korea – which has been decelerating for a while, growth rates for China (the number of travelers to Asia) and Taiwan declined, and the deceleration for Hong Kong and Western markets (also for the number of travelers to Asia) got worse. The growth rate for Thailand also stopped increasing, and has now leveled off.

The growth rate for travelers to Japan decelerated except from Western markets, and it has leveled off even from Thailand, which has long been in good shape.

- The growth rate for travelers to Japan significantly declined for four markets, namely China, South Korea, Taiwan, and Hong Kong. The ratio of the number of travelers to Japan for each market's outbound travel (share of travelers to Japan) also decreased. Recovery in demand after the natural disasters in 2018 is slow, and the number of travelers to Japan is lower than the previous year for South Korea, Taiwan, and Hong Kong.
- The number of travelers to Japan from Thailand grew steadily, but has now leveled off, and steady growth is only being maintained by Western markets.



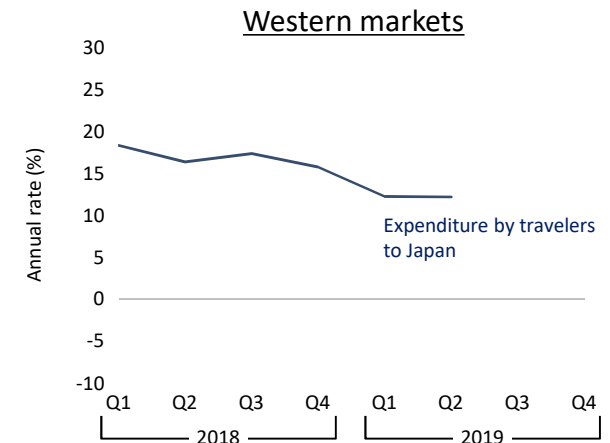
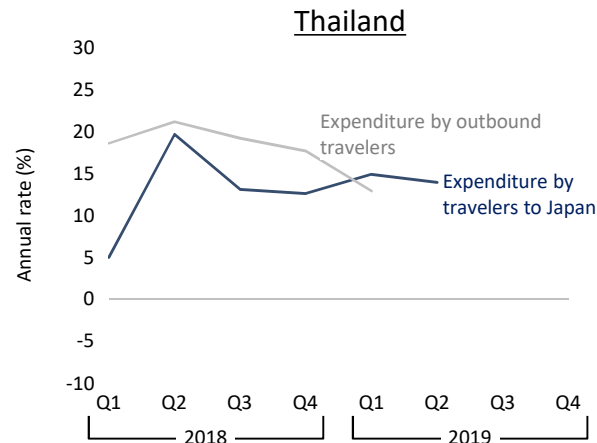
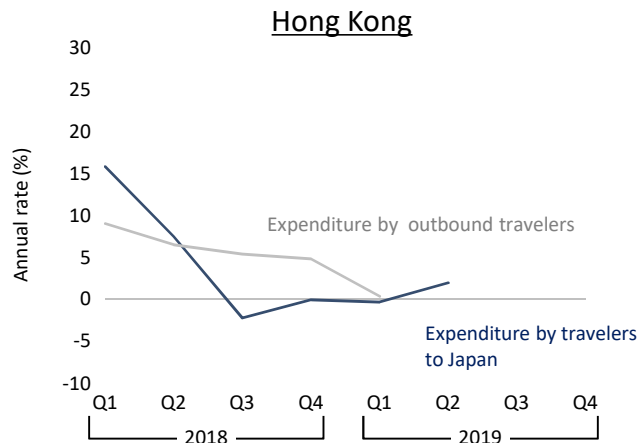
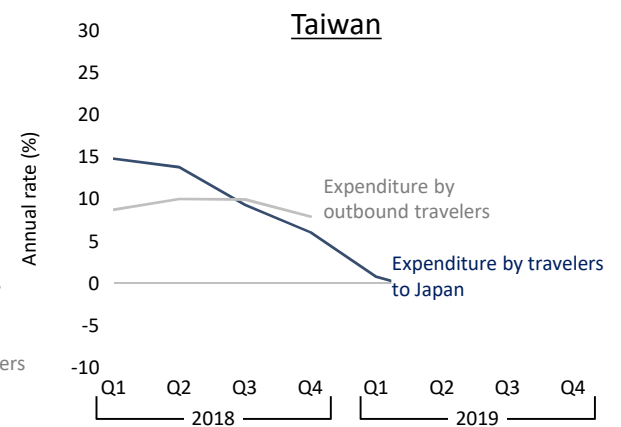
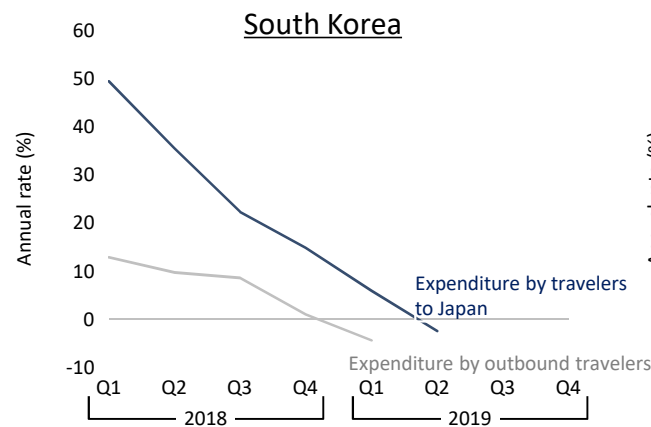
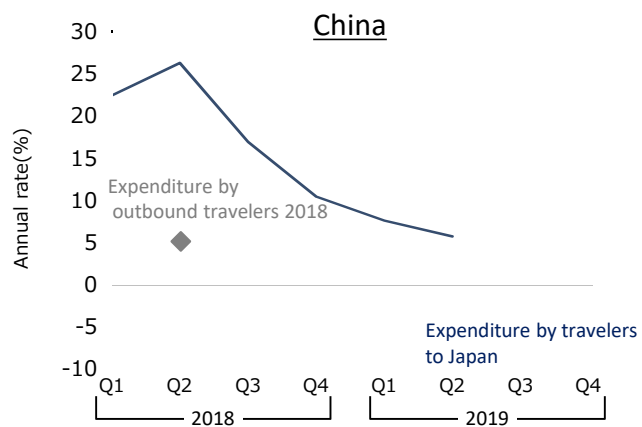
# Market Growth Rate (Expenditure)

The growth rate for expenditure by travelers to Japan decelerated, reflecting the growth rate in the number of travelers.

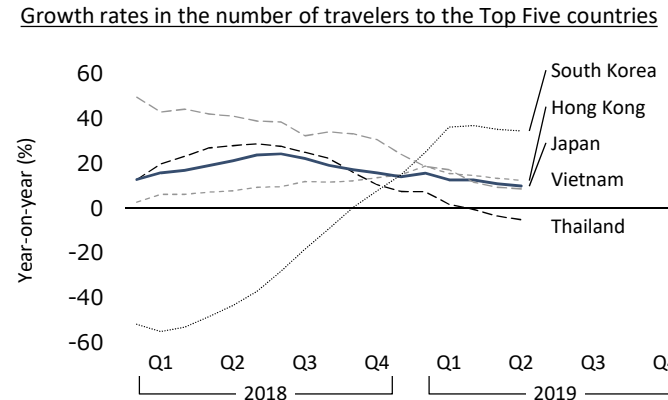
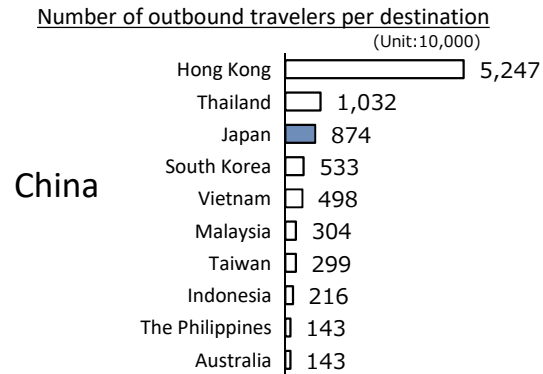
- Expenditure by travelers to Japan is lower than the previous year for South Korea and Taiwan, and is basically unchanged for Hong Kong. The main factor behind the deceleration in the growth rate for expenditure is the deceleration in growth in the number of travelers to Japan; but in some areas, even expenditure per traveler contracted year-on-year.

Growth rate for expenditure by outbound travelers also declined.

- The growth rate for expenditure by outbound travelers also declined as the growth rate for the number of outbound travelers decelerated across the markets.

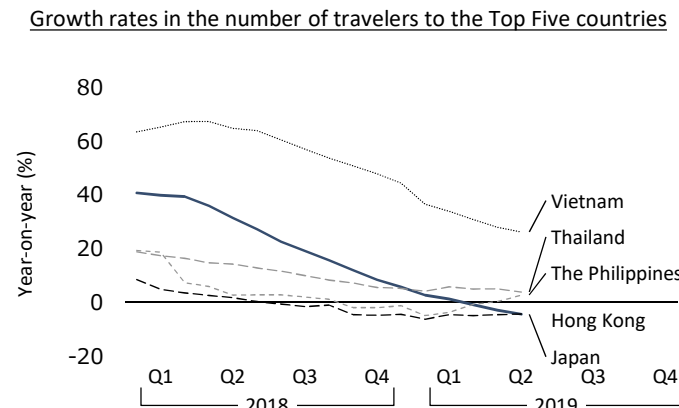
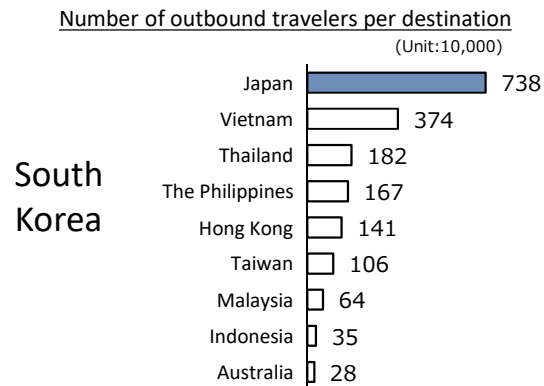


# Number of Travelers to Competitive Countries and their Growth Rates



The rebound by South Korea is notable.  
The growth rate for all top countries declined.

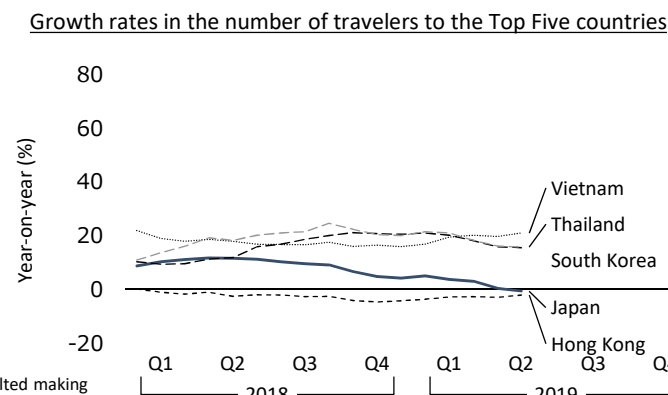
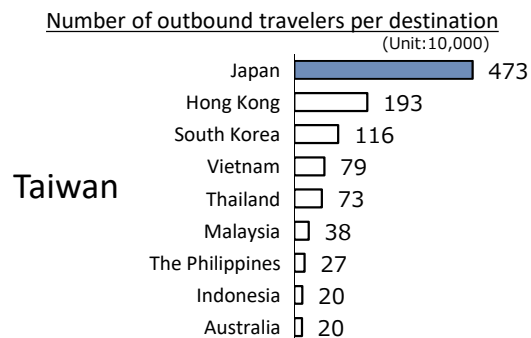
- The number of travelers that had dropped off due to political conflict between South Korea and China rapidly recovered. Because of this rebound, the growth rate for other top countries in terms of travel destinations from China, namely Hong Kong, Japan, Vietnam and Thailand, declined.
- The growth rate for Japan is close to those for Hong Kong and Vietnam, etc., and higher than for Thailand, of which the number of travelers decreased compared to the previous year.



Growth rates for all countries declined due to deceleration in outbound travel.

The growth rate for travelers to Japan declined significantly.

- Because the growth rate for outbound travel from South Korea decreased, the growth rate for all top five countries which receive many travelers from South Korea decreased.
- Under such circumstances, the growth rate for the number of travelers to Japan fell significantly.



The growth rate for travelers to Japan fell significantly.  
Demand may have shifted to South Korea.

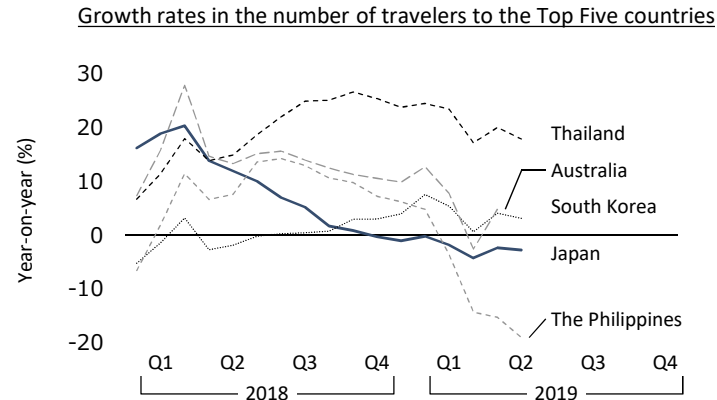
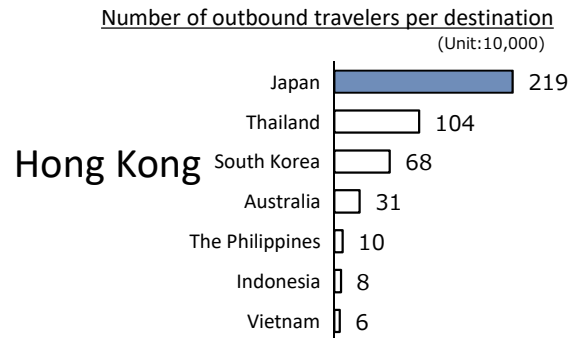
- Growth rate for the number of travelers to Japan fell significantly due to the natural disaster in September 2018.
- During this period, the growth rate for South Korea increased, and it may have risen as an alternative destination to Japan in terms of demand.
- Separately from South Korea, growth rates for Vietnam and Thailand are also high. The category of low-expenditure travelers may have shifted their travel destination.

(Note) The number of travelers to China is unknown because China halted making announcements on the number of international travelers per month. Numeric values on the bar chart represent the total for the last 12 months as of May 2019.

Data source: PATAmPOWER



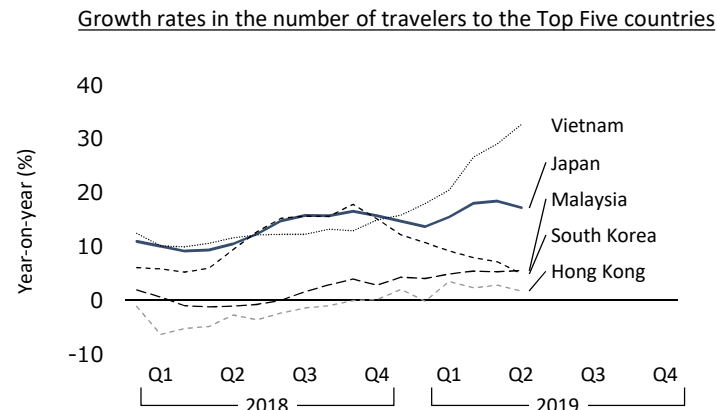
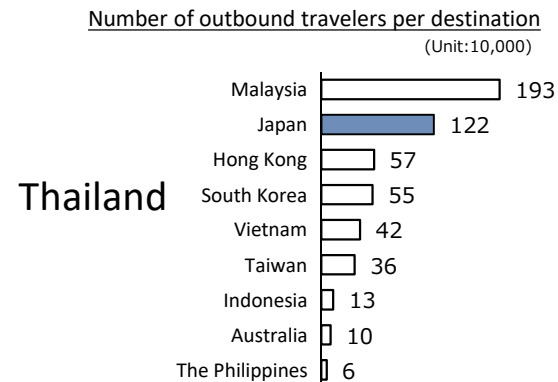
# Number of Travelers to Competitive Countries and their Growth Rates (cont.)



Growth rates for the top four countries except South Korea declined.

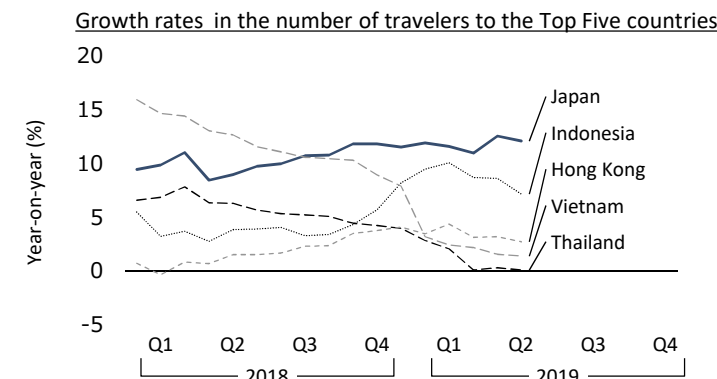
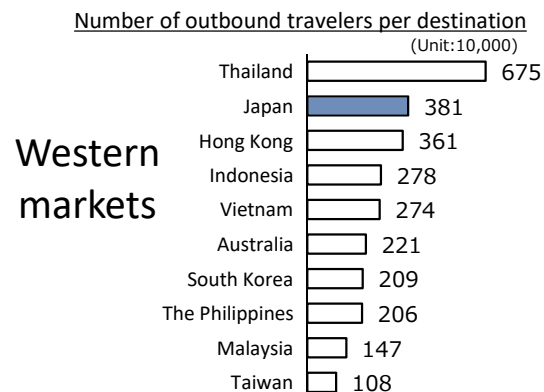
Some demand for travel to Japan seems to have shifted to South Korea.

- Growth rates for the top four countries except South Korea declined as overall demand for outbound travel from Hong Kong has decelerated.
- On the other hand, the growth rate for South Korea increased, probably indicating that some demand for the top four countries including Japan shifted to this destination.



The growth rate for travelers to Japan has maintained a high level. Growth rates for Vietnam and Malaysia increased.

- The number of outbound travelers from Thailand maintains its double-digit growth, and the top five countries are competing with each other to get market share.
- Despite such circumstances, the number of travelers to Japan maintains a high growth rate.
- The increase in growth rate for neighboring countries, i.e. Vietnam and Malaysia, indicates that demand for low-cost travel has increased.



The growth rate for travelers to Japan continued to be the top while for the four other countries it declined.

- The number of travelers to Asia from Western markets further decelerated, and the growth rates for the top four countries, except Japan, declined.
- Despite such circumstances, the growth rate for Japan has remained at almost the same level, and appears very competitive.

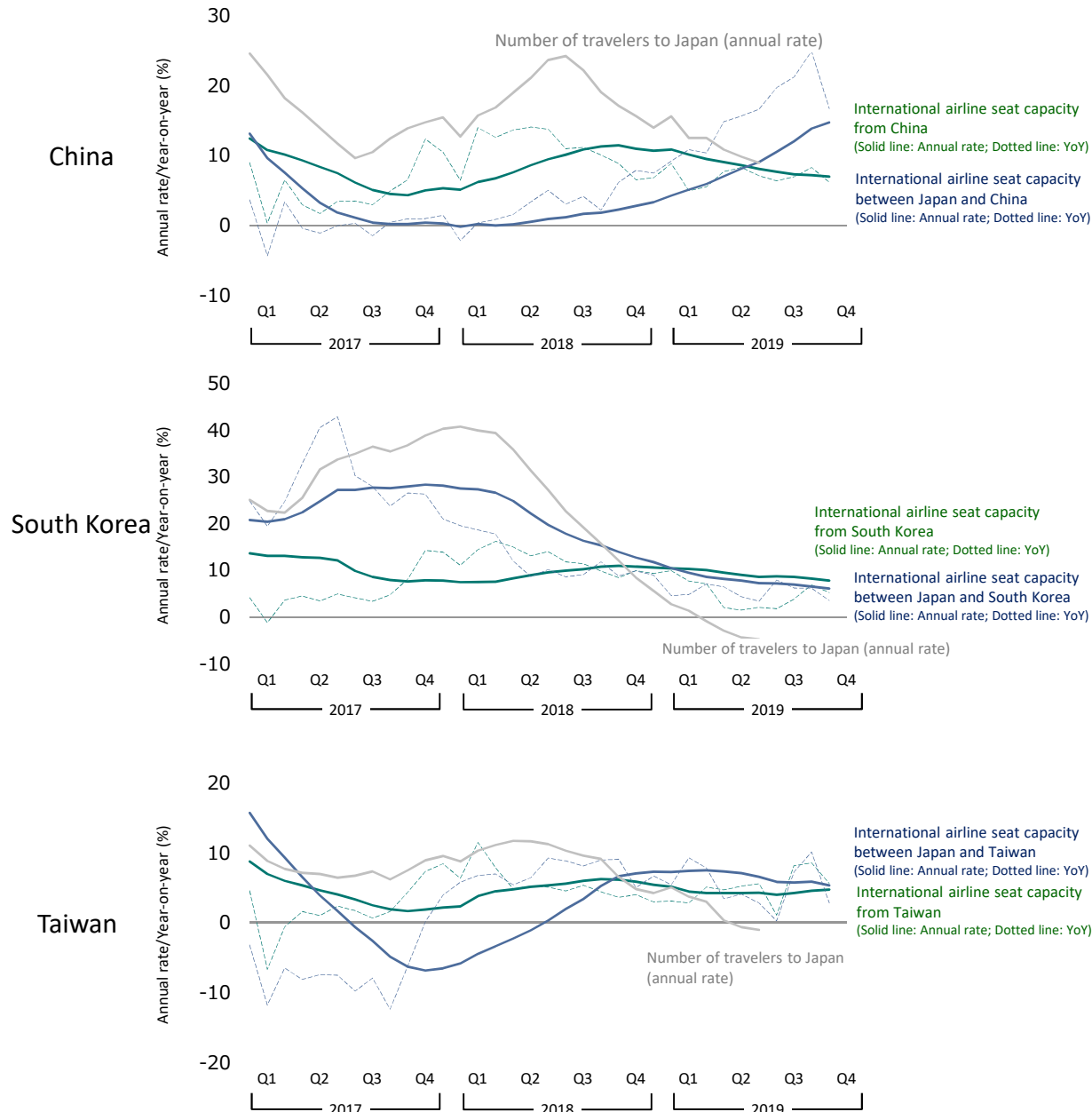
(Note) The number of travelers to China is unknown because China halted making announcements on the number of international travelers per month.

Numeric values on the bar chart represent the total for the last 12 months as of May 2019.

Data source: PATAmPOWER

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

Prospects for number of travelers to Japan over next three months



Data source: OAG for airline seat capacity, JNTO for the number of travelers to Japan.

Growth in total international airline seat capacity out of China decelerated, whereas to Japan it seems to be accelerating. The number of visitors entering Japan also reverts from deceleration to acceleration.

- The total international airline seat capacity from China is considered a hint to understand trends in outbound travel demand from China. The current growth rate is decelerating.
- On the other hand, the growth rate for airline seat capacity to Japan is accelerating.
- The growth rate in the number of visitors to Japan has been declining since last September when the natural disaster occurred, but it is forecast that the growth rate will stop declining partially as a result of a rebound from last year, and will begin to rise.
- When the growth rate for the total number of outbound travelers declined, simultaneously, to Japan, it stops declining, so the declining share for Japan may stop.

The number of travelers to Japan is forecast to be “bottoming out” based on changes in airline seat capacity to Japan.

On the other hand, the degree of impact of travelers cancelling trips to Japan since the beginning of July cannot be evaluated at this stage, and the future prospects are somewhat unclear.

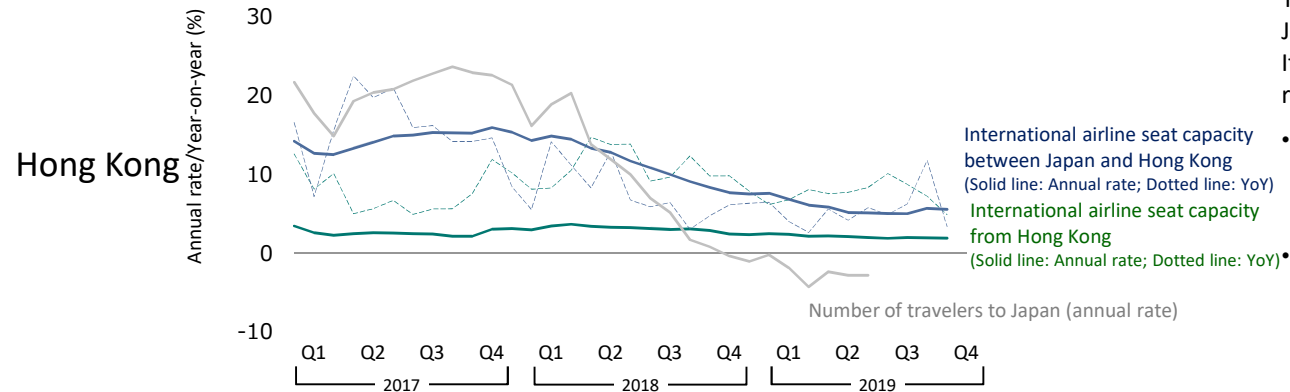
- Although airline seat capacity to Japan has seen positive growth, the growth rate for travel demand from Japan to South Korea has been high, so the number of travelers to Japan is lower than the previous year.
- Regarding future prospects based on changes in airline seat capacity as of now, it is expected that the decrease in the number of travelers to Japan will stop expand and the number of travelers will also stop decreasing.
- However, the trend of travelers to Japan cancelling their trips since the beginning of July is not reflected in this airline seat capacity, and future prospects are quite murky.

The growth rate for airline seat capacity to Japan tends to be declining, and future demand for travel to Japan may recover slowly.

- Airline seat capacity to Japan has seen positive growth, but currently, the growth rate in the number of travelers from Japan to Taiwan is high, while the number of travelers to Japan is lower than the previous year.
- It is forecast that the rate of decrease in the number of travelers to Japan will not expand further as airline seat capacity has seen positive growth, and may revert to positive growth from September due to a rebound from the previous year.
- On the other hand, the growth rate in airline seat capacity tends to decrease, so it is forecast that the number of travelers to Japan will recover slowly.

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

Prospects for number of travelers to Japan over next three months

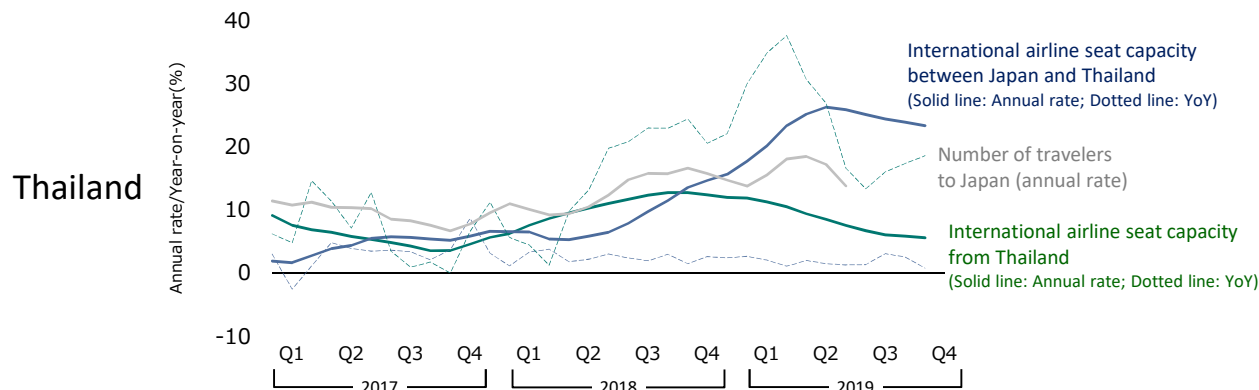


Regarding airline seat capacity, the growth rate is forecast to remain at the same level.

The rate of decrease in the number of travelers to Japan will no longer expand.

It may revert to positive growth partially due to a rebound from the previous year.

- Airline seat capacity to Japan has seen positive growth, but the growth rate for the number of travelers from Japan to Hong Kong increased, and the number of travelers to Japan is lower than the previous year.
- It is forecast that a reduction in the growth rate for airline seat capacity will stop from the third quarter of 2019, so the decrease in the number of travelers to Japan will no longer expand, and will revert to an increase partially as a rebound from the previous year.



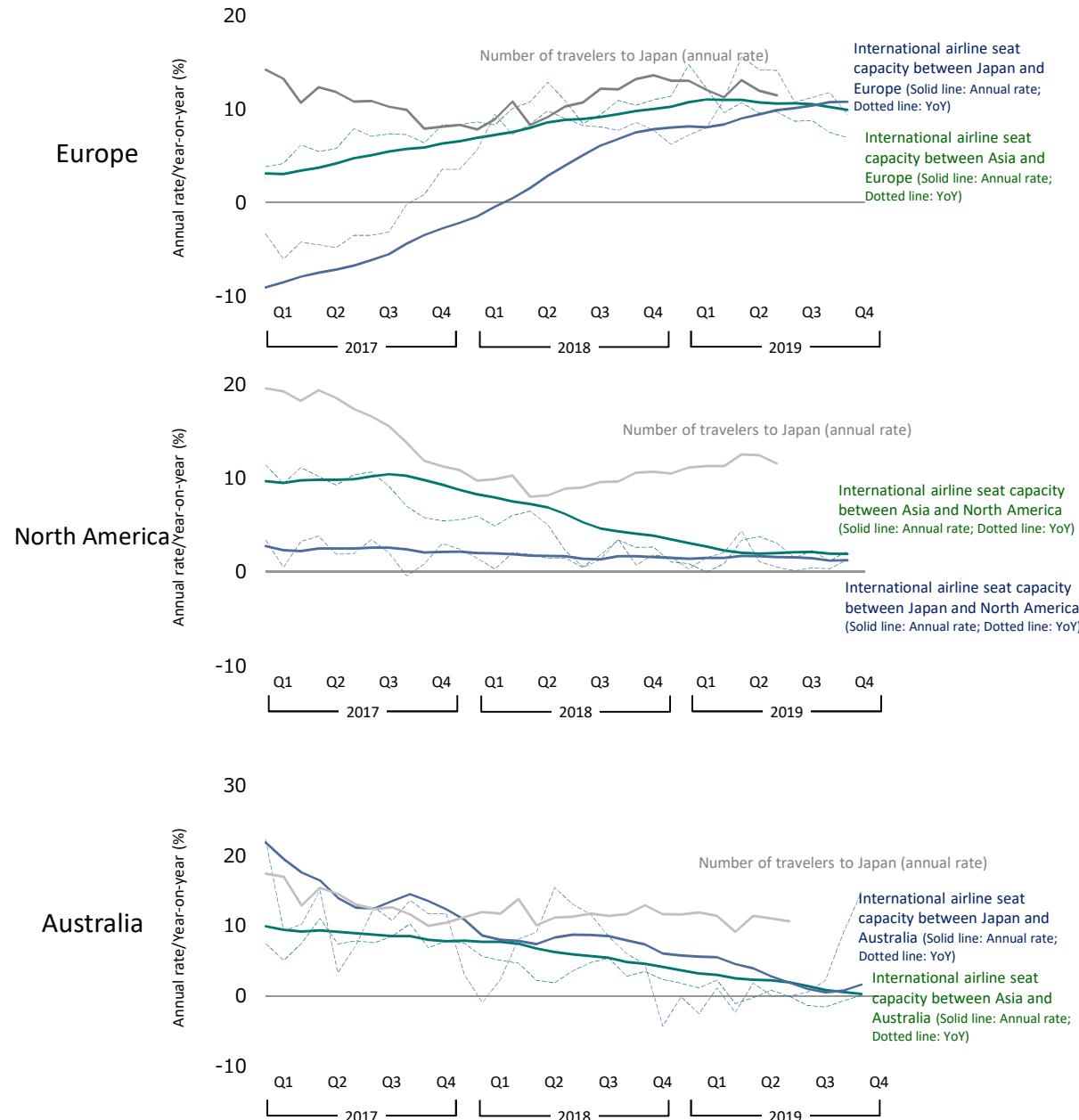
The growth rate for airline seat capacity to Japan is forecast to decrease.

The growth rate in the number of travelers to Japan will turn down from being static.

- The growth rate for airline seat capacity to Japan stopped rising and is forecast to decline.
- Regarding routes between Japan and Thailand, the growth rate for the number of travelers from Thailand to Japan has exceeded that of reverse direction. However, growth in the number of travelers from Thailand has begun to slow down triggered by a rise in the growth rate of travelers from Japan since the beginning of 2019.
- From now on, the growth rate for airline seat capacity to Japan is forecast to decline, so the growth rate for the number of travelers to Japan will most likely also decline as a result.

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

Prospects for number of travelers to Japan over next three months



Data source: OAG for airline seat capacity, JNTO for the number of travelers to Japan.

The growth rate for airline seat capacity to Japan is forecast to increase.

The growth rate for the number of travelers to Japan seems to be static.

- The growth rate for airline seat capacity to Japan is forecast to increase.
- Although the ratio of travelers to Japan who use indirect flights from Europe is high, with the support by the continuous increase in airline seat capacity for direct flights, the growth rate is forecast to remain static.
- The growth rate for airline seat capacity between Europe and Asia is tending to decrease slightly, and may be less than the growth rate for airline seat capacity to Japan.
- The ratio of the number of travelers to Japan out of all travelers to Asia from Europe (share of travelers to Japan) is forecast to continuously increase as a reflection of this.

The growth rate for airline seat capacity to Japan may be almost static, so as the growth rate for the number of travelers to Japan.

- Airline seat capacity to Japan has grown steadily, albeit at a slow rate. The future growth rate is also expected to remain at the same level.
- The growth rate for the number of travelers to Japan has much exceeded airline seat capacity. This indicates that the ratio of travelers to Japan amongst all travelers to Asia is rising, and this status is forecast to continue for a while.
- Accordingly, the growth rate for the number of travelers to Japan is expected to remain static.

The growth rate for airline seat capacity to Japan may continue to decline.

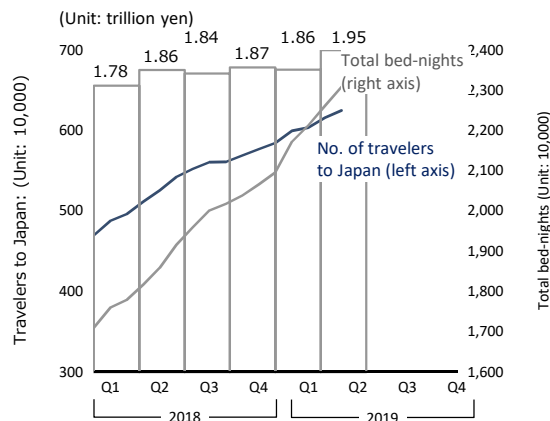
The growth rate for the number of travelers to Japan is forecast to remain static.

- The growth rate for airline seat capacity to Japan may continue to decline.
- The ratio of travelers from Australia to Japan who use indirect flights is high, and the growth rate for the number of travelers to Japan has been much higher than the airline seat capacity. It is forecast that this will persist for a while.
- Accordingly, the growth rate for the number of travelers to Japan will remain static.

# Changes in demand for travel to Japan – Actual number (Number of travelers, Total bed-nights, Expenditure)

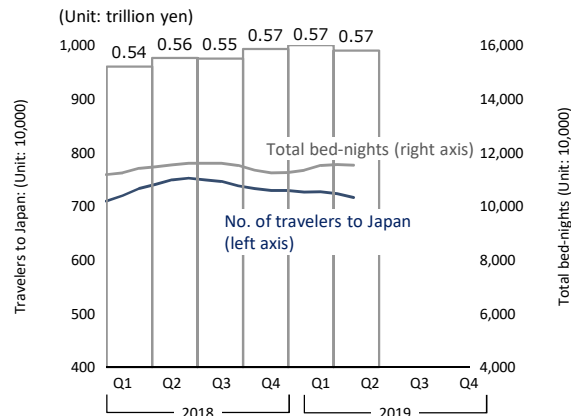
## China

- The growth rates for both number of travelers and total bed-nights have been strong, with positive growth also seen for expenditure.



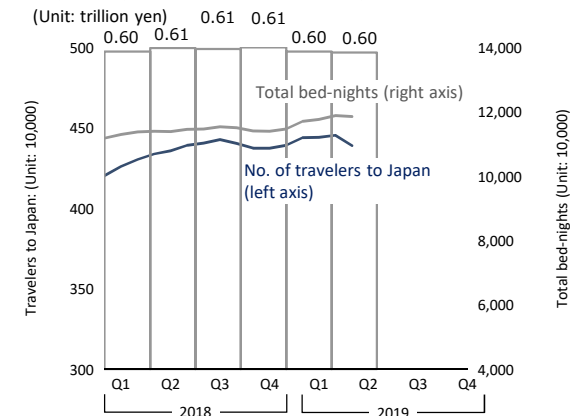
## South Korea

- The growth rate for the number of travelers has been decelerating since 2018 when a natural disaster struck, but total bed-nights have been broadly stable. The growth rate for expenditure by travelers to Japan has also slowed down.



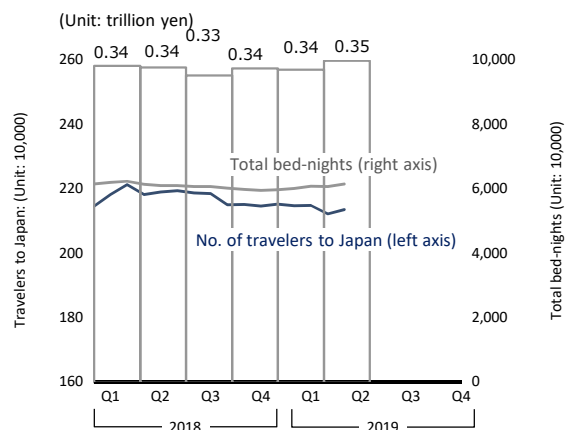
## Taiwan

- The growth rate for the number of travelers has been decelerating since 2018 when a natural disaster struck, but positive growth has been maintained for total bed-nights. Expenditure by travelers to Japan is stable.



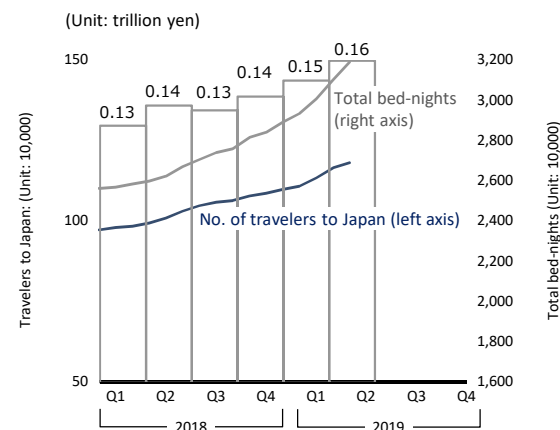
## Hong Kong

- The number of travelers has gradually been reducing. Total bed-nights have been broadly stable. The growth rate for expenditure by travelers to Japan has been static.



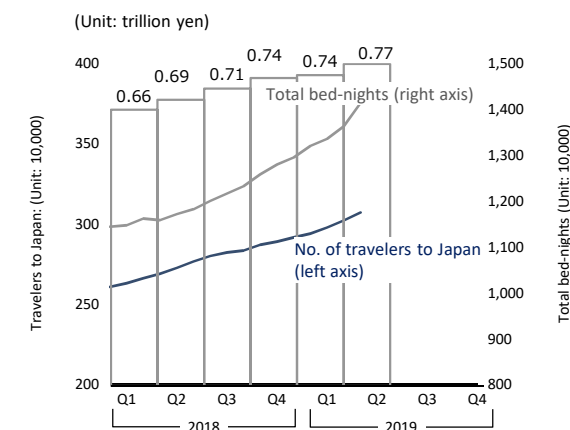
## Thailand

- Both the number of travelers and total bed-nights have been growing, while expenditure by travelers to Japan is also rising.



## Western markets

- Both the number of travelers and total bed-nights have been growing, while expenditure by travelers to Japan is also rising.



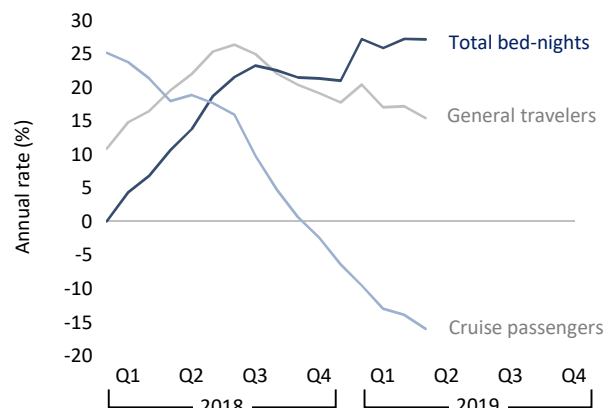
(Note) Simple comparison with the previous years is not possible because the survey sites and targets were expanded from Q1 2018 for "Consumption Trend Survey of Foreigners Visiting Japan" by the Japan Tourism Agency. The number of travelers to Japan on this page excludes the number of cruise passengers.

Data source: JNTO for the number of travelers to Japan, "Statistics on Overnight Travel" by the Japan Tourism Agency for total bed-nights, and "Consumption Trend Survey of Foreigners Visiting Japan" by the Japan Tourism Agency for expenditure.

# Changes in demand for travel to Japan – Growth rate (Number of travelers, Total bed-nights)

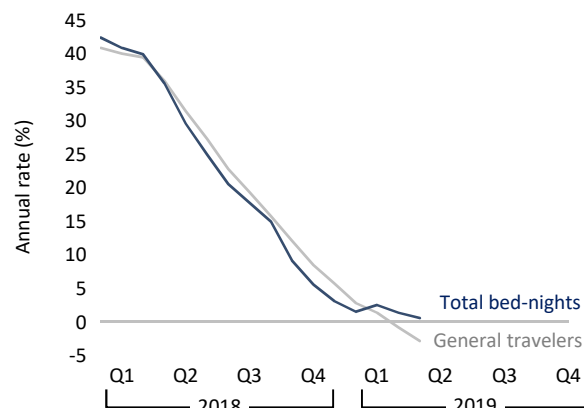
## China

- The number of cruise passengers declined, and this results in a reduced growth rate for the number of travelers to Japan. Although growth in the number of general travelers decelerated, the annual rate remains high. The growth rate for total bed-nights is also high.



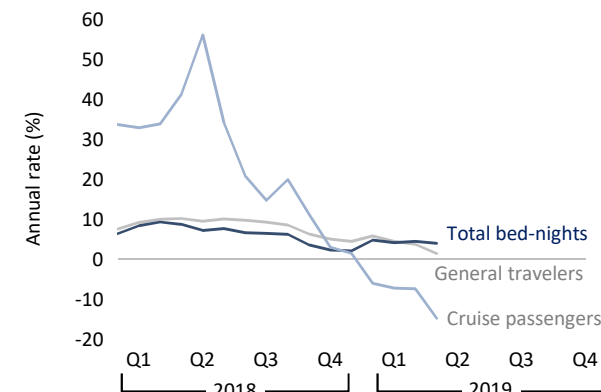
## South Korea

- Growth in the number of general travelers significantly decelerated, as a result of which the total bed-nights also decelerated.



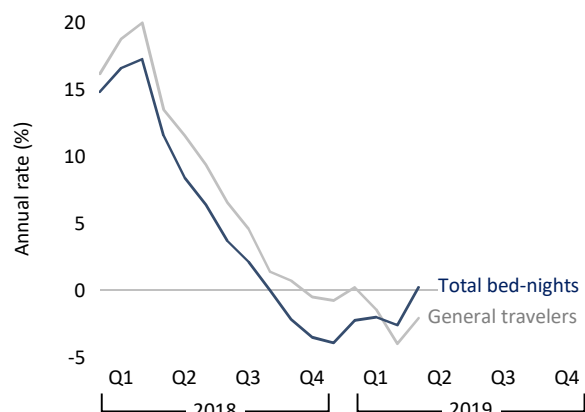
## Taiwan

- A reduction in the number of cruise passengers is one factor in the declining growth rate for the number of travelers to Japan. Positive growth is maintained for the annual rate for general travelers, and total bed-nights also remained the same.



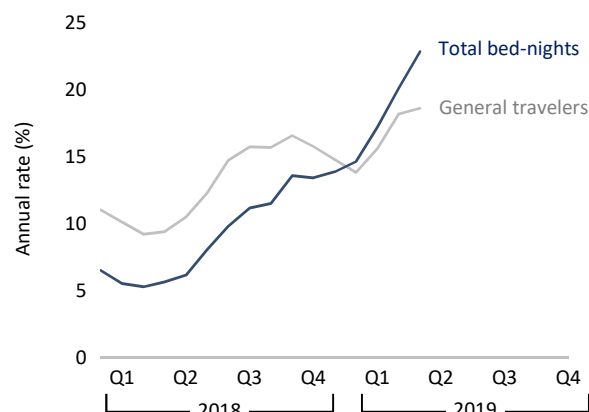
## Hong Kong

- Both the number of general travelers and total bed-nights significantly decelerated below the previous year level.



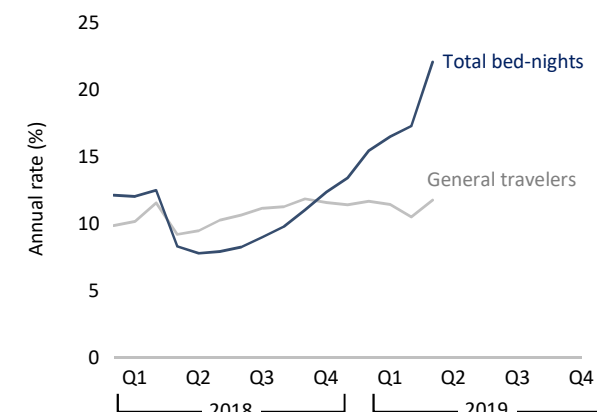
## Thailand

- Although the growth rate for the number of general travelers is high, the increase has slowed down. The growth rate for total bed-nights has continued to increase.



## Western markets

- Although the growth rate for the number of general travelers is high (over 10%), it has been static. The growth rate for total bed-nights increased.



(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 travelers to Japan is small as they account for only a few cruise passengers.

Data source: General travelers 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.

### **3. MARKET 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.

# Market Trends per Region – Hokkaido

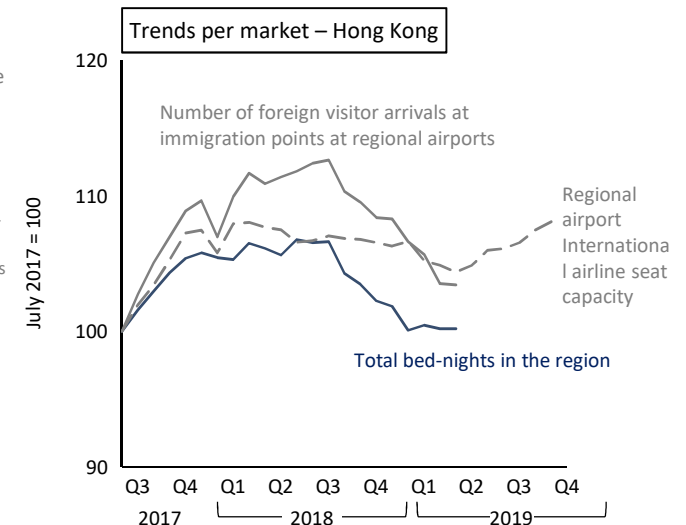
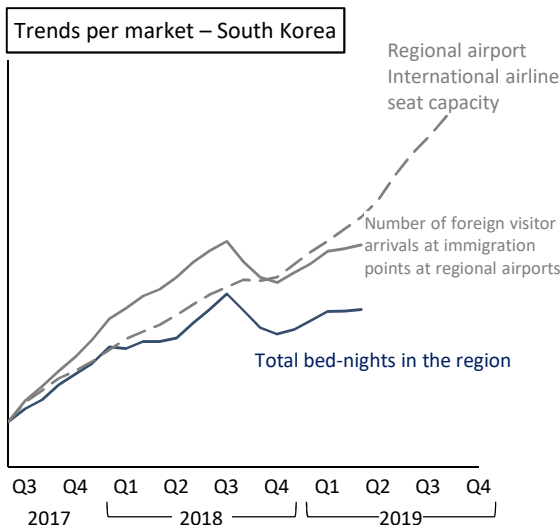
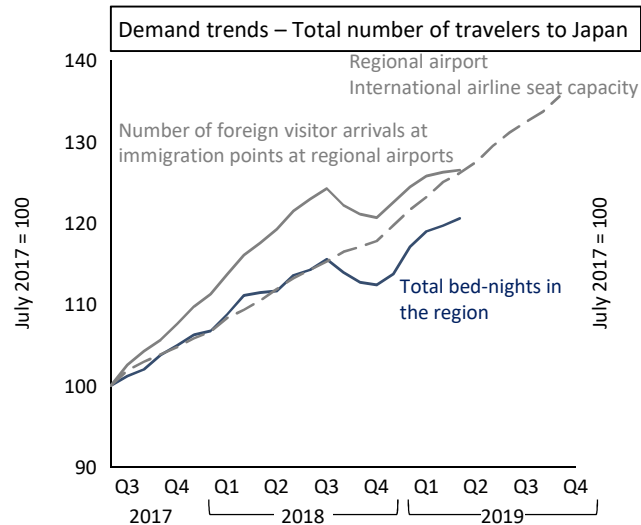
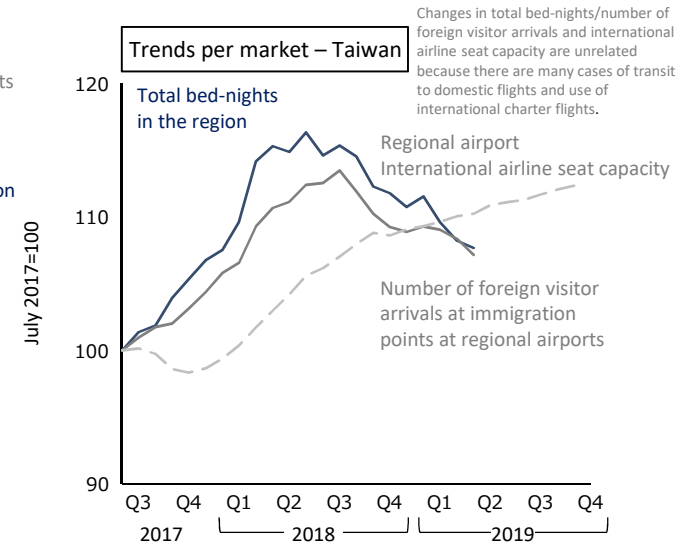
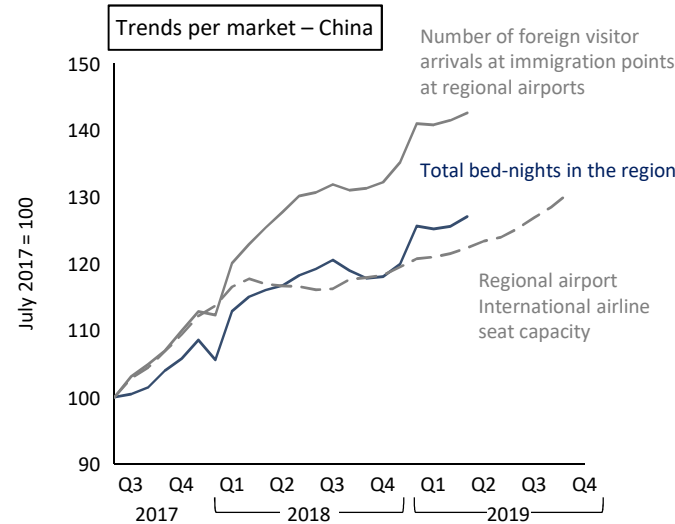
Currently, a larger increase is seen than the pre-earthquake level from last September. Looking forward, this increase seems likely to continue – partially as it reflects a rebound from the previous year, but the growth rate may be low.

**China** Growth has recovered following the previous year's natural disaster, and continued increase is also expected from now.

**South Korea** Growth has not returned to the previous year's pre-disaster level, but has instead leveled off. Growth in airline seat capacity may reflect outbound demand (departures from Hokkaido), while South Korean figures seem to be holding steady at the moment.

**Taiwan** Reduction has continued since last year when the natural disaster struck. From now on, a recovery to an increase is expected due to a rebound from the previous year.

**Hong Kong** Reduction has continued since last year when the natural disaster struck. From now on, a recovery to an increase is expected due to a rebound from the previous year.



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, significant growth is seen.  
Future prospects are unclear regarding China,  
but basically the increase seems set to continue.

**China** Although the growth rate temporarily decelerated last autumn, it began to accelerate after that and this significant increase has continued. From now on, a reduction in airline capacity is forecast, which will stymie growth.

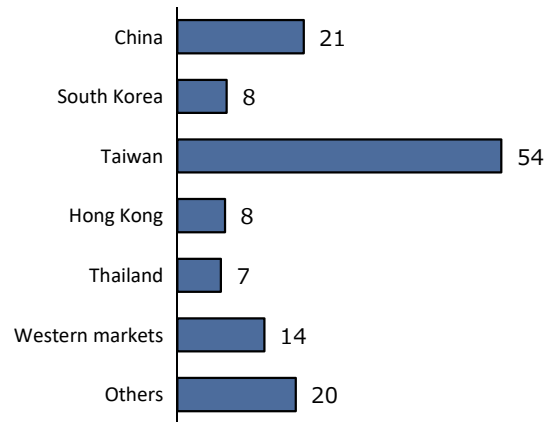
**South Korea** Demand has been leveling off since the previous year. From now on, airline seat capacity may be curtailed, so a reduction is forecast.

**Taiwan** Growth stopped temporarily last autumn, but subsequently recovered, and the significant increase persists. Ongoing increase is forecast even from now.

**Western markets** Growth stopped temporarily last autumn, but subsequently recovered, and the significant increase persists.

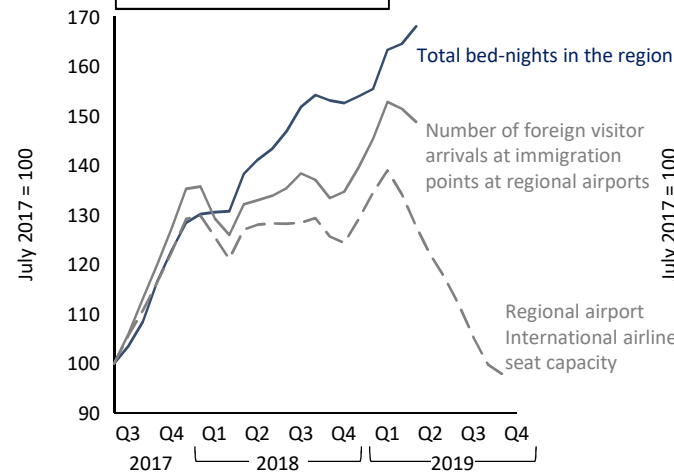
(Note) No forecast was made for Western markets because there are no direct flights to airports in these two regions.

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

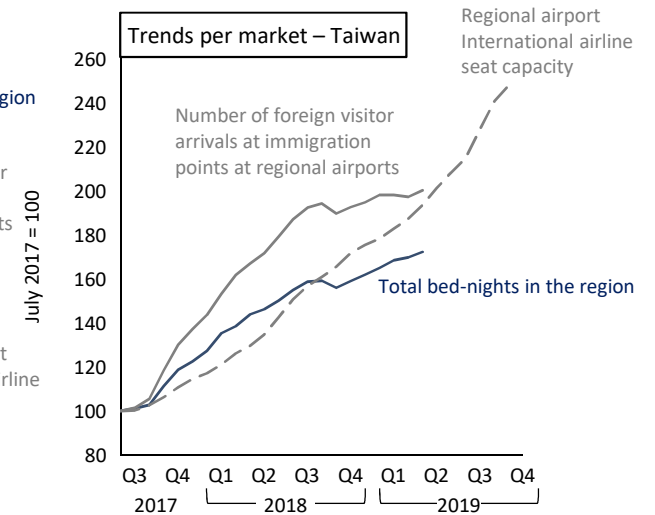


(Note) Total for 12 months from May 2018 to April 2019.

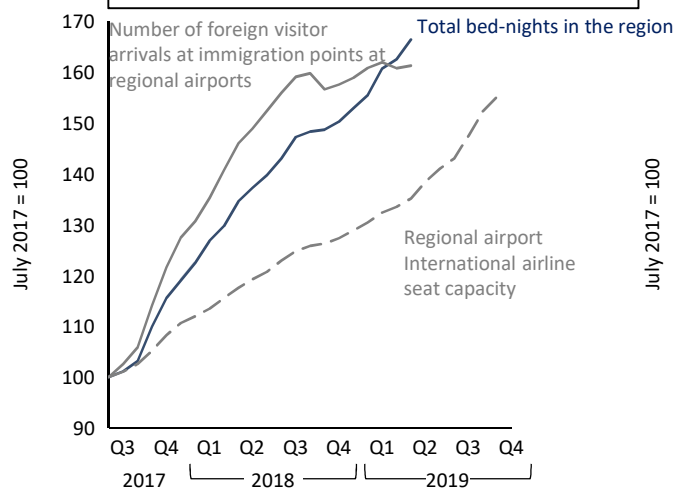
Trends per market – China



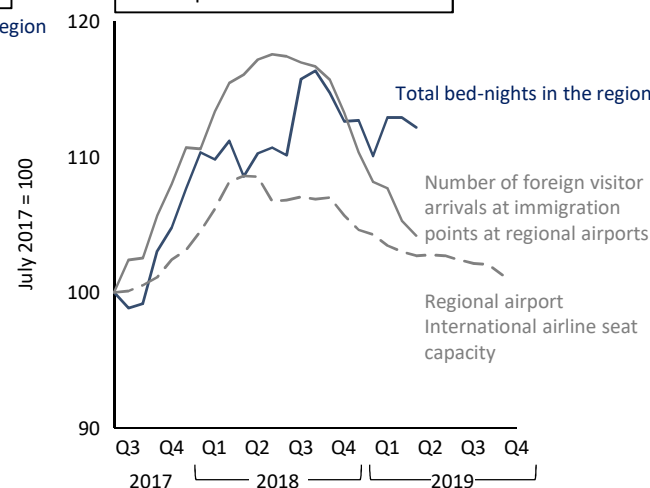
Trends per market – Taiwan



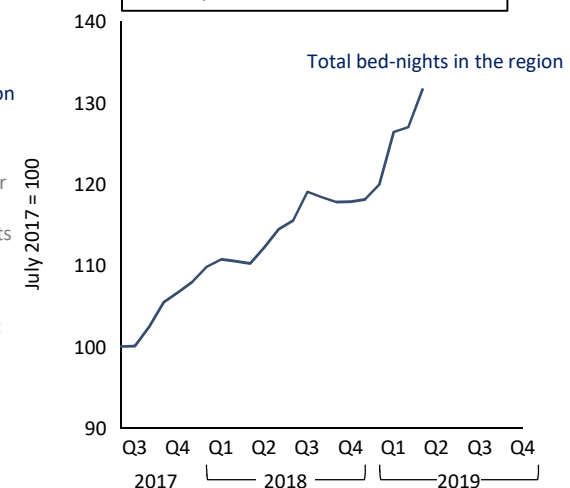
Demand trends – Total number of travelers to Japan



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 – Kanto

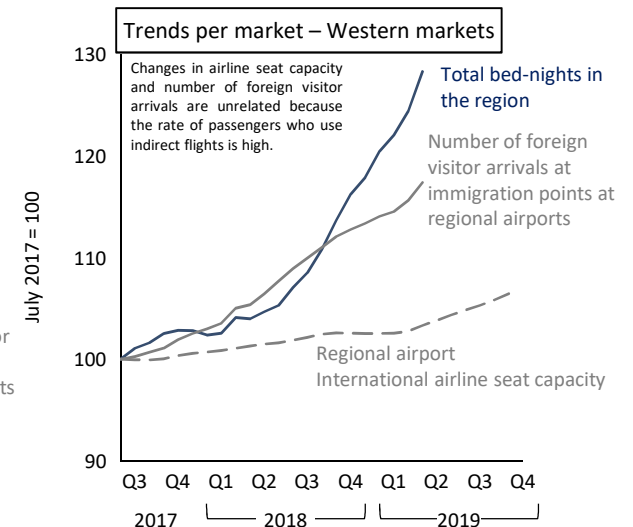
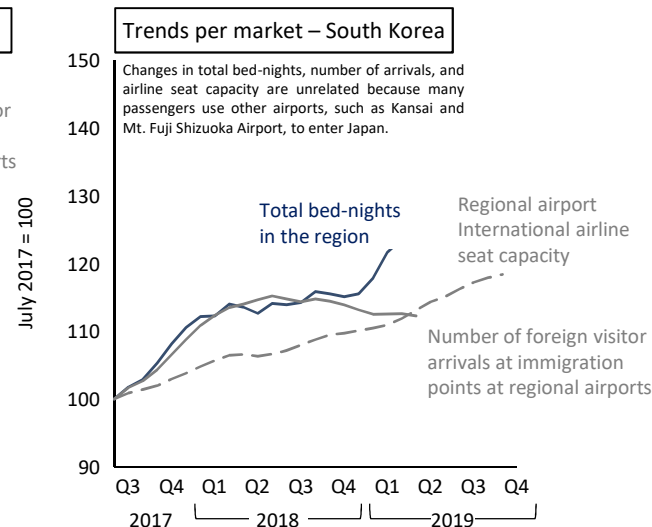
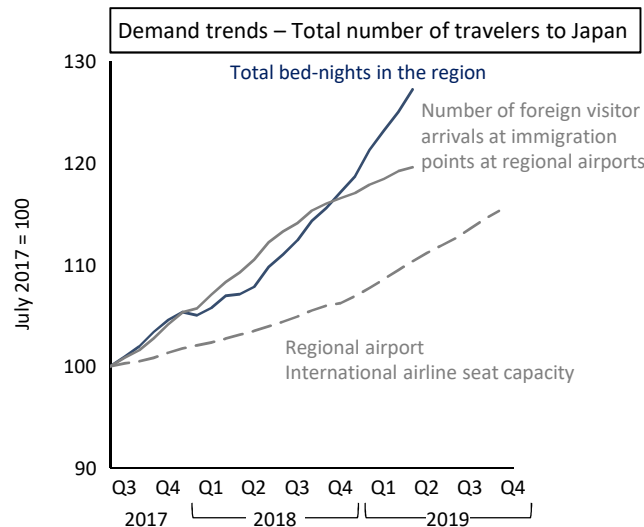
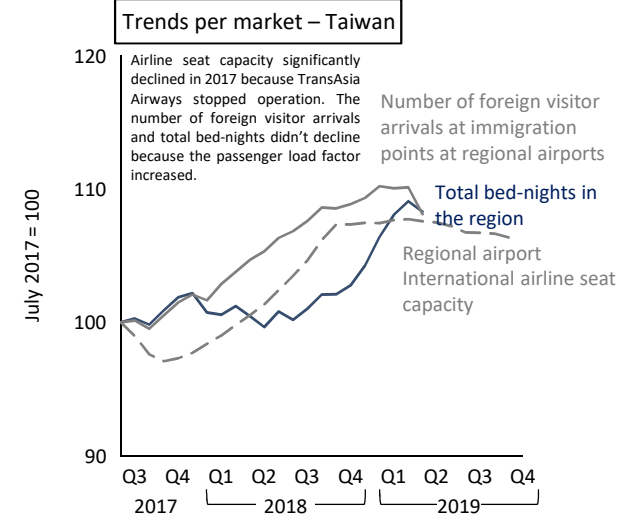
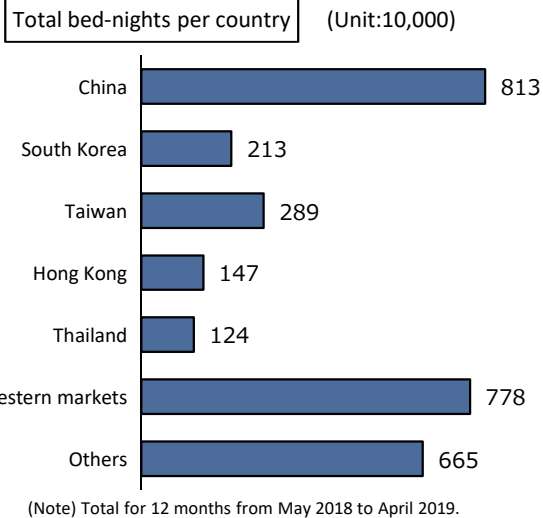
Currently, significant growth is seen. Going forward, the increase is expected to continue although the growth rate is expected to decline.

**China** Significant increase has continued. Ongoing increase is expected even from now based on changes in airline seat capacity, etc.

**South Korea** Total bed-nights have significantly increased since the beginning of 2019, but the number of foreign visitor arrivals fell slightly. It is forecast that airline seat capacity will increase to reflect demand for outbound travel departing from the Tokyo metropolis, and future demand may remain static.

**Taiwan** Growth rates for both total bed-nights and number of foreign visitor arrivals leveled off at the beginning of 2019. Airline seat capacity remains at the same level, but demand for outbound travel departing from the Tokyo metropolis seems to be growing, so future demand may revert to a decrease.

**Western markets** Significant increase continues for both total bed-nights and the number of foreign visitor arrivals. An increase also persists for airline seat capacity, so future demand may continue to 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 – Koshinetsu

Currently still increasing led by China and Taiwan, albeit at a slightly slower rate.

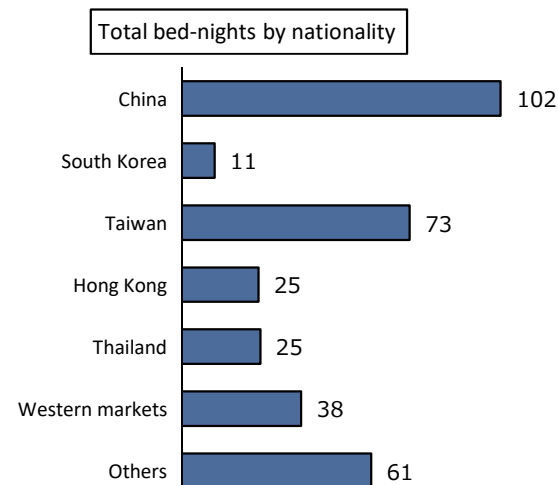
China Total bed-nights in the first half of 2019 continued to increase significantly..

Western markets Total bed-nights in the first half of 2019 continued to increase, although the growth rate slowed down somewhat.

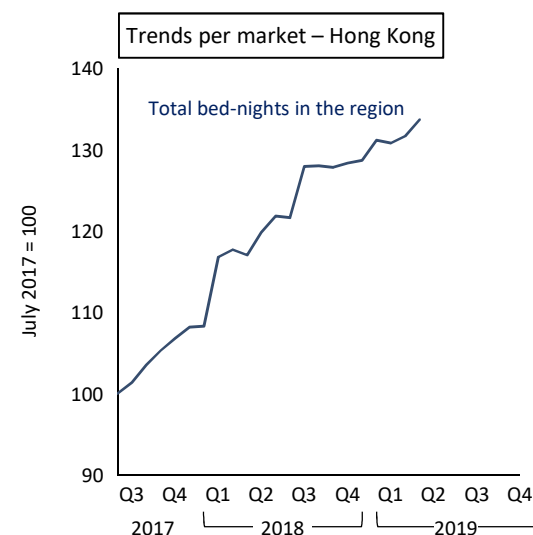
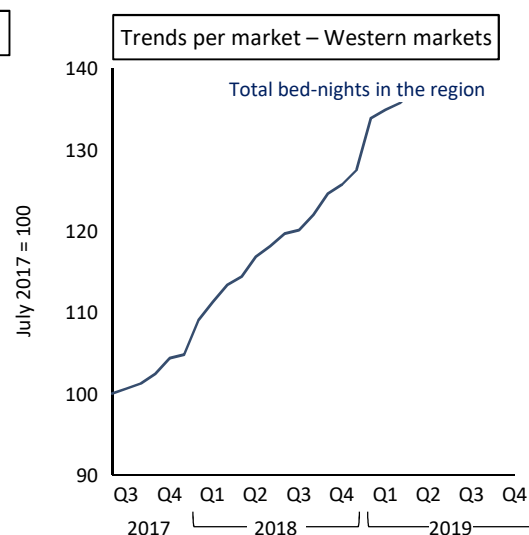
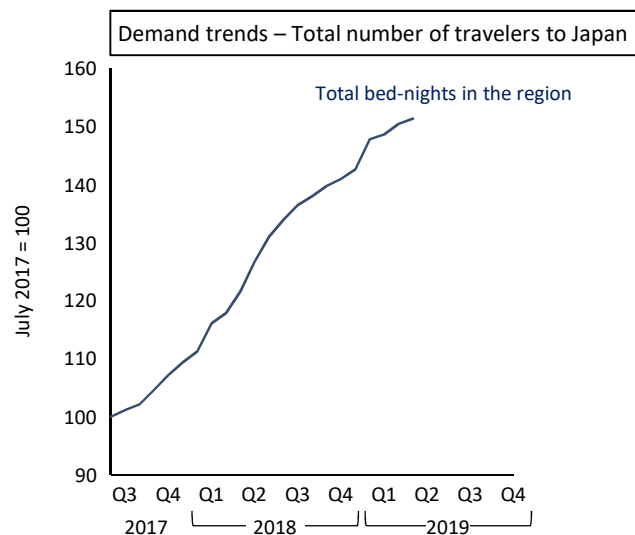
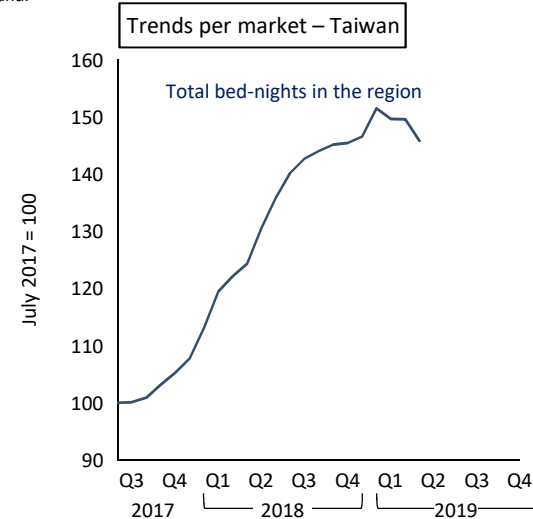
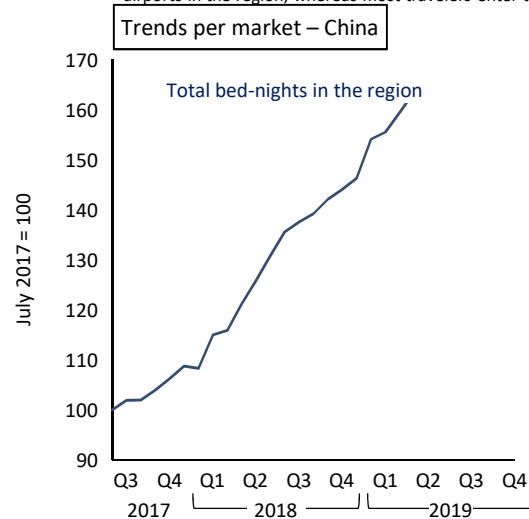
Taiwan The increase in total bed-nights stopped in the first half of 2019.

Hong Kong Growth in total bed-nights continued in the first half of 2019.

(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 travelers enter this region by land.



(Note) Total for 12 months from May 2018 to April 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 – Hokuriku

Currently, demand from Taiwan and Western markets has leveled off and stopped increasing. Down the line, it seems set to increase due to continued growth from China and recovery in the growth from Taiwan and Hong Kong.

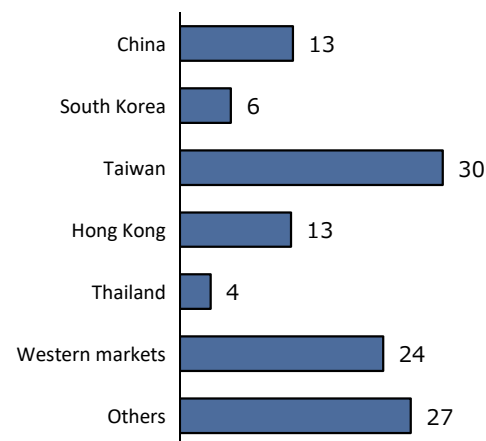
**China** The significant increase in total bed-nights continued. Many travelers enter this region from other regions by land. Future demand is forecast to continue increasing because both the number of foreign visitor arrivals at immigration points at regional airports and international airline seat capacity is on the rise.

**Western markets** Total bed-nights stopped increasing in the first half of 2019.

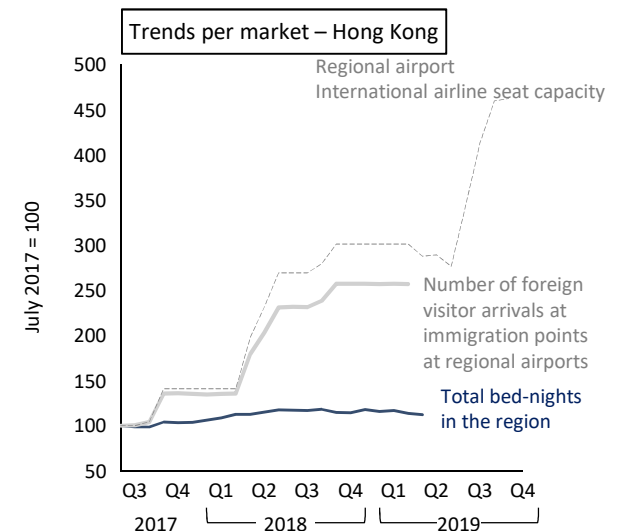
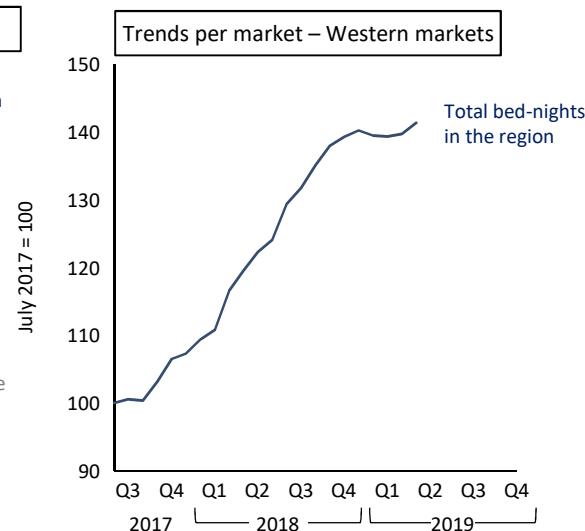
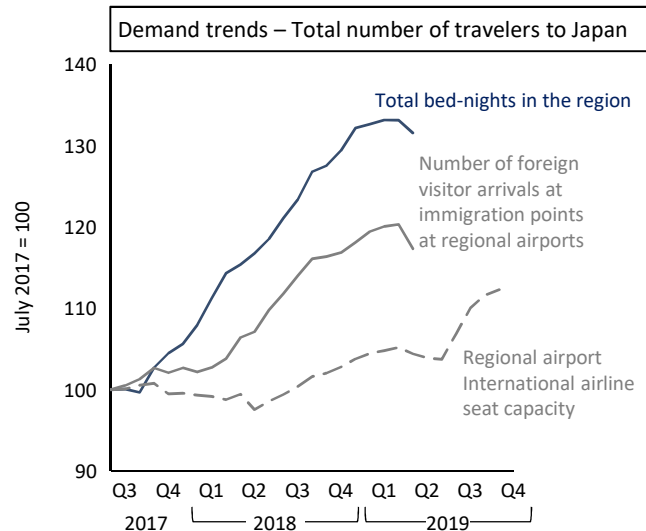
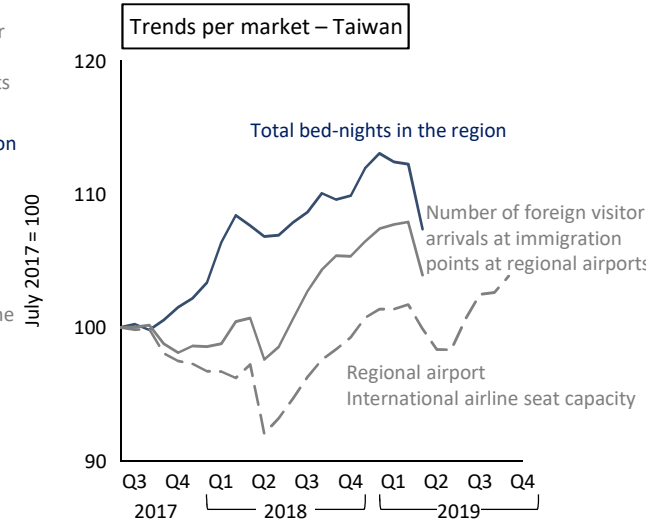
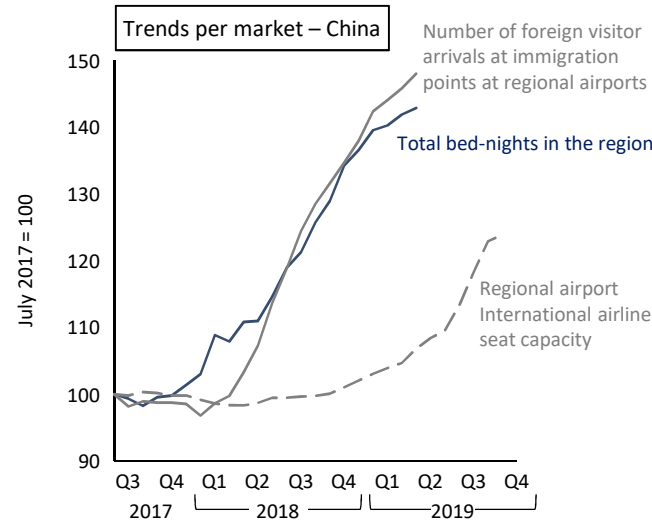
**Taiwan** Both total bed-nights and the number of foreign visitor arrivals stopped increasing. Despite of the remarked number of travelers entering from other regions, growth in international airline seat capacity is expected to recover from now, and the number of travelers is forecast to turn upward.

**Hong Kong** Total bed-nights are static, but are forecast to turn upward as airline seat capacity on direct flights increased.  
(Note) No forecast was made for Western markets because there are no direct flights to airports in these two regions.

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



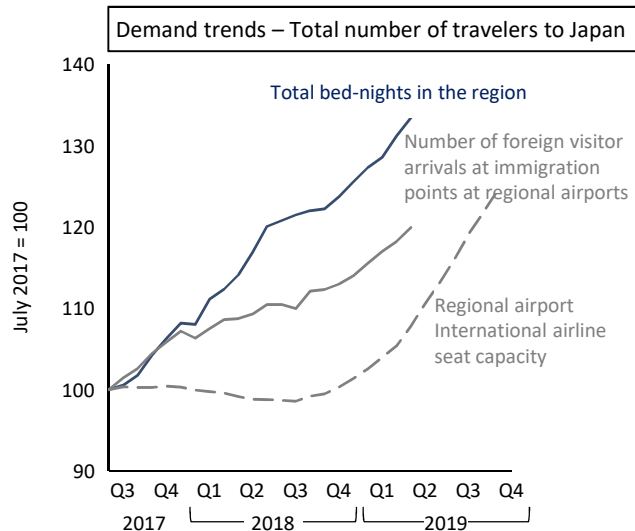
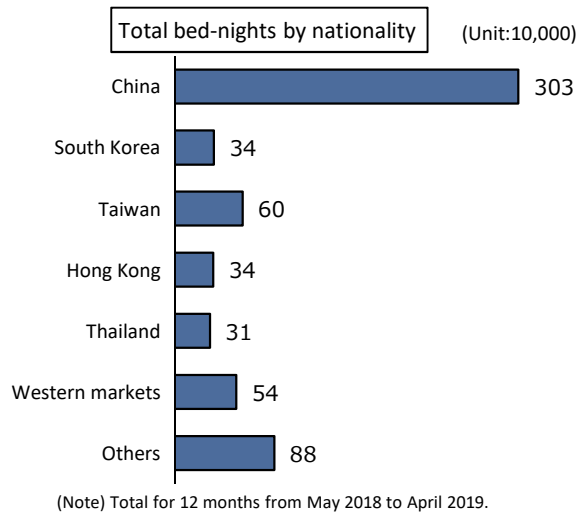
(Note) Total for 12 months from May 2018 to April 2019.



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 – Tokai

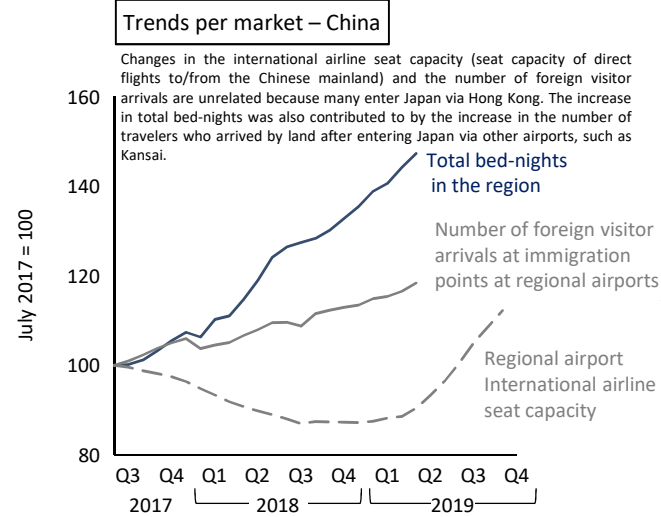
Currently, significant growth is seen. From now on, this increase may persist thanks to continued growth from China, while that for Taiwan and South Korea is set to increase.



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.

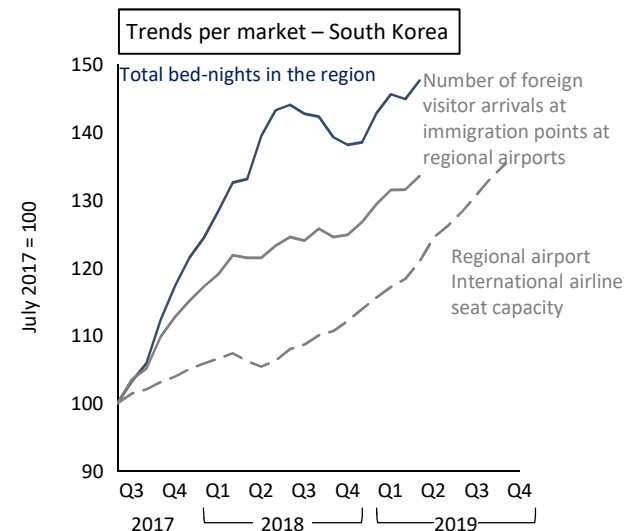
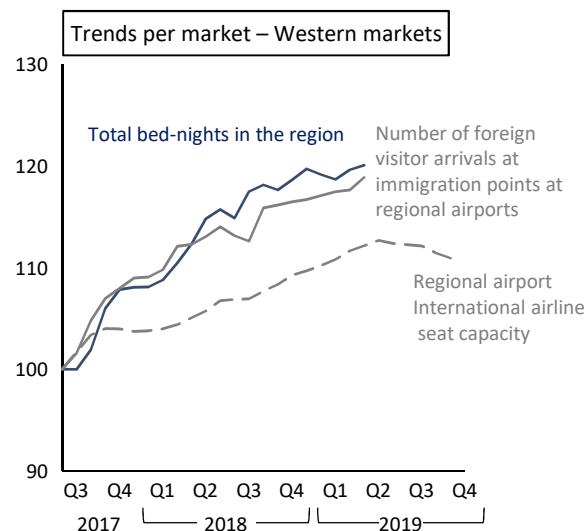
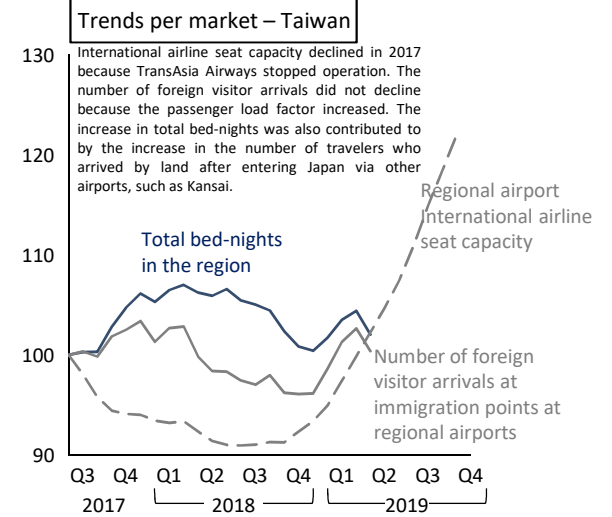
**China** The significant increase has continued for both total bed-nights and the number of foreign visitor arrivals. From now on, an upturn in international airline seat capacity for direct flights is expected, and demand is forecast to keep increasing.

**Western markets** The increase continues for both total bed-nights and the number of foreign visitor arrivals. The proportion of travelers 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 travelers is also forecast to continue increasing.



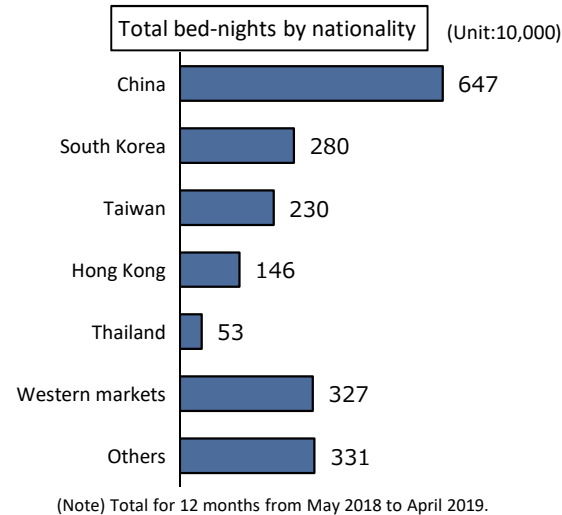
**Taiwan** Both total bed-nights and the number of foreign visitor arrivals have leveled off. However, a significant upturn in international airline seat capacity for direct flights is expected, so demand is also expected to be boosted.

**South Korea** The increase has continued for both total bed-nights and the number of foreign visitor arrivals. Even from now, a significant increase in airline seat capacity is expected, and the number of travelers is also forecast to continue increasing.



# Market Trends per Region – Kinki

Currently, growth continues apace at a greater rate than the pre-typhoon level last September. Future growth is expected to continue partially driven by the rebound from last year, although the actual growth rate may decline.

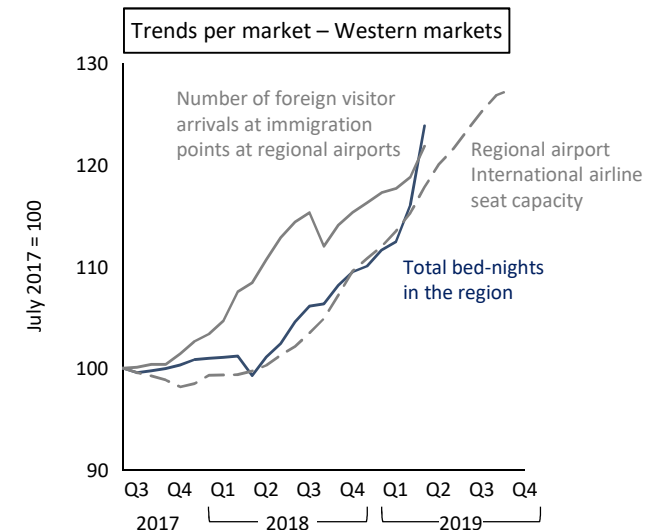
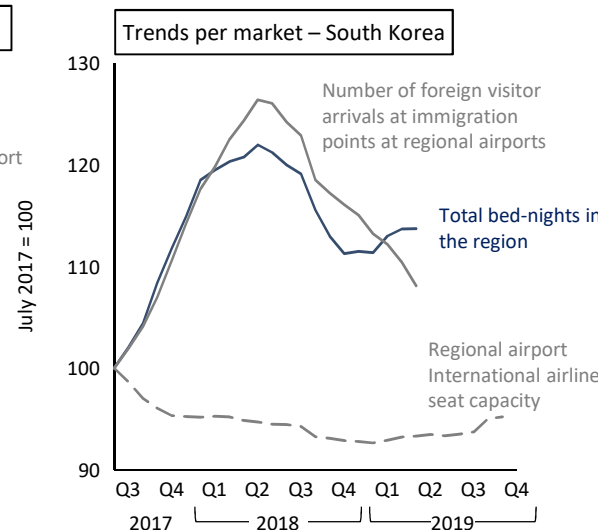
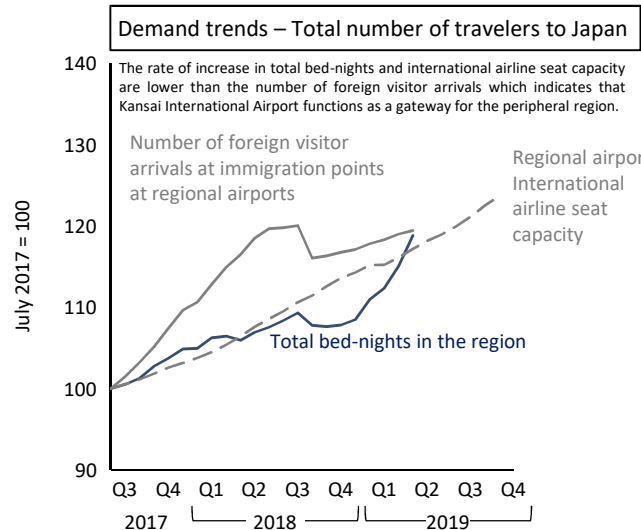
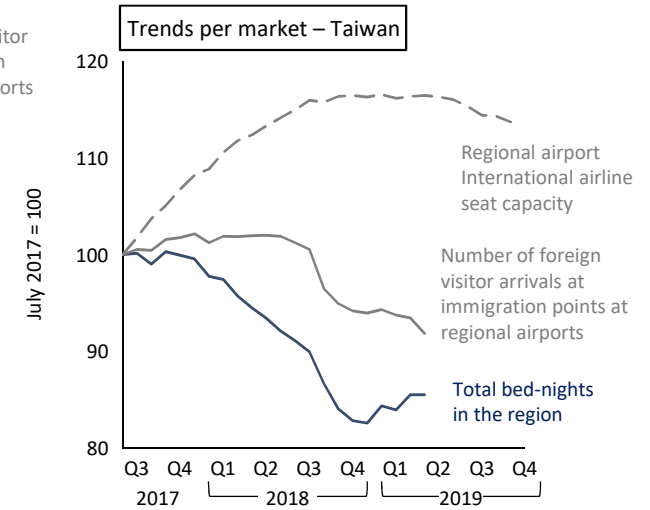
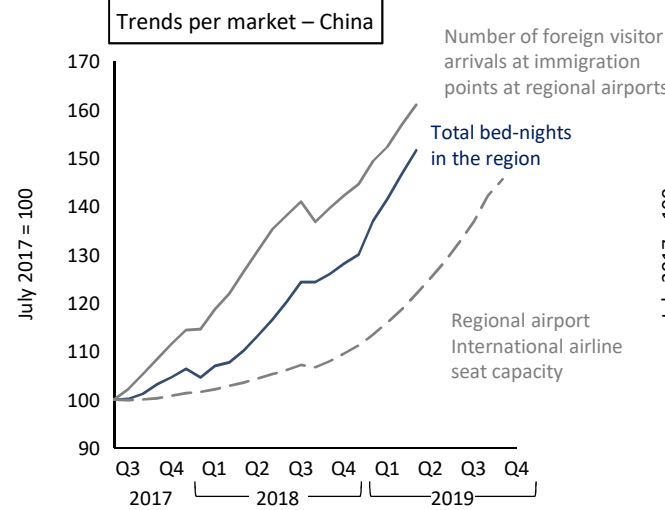


**China** Both total bed-nights and the number of foreign visitor arrivals temporarily declined due to typhoons last autumn, but significantly increased afterwards. This increase is expected to continue in future.

**South Korea** The number of foreign visitor arrivals declined and total bed-nights leveled off since the middle of last year. Total bed-nights rose with increased demand shifting from private lodgings (known as minpaku), although actual demand seems to have declined. A rebound from the previous year is expected, and increase in airline seat capacity is also forecast, so the number of travelers may stop falling and level off.

**Taiwan** The decrease persisted following the disastrous typhoon last autumn. Total bed-nights seem to have risen with increased demand shifting from private lodgings (known as minpaku), although actual demand seems to have declined. The number of travelers is forecast to continue declining as international airline seat capacity may contract from now.

**Western markets** The Both total bed-nights and the number of foreign visitor arrivals temporarily increased significantly, and the number of travelers is forecast to continue increasing.



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

Currently, growth is being driven by Western markets, but the growth rate is slowing down due to declines from South Korea and Taiwan. In the coming months, the general increase is set to continue, although the rate for South Korea and Taiwan may decline.

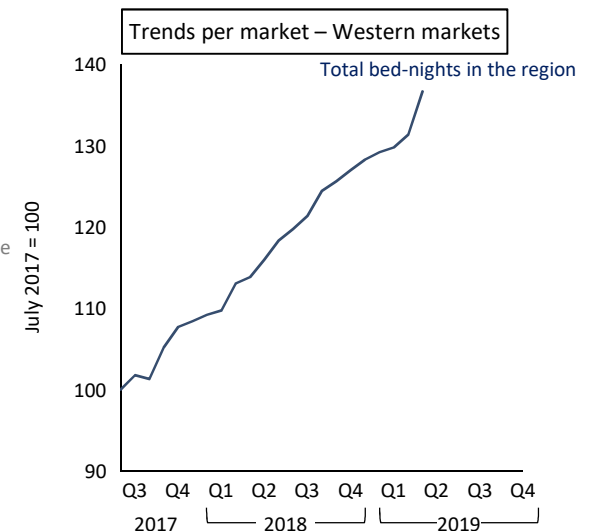
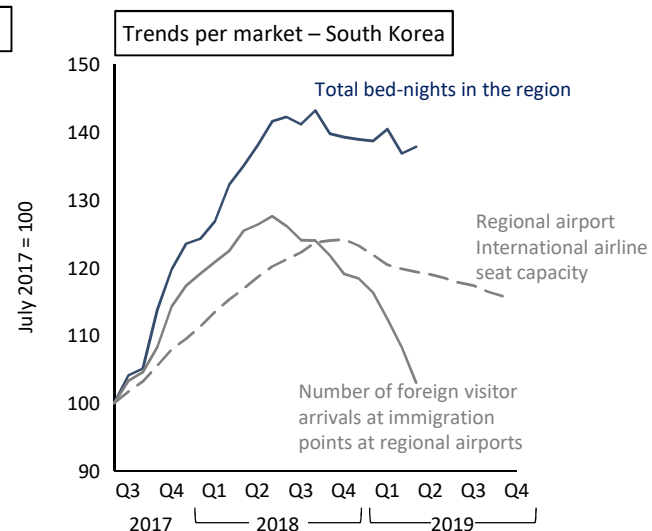
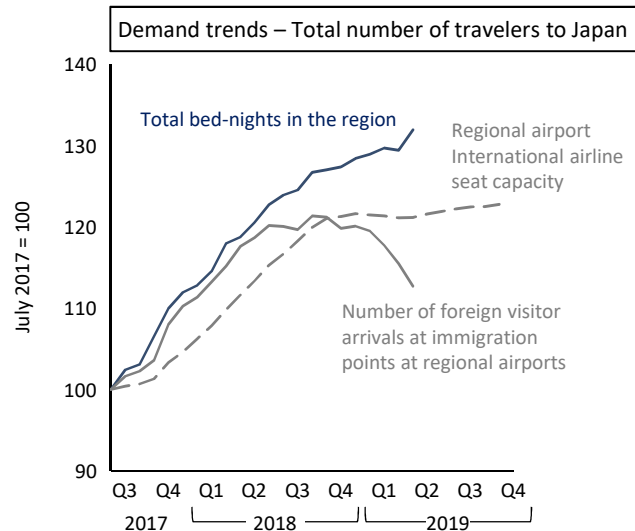
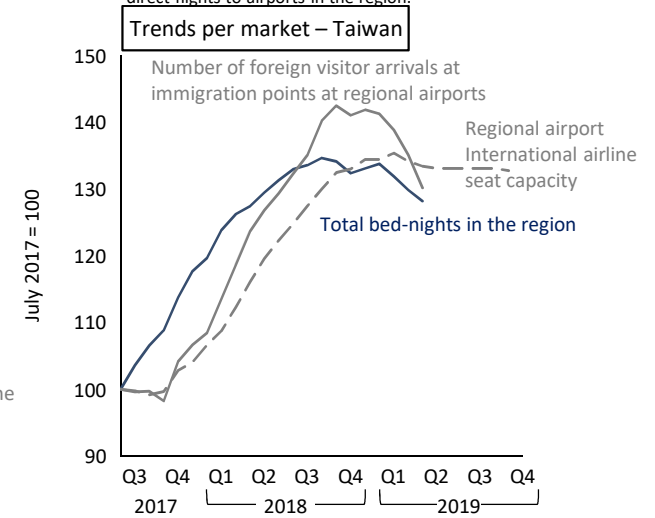
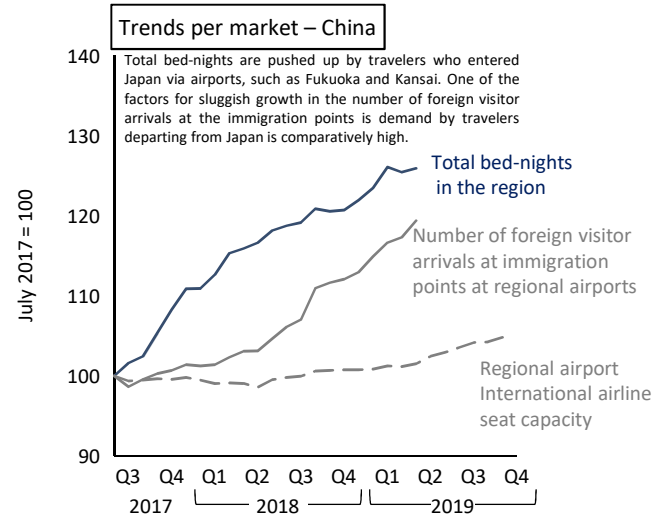
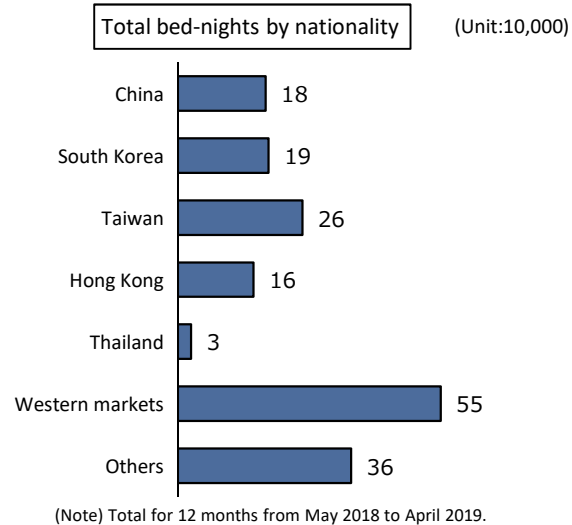
**China** Although total bed-nights are no longer increasing, the number of foreign visitor arrivals increased. Airline seat capacity is expected to increase, and future demand is also forecast to continue increasing.

**South Korea** Both total bed-nights and the number of foreign visitor arrivals continue to contract. International airline seat capacity is expected to continue declining, and future demand is also forecast to continue declining.

**Taiwan** Both total bed-nights and the number of foreign visitor arrivals started to decline. International airline seat capacity is expected to remain at almost the same level, and a rebound from the previous year is also expected, so demand is forecast to bottom out.

**Western markets** The significant increase in total bed-nights continued in the first half of 2019.

(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, growth is led by China, South Korea, and Hong Kong.

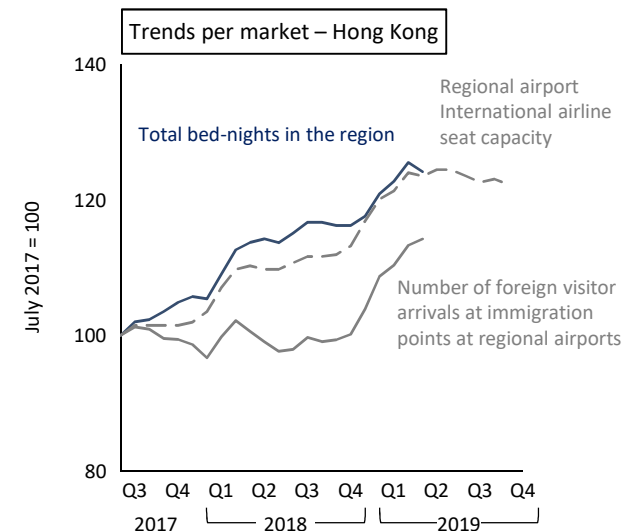
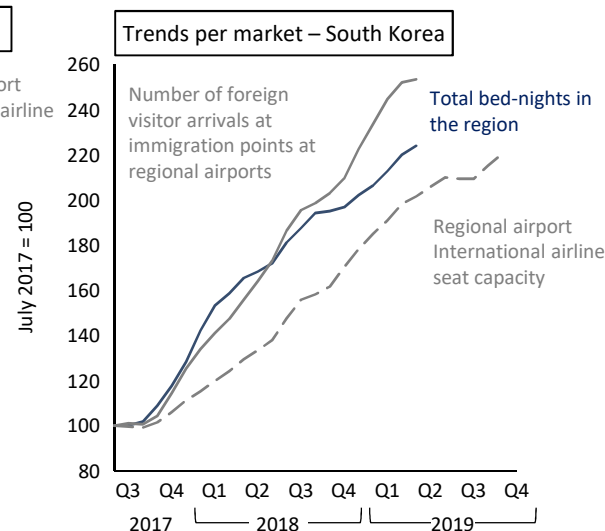
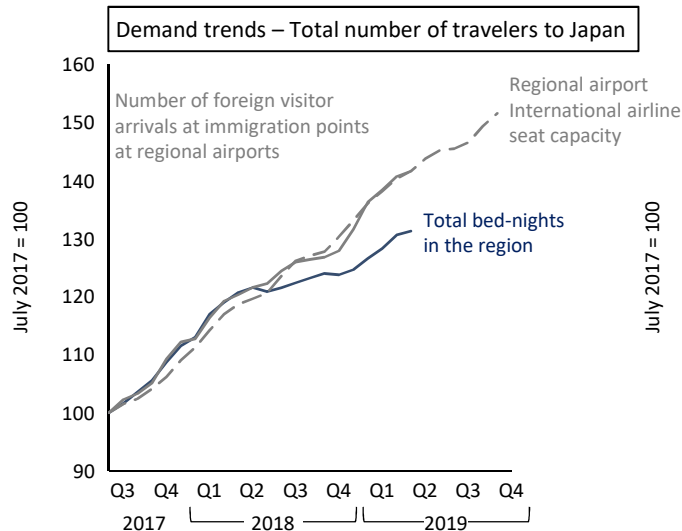
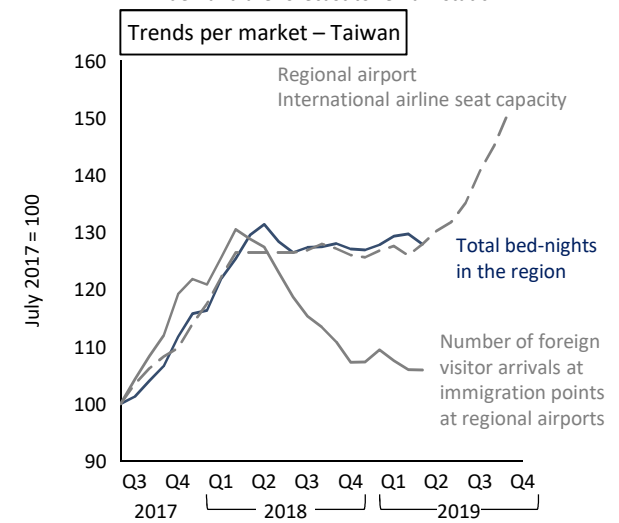
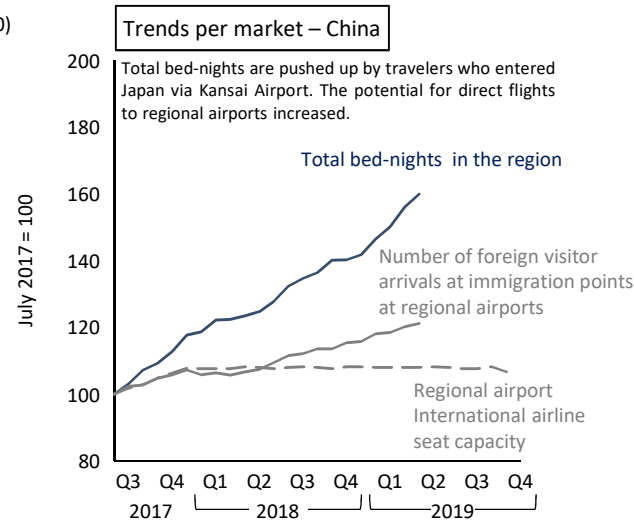
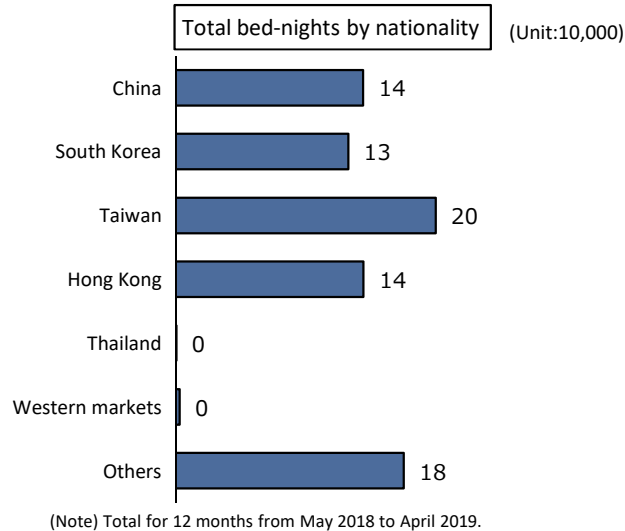
Looking forward, the growth rate for Taiwan may increase, with overall growth set to continue.

**China** The increase in total bed-nights and the number of foreign visitor arrivals continued. Many travelers enter the region by land, but international airline seat capacity is expected to remain static, so demand is forecast to continue increasing.

**South Korea** The number of foreign visitor arrivals stopped increasing, yet total bed-nights continued increasing. International airline seat capacity is expected to level off, and demand is forecast to stop increasing from now.

**Taiwan** Total bed-nights have become static, and the number of foreign visitor arrivals has bottomed out. International airline seat capacity is expected to increase significantly, and future demand is forecast to increase.

**Hong Kong** Demand for total bed-nights stopped increasing, yet the number of foreign visitor arrivals continues to increase. Both airline seat capacity and future demand are forecast to remain static.



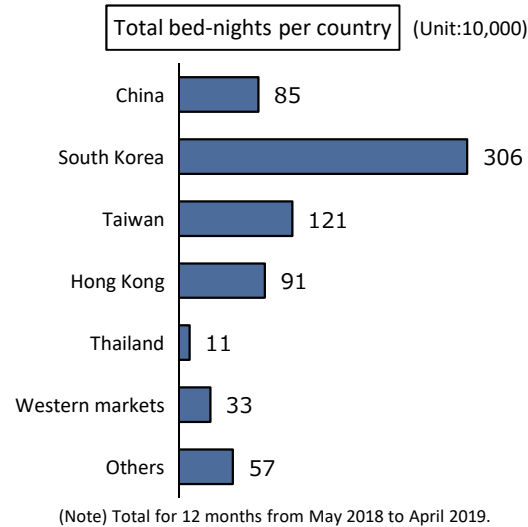
Data source: "Statistics on Overnight Travel" by the Japan Tourism Agency for total bed-nights, "Immigration statistics" by the Ministry of Justice for the number of foreign visitor arrivals at immigration points, and OAG for international airline seat capacity.



# Market Trends per Region – Kyushu

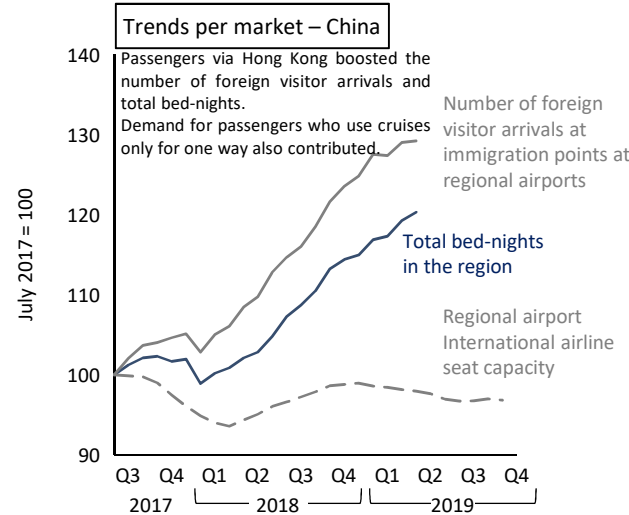
Currently, growth has stopped due to the reduction from South Korea.

Going forward, the rate for Taiwan is expected to increase, and total demand may also increase, but the prospects that the growth rate will remain low are high.



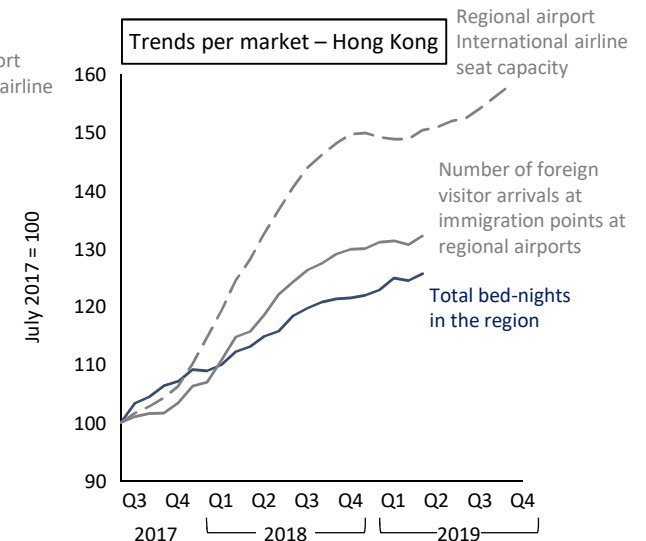
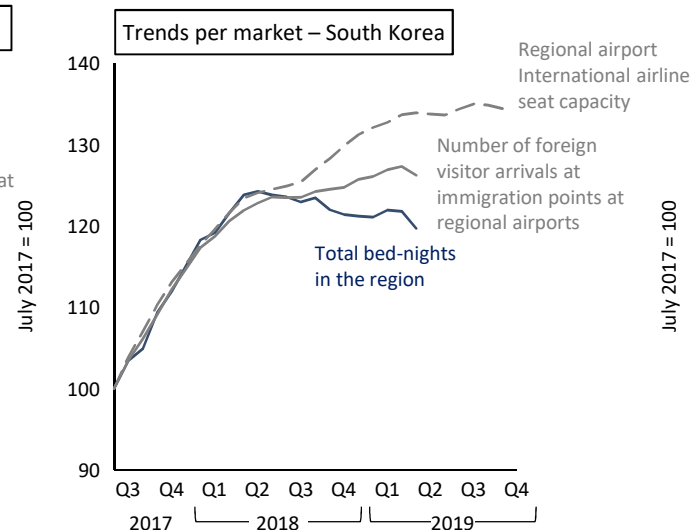
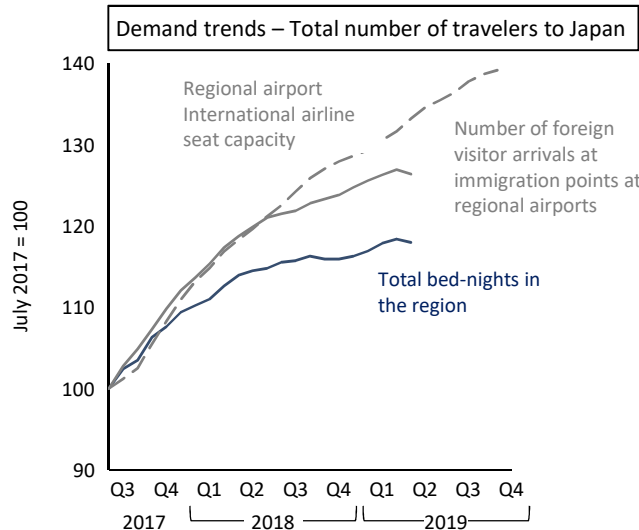
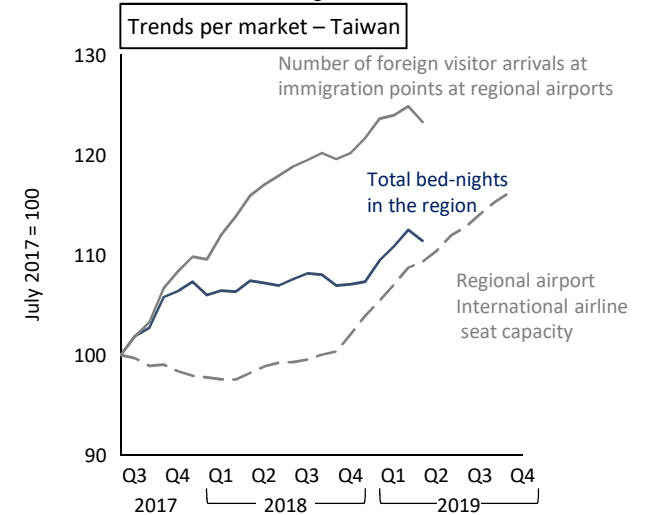
**China** The significant increase in total bed-nights and the number of foreign visitor arrivals continued. It is unrelated to international airline seat capacity for direct flights perhaps because many travelers arrive via Hong Kong. Future demand may continue to increase.

**South Korea** Total bed-nights decreased, and the number of foreign visitor arrivals stopped increasing. Although international airline seat capacity increased, this has not induced additional demand for travelers to Japan because demand for outbound travel from Kyushu increased. Future demand may continue to contract.



**Taiwan** Both total bed-nights and the number of foreign visitor arrivals stopped increasing. Future demand is forecast to turn upward as an increase in international airline seat capacity is expected.

**Hong Kong** Increase in both total bed-nights and the number of foreign visitor arrivals continues. The temporary reduction in airline seat capacity did not appear to have an impact. Future demand is forecast to continue increasing.



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, growth is being driven by Taiwan and China.

Hereon in, growth from Taiwan and China is expected to stop increasing, and eventually the growth rate will start declining.



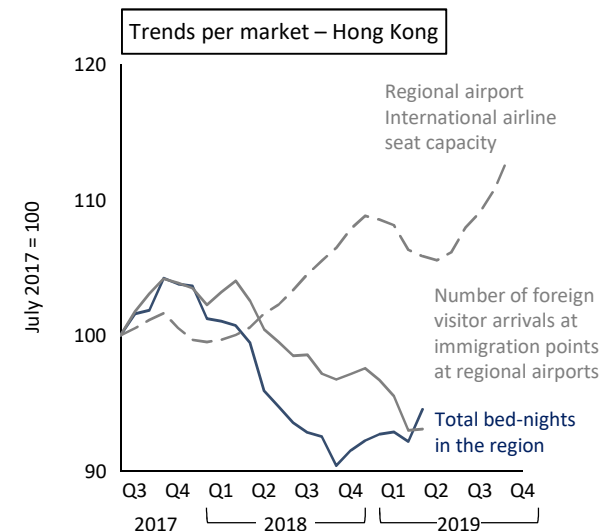
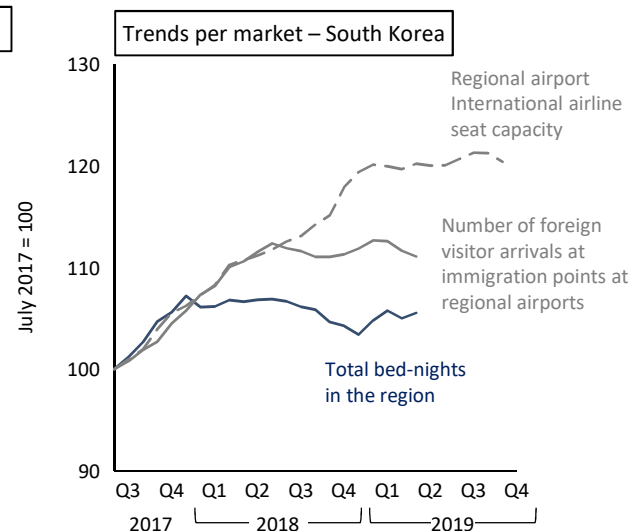
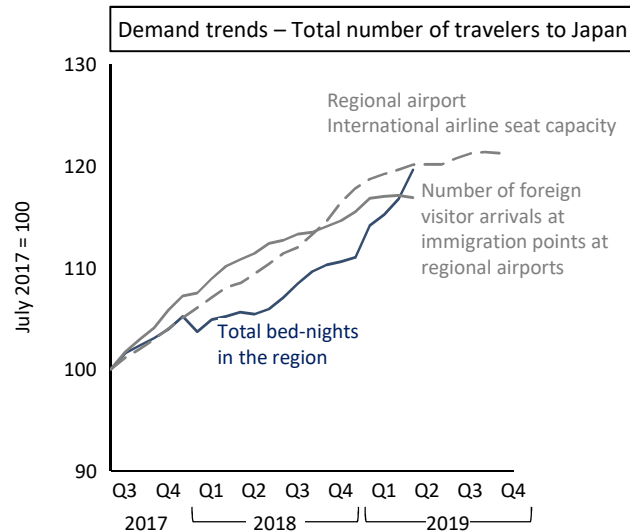
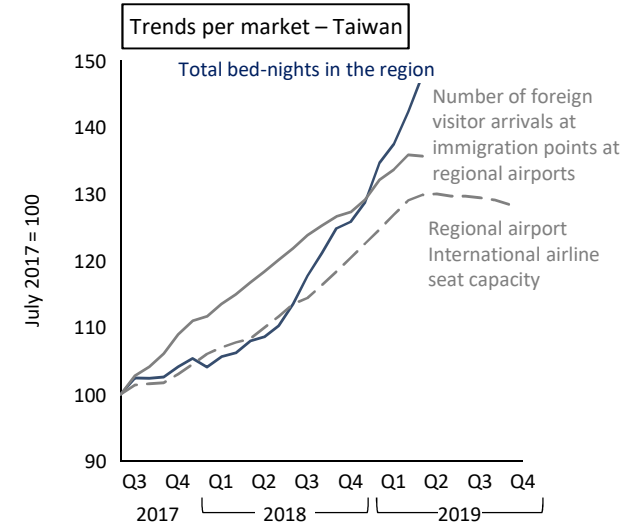
**China** Total bed-nights increased, but the number of foreign visitor arrivals stopped increasing. Total bed-nights rose as demand for hotels shifted from private lodgings (minpaku), and actual demand seems to have stopped increasing. An increase in international airline seat capacity for direct flights to and from Hong Kong is expected, so an upturn in demand is forecast..

**South Korea** Both total bed-nights and the number of foreign visitor arrivals remained at the same level. International airline seat capacity is also forecast to remain static, as is future demand.



**Taiwan** A significant increase in total bed-nights is seen, but the number of foreign visitor arrivals has stopped increasing. Actual demand may have peaked. International airline seat capacity is forecast to contract, and future demand may also turn downward.

**Hong Kong** Total bed-nights leveled off, and the number of foreign visitor arrivals bottomed out. International airline seat capacity is expected to increase, and future demand may turn upward.



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 TRAVELERS TO JAPAN IN 2019**

Forecast for the number of travelers 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 Travelers to Japan in 2019

It is forecast that the number of international travelers to Japan in 2019 will total 33.50 million (a 7.4% year-on-year increase).

This is lower than the growth rate for the previous year (+8.7%) due to a deceleration across the major markets.

- The first half of 2019 saw a contraction in the number of travelers to Japan from South Korea (▲3.8% year-on-year), Taiwan (▲1.0%), and Hong Kong (▲1.0%) partially as the residual impact of the natural disasters in the previous year.
- For China, the growth rate of travelers to Asia generally declined. The growth rate for the number of outbound travelers from Thailand has slowed down, from South Korea and Hong Kong, it also decelerated.
- Regarding Taiwan and Hong Kong, some demand for travel to Japan shifted to South Korea. Also, the number of Chinese travelers to South Korea significantly increased due to a rebound, and this was a factor behind the cooling growth rate for traveling to Japan.
- In the latter half, the growth rate is forecast to be higher than the first half thanks to a rebound from the previous year across four markets, namely China, South Korea, Taiwan, and Hong Kong, but the annual growth rate may be weaker than the previous year.
- As regards South Korea, some cancellations of trips to Japan have been reported since the beginning of July, but evaluating what impact this will have is difficult at this stage, so this is not reflected in the forecast.

The increase in the number of travelers is led by China and Western markets. The Rugby World Cup is expected to contribute to an increase in the number of travelers from Western markets

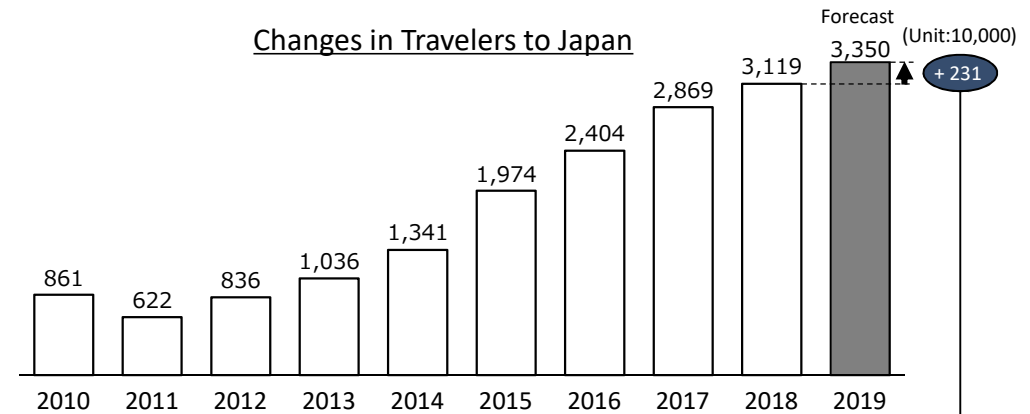
- The number of travelers for 2019 is forecast to increase by 2.26 million in total. Of these, Chinese travelers are expected to increase by 1.12 million, with their annual number forecast to reach nine million.
- A steady increase in the number of travelers from the Western markets is expected as the Rugby World Cup will be held in Japan in the latter half. On the other hand, growth in the number of travelers from "Other countries" including those in Southeast Asia is weakening, which may result in a small increase.
- Any impact by South Koreans cancelling their trips to Japan since the beginning of July is not reflected in the forecast.

The growth rate is led by Western and other markets.

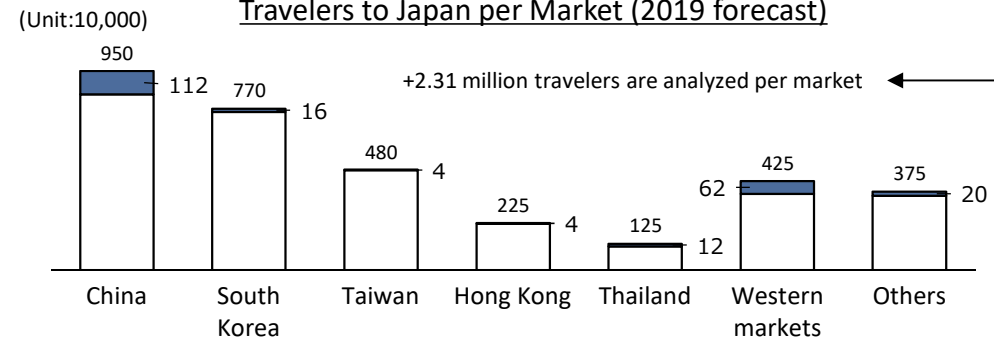
Increases for China and Thailand are forecast to follow.

- Growth rates in the latter half for four markets, namely China, South Korea, Taiwan, and Hong Kong, are expected to be higher than the first half partially as the result of a rebound from 2018. (Any impact by South Koreans cancelling their trips to Japan since the beginning of July is not reflected in the forecast.)
- Regarding Western markets, the growth rate for the latter half is expected to increase significantly due to the impact of hosting the Rugby World Cup in Japan.
- As for Thailand and "Other countries," the rate of increase in the number of travelers to Japan is forecast to be weaker than the first half.

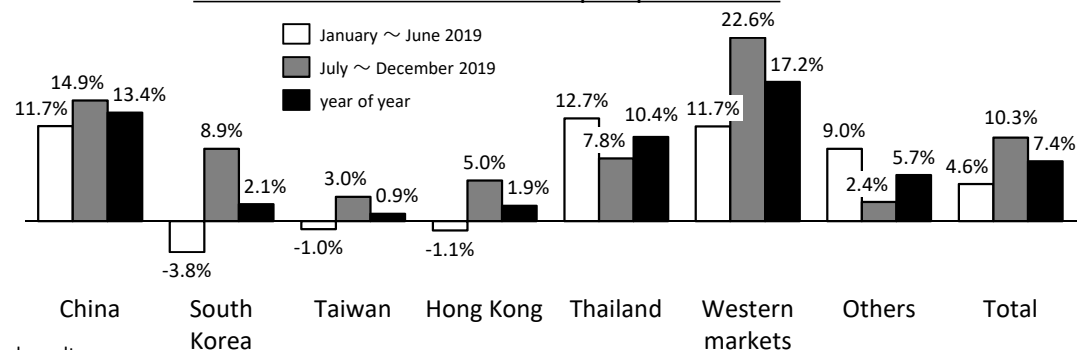
Changes in Travelers to Japan



Travelers to Japan per Market (2019 forecast)



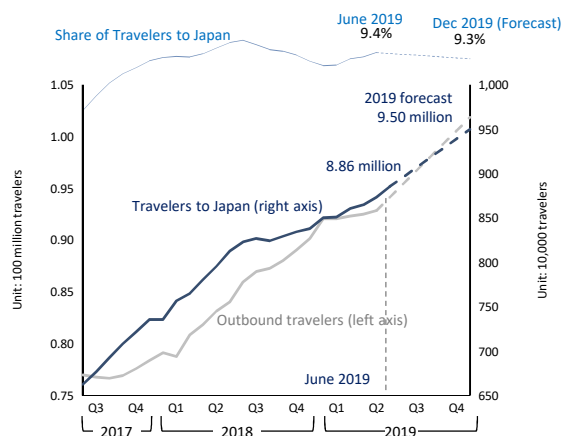
Growth Rate in Travelers to Japan per Market



# Forecast per Market

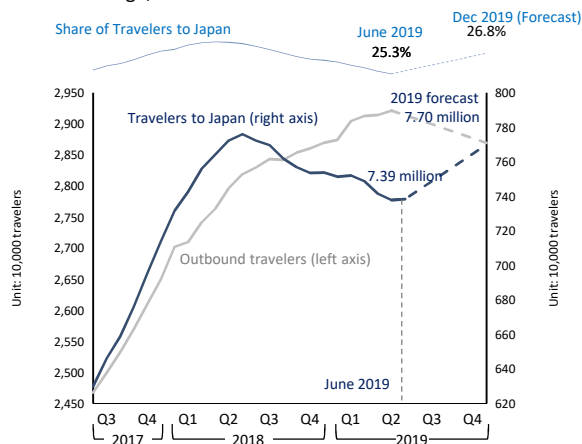
## China

- The total number of travelers for 2019 as of June is 8.86 million (annual rate: +8.9%).
- The number of travelers for 2019 is forecast to be 9.50 million (+13.4% year on year).
- The growth rate is expected to be higher than 2018 if the reduction in cruise passengers is excluded.



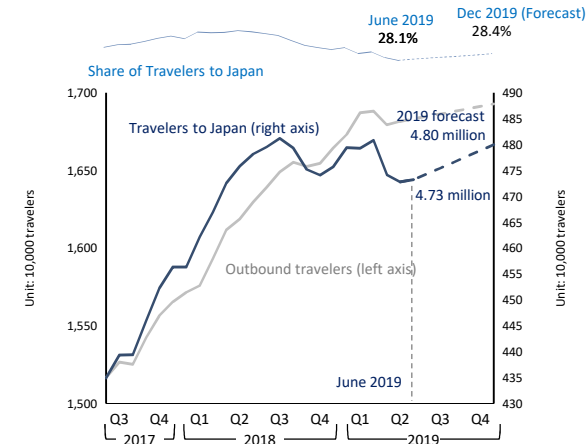
## South Korea

- The total number of travelers for 2019 as of June is 7.39 million (annual rate: ▲4.8%).
- The number of travelers for 2019 is forecast to be 7.70 million (+2.1% year on year).
- The impact of any cancellations of trips to Japan since the beginning of July 2019 cannot be evaluated at this stage, and is not reflected in the above forecast.



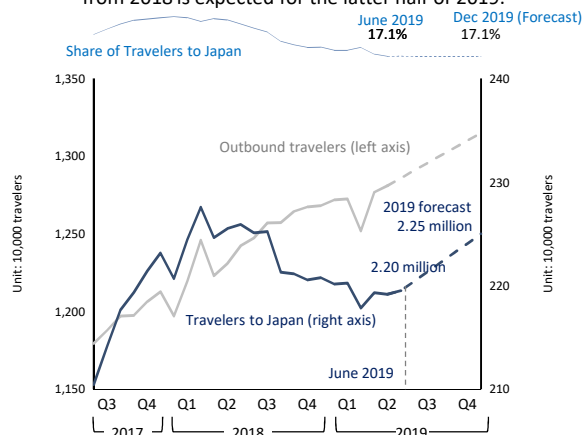
## Taiwan

- The total number of travelers for 2019 as of June is 4.73 million (annual rate: ▲1.0%).
- The number of travelers for 2019 is forecast to be 4.80 million (+0.9% year on year).
- The annual growth rate is forecast to increase slightly as a rebound from 2018 is expected for the latter half of 2019.



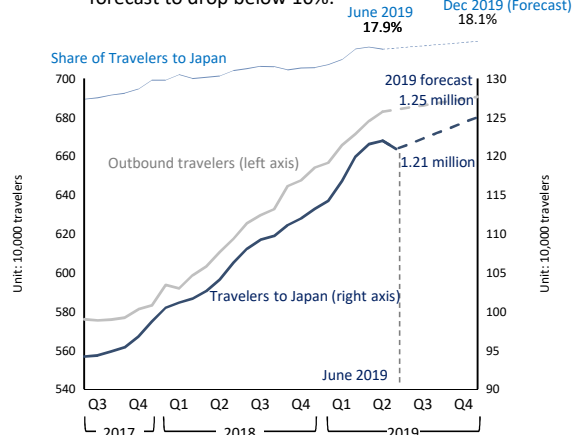
## Hong Kong

- The total number of travelers for 2019 as of June is 2.20 million (annual rate: ▲2.8%).
- The number of travelers for 2019 is forecast to be 2.25 million (+1.9% year on year). The annual growth rate is forecast to be positive as a rebound from 2018 is expected for the latter half of 2019.



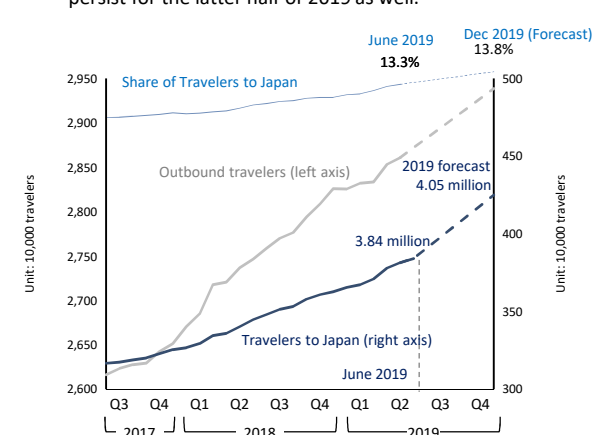
## Thailand

- The total number of travelers for 2019 as of June is 1.21 million (annual rate: +13.8%).
- The number of travelers for 2019 is forecast to be 1.25 million (+10.4% year on year).
- The growth rate for the latter half of 2019 is forecast to drop below 10%.



## Western markets

- The total number of travelers for 2019 as of June is 3.84 million (annual rate: +11.4%).
- The number of travelers for 2019 is forecast to be 4.05 million (+11.6% year on year).
- A similar increase to the first half is expected to persist for the latter half of 2019 as well.



Data Source: JTB Tourism Research & Consulting Co. for forecasts, and JNTO for actual results.

## **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 Travelers to Japan

[Trends in Number of Travelers 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 travelers 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 Travelers 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 travelers 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	3,138	3,147	3,163	3,169	3,179	3,196	-	-	-	-	-	-
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%	8.6%	7.2%	6.2%	5.3%	4.3%	3.7%	-	-	-	-	-	-
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%	3.8%	5.8%	2.1%	3.7%	6.5%	-	-	-	-	-	-

(Note) *Italics* indicate forecasts. Data source: JNTO

[Changes in the Rate of Increase in the Number of Travelers per General traveler and Cruise Passenger]

	2016												2017											
	Q1			Q2			Q3			Q4			Q1			Q2			Q3			Q4		
Annual rate	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 traveler 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 travelers	41.7%	39.9%	38.1%	35.4%	32.0%	30.2%	27.9%	24.7%	23.4%	21.8%	20.1%	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%	11.1%	10.3%	9.5%	8.1%	7.6%	7.3%	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 Travelers per General traveler and Cruise Passenger] (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
International traveler 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%	8.6%	7.2%	6.2%	5.3%	4.3%	3.7%	-	-	-	-	-	-
Of which, general travelers	17.4%	18.8%	19.7%	18.7%	18.1%	18.1%	17.1%	16.0%	14.2%	12.7%	11.1%	10.0%	10.2%	8.9%	7.9%	7.0%	-	-	-	-	-	-	-	-
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%	-4.5%	-7.8%	-10.9%	-11.8%	-14.7%	-	-	-	-	-	-	-	-
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%	7.5%	7.6%	7.7%	-	-	-	-	-	-

(Note) General travelers 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 Travelers to Japan

[Trends in Expenditures of Travelers to Japan]

	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
Travel receipt (trillion yen)	3.38	3.37	3.37	3.42	3.47	3.50	3.53	3.57	3.61	3.66	3.74	3.81	3.84	3.91	3.97	4.02	4.09	4.15	4.17	4.20	4.21	4.26	4.30	4.34
[Ditto] Annual rate	8.8%	6.7%	5.1%	6.3%	7.8%	8.0%	7.8%	8.6%	8.8%	10.2%	12.4%	14.3%	13.9%	16.2%	18.0%	17.4%	17.7%	18.6%	18.1%	17.6%	16.5%	16.1%	14.9%	13.9%
[Ditto] Year-on-year	14.2%	-3.4%	0.0%	19.0%	19.3%	10.3%	10.4%	14.5%	14.1%	19.4%	30.1%	26.7%	9.8%	25.6%	19.9%	13.4%	22.5%	20.6%	6.4%	10.3%	1.2%	14.5%	13.0%	13.2%

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

	2019											
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Travel receipt (trillion yen)	4.39	4.44	4.50	4.56	4.59	-	-	-	-	-	-	-
[Ditto] Annual rate	14.2%	13.3%	13.2%	13.5%	12.3%	-	-	-	-	-	-	-
[Ditto] Year-on-year	14.0%	12.8%	17.0%	17.1%	7.6%	-	-	-	-	-	-	-

[Changes in number of travelers and expected unit price] Indexed based on Jan 2017 = 100

	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
Tourism receipt	100.0	99.7	99.7	101.3	102.8	103.6	104.6	105.8	107.0	108.5	110.8	113.0	113.9	115.9	117.6	119.0	121.0	122.8	123.5	124.5	124.6	126.0	127.3	128.7
International traveler arrival	100.0	100.6	101.4	103.4	105.1	106.5	108.1	109.9	111.3	113.2	115.3	117.2	118.0	120.0	121.6	122.9	124.5	125.9	126.6	127.0	126.5	126.7	127.0	127.4
Expected unit price	100.0	99.1	98.3	98.0	97.8	97.3	96.8	96.3	96.1	95.9	96.1	96.4	96.5	96.6	96.7	96.8	97.2	97.5	97.6	98.1	98.5	99.5	100.3	101.0

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

	2019											
	Q1			Q2			Q3			Q4		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Tourism receipt	130.1	131.4	133.1	135.1	135.9	-	-	-	-	-	-	-
International traveler arrival	128.2	128.6	129.2	129.4	129.8	130.6	-	-	-	-	-	-
Expected unit price	101.5	102.2	103.1	104.4	104.7	-	-	-	-	-	-	-

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 travelers, and estimated unit price is calculated by JTB Tourism Research & Consulting Co.

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

Number of Travelers to Japan compared to Peripheral Countries]	Australia	Cambodia	Taiwan	Guam	Hong Kong	Indonesia	South Korea	Macau SAR	Malaysia	Northern Mariana	The Philippine:	Singapore	Thailand	Vietnam	Japan
Number of travelers to each country (2018) Unit: 10,000	925	620	1,107	152	6,514	1,581	1,510	3,580	2,583	52	706	1,742	3,828	1,550	3,119
[Rate of Increase in the Number of Travelers to East Asian Countries] Year-on-year	2018												2019		
	Q1			Q2			Q3			Q4			Q1		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
Japan	18.0%	19.3%	19.9%	18.9%	18.5%	18.2%	17.1%	15.6%	13.6%	11.9%	10.1%	8.7%	8.6%	7.2%	6.2%
South Korea	-25.2%	-26.9%	-25.5%	-22.2%	-18.1%	-13.3%	-7.6%	-2.0%	2.6%	8.5%	12.2%	15.5%	19.1%	22.3%	22.4%
Taiwan	1.3%	3.2%	5.1%	4.5%	5.3%	5.3%	5.7%	5.6%	5.3%	4.8%	3.7%	3.0%	2.5%	2.9%	2.7%
Hong Kong	2.5%	4.6%	4.7%	5.4%	5.8%	6.9%	7.2%	8.8%	8.6%	9.0%	10.2%	11.4%	14.2%	12.6%	13.3%
Macau	3.5%	5.8%	6.1%	5.9%	6.0%	6.6%	6.6%	8.3%	8.4%	8.5%	9.0%	9.8%	12.4%	11.8%	13.0%

[Rate of Increase in the Number of Travelers to Southeast Asian Countries] Year-on-year		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
Thailand		9.4%	11.4%	12.7%	12.8%	12.8%	12.8%	12.6%	12.0%	11.6%	10.0%	8.6%	8.0%	7.4%	5.7%	4.3%	3.8%	3.3%	-	-	-	-	-	-	-
Malaysia		-3.2%	-3.0%	-3.3%	-4.2%	-4.0%	-3.6%	-3.3%	-2.2%	-2.1%	-1.0%	-0.9%	-0.4%	-0.5%	-0.1%	0.7%	2.2%	2.9%	-	-	-	-	-	-	-
Singapore		5.8%	5.6%	5.1%	4.7%	4.6%	3.9%	3.8%	3.4%	2.3%	1.3%	0.4%	0.0%	0.8%	1.6%	2.1%	2.8%	3.5%	-	-	-	-	-	-	-
Vietnam		32.1%	29.7%	30.6%	29.7%	28.9%	28.1%	27.3%	24.6%	24.9%	24.2%	22.8%	19.9%	16.7%	15.8%	13.5%	12.2%	11.9%	10.1%	-	-	-	-	-	-
Indonesia		18.8%	18.9%	20.0%	18.4%	17.0%	15.7%	14.1%	11.9%	10.8%	10.8%	11.0%	12.6%	13.4%	12.5%	10.0%	9.0%	8.4%	-	-	-	-	-	-	-
The Philippines		12.2%	13.2%	13.2%	11.9%	10.4%	11.0%	11.5%	10.8%	10.3%	8.9%	8.5%	8.9%	7.1%	6.9%	6.7%	7.2%	8.3%	-	-	-	-	-	-	-

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

[P13] Market Scale

[Number of Outbound Travelers and Number of travelers to Japan from Major Markets (2018)]  
Unit: 10,000

Outbound travelers				
	Of which, number of travelers to Japan	Of which, number of travelers to other countries	Total	Share of Japan
China	886	8,402	9,288	9.5%
South Korea	739	2,183	2,922	25.3%
Taiwan	473	1,208	1,682	28.1%
Hong Kong	220	1,062	1,281	17.1%
Thailand	121	562	683	17.7%
Western marke	384	2,477	2,861	13.4%

[Expenditure by Outbound travelers and by travelers to Japan from Major Markets (2018)]  
Unit: 100 million yen

Expenditure by outbound travelers				
	Of which, expenditure in Japan	Of which, expenditure in other countries	Total	Share of Japan
China	16,740	328,763	345,503	4.8%
South Korea	5,659	28,447	34,106	16.6%
Taiwan	5,727	16,201	21,928	26.1%
Hong Kong	3,448	25,119	28,567	12.1%
Thailand	1,556	12,322	13,878	11.2%
Western marke	7,697	-	-	-

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

Data source:

Number of outbound travelers for South Korea, Taiwan, Hong Kong, and Thailand are based on numeric data from each country's statistics agencies. The number of outbound travelers for China and Western markets are the total of the number of travelers 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 travelers from the central bank of each country. The number of outbound travelers 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 travelers to Japan is expenditure by general travelers excluding cruise passengers from the "Survey into expenditure trends of foreign travelers to Japan" by the Japan Tourism Agency.

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

		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
China	Number of travelers to Japan	12.7%	15.7%	16.8%	18.9%	21.0%	23.6%	24.2%	22.1%	19.0%	17.1%	15.6%	13.9%	15.6%	12.5%	12.5%	10.8%	9.8%	8.9%	-	-	-	-	-	-
	Number of travelers to Asia	0.5%	3.6%	4.8%	7.0%	8.5%	10.7%	12.0%	13.4%	13.4%	13.4%	13.6%	14.0%	16.9%	13.9%	12.8%	11.3%	10.5%	-	-	-	-	-	-	-
	Share of travelers to Japan	9.3%	9.4%	9.3%	9.4%	9.5%	9.5%	9.6%	9.5%	9.4%	9.4%	9.4%	9.3%	9.2%	9.2%	9.3%	9.3%	9.4%	-	-	-	-	-	-	-
South Korea	Number of travelers to Japan	40.7%	39.9%	39.3%	35.9%	31.3%	27.2%	22.6%	19.1%	15.7%	12.0%	8.3%	5.6%	2.7%	1.3%	-0.9%	-2.9%	-4.5%	-4.8%	-	-	-	-	-	-
	Number of outbound travelers	19.5%	18.0%	17.4%	16.6%	16.3%	15.7%	14.7%	13.7%	12.2%	11.1%	9.6%	8.3%	6.4%	7.2%	6.3%	5.5%	4.5%	-	-	-	-	-	-	-
	Share of travelers to Japan	27.1%	27.4%	27.6%	27.6%	27.6%	27.5%	27.3%	27.1%	26.8%	26.5%	26.3%	26.3%	26.1%	25.9%	25.7%	25.4%	25.3%	-	-	-	-	-	-	-
Taiwan	Number of travelers to Japan	8.7%	10.3%	11.1%	11.7%	11.6%	11.2%	10.3%	9.5%	9.1%	6.5%	4.8%	4.2%	5.0%	3.7%	3.0%	0.3%	-0.6%	-1.0%	-	-	-	-	-	-
	Number of outbound travelers	7.2%	7.2%	7.6%	8.2%	7.6%	8.0%	8.1%	8.0%	8.5%	7.1%	6.3%	6.3%	6.5%	7.1%	6.0%	4.2%	3.9%	-	-	-	-	-	-	-
	Share of travelers to Japan	29.0%	29.3%	29.3%	29.3%	29.4%	29.3%	29.3%	29.2%	29.0%	28.8%	28.7%	28.6%	28.7%	28.4%	28.5%	28.2%	28.1%	-	-	-	-	-	-	-
Hong Kong	Number of travelers to Japan	16.2%	18.9%	20.3%	13.8%	11.9%	10.0%	7.0%	5.2%	1.7%	0.8%	-0.4%	-1.1%	-0.2%	-1.9%	-4.3%	-2.4%	-2.8%	-2.8%	-	-	-	-	-	-
	Number of outbound travelers	3.7%	7.2%	11.0%	5.3%	5.3%	6.0%	5.8%	5.8%	5.0%	5.6%	5.1%	4.6%	6.3%	4.3%	0.5%	4.4%	4.1%	-	-	-	-	-	-	-
	Share of travelers to Japan	18.4%	18.4%	18.3%	18.4%	18.3%	18.2%	18.0%	17.9%	17.6%	17.5%	17.4%	17.4%	17.3%	17.3%	17.4%	17.2%	17.1%	-	-	-	-	-	-	-
Thailand	Number of travelers to Japan	10.9%	10.0%	9.1%	9.3%	10.5%	12.3%	14.7%	15.7%	15.7%	16.5%	15.7%	14.7%	13.7%	15.5%	18.0%	18.4%	17.2%	13.8%	-	-	-	-	-	-
	Number of outbound travelers	5.7%	4.2%	4.5%	4.8%	6.2%	7.1%	8.6%	9.4%	9.9%	11.7%	11.4%	12.2%	10.6%	12.5%	12.2%	12.4%	11.8%	-	-	-	-	-	-	-
	Share of travelers to Japan	16.9%	17.1%	17.0%	17.0%	17.1%	17.2%	17.3%	17.3%	17.3%	17.2%	17.3%	17.3%	17.4%	17.5%	17.9%	17.9%	17.9%	-	-	-	-	-	-	-
Western markets	Number of travelers to Japan	9.4%	9.8%	11.0%	8.4%	8.9%	9.7%	10.0%	10.7%	10.8%	11.8%	11.8%	11.8%	11.9%	11.6%	11.0%	12.5%	12.1%	11.4%	-	-	-	-	-	-
	Approx. Number of travelers	5.8%	5.5%	6.4%	5.1%	5.5%	5.4%	5.5%	5.6%	5.7%	6.3%	6.3%	6.6%	5.8%	5.5%	4.3%	4.9%	4.5%	-	-	-	-	-	-	-
	Share of travelers to Japan	12.2%	12.3%	12.3%	12.3%	12.4%	12.6%	12.6%	12.7%	12.7%	12.8%	12.8%	12.8%	12.9%	13.0%	13.1%	13.2%	13.3%	-	-	-	-	-	-	-

[P15] Market Growth Rate (Expenditure) Annual rate

		2018				2019			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
China	Tourism expenditure in Japan	22.3%	26.1%	16.8%	10.3%	7.4%	5.5%	-	-
	Expenditure by Outbound travelers	5.2%				-			
South Korea	Tourism expenditure in Japan	49.3%	35.4%	22.2%	14.7%	5.8%	-2.5%	-	-
	Tourism expenditure	12.8%	9.6%	8.5%	0.9%	-	-	-	-
Taiwan	Tourism expenditure in Japan	14.7%	13.7%	9.2%	6.0%	0.7%	-1.5%	-	-
	Tourism expenditure	8.6%	9.9%	9.9%	7.8%	-	-	-	-
Hong Kong	Tourism expenditure in Japan	15.7%	7.4%	-2.3%	-0.1%	-0.4%	1.9%	-	-
	Tourism expenditure	8.9%	6.4%	5.3%	4.7%	0.3%	-	-	-
Thailand	Tourism expenditure in Japan	4.9%	19.6%	13.0%	12.5%	14.8%	13.9%	-	-
	Tourism expenditure	18.5%	21.1%	19.1%	17.6%	12.8%	-	-	-
Western markets	Tourism expenditure in Japan	18.3%	16.3%	17.3%	15.7%	12.2%	12.1%	-	-
	Expenditure by Outbound travelers	-	-	-	-	-	-	-	-

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 travelers to Japan.



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

[Number of outbound travelers per destination] (Total for the last twelve months as of May 2019)

Unit: 10,000

Origin: China	
Hong Kong	5,247
Thailand	1,032
Japan	874
South Korea	533
Vietnam	498
Malaysia	304
Taiwan	299
Indonesia	216
Australia	143
The Philippines	143

Origin: South Korea	
Japan	738
Vietnam	374
Thailand	182
The Philippines	167
Hong Kong	141
Taiwan	106
Malaysia	64
Indonesia	35
Australia	28

Origin: Taiwan	
Japan	473
Hong Kong	193
South Korea	116
Vietnam	79
Thailand	73
Malaysia	38
The Philippines	27
Australia	20
Indonesia	20

Origin: Hong Kong	
Japan	219
Thailand	104
South Korea	68
Australia	31
The Philippines	10
Indonesia	8
Vietnam	6

Origin: Thailand	
Malaysia	193
Japan	122
Hong Kong	57
South Korea	55
Vietnam	42
Taiwan	36
Indonesia	13
Australia	10
The Philippines	6

Origin: Western markets	
Thailand	675
Japan	381
Hong Kong	361
Indonesia	278
Vietnam	274
Australia	221
South Korea	209
The Philippines	206
Malaysia	147
Taiwan	108

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

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

Annual rate

		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
China	Hong Kong	2.6%	6.1%	6.1%	7.2%	7.7%	9.2%	9.6%	11.8%	11.5%	12.1%	13.6%	14.8%	18.7%	15.4%	14.5%	13.2%	12.3%	-	-	-	-	-	-	-
	Thailand	12.7%	19.6%	23.0%	26.8%	27.7%	28.7%	27.5%	24.8%	22.1%	15.9%	10.4%	7.4%	7.3%	1.7%	-0.6%	-3.6%	-5.2%	-	-	-	-	-	-	-
	Japan	12.7%	15.7%	16.8%	18.9%	21.0%	23.6%	24.2%	22.1%	19.0%	17.1%	15.6%	13.9%	15.6%	12.5%	12.5%	10.8%	9.8%	-	-	-	-	-	-	-
	South Korea	-51.8%	-55.1%	-53.2%	-48.5%	-43.5%	-37.2%	-28.1%	-18.3%	-9.2%	0.2%	7.6%	14.9%	24.8%	36.1%	36.8%	35.1%	34.4%	-	-	-	-	-	-	-
	Vietnam	49.4%	42.8%	44.0%	41.9%	40.9%	38.8%	38.3%	32.3%	33.9%	33.1%	30.5%	23.9%	18.5%	17.1%	11.5%	9.3%	8.5%	-	-	-	-	-	-	-
South Korea	Japan	40.7%	39.9%	39.3%	35.9%	31.3%	27.2%	22.6%	19.1%	15.7%	12.0%	8.3%	5.6%	2.7%	1.3%	-0.9%	-2.9%	-4.5%	-	-	-	-	-	-	-
	Vietnam	63.4%	65.2%	67.2%	67.2%	64.7%	63.9%	60.4%	56.9%	53.7%	50.8%	47.8%	44.3%	36.5%	33.8%	30.8%	27.9%	26.1%	-	-	-	-	-	-	-
	Thailand	18.8%	17.3%	16.4%	14.7%	14.2%	12.8%	11.6%	10.0%	8.3%	7.2%	5.5%	5.1%	4.1%	5.7%	4.9%	5.0%	3.8%	-	-	-	-	-	-	-
	The Philippines	19.3%	18.6%	7.3%	5.8%	2.6%	2.8%	2.8%	1.9%	1.1%	-2.0%	-2.0%	-1.2%	-5.0%	-3.8%	-0.8%	0.3%	2.7%	-	-	-	-	-	-	-
	Hong Kong	8.5%	4.8%	3.4%	2.5%	1.7%	0.3%	-0.6%	-1.6%	-1.0%	-4.6%	-4.8%	-4.5%	-6.3%	-4.6%	-4.9%	-4.6%	-4.4%	-	-	-	-	-	-	-
Taiwan	Japan	8.7%	10.3%	11.1%	11.7%	11.6%	11.2%	10.3%	9.5%	9.1%	6.5%	4.8%	4.2%	5.0%	3.7%	3.0%	0.3%	-0.6%	-	-	-	-	-	-	-
	Hong Kong	0.1%	-1.1%	-1.8%	-1.0%	-2.6%	-1.9%	-2.1%	-2.8%	-2.6%	-4.1%	-4.7%	-4.3%	-3.7%	-2.8%	-2.7%	-3.0%	-2.2%	-	-	-	-	-	-	-
	South Korea	10.2%	9.3%	9.5%	11.2%	11.8%	15.8%	16.8%	18.6%	20.0%	21.1%	20.7%	20.5%	21.0%	20.1%	18.1%	15.8%	15.5%	-	-	-	-	-	-	-
	Vietnam	21.9%	18.9%	17.9%	18.6%	17.9%	16.8%	16.7%	16.6%	17.5%	16.0%	16.4%	15.9%	16.7%	19.4%	20.1%	19.7%	20.9%	-	-	-	-	-	-	-
	Thailand	10.9%	13.6%	16.0%	19.2%	18.3%	20.1%	20.9%	21.5%	24.6%	22.3%	20.3%	20.0%	21.4%	20.9%	18.2%	16.1%	15.7%	-	-	-	-	-	-	-
Hong Kong	Japan	16.2%	18.9%	20.3%	13.8%	11.9%	10.0%	7.0%	5.2%	1.7%	0.8%	-0.4%	-1.1%	-0.2%	-1.9%	-4.3%	-2.4%	-2.8%	-	-	-	-	-	-	-
	Thailand	6.7%	11.4%	17.9%	13.8%	14.9%	18.6%	21.9%	24.8%	25.0%	26.6%	25.3%	23.7%	24.4%	23.4%	17.1%	20.0%	17.8%	-	-	-	-	-	-	-
	South Korea	-5.3%	-1.4%	3.1%	-2.8%	-1.9%	-0.2%	0.2%	0.4%	0.7%	2.9%	3.0%	3.9%	7.5%	5.4%	0.6%	4.0%	3.1%	-	-	-	-	-	-	-
	Australia	7.3%	15.8%	27.8%	14.6%	13.3%	15.1%	15.6%	13.9%	12.4%	11.2%	10.5%	9.8%	12.6%	7.7%	-2.6%	4.8%	5.1%	-	-	-	-	-	-	-
	The Philippines	-6.6%	1.9%	11.4%	6.6%	7.6%	13.6%	14.2%	12.9%	10.6%	9.7%	7.2%	6.2%	4.8%	-3.6%	-14.3%	-15.3%	-19.1%	-	-	-	-	-	-	-
Thailand	Malaysia	1.9%	0.6%	-1.0%	-1.3%	-1.1%	-0.8%	0.0%	1.6%	2.8%	3.9%	2.8%	4.3%	4.0%	4.9%	5.4%	5.3%	5.5%	-	-	-	-	-	-	-
	Japan	10.9%	10.0%	9.1%	9.3%	10.5%	12.3%	14.7%	15.7%	15.7%	16.5%	15.7%	14.7%	13.7%	15.5%	18.0%	18.4%	17.2%	-	-	-	-	-	-	-
	Hong Kong	-1.2%	-6.4%	-5.2%	-4.9%	-2.7%	-3.6%	-2.4%	-1.4%	-1.0%	-0.1%	0.1%	2.0%	-0.2%	3.5%	2.3%	2.8%	1.7%	-	-	-	-	-	-	-
	South Korea	6.1%	5.8%	5.2%	5.9%	9.4%	12.7%	15.2%	15.6%	15.6%	17.8%	15.1%	12.1%	10.7%	9.1%	7.9%	7.1%	4.9%	-	-	-	-	-	-	-
	Vietnam	12.4%	10.1%	9.9%	10.6%	11.6%	12.1%	12.2%	12.2%	13.2%	12.9%	14.9%	15.8%	18.0%	20.5%	26.6%	29.1%	32.6%	-	-	-	-	-	-	-
Western markets	Thailand	6.6%	6.8%	7.8%	6.3%	6.3%	5.6%	5.3%	5.2%	5.0%	4.4%	4.2%	3.9%	2.8%	2.0%	0.1%	0.3%	0.1%	-	-	-	-	-	-	-
	Japan	9.4%	9.8%	11.0%	8.4%	8.9%	9.7%	10.0%	10.7%	10.8%	11.8%	11.8%	11.5%	11.9%	11.6%	11.0%	12.5%	12.1%	-	-	-	-	-	-	-
	Hong Kong	0.7%	-0.4%	0.8%	0.7%	1.5%	1.5%	1.6%	2.3%	2.3%	3.5%	3.7%	4.1%	3.4%	4.3%	3.1%	3.2%	2.7%	-	-	-	-	-	-	-
	Indonesia	5.5%	3.2%	3.7%	2.7%	3.8%	3.9%	4.0%	3.2%	3.4%	4.3%	5.7%	8.2%	9.5%	10.0%	8.7%	8.6%	7.1%	-	-	-	-	-	-	-
	Vietnam	15.9%	14.6%	14.4%	13.0%	12.6%	11.5%	11.0%	10.6%	10.4%	10.3%	8.9%	7.9%	3.2%	2.4%	2.2%	1.5%	1.4%	-	-	-	-	-	-	-

(Note) The number of travelers to China is unknown because China halted making announcements on the number of international travelers per month.

Data source: PATAMPower

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

		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	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%
	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%
	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%
	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%	0.8%	1.6%	3.3%	5.0%	3.0%	4.1%	2.2%	6.2%	7.9%	7.5%	7.5%
	Number of travelers 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%
South Korea	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%
	Ditto (Year-on-year)	4.1%	-1.2%	3.5%	4.5%	3.4%	4.1%	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%
	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%
	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%	18.0%	17.7%	11.9%	8.6%	10.1%	8.5%	9.1%	11.8%	8.7%	9.8%	8.9%
	Number of travelers 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%
Taiwan	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%
	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%
	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%
	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%
	Number of travelers 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%
Hong Kong	International airline seat capacity (Annual rate )	3.4%	2.6%	2.3%	2.5%	2.6%	2.5%	2.5%	2.4%	2.1%	2.1%	3.0%	3.1%	3.0%	3.4%	3.7%	3.4%	3.3%	3.2%	3.1%	3.0%	3.1%	2.9%	2.4%	2.4%
	Ditto (Year-on-year)	12.6%	8.1%	10.1%	5.0%	5.6%	6.7%	4.9%	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%	7.9%
	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%
	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%
	Number of travelers 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%

		2019											
		Q1			Q2			Q3			Q4		
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
China	International airline seat capacity (Annual rate )	10.8%	10.1%	9.5%	9.0%	8.6%	8.0%	7.7%	7.3%	7.2%	6.9%	-	-
	Ditto (Year-on-year)	8.8%	5.0%	5.5%	7.7%	8.2%	7.1%	6.3%	6.9%	8.2%	6.1%	-	-
	Airline seat capacity to/from Japan (Annual rate )	4.3%	5.1%	5.9%	7.0%	8.1%	9.0%	10.5%	12.0%	13.8%	14.7%	-	-
	Ditto (Year-on-year)	9.1%	10.8%	10.3%	14.8%	15.6%	16.6%	19.7%	21.2%	24.9%	16.7%	-	-
	Number of travelers to Japan (Annual rate )	15.6%	12.5%	12.5%	10.8%	9.8%	8.9%	-	-	-	-	-	-
South Korea	International airline seat capacity (Annual rate )	10.4%	10.2%	10.0%	9.5%	9.0%	8.6%	8.6%	8.2%	7.7%	-	-	-
	Ditto (Year-on-year)	9.9%	7.6%	7.1%	2.0%	1.4%	2.0%	1.7%	3.8%	6.8%	5.2%	-	-
	Airline seat capacity to/from Japan (Annual rate )	10.5%	9.4%	8.6%	8.1%	7.8%	7.2%	7.2%	6.9%	6.5%	6.1%	-	-
	Ditto (Year-on-year)	4.5%	4.8%	7.0%	6.4%	4.3%	3.3%	7.9%	6.2%	6.1%	3.5%	-	-
	Number of travelers to Japan (Annual rate )	2.7%	1.3%	-0.9%	-2.9%	-4.5%	-4.8%	-	-	-	-	-	-
Taiwan	International airline seat capacity (Annual rate )	5.1%	4.4%	4.2%	4.2%	4.2%	4.3%	4.0%	4.2%	4.5%	4.7%	-	-
	Ditto (Year-on-year)	3.1%	2.8%	5.1%	4.7%	5.2%	5.6%	1.0%	8.1%	8.5%	5.6%	-	-
	Airline seat capacity to/from Japan (Annual rate )	7.2%	7.4%	7.5%	7.3%	7.1%	6.5%	5.8%	5.7%	5.8%	5.3%	-	-
	Ditto (Year-on-year)	5.4%	9.2%	7.8%	3.4%	4.1%	2.8%	0.2%	7.2%	10.1%	2.8%	-	-
	Number of travelers to Japan (Annual rate )	5.0%	3.7%	3.0%	0.3%	-0.6%	-1.0%	-	-	-	-	-	-
Hong Kong	International airline seat capacity (Annual rate )	2.5%	2.4%	2.2%	2.2%	2.1%	2.0%	1.9%	2.0%	1.9%	-	-	-
	Ditto (Year-on-year)	6.2%	6.8%	8.1%	7.5%	7.7%	8.3%	10.1%	8.7%	7.2%	4.9%	-	-
	Airline seat capacity to/from Japan (Annual rate )	7.6%	6.8%	6.1%	5.8%	5.2%	5.1%	5.0%	5.7%	5.6%	-	-	-
	Ditto (Year-on-year)	6.4%	4.0%	2.6%	5.6%	4.2%	5.7%	4.9%	6.2%	11.7%	3.3%	-	-
	Number of travelers to Japan (Annual rate )	-0.2%	-1.9%	-4.3%	-2.4%	-2.8%	-2.8%	-	-	-	-	-	-

Data source: OAG for international airline seat capacity and JNTO for numbers of international travelers to Japan.

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

		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	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%
	Ditto (Year-on-year)	3.0%	-2.6%	1.1%	4.8%	3.8%	3.4%	3.6%	3.3%	2.1%	3.7%	8.6%	3.1%	1.1%	3.3%	3.7%	1.7%	2.1%	3.0%	2.4%	1.9%	2.9%	1.4%	2.5%	2.3%
	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%
	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%
	Number of travelers 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%
Europe	International airline seat capacity (Annual rate )	3.1%	3.1%	3.4%	3.7%	4.2%	4.7%	5.1%	5.4%	5.7%	5.9%	6.3%	6.5%	6.9%	7.2%	7.5%	8.0%	8.6%	8.8%	8.9%	9.1%	9.5%	9.8%	10.0%	10.2%
	Ditto (Year-on-year)	3.8%	4.2%	6.2%	5.5%	5.8%	7.9%	7.1%	7.3%	7.3%	6.4%	8.3%	8.3%	8.6%	8.3%	10.1%	10.8%	12.8%	10.8%	8.4%	9.4%	10.9%	10.4%	11.0%	11.4%
	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%
	Ditto (Year-on-year)	-3.1%	-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%
	Number of travelers 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%
North America	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%	6.9%	6.2%	5.3%	4.6%	4.3%	4.1%	3.9%	3.5%
	Ditto (Year-on-year)	11.4%	9.4%	11.2%	10.2%	9.2%	10.4%	10.7%	9.1%	7.0%	5.8%	5.5%	5.5%	6.0%	4.9%	6.0%	6.5%	5.0%	2.2%	0.6%	1.8%	3.4%	2.6%	2.6%	1.1%
	Airline seat capacity to/from Japan (Annual rate )	2.8%	2.3%	2.2%	2.5%	2.5%	2.5%	2.6%	2.6%	2.4%	2.1%	2.1%	2.2%	2.0%	2.0%	1.9%	1.8%	1.7%	1.7%	1.4%	1.3%	1.7%	1.7%	1.6%	1.5%
	Ditto (Year-on-year)	3.4%	0.5%	3.3%	3.8%	1.9%	1.9%	3.5%	2.1%	-0.4%	0.8%	3.0%	2.4%	1.5%	0.3%	2.1%	1.9%	1.4%	1.5%	0.5%	1.3%	3.5%	0.7%	1.8%	1.6%
	Number of travelers to Japan (Annual rate )	19.6%	19.3%	18.3%	19.4%	18.6%	17.4%	16.6%	15.6%	13.8%	11.8%	11.3%	10.9%	9.7%	9.9%	10.3%	8.0%	8.1%	8.9%	9.0%	9.6%	9.7%	10.6%	10.7%	10.5%
Australia	International airline seat capacity (Annual rate )	9.9%	9.4%	9.1%	9.3%	9.1%	8.9%	8.7%	8.5%	8.5%	8.0%	7.8%	7.9%	7.7%	7.7%	7.4%	6.7%	6.2%	5.9%	5.7%	5.4%	4.8%	4.6%	4.1%	3.6%
	Ditto (Year-on-year)	7.4%	5.0%	7.5%	11.0%	7.4%	7.9%	7.5%	8.5%	10.2%	6.8%	7.8%	7.5%	5.6%	5.0%	4.6%	2.2%	1.9%	3.5%	4.7%	5.4%	2.8%	3.5%	2.3%	1.8%
	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%	8.7%	8.5%	7.9%	7.3%	6.0%	5.7%
	Ditto (Year-on-year)	22.2%	9.2%	10.2%	15.0%	3.3%	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%
	Number of travelers 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%

		2019																							
		Q1			Q2			Q3			Q4														
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC												
Thailand	International airline seat capacity (Annual rate )	11.8%	11.3%	10.5%	9.4%	8.4%	7.5%	6.6%	6.0%	5.8%	5.6%	-	-												
	Ditto (Year-on-year)	2.6%	2.0%	1.0%	1.9%	1.4%	1.2%	1.3%	3.0%	2.5%	0.7%	-	-												
	Airline seat capacity to/from Japan (Annual rate )	17.7%	20.1%	23.3%	25.1%	26.2%	25.9%	25.1%	24.4%	23.8%	23.3%	-	-												
	Ditto (Year-on-year)	30.0%	34.8%	37.6%	30.7%	26.9%	16.5%	13.3%	16.0%	17.3%	18.5%	-	-												
	Number of travelers to Japan (Annual rate )	13.7%	15.5%	18.0%	18.4%	17.2%	13.8%	-	-	-	-	-	-												
Europe	International airline seat capacity (Annual rate )	10.7%	11.0%	11.0%	11.0%	10.7%	10.6%	10.6%	10.5%	10.2%	9.9%	-	-												
	Ditto (Year-on-year)	14.7%	12.2%	9.6%	10.7%	9.6%	9.7%	8.7%	8.7%	7.5%	6.9%	-	-												
	Airline seat capacity to/from Japan (Annual rate )	8.1%	8.0%	8.4%	9.0%	9.4%	9.9%	10.1%	10.4%	10.7%	10.8%	-	-												
	Ditto (Year-on-year)	7.2%	8.0%	11.0%	15.6%	14.2%	14.1%	10.7%	11.2%	11.8%	9.4%	-	-												
	Number of travelers to Japan (Annual rate )	13.0%	12.0%	11.3%	13.1%	11.9%	11.5%	-	-	-	-	-	-												
North America	International airline seat capacity (Annual rate )	3.1%	2.7%	2.3%	2.0%	2.0%	2.0%	2.1%	2.1%	2.0%	1.9%	-	-												
	Ditto (Year-on-year)	0.9%	0.0%	0.9%	3.4%	3.8%	3.1%	1.5%	2.3%	1.1%	2.2%	-	-												
	Airline seat capacity to/from Japan (Annual rate )	1.4%	1.5%	1.5%	1.7%	1.7%	1.6%	1.6%	1.5%	1.2%	1.3%	-	-												
	Ditto (Year-on-year)	0.3%	1.5%	2.1%	4.4%	1.1%	0.5%	0.1%	0.4%	0.3%	1.3%	-	-												
	Number of travelers to Japan (Annual rate )	11.2%	11.3%	11.3%	12.5%	12.5%	11.6%	-	-	-	-	-	-												
Australia	International airline seat capacity (Annual rate )	3.2%	3.0%	2.5%	2.3%	2.2%	1.9%	1.4%	0.8%	0.5%	0.3%	-	-												
	Ditto (Year-on-year)	1.1%	2.3%	-1.1%	-0.3%	0.8%	-0.1%	-1.4%	-1.6%	-0.7%	0.0%	-	-												
	Airline seat capacity to/from Japan (Annual rate )	5.6%	5.5%	4.5%	3.9%	2.8%	1.9%	1.0%	0.5%	0.8%	1.6%	-	-												
	Ditto (Year-on-year)	-2.5%	1.1%	-2.3%	1.8%	0.1%	0.0%	0.5%	2.2%	8.9%	14.8%	-	-												
	Number of travelers to Japan (Annual rate )	11.9%	11.4%	9.1%	11.4%	11.0%	10.6%	-	-	-	-	-	-												

Data source: OAG for international airline seat capacity and JNTO for numbers of international travelers to Japan.

[P21] Changes in demand for travel to Japan – Actual number (Number of travelers, Total bed-nights, Expenditure)

		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	
China	Total bed-nights (Unit: 10,000)	1,709	1,759	1,778	1,816	1,857	1,915	1,958	2,000	2,017	2,038	2,065	2,094	2,171	2,211	2,260	2,307	-	-	-	-	-	-	-	-	
	Number of travelers to Japan (Unit: 10,000)	469	487	495	511	525	542	552	560	560	568	576	584	599	603	615	624	-	-	-	-	-	-	-	-	
	Expenditure (Unit: Trillion yen)	1.78			1.86			1.84			1.87			1.86			1.95			-			-			-
South Korea	Total bed-nights (Unit: 1,000)	11,177	11,243	11,405	11,476	11,542	11,596	11,598	11,601	11,520	11,334	11,244	11,258	11,338	11,516	11,551	11,533	-	-	-	-	-	-	-	-	
	Number of travelers to Japan (Unit: 10,000)	709	720	733	741	749	753	749	746	738	733	729	729	727	727	724	716	-	-	-	-	-	-	-	-	
	Expenditure (Unit: Trillion yen)	0.54			0.56			0.55			0.57			0.57			0.57			-			-			-
Hong Kong	Total bed-nights (Unit: 1,000)	6,125	6,175	6,206	6,114	6,076	6,068	6,039	6,042	5,993	5,950	5,923	5,944	5,987	6,050	6,044	6,126	-	-	-	-	-	-	-	-	
	Number of travelers to Japan (Unit: 10,000)	214	218	221	218	219	219	218	218	215	215	214	215	214	215	212	213	-	-	-	-	-	-	-	-	
	Expenditure (Unit: Trillion yen)	0.34			0.34			0.33			0.34			0.34			0.35			-			-			-
Taiwan	Total bed-nights (Unit: 1,000)	11,180	11,303	11,383	11,402	11,390	11,461	11,464	11,538	11,507	11,412	11,400	11,467	11,708	11,764	11,885	11,851	-	-	-	-	-	-	-	-	
	Number of travelers to Japan (Unit: 10,000)	420	426	430	434	436	439	441	443	440	437	437	439	444	444	445	439	-	-	-	-	-	-	-	-	
	Expenditure (Unit: Trillion yen)	0.60			0.61			0.61			0.61			0.60			0.60			-			-			-
Thailand	Total bed-nights (Unit: 1,000)	2,557	2,563	2,580	2,594	2,617	2,665	2,701	2,735	2,755	2,811	2,836	2,886	2,930	3,003	3,096	3,185	-	-	-	-	-	-	-	-	
	Number of travelers to Japan (Unit: 10,000)	97	98	98	99	101	103	104	106	106	107	108	110	111	113	116	118	-	-	-	-	-	-	-	-	
	Expenditure (Unit: Trillion yen)	0.13			0.14			0.13			0.14			0.15			0.16			-			-			-
Western markets	Total bed-nights (Unit: 1,000)	1,143	1,146	1,161	1,157	1,170	1,180	1,198	1,214	1,231	1,256	1,278	1,293	1,318	1,334	1,361	1,411	-	-	-	-	-	-	-	-	
	Number of travelers to Japan (Unit: 10,000)	260	263	266	268	272	276	280	282	283	287	289	291	294	297	302	307	-	-	-	-	-	-	-	-	
	Expenditure (Unit: Trillion yen)	0.66			0.69			0.71			0.74			0.74			0.77			-			-			-

[P22] Changes in demand for travel to Japan – Growth rate (Number of travelers, Total bed-nights)

		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
China	General travelers	10.8%	14.7%	16.3%	19.5%	21.9%	25.2%	26.2%	24.9%	21.9%	20.3%	19.0%	17.6%	20.3%	16.9%	17.1%	15.3%	-	-	-	-	-	-	-	-
	Total bed nights	-0.1%	4.3%	6.7%	10.6%	13.7%	18.6%	21.4%	23.1%	22.4%	21.3%	21.2%	20.9%	27.1%	25.7%	27.1%	27.0%	-	-	-	-	-	-	-	-
	Cruise passengers	25.0%	23.7%	21.2%	17.8%	18.7%	17.5%	15.8%	9.7%	4.6%	0.5%	-2.6%	-6.5%	-13.1%	-13.1%	-14.0%	-16.1%	-	-	-	-	-	-	-	-
South Korea	General travelers	40.8%	39.9%	39.4%	35.8%	31.4%	27.2%	22.7%	19.2%	15.7%	12.0%	8.4%	5.6%	2.7%	1.3%	-0.9%	-2.9%	-	-	-	-	-	-	-	-
	Total bed nights	42.3%	40.8%	39.8%	35.4%	29.5%	24.9%	20.5%	17.7%	14.9%	9.1%	5.5%	3.0%	1.4%	2.4%	1.3%	0.5%	-	-	-	-	-	-	-	-
	Cruise passengers	7.4%	9.1%	9.9%	10.1%	9.4%	10.0%	9.6%	9.2%	8.4%	6.3%	4.9%	4.4%	5.8%	4.4%	3.6%	1.4%	-	-	-	-	-	-	-	-
Taiwan	General travelers	6.3%	8.3%	9.2%	8.6%	7.1%	7.6%	6.6%	6.4%	6.2%	3.5%	2.2%	2.0%	4.7%	4.1%	4.4%	3.9%	-	-	-	-	-	-	-	-
	Total bed nights	33.6%	32.8%	33.8%	41.1%	56.0%	34.1%	20.7%	14.6%	19.9%	11.2%	2.9%	1.3%	-6.1%	-7.3%	-7.5%	-14.8%	-	-	-	-	-	-	-	-
	Cruise passengers	16.1%	18.7%	19.9%	13.5%	11.5%	9.3%	6.5%	4.6%	1.4%	0.7%	-0.5%	-0.8%	0.2%	-1.5%	-4.0%	-2.1%	-	-	-	-	-	-	-	-
Hong Kong	General travelers	14.8%	16.5%	17.2%	11.5%	8.4%	6.3%	3.7%	2.1%	0.0%	-2.2%	-3.5%	-3.9%	-2.2%	-2.0%	-2.6%	0.2%	-	-	-	-	-	-	-	-
	Total bed nights	11.0%	10.1%	9.2%	9.4%	10.5%	12.3%	14.7%	15.7%	15.6%	16.5%	15.7%	14.7%	13.8%	15.5%	18.1%	18.6%	-	-	-	-	-	-	-	-
	Cruise passengers	6.5%	5.5%	5.2%	5.6%	6.1%	8.0%	9.7%	11.1%	11.5%	13.5%	13.4%	13.8%	14.6%	17.2%	20.0%	22.8%	-	-	-	-	-	-	-	-
Thailand	General travelers	9.8%	10.1%	11.5%	9.1%	9.4%	10.2%	10.6%	11.1%	11.2%	11.8%	11.5%	11.3%	11.6%	11.4%	10.5%	11.7%	-	-	-	-	-	-	-	-
	Total bed nights	12.1%	12.0%	12.4%	8.3%	7.7%	7.9%	8.2%	8.9%	9.7%	11.0%	12.3%	13.3%	15.4%	16.4%	17.2%	22.0%	-	-	-	-	-	-	-	-
	Cruise passengers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

(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 travelers to Japan is small as they account for only a few cruise passengers.  
Data source: General travelers 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.

[P24~P34] Trends per Region

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

Hokkaido P24	
China	197
South Korea	144
Taiwan	144
Hong Kong	73
Thailand	55
Western markets	50
Others	130
Total	794

Tohoku P25	
China	21
South Korea	8
Taiwan	54
Hong Kong	8
Thailand	7
Western markets	14
Others	20
Total	132

Kanto P26	
China	813
South Korea	213
Taiwan	289
Hong Kong	147
Thailand	124
Western markets	778
Others	665
Total	3,028

Koshinetsu P27	
China	102
South Korea	11
Taiwan	73
Hong Kong	25
Thailand	25
Western markets	38
Others	61
Total	336

Hokuriku P28	
China	13
South Korea	6
Taiwan	30
Hong Kong	13
Thailand	4
Western markets	24
Others	27
Total	116

Tokai P29	
China	303
South Korea	34
Taiwan	60
Hong Kong	34
Thailand	31
Western markets	54
Others	88
Total	605

Kinki P30	
China	647
South Korea	280
Taiwan	230
Hong Kong	146
Thailand	53
Western markets	327
Others	331
Total	2,014

Chugoku P31	
China	18
South Korea	19
Taiwan	26
Hong Kong	16
Thailand	3
Western markets	55
Others	36
Total	174

Shikoku P32	
China	14
South Korea	13
Taiwan	20
Hong Kong	14
Thailand	0
Western markets	0
Others	18
Total	80

Kyushu P33	
China	85
South Korea	306
Taiwan	121
Hong Kong	91
Thailand	11
Western markets	33
Others	57
Total	705

Okinawa P34	
China	93
South Korea	119
Taiwan	137
Hong Kong	45
Thailand	5
Western markets	28
Others	34
Total	462

Total for twelve months from May 2018 to Apr 2019  
Data source: "Statistics on Overnight Travel" by the Japan Tourism Agency

[P24] Trends per Region - Hokkaido  
[Trends per Market]  
Indexed based on July 2017 = 100

			2017												2018											
			Q3			Q4			Q1			Q2			Q3			Q4								
			JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
Hokkaido P24	Total	Total bed nights	100.0	101.2	102.0	103.7	104.9	106.3	106.7	108.8	111.1	111.4	111.6	113.6	114.2	115.5	113.9	112.7	112.4	113.7						
		Number of foreign visitor arrivals at boarder	100.0	102.5	104.2	105.6	107.6	109.7	111.2	113.7	116.1	117.6	119.2	121.5	122.9	124.3	122.2	121.1	120.6	122.5						
		International airline seat capacity	100.0	101.9	102.9	103.8	104.8	105.8	106.6	108.3	109.3	110.4	111.9	113.2	114.2	115.3	116.4	117.1	117.8	119.7						
	China	Total bed nights	100.0	100.5	101.5	104.0	105.8	108.6	105.6	112.9	115.1	116.1	116.7	118.3	119.2	120.6	119.0	117.8	118.1	120.0						
		Number of foreign visitor arrivals at boarder	100.0	103.1	104.9	107.0	110.0	112.8	112.3	120.1	122.9	125.4	127.8	130.2	130.7	131.9	131.0	131.3	132.2	135.2						
		International airline seat capacity	100.0	102.9	104.5	106.9	109.4	112.2	113.7	116.5	117.7	117.0	116.7	116.6	116.1	116.3	117.6	118.0	118.3	119.5						
	South Korea	Total bed nights	100.0	102.9	104.9	108.2	110.6	112.9	116.5	116.2	117.7	117.8	118.5	121.8	124.9	128.3	124.6	120.8	119.4	120.4						
		Number of foreign visitor arrivals at boarder	100.0	104.6	107.8	111.2	114.4	118.2	122.8	125.1	127.8	129.3	132.0	135.4	137.9	139.9	135.4	132.0	130.8	133.0						
		Number of foreign arrival at boarder	100.0	104.3	106.9	109.6	111.3	113.4	115.9	118.3	120.0	121.4	123.6	126.0	128.1	129.8	131.4	131.2	132.0	134.8						
	Taiwan	Total bed nights	100.0	101.4	101.9	103.9	105.4	106.8	107.5	109.6	114.2	115.3	114.9	116.3	114.6	115.4	114.5	112.3	111.8	110.8						
		Number of foreign visitor arrivals at boarder	100.0	101.0	101.8	102.0	103.2	104.4	105.8	106.6	109.3	110.7	111.1	112.4	112.5	113.5	111.9	110.2	109.2	108.9						
		International airline seat capacity	100.0	100.2	99.7	98.6	98.3	98.7	99.4	100.4	101.7	103.0	104.2	105.6	106.2	107.0	108.0	108.8	108.6	109.1						
	Hong Kong	Total bed nights	100.0	101.6	103.0	104.3	105.4	105.8	105.4	105.3	106.5	106.1	105.6	106.8	106.5	106.6	104.3	103.5	102.2	101.9						
		Number of foreign visitor arrivals at boarder	100.0	102.7	105.1	107.0	108.9	109.7	107.0	110.0	111.7	110.9	111.4	111.8	112.4	112.6	110.3	109.5	108.4	108.3						
		International airline seat capacity	100.0	102.0	103.4	105.3	107.3	107.5	105.8	108.0	108.0	107.7	107.5	106.6	106.7	107.0	106.9	106.8	106.5	106.3						

[P24] Trends per Region - Hokkaido (cont.)

			2019																							
			Q1			Q2			Q3			Q4														
			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC												
Hokkaido P24	Total	Total bed nights	117.1	119.0	119.7	120.5	-	-	-	-	-	-	-	-												
		Number of foreign visitor arrivals at boarder	124.4	125.8	126.2	126.5	-	-	-	-	-	-	-	-												
		International airline seat capacity	121.7	123.2	125.0	126.1	127.5	129.5	131.1	132.4	133.7	135.6	-	-												
	China	Total bed nights	125.7	125.2	125.6	127.1	-	-	-	-	-	-	-	-												
		Number of foreign visitor arrivals at boarder	141.0	140.8	141.5	142.6	-	-	-	-	-	-	-	-												
		International airline seat capacity	120.7	121.0	121.5	122.4	123.4	124.0	125.3	127.0	128.5	130.5	-	-												
	South Korea	Total bed nights	122.3	124.4	124.5	124.9	-	-	-	-	-	-	-	-												
		Number of foreign visitor arrivals at boarder	135.0	137.7	138.3	139.2	-	-	-	-	-	-	-	-												
		Number of foreign arrival at boarder	137.6	140.0	142.7	145.3	149.0	154.5	159.1	163.1	167.3	172.2	-	-												
	Taiwan	Total bed nights	111.5	109.6	108.2	107.7	-	-	-	-	-	-	-	-												
		Number of foreign visitor arrivals at boarder	109.3	109.1	108.4	107.2	-	-	-	-	-	-	-	-												
		International airline seat capacity	109.3	109.6	110.1	110.2	110.9	111.1	111.3	111.7	112.1	112.3	-	-												
	Hong Kong	Total bed nights	100.1	100.4	100.2	100.2	-	-	-	-	-	-	-	-												
		Number of foreign visitor arrivals at boarder	106.6	105.7	103.5	103.4	-	-	-	-	-	-	-	-												
		International airline seat capacity	106.6	105.2	104.9	104.4	104.9	106.0	106.1	106.5	107.5	108.1	-	-												

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.

[P25] Trends per Region - Tohoku  
[Trends per Market]  
Indexed based on July 2017 = 100

Trends per Region - Tohoku [Trends per Market] Indexed based on July 2017 = 100			2017												2018											
			Q3			Q4			Q1			Q2			Q3			Q4								
			JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
Tohoku P25	Total	Total bed nights	100.0	101.1	103.2	109.9	115.5	119.0	122.5	126.9	129.7	134.6	137.2	139.7	143.0	147.2	148.3	148.7	150.3	152.9						
		Number of foreign visitor arrivals at boarder	100.0	102.5	105.8	114.1	121.6	127.4	130.7	135.3	140.8	146.0	148.9	152.4	155.9	159.1	159.8	156.6	157.6	158.9						
		International airline seat capacity	100.0	101.0	102.5	105.2	108.3	110.6	111.9	113.5	115.6	117.6	119.3	120.7	122.9	124.8	125.8	126.3	127.3	128.9						
	China	Total bed nights	100.0	103.6	108.4	116.6	122.8	128.4	130.2	130.5	130.8	138.3	141.1	143.4	146.9	151.8	154.2	153.1	152.6	154.0						
		Number of foreign visitor arrivals at boarder	100.0	106.0	113.1	120.0	127.3	135.3	135.7	129.2	126.0	132.1	133.0	133.9	135.4	138.4	137.1	133.4	134.7	139.6						
		International airline seat capacity	100.0	105.7	110.7	116.4	122.5	129.2	129.8	125.5	121.2	127.1	128.0	128.3	128.2	128.5	129.3	125.6	124.4	129.1						
	South Korea	Total bed nights	100.0	98.8	99.1	103.1	104.8	107.7	110.3	109.8	111.2	108.5	110.3	110.7	110.1	115.7	116.4	114.7	112.6	112.7						
		Number of foreign visitor arrivals at boarder	100.0	102.4	102.5	105.7	108.0	110.7	110.6	113.4	115.5	116.1	117.2	117.6	117.4	117.0	116.7	115.7	113.3	110.3						
		International airline seat capacity	100.0	100.1	100.5	101.1	102.4	103.1	104.5	106.2	108.1	108.6	108.5	106.7	106.8	107.0	106.9	107.0	105.7	104.6						
	Taiwan	Total bed nights	100.0	101.2	102.8	111.3	118.7	122.5	127.4	135.3	138.5	143.9	146.2	150.2	155.0	158.8	159.2	155.9	159.1	161.9						
		Number of foreign visitor arrivals at boarder	100.0	101.4	105.5	118.4	130.1	137.3	143.6	153.1	161.9	167.0	171.7	179.3	187.1	192.3	194.3	189.8	192.7	194.9						
		International airline seat capacity	100.0	100.2	102.5	106.2	110.8	114.6	117.1	121.1	126.1	129.7	134.8	142.7	150.7	156.9	160.9	165.5	171.7	175.4						
Western markets	Total bed nights	100.0	100.1	102.5	105.5	106.7	108.0	109.8	110.7	110.5	110.2	112.2	114.4	115.5	119.0	118.4	117.8	117.8	118.1							

[P26] Trends per Region - Kanto  
[Trends per Market]  
Indexed based on July 2017 = 100

		2017						2018												
		Q3			Q4			Q1			Q2			Q3			Q4			
		JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Kanto P26	Total	Total bed nights	100.0	100.9	101.9	103.4	104.5	105.3	105.0	105.8	106.9	107.1	107.8	109.8	111.0	112.4	114.3	115.6	117.1	118.7
		Number of foreign visitor arrivals at boarder	100.0	100.9	101.6	102.7	104.1	105.3	105.7	107.0	108.3	109.2	110.5	112.2	113.3	114.1	115.3	116.0	116.5	117.1
		International airline seat capacity	100.0	100.3	100.5	100.8	101.3	101.7	102.0	102.3	102.7	103.1	103.5	103.9	104.4	104.9	105.5	106.0	106.2	106.9
	China	Total bed nights	100.0	100.8	103.2	105.1	106.5	107.9	107.2	109.2	111.0	113.3	116.1	120.4	122.8	125.8	128.0	129.4	131.3	133.1
		Number of foreign visitor arrivals at boarder	100.0	101.4	102.9	105.0	106.8	108.6	108.4	111.6	113.4	116.4	119.0	122.3	124.5	126.0	128.2	129.5	130.6	131.8
		International airline seat capacity	100.0	99.8	99.8	99.9	99.9	100.0	100.0	100.1	100.2	100.4	100.7	101.2	101.5	101.9	102.3	102.5	102.9	103.1
	South Korea	Total bed nights	100.0	101.8	102.9	105.3	108.2	110.6	112.2	112.3	114.0	113.5	112.6	114.1	113.9	114.2	115.9	115.5	115.1	115.5
		Number of foreign visitor arrivals at boarder	100.0	101.7	102.7	104.4	106.6	108.8	110.9	112.4	113.5	114.0	114.6	115.2	114.8	114.4	114.8	114.5	113.9	113.2
		International airline seat capacity	100.0	100.9	101.4	102.0	103.0	103.8	104.8	105.7	106.5	106.6	106.3	106.6	107.2	108.0	108.8	109.5	109.7	110.1
	Taiwan	Total bed nights	100.0	100.3	99.9	100.9	101.9	102.2	100.8	100.6	101.2	100.5	99.7	100.8	100.2	101.0	102.1	102.1	102.8	104.3
		Number of foreign visitor arrivals at boarder	100.0	100.2	99.5	100.5	101.5	102.1	101.7	102.9	103.8	104.7	105.3	106.3	106.8	107.6	108.6	108.5	108.9	109.3
		International airline seat capacity	100.0	99.0	97.6	97.1	97.3	97.7	98.4	99.0	99.8	100.6	101.4	102.4	103.5	104.6	106.2	107.3	107.4	107.5
	Western markets	Total bed nights	100.0	101.1	101.6	102.5	102.8	102.8	102.4	102.5	104.1	104.0	104.7	105.3	107.1	108.5	110.8	113.7	116.2	117.9
		Number of foreign visitor arrivals at boarder	100.0	100.2	100.7	101.1	101.9	102.5	103.0	103.5	105.0	105.4	106.4	107.7	108.9	110.0	111.0	112.1	112.8	113.4
		International airline seat capacity	100.0	99.9	99.9	100.1	100.4	100.6	100.7	100.8	101.1	101.3	101.5	101.6	101.9	102.2	102.5	102.6	102.6	102.5

[P26] Trends per Region - Kanto (cont.)

		2019											
		Q1			Q2			Q3			Q4		
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Kanto P26	Total	Total bed nights	121.3	123.2	125.0	127.3	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	117.9	118.4	119.2	119.6	-	-	-	-	-	-	-
		International airline seat capacity	107.7	108.6	109.5	110.3	111.2	111.9	112.6	114.5	115.3	-	-
	China	Total bed nights	137.0	139.8	142.0	144.0	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	133.9	134.4	135.8	136.4	-	-	-	-	-	-	-
		International airline seat capacity	103.2	103.3	103.5	103.6	103.6	103.7	104.0	104.5	104.8	105.0	-
	South Korea	Total bed nights	117.9	121.7	123.6	124.6	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	112.5	112.5	112.6	112.3	-	-	-	-	-	-	-
		International airline seat capacity	110.5	111.0	111.9	113.1	114.4	115.1	116.3	117.2	117.9	118.4	-
	Taiwan	Total bed nights	106.4	108.1	109.1	108.3	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	110.2	110.0	110.1	108.1	-	-	-	-	-	-	-
		International airline seat capacity	107.4	107.7	107.7	107.6	107.5	107.2	106.7	106.7	106.4	-	-
	Western markets	Total bed nights	120.5	122.1	124.4	128.3	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	114.1	114.5	115.6	117.4	-	-	-	-	-	-	-
		International airline seat capacity	102.5	102.6	102.8	103.3	103.8	104.4	104.8	105.3	105.8	106.4	-

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.

[P27] Trends per Region - Koshinetsu  
[Trends per Market]  
Indexed based on July 2017 = 100

		2017						2018												
		Q3			Q4			Q1			Q2			Q3			Q4			
		JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Koshinetsu P27	Total bed-nights	Total	100.0	101.1	102.2	104.6	107.2	109.4	111.3	116.1	117.9	121.6	126.7	131.0	133.9	136.4	138.0	139.7	141.0	142.6
		China	100.0	101.9	102.0	103.9	106.3	108.7	108.3	115.0	115.8	121.2	125.7	130.8	135.5	137.5	139.2	142.1	144.1	146.3
		Western markets	100.0	100.6	101.2	102.4	104.3	104.8	109.1	111.3	113.4	114.4	116.9	118.1	119.7	120.1	122.0	124.6	125.7	127.5
		Taiwan	100.0	100.1	100.9	103.2	105.2	107.7	113.1	119.5	122.2	124.3	130.4	135.8	140.2	142.7	144.0	145.1	145.4	146.6
		Hong Kong	100.0	101.4	103.5	105.3	106.8	108.2	108.3	116.8	117.7	117.0	119.8	121.8	121.6	127.9	128.0	127.8	128.3	128.7

[P27] Trends per Region - Koshinetsu (cont.)

		2019											
		Q1			Q2			Q3			Q4		
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Koshinetsu P27	Total bed-nights	Total	147.8	148.6	150.4	151.3	-	-	-	-	-	-	-
		China	154.1	155.5	159.5	163.6	-	-	-	-	-	-	-
		Western markets	133.9	134.9	135.7	137.4	-	-	-	-	-	-	-
		Taiwan	151.5	149.6	149.5	145.8	-	-	-	-	-	-	-
		Hong Kong	131.2	130.8	131.7	133.7	-	-	-	-	-	-	-

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.

(Note) Airline seat capacity is not described for Koshinetsu because most travelers enter the region by land, making comparison between airline seat capacity and bed-night trends pointless.

[P28] Trends per Region - Hokuriku

[Trends per Market]

Indexed based on July 2017 = 100

			2017						2018											
			Q3			Q4			Q1			Q2			Q3			Q4		
			JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Hokuriku P28	Total	Total bed nights	100.0	100.1	99.7	102.7	104.5	105.6	107.9	111.2	114.3	115.4	116.7	118.5	121.1	123.4	126.8	127.6	129.4	132.1
		Number of foreign visitor arrivals at boarder	100.0	100.5	101.3	102.7	102.1	102.6	102.1	102.7	103.8	106.4	107.1	109.8	111.8	114.0	116.1	116.4	116.9	118.1
		International airline seat capacity	100.0	100.1	100.5	100.8	99.5	99.6	99.3	99.1	98.8	99.4	97.5	98.6	99.4	100.4	101.6	102.0	102.8	103.8
	China	Total bed nights	100.0	99.3	98.3	99.5	99.8	101.4	103.0	108.9	107.9	110.8	111.0	114.6	119.0	121.3	125.8	129.0	134.3	136.6
		Number of foreign visitor arrivals at boarder	100.0	98.2	98.9	98.8	98.8	98.6	96.8	98.7	99.7	103.3	107.2	113.7	118.8	124.5	128.5	131.6	134.7	138.0
		International airline seat capacity	100.0	99.8	100.3	100.2	99.8	99.8	99.2	98.6	98.4	98.3	98.7	99.5	99.5	99.7	99.8	100.1	101.1	102.0
	Western markets	Total bed nights	100.0	100.6	100.3	103.1	106.5	107.3	109.4	110.8	116.6	119.6	122.3	124.1	129.4	131.7	135.1	138.0	139.3	140.2
		Total bed nights	100.0	100.3	99.8	100.6	101.5	102.2	103.4	106.4	108.4	107.6	106.8	106.9	107.9	108.6	110.1	109.6	109.9	111.9
		Number of foreign visitor arrivals at boarder	100.0	100.0	100.2	98.8	98.1	98.6	98.6	98.8	100.4	100.7	97.6	98.5	100.6	102.7	104.3	105.4	105.3	106.4
	Taiwan	International airline seat capacity	100.0	99.8	99.9	98.1	97.5	97.3	96.7	96.7	96.2	97.2	92.1	93.2	94.7	96.3	97.6	98.4	99.3	100.7
		Total bed nights	100.0	98.7	98.6	103.9	103.4	103.7	106.0	108.8	112.5	112.4	115.0	117.5	117.1	116.8	118.2	114.7	114.2	117.8
		Number of foreign visitor arrivals at boarder	100.0	100.5	104.2	135.6	135.9	135.3	134.6	135.1	135.6	179.2	203.0	231.1	231.6	231.4	238.3	257.0	257.1	257.0
	Hong Kong	International airline seat capacity	100.0	100.0	104.5	140.9	140.9	140.9	140.9	140.9	140.9	197.3	231.2	269.3	269.3	269.3	279.3	301.1	301.1	301.1

[P28] Trends per Region - Hokuriku (cont.)

			2019											
			Q1			Q2			Q3			Q4		
			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Hokuriku P28	Total	Total bed nights	132.6	133.1	133.1	131.6	-	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	119.4	120.1	120.3	117.3	-	-	-	-	-	-	-	-
		International airline seat capacity	104.4	104.8	105.2	104.4	103.9	103.7	106.9	110.0	111.6	112.3	-	-
	China	Total bed nights	139.6	140.3	141.9	142.9	-	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	142.4	144.1	145.9	148.0	-	-	-	-	-	-	-	-
		International airline seat capacity	103.1	103.9	104.7	106.8	108.4	109.6	113.4	118.4	122.9	123.9	-	-
	Western markets	Total bed nights	139.5	139.4	139.8	141.4	-	-	-	-	-	-	-	-
		Total bed nights	113.0	112.4	112.2	107.4	-	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	107.4	107.7	107.9	103.9	-	-	-	-	-	-	-	-
	Taiwan	International airline seat capacity	101.4	101.4	101.7	99.9	98.3	98.3	100.7	102.5	102.6	103.9	-	-
		Total bed nights	115.7	116.9	113.5	112.2	-	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	256.9	257.0	256.7	237.9	-	-	-	-	-	-	-	-
	Hong Kong	International airline seat capacity	301.1	301.1	301.1	287.7	288.9	276.4	343.2	413.2	459.5	462.2	-	-

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.

[P29] Trends per Region - Tokai

[Trends per Market]

Indexed based on July 2017 = 100

			2017						2018											
			Q3			Q4			Q1			Q2			Q3			Q4		
			JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Tokai P29	Total	Total bed nights	100.0	100.5	101.8	104.2	106.3	108.2	108.0	111.1	112.3	114.1	116.9	120.0	120.8	121.5	122.0	122.2	123.7	125.5
		Number of foreign visitor arrivals at boarder	100.0	101.4	102.6	104.4	105.8	107.2	106.3	107.5	108.6	108.7	109.3	110.5	110.4	109.9	112.1	112.3	113.0	114.0
		International airline seat capacity	100.0	100.3	100.3	100.3	100.4	100.3	100.0	99.7	99.6	99.1	98.8	98.7	98.7	98.6	99.2	99.5	100.3	101.4
	China	Total bed nights	100.0	100.2	101.2	103.2	105.5	107.4	106.3	110.3	111.0	114.8	119.0	124.1	126.4	127.4	128.3	130.2	132.8	135.5
		Number of foreign visitor arrivals at boarder	100.0	101.0	102.3	103.8	105.1	106.0	103.8	104.6	105.1	106.7	108.0	109.5	109.6	108.7	111.6	112.3	113.0	113.4
		International airline seat capacity	100.0	99.6	98.8	98.2	97.4	96.4	94.8	93.4	91.9	90.8	89.8	89.0	88.0	87.0	87.4	87.4	87.3	87.3
	Western markets	Total bed nights	100.0	100.0	101.9	106.0	107.8	108.1	108.1	108.8	110.5	112.4	114.8	115.7	114.9	117.5	118.1	117.6	118.6	119.7
		Number of foreign visitor arrivals at boarder	100.0	101.6	104.8	106.9	108.0	109.0	109.1	109.8	112.1	112.3	113.0	114.0	113.1	112.6	115.9	116.2	116.5	116.7
		International airline seat capacity	100.0	101.7	103.4	104.0	104.0	103.7	103.8	104.0	104.4	105.1	105.7	106.7	106.9	106.9	107.7	108.4	109.2	109.7
	Taiwan	Total bed nights	100.0	100.3	100.3	102.8	104.7	106.1	105.3	106.5	107.0	106.2	105.9	106.6	105.4	105.0	104.4	102.4	100.8	100.4
		Number of foreign visitor arrivals at boarder	100.0	100.3	99.8	101.8	102.5	103.4	101.3	102.7	102.8	99.8	98.4	98.3	97.4	97.0	98.0	96.2	96.1	96.2
		International airline seat capacity	100.0	98.1	95.8	94.4	94.1	94.0	93.4	93.2	93.4	92.3	91.4	91.0	91.0	91.0	91.3	91.3	92.3	93.4
	South Korea	Total bed nights	100.0	103.2	105.9	112.3	117.3	121.5	124.4	128.3	132.5	133.1	139.4	143.2	144.0	142.7	142.3	139.3	138.1	138.5
		Number of foreign visitor arrivals at boarder	100.0	103.5	105.1	109.8	112.7	115.1	117.2	119.0	121.8	121.4	121.4	123.2	124.5	124.0	125.8	124.5	124.8	126.8
		International airline seat capacity	100.0	101.4	102.0	103.1	103.9	105.0	105.8	106.5	107.4	106.2	105.4	106.3	108.0	108.6	110.0	110.6	112.2	113.9

[P29] Trends per Region - Tokai (cont.)

			2019											
			Q1			Q2			Q3			Q4		
			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Tokai P29	Total	Total bed nights	127.3	128.6	131.2	133.5	-	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	115.5	117.0	118.2	119.9	-	-	-	-	-	-	-	-
		International airline seat capacity	102.6	104.0	105.4	107.8	110.6	113.2	116.0	119.1	121.7	124.4	-	-
	China	Total bed nights	138.8	140.6	144.2	147.3	-	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	114.9	115.4	116.6	118.4	-	-	-	-	-	-	-	-
		International airline seat capacity	87.5	88.2	88.6	90.5	93.4	96.6	100.6	105.1	108.6	112.2	-	-
	Western markets	Total bed nights	119.2	118.7	119.6	120.1	-	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	117.1	117.5	117.7	118.9	-	-	-	-	-	-	-	-
		International airline seat capacity	110.2	110.8	111.7	112.1	112.7	112.4	112.3	112.1	111.4	110.9	-	-
	Taiwan	Total bed nights	101.7	103.5	104.4	102.0	-	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	98.6	101.3	102.7	100.4	-	-	-	-	-	-	-	-
		International airline seat capacity	94.9	97.4	99.9	102.3	104.7	107.5	110.9	114.9	118.4	122.0	-	-
	South Korea	Total bed nights	142.8	145.6	144.9	147.6	-	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	129.4	131.5	131.5	133.5	-	-	-	-	-	-	-	-
		International airline seat capacity	115.6	117.2	118.3	120.9	124.5	126.2	128.3	130.8	133.3	135.3	-	-

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.

[P30] Trends per Region - Kinki  
[Trends per Market]  
Indexed based on July 2017 = 100

[P30] Trends per Region - Kinki [Trends per Market] Indexed based on July 2017 = 100			2017						2018											
			Q3			Q4			Q1			Q2			Q3			Q4		
			JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Kinki P30	Total	Total bed nights	100.0	100.5	101.3	102.8	103.7	104.9	104.9	106.2	106.4	105.9	106.9	107.5	108.4	109.3	107.8	107.6	107.8	108.5
		Number of foreign visitor arrivals at boarder	100.0	101.5	103.2	105.2	107.4	109.6	110.6	112.8	114.9	116.5	118.5	119.7	119.8	120.1	116.1	116.3	116.7	117.1
		International airline seat capacity	100.0	100.5	101.1	101.8	102.6	103.1	103.7	104.5	105.4	106.4	107.6	108.5	109.5	110.6	111.4	112.6	113.6	114.3
	China	Total bed nights	100.0	100.2	101.2	103.2	104.6	106.4	104.6	107.0	107.7	110.1	113.2	116.5	120.2	124.3	124.3	126.0	128.1	130.0
		Number of foreign visitor arrivals at boarder	100.0	102.2	105.2	108.4	111.5	114.4	114.6	118.7	121.9	126.5	130.8	135.2	138.1	140.9	136.8	139.6	142.3	144.6
		International airline seat capacity	100.0	99.9	100.0	100.3	100.8	101.4	101.6	102.1	102.9	103.5	104.4	105.2	106.1	107.2	106.7	107.9	109.6	111.2
	South Korea	Total bed nights	100.0	102.0	104.4	108.4	111.8	114.9	118.5	119.5	120.3	120.8	122.0	121.2	120.0	119.1	115.6	113.0	111.3	111.5
		Number of foreign visitor arrivals at boarder	100.0	102.0	104.1	107.0	110.6	114.3	117.6	119.8	122.5	124.4	126.4	126.1	124.2	122.9	118.5	117.2	116.1	115.1
		International airline seat capacity	100.0	98.6	97.0	96.1	95.4	95.3	95.2	95.3	95.2	94.9	94.7	94.5	94.5	94.3	93.2	93.1	92.9	92.8
	Taiwan	Total bed nights	100.0	100.1	99.0	100.3	99.9	99.6	97.8	97.4	95.7	94.5	93.4	92.1	91.1	89.9	86.7	84.0	82.8	82.6
		Number of foreign visitor arrivals at boarder	100.0	100.6	100.4	101.5	101.8	102.1	101.2	101.9	101.9	102.0	102.0	101.9	101.2	100.5	96.5	94.9	94.2	93.9
		International airline seat capacity	100.0	101.8	103.7	105.1	106.8	108.2	108.9	110.6	111.8	112.4	113.3	114.1	115.0	116.0	115.8	116.3	116.5	116.3
	Western markets	Total bed nights	100.0	99.6	99.8	100.0	100.3	100.8	101.0	101.1	101.2	99.3	101.1	102.4	104.6	106.1	106.3	108.2	109.5	110.0
		Number of foreign visitor arrivals at boarder	100.0	100.1	100.4	100.4	101.4	102.7	103.4	104.6	107.5	108.4	110.7	112.9	114.4	115.3	112.0	114.1	115.3	116.3
International airline seat capacity		100.0	99.6	99.3	98.8	98.2	98.5	99.3	99.3	99.4	99.7	100.3	101.3	102.1	103.5	104.9	107.2	109.6	110.8	

[P30] Trends per Region - Kinki (cont.)

			2019												
			Q1			Q2			Q3			Q4			
			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	
Kinki P30	Total	Total bed nights	111.0	112.3	115.1	118.8	-	-	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	117.8	118.3	119.0	119.4	-	-	-	-	-	-	-	-	-
		International airline seat capacity	115.2	115.2	116.1	117.2	118.2	119.0	119.9	121.1	122.5	123.6	-	-	-
	China	Total bed nights	136.9	141.5	146.7	151.6	-	-	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	149.3	152.3	156.9	161.0	-	-	-	-	-	-	-	-	-
		International airline seat capacity	113.4	116.0	118.7	121.9	125.2	128.6	132.6	136.8	142.2	145.6	-	-	-
	South Korea	Total bed nights	111.4	113.0	113.7	113.7	-	-	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	113.2	112.2	110.4	108.1	-	-	-	-	-	-	-	-	-
		International airline seat capacity	92.6	92.9	93.2	93.3	93.5	93.4	93.5	93.7	95.0	95.2	-	-	-
	Taiwan	Total bed nights	84.3	83.9	85.5	85.5	-	-	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	94.3	93.7	93.5	91.8	-	-	-	-	-	-	-	-	-
		International airline seat capacity	116.6	116.2	116.4	116.5	116.3	116.0	115.3	114.4	114.3	113.7	-	-	-
	Western markets	Total bed nights	111.6	112.5	116.1	123.9	-	-	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	117.3	117.7	118.8	121.9	-	-	-	-	-	-	-	-	-
International airline seat capacity		112.0	113.5	115.3	117.8	120.1	121.6	123.5	125.3	126.9	127.4	-	-	-	

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.

[P31] Trends per Region - Chugoku  
[Trends per Market]  
Indexed based on July 2017 = 100

[P31] Trends per Region - Chugoku [Trends per Market] Indexed based on July 2017 = 100			2017						2018											
			Q3			Q4			Q1			Q2			Q3			Q4		
			JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Chugoku P31	Total	Total bed nights	100.0	102.4	103.1	106.5	110.0	112.0	112.8	114.5	118.0	118.8	120.5	122.8	123.9	124.5	126.7	127.0	127.4	128.4
		Number of foreign visitor arrivals at boarder	100.0	101.6	102.3	103.6	108.0	110.2	111.4	113.2	115.2	117.6	118.7	120.2	120.1	119.7	121.4	121.2	119.8	120.1
		International airline seat capacity	100.0	100.4	100.7	101.3	103.3	104.6	106.3	107.9	109.8	111.6	113.4	115.3	116.7	118.3	119.9	121.0	121.3	121.6
	China	Total bed nights	100.0	101.6	102.4	105.4	108.3	110.9	110.9	112.6	115.3	115.9	116.6	118.2	118.8	119.1	120.9	120.6	120.7	122.0
		Number of foreign arrival at boarder	100.0	98.7	99.6	100.3	100.7	101.4	101.3	101.4	102.3	103.1	103.1	104.6	106.1	107.1	111.0	111.7	112.1	112.9
		International airline seat capacity	100.0	99.4	99.5	99.6	99.6	99.8	99.5	99.0	99.1	99.0	98.6	99.5	99.8	100.0	100.6	100.7	100.8	100.8
	South Korea	Total bed nights	100.0	104.1	105.1	113.7	119.8	123.5	124.3	126.8	132.3	135.1	138.1	141.6	142.2	141.2	143.2	139.8	139.3	138.9
		Number of foreign visitor arrivals at boarder	100.0	103.3	104.6	108.2	114.3	117.3	119.1	120.8	122.5	125.4	126.4	127.6	126.1	124.0	124.0	121.8	119.0	118.4
		International airline seat capacity	100.0	101.7	103.2	105.5	107.9	109.5	111.3	113.5	115.3	116.9	118.6	120.2	121.2	122.3	123.7	124.0	124.2	123.2
	Taiwan	Total bed nights	100.0	104.1	105.1	113.7	119.8	123.5	124.3	126.8	132.3	135.1	138.1	141.6	142.2	141.2	143.2	139.8	139.3	138.9
		Number of foreign visitor arrivals at boarder	100.0	103.3	104.6	108.2	114.3	117.3	119.1	120.8	122.5	125.4	126.4	127.6	126.1	124.0	124.0	121.8	119.0	118.4
		International airline seat capacity	100.0	101.7	103.2	105.5	107.9	109.5	111.3	113.5	115.3	116.9	118.6	120.2	121.2	122.3	123.7	124.0	124.2	123.2
Western markets	Total bed nights	100.0	101.7	101.3	105.2	107.7	108.4	109.2	109.7	113.1	113.8	115.9	118.3	119.7	121.4	124.4	125.6	127.0	128.3	

[P31] Trends per Region - Chugoku (cont.)

			2019											
			Q1			Q2			Q3			Q4		
			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Chugoku P31	Total	Total bed nights	128.9	129.7	129.4	132.0	-	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	119.5	117.7	115.5	112.7	-	-	-	-	-	-	-	-
		International airline seat capacity	121.5	121.4	121.1	121.2	121.6	121.9	122.2	122.5	122.5	122.8	-	-
	China	Total bed nights	123.5	126.1	125.4	125.9	-	-	-	-	-	-	-	-
		Number of foreign arrival at boarder	114.9	116.6	117.3	119.4	-	-	-	-	-	-	-	-
		International airline seat capacity	100.9	101.2	101.2	101.5	102.5	102.9	103.6	104.2	104.2	104.8	-	-
	South Korea	Total bed nights	138.7	140.4	136.8	137.8	-	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	116.3	112.4	108.2	103.0	-	-	-	-	-	-	-	-
		International airline seat capacity	121.9	120.4	119.8	119.4	119.0	118.4	117.8	117.3	116.4	115.8	-	-
	Taiwan	Total bed nights	138.7	140.4	136.8	137.8	-	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	116.3	112.4	108.2	103.0	-	-	-	-	-	-	-	-
		International airline seat capacity	121.9	120.4	119.8	119.4	119.0	118.4	117.8	117.3	116.4	115.8	-	-
	Western markets	Total bed nights	129.2	129.8	131.4	136.7	-	-	-	-	-	-	-	-

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.



[P32] Trends per Region - Shikoku  
[Trends per Market]  
Indexed based on July 2017 = 100

			2017												2018											
			Q3			Q4			Q1			Q2			Q3			Q4								
			JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
Shikoku P32	Total	Total bed nights	100.0	101.6	103.6	105.6	108.7	111.5	113.0	117.0	119.0	120.7	121.5	120.8	121.5	122.4	123.2	124.0	123.7	124.6						
		Number of foreign visitor arrivals at boarder	100.0	102.3	103.3	105.1	109.3	112.2	112.7	116.3	119.2	120.3	121.6	122.2	124.4	126.0	126.4	126.8	127.9	131.6						
		International airline seat capacity	100.0	101.5	102.4	104.1	106.2	109.0	111.3	114.2	117.0	118.7	119.6	120.6	123.6	126.2	127.1	127.7	130.3	133.2						
	China	Total bed nights	100.0	103.1	107.3	109.2	112.9	117.8	118.7	122.2	122.4	123.5	124.7	127.8	132.4	134.7	136.4	140.2	140.3	141.8						
		Number of foreign visitor arrivals at boarder	100.0	102.4	102.8	104.8	105.8	107.3	105.8	106.4	105.7	106.7	107.5	109.5	111.6	112.2	113.6	113.6	115.4	115.8						
		International airline seat capacity	100.0	101.8	103.0	104.9	106.4	107.7	107.7	107.7	107.7	108.2	108.0	107.7	108.0	108.2	108.0	107.7	108.2	108.2						
	South Korea	Total bed nights	100.0	100.0	101.8	108.8	117.6	128.2	142.1	153.2	158.6	165.5	168.3	172.0	181.1	187.6	194.2	195.0	196.8	202.2						
		Number of foreign visitor arrivals at boarder	100.0	101.1	100.6	103.3	114.4	125.2	133.9	141.0	147.3	155.7	164.0	173.0	186.4	195.4	198.6	202.9	209.5	222.5						
		International airline seat capacity	100.0	99.6	99.1	101.5	106.0	111.2	115.2	119.7	124.1	129.4	133.4	137.9	147.5	155.7	158.2	161.5	170.2	178.1						
	Taiwan	Total bed nights	100.0	101.3	104.0	106.6	111.7	115.8	116.3	121.9	125.4	129.5	131.4	128.4	126.5	127.3	127.5	128.0	127.1	126.9						
		Number of foreign visitor arrivals at boarder	100.0	104.3	108.3	112.0	119.2	121.8	120.8	125.6	130.5	128.8	127.4	123.0	118.7	115.3	113.4	110.9	107.3	107.3						
		International airline seat capacity	100.0	103.5	106.2	108.2	109.8	114.0	117.5	122.2	126.5	126.5	126.5	126.5	126.5	126.8	127.9	127.1	126.0	125.6						
	Hong Kong	Total bed nights	100.0	102.0	102.3	103.5	104.9	105.7	105.4	109.0	112.6	113.7	114.2	113.7	115.1	116.7	116.7	116.2	116.2	117.6						
		Number of foreign visitor arrivals at boarder	100.0	101.2	100.9	99.5	99.4	98.6	96.7	99.8	102.2	100.6	99.1	97.6	97.9	99.7	99.1	99.4	100.1	103.9						
		International airline seat capacity	100.0	101.5	101.5	101.5	101.5	101.9	103.5	107.0	109.8	110.2	109.8	109.8	110.7	111.6	111.6	111.9	113.2	116.9						

[P32] Trends per Region - Shikoku (cont.)

			2019																							
			Q1			Q2			Q3			Q4														
			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC												
Shikoku P32	Total	Total bed nights	126.6	128.3	130.6	131.3	-	-	-	-	-	-	-	-												
		Number of foreign visitor arrivals at boarder	136.3	138.4	140.7	141.6	-	-	-	-	-	-	-	-												
		International airline seat capacity	136.1	138.2	140.3	141.6	143.8	145.2	145.5	146.6	149.4	151.6	-	-												
	China	Total bed nights	146.5	150.1	156.1	160.0	-	-	-	-	-	-	-	-												
		Number of foreign visitor arrivals at boarder	118.1	118.5	120.2	121.2	-	-	-	-	-	-	-	-												
		International airline seat capacity	108.0	108.0	108.0	108.0	108.2	108.0	107.7	107.7	108.2	106.7	-	-												
	South Korea	Total bed nights	206.4	212.7	220.0	223.9	-	-	-	-	-	-	-	-												
		Number of foreign visitor arrivals at boarder	233.6	244.6	252.1	253.4	-	-	-	-	-	-	-	-												
		International airline seat capacity	184.9	191.0	198.1	201.6	205.8	210.0	209.3	209.4	215.2	220.5	-	-												
	Taiwan	Total bed nights	127.8	129.3	129.7	127.9	-	-	-	-	-	-	-	-												
		Number of foreign visitor arrivals at boarder	109.5	107.6	105.9	105.9	-	-	-	-	-	-	-	-												
		International airline seat capacity	126.8	127.6	126.0	127.9	130.2	131.8	135.1	140.7	145.2	151.1	-	-												
	Hong Kong	Total bed nights	120.9	122.7	125.5	124.2	-	-	-	-	-	-	-	-												
		Number of foreign visitor arrivals at boarder	108.7	110.3	113.3	114.2	-	-	-	-	-	-	-	-												
		International airline seat capacity	120.1	121.3	124.0	123.5	124.4	124.4	123.5	122.6	123.1	122.3	-	-												

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.

[P33] Trends per Region - Kyushu  
[Trends per Market]  
Indexed based on July 2017 = 100

[P33] Trends per Region - Kyushu [Trends per Market] Indexed based on July 2017 = 100			2017												2018											
			Q3			Q4			Q1			Q2			Q3			Q4								
			JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
Kyushu P33	Total	Total bed nights	100.0	102.4	103.5	106.3	107.6	109.4	110.2	111.0	112.6	113.9	114.5	114.8	115.5	115.8	116.3	115.9	115.9	116.3						
		Number of foreign visitor arrivals at boarder	100.0	102.8	104.9	107.3	109.8	112.1	113.7	115.3	117.3	118.7	119.9	121.0	121.5	121.9	122.8	123.3	123.8	124.8						
		International airline seat capacity	100.0	101.2	102.5	105.5	108.3	110.9	113.2	114.8	116.9	118.3	119.6	121.2	122.6	124.2	125.9	127.0	127.9	128.6						
	China	Total bed nights	100.0	101.2	102.1	102.3	101.7	102.0	98.9	100.2	100.9	102.1	102.8	104.8	107.3	108.7	110.5	113.2	114.4	115.0						
		Number of foreign visitor arrivals at boarder	100.0	102.1	103.7	104.0	104.7	105.1	102.9	105.0	106.1	108.5	109.8	112.8	114.7	116.0	118.5	121.6	123.6	124.8						
		International airline seat capacity	100.0	99.9	99.7	99.0	97.5	96.1	94.9	94.0	93.6	94.4	95.1	96.1	96.6	97.3	97.9	98.7	98.8	99.0						
	South Korea	Total bed nights	100.0	103.4	104.9	109.3	111.9	115.1	118.3	119.2	121.6	123.8	124.3	123.8	123.6	122.9	123.5	122.0	121.4	121.2						
		Number of foreign visitor arrivals at boarder	100.0	103.5	106.1	109.1	112.2	114.8	117.4	118.7	120.6	121.9	122.8	123.6	123.5	123.5	124.2	124.5	124.7	125.7						
		International airline seat capacity	100.0	103.9	107.0	110.3	113.1	115.4	117.7	119.6	121.6	123.4	124.1	124.5	124.9	125.4	126.9	128.3	129.9	131.2						
	Taiwan	Total bed nights	100.0	101.9	102.7	105.8	106.4	107.3	106.0	106.4	106.3	107.4	107.2	106.9	107.6	108.1	108.0	106.9	107.1	107.3						
		Number of foreign visitor arrivals at boarder	100.0	101.8	103.2	106.7	108.4	109.8	109.5	112.0	113.8	115.9	117.0	117.9	118.8	118.5	120.2	119.6	120.2	121.6						
		International airline seat capacity	100.0	99.7	98.9	99.0	98.4	97.9	97.8	97.5	97.5	98.2	98.8	99.2	99.3	99.5	100.0	100.4	102.1	103.9						
	Hong Kong	Total bed nights	100.0	103.4	104.5	106.4	107.1	109.2	109.8	110.0	112.2	113.1	114.9	115.7	118.4	119.8	120.8	121.3	121.5	121.9						
		Number of foreign visitor arrivals at boarder	100.0	101.1	101.6	101.7	103.4	106.3	106.9	110.7	114.8	115.7	118.6	122.1	124.2	126.3	127.5	129.1	129.9	130.0						
		International airline seat capacity	100.0	101.7	102.8	104.3	106.3	110.1	114.6	119.3	124.5	128.2	132.6	136.7	140.6	143.9	146.2	148.2	149.7	149.9						

[P34] Trends per Region - Okinawa  
[Trends per Market]  
Indexed based on July 2017 = 100

[P24] Trends per Region - Okinawa [Trends per Market] Indexed based on July 2017 = 100			2017												2018											
			Q3			Q4			Q1			Q2			Q3			Q4								
			JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
Okinawa P24	Total	Total bed nights	100.0	101.6	102.3	103.0	103.9	105.2	103.7	104.9	105.2	105.6	105.4	105.9	107.1	108.4	109.6	110.3	110.6	111.0						
		Number of foreign visitor arrivals at boarder	100.0	101.7	102.9	104.1	105.8	107.2	107.5	108.9	110.2	110.8	111.4	112.4	112.7	113.3	113.5	114.1	114.6	115.5						
		International airline seat capacity	100.0	101.1	102.0	102.9	104.0	105.1	106.0	107.1	108.0	108.5	109.4	110.4	111.4	112.0	113.3	114.5	116.4	117.8						
	China	Total bed nights	100.0	102.9	103.2	104.2	105.1	106.7	103.3	106.4	106.1	105.9	104.6	104.8	106.3	107.2	108.9	108.5	108.4	107.8						
		Number of foreign visitor arrivals at boarder	100.0	100.6	101.1	100.9	101.3	101.9	99.1	100.8	100.6	100.9	100.6	101.3	101.2	101.0	101.6	102.6	103.3	103.7						
		International airline seat capacity	100.0	99.8	99.9	99.6	99.7	100.2	98.7	99.1	98.7	98.0	97.4	97.3	96.4	95.3	95.4	95.4	95.4	95.4						
	South Korea	Total bed nights	100.0	101.2	102.7	104.7	105.6	107.2	106.1	106.2	106.8	106.7	106.8	106.9	106.7	106.1	105.9	104.6	104.2	103.4						
		Number of foreign visitor arrivals at boarder	100.0	100.8	101.9	102.7	104.5	105.8	107.3	108.2	110.0	110.6	111.6	112.4	111.9	111.6	111.1	111.1	111.3	111.9						
		International airline seat capacity	100.0	101.0	101.9	103.9	105.5	106.2	107.3	108.3	110.3	110.7	111.2	111.8	112.6	113.1	114.2	115.2	117.9	119.4						
	Taiwan	Total bed nights	100.0	102.5	102.4	102.6	104.1	105.4	104.1	105.6	106.2	108.0	108.6	110.2	113.5	117.7	121.1	124.8	125.9	128.8						
		Number of foreign visitor arrivals at boarder	100.0	102.8	104.1	106.1	109.0	111.0	111.6	113.5	115.0	116.7	118.4	120.2	121.9	123.8	125.3	126.6	127.3	129.1						
		International airline seat capacity	100.0	101.4	101.6	101.7	103.0	104.5	106.0	107.0	107.7	108.3	110.0	111.7	113.5	114.4	116.4	118.4	120.4	122.6						
	Hong Kong	Total bed nights	100.0	101.6	101.8	104.2	103.8	103.6	101.2	101.1	100.7	99.4	95.9	94.7	93.5	92.8	92.5	90.4	91.5	92.2						
		Number of foreign visitor arrivals at boarder	100.0	101.8	103.1	104.2	103.9	103.5	102.3	103.2	104.0	102.5	100.4	99.5	98.5	98.6	97.2	96.8	97.2	97.6						
		International airline seat capacity	100.0	100.5	101.1	101.6	100.5	99.7	99.5	99.7	100.0	100.6	101.6	102.3	103.3	104.5	105.5	106.5	107.8	108.8						

[P34] Trends per Region - Okinawa (cont.)

			2019											
			Q1			Q2			Q3			Q4		
			JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Okinawa P24	Total	Total bed nights	114.1	115.2	116.8	119.6	-	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	116.8	117.0	117.1	116.9	-	-	-	-	-	-	-	-
		International airline seat capacity	118.7	119.2	119.6	120.1	120.2	120.7	121.2	121.4	121.3	-	-	-
	China	Total bed nights	110.3	109.0	110.7	113.0	-	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	104.9	103.6	103.8	103.4	-	-	-	-	-	-	-	-
		International airline seat capacity	95.3	94.0	93.9	94.5	94.9	95.3	96.2	95.8	95.7	-	-	-
	South Korea	Total bed nights	104.8	105.8	105.0	105.5	-	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	112.7	112.6	111.7	111.1	-	-	-	-	-	-	-	-
		International airline seat capacity	120.1	120.0	119.7	120.2	120.1	120.7	121.3	121.3	120.4	-	-	-
	Taiwan	Total bed nights	134.7	137.5	142.3	147.9	-	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	132.1	133.7	135.9	135.7	-	-	-	-	-	-	-	-
		International airline seat capacity	124.7	126.9	129.1	129.9	130.0	129.7	129.4	129.1	128.4	-	-	-
	Hong Kong	Total bed nights	92.7	92.9	92.2	94.5	-	-	-	-	-	-	-	-
		Number of foreign visitor arrivals at boarder	96.7	95.5	93.0	93.1	-	-	-	-	-	-	-	-
		International airline seat capacity	108.5	108.1	106.3	105.8	105.5	106.1	108.0	109.1	110.8	113.2	-	-

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.

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

[Changes in travelers to Japan]	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
Number of travelers to Japan (Unit: 10,000)	861	622	836	1,036	1,341	1,974	2,404	2,869	3,119	3,350
Data Source: JTB Tourism Research & Consulting Corp. for forecasts, and JNTO for actual results.										
[Travelers to Japan per Market (2019 forecast)]	China	South Korea	Taiwan	Hong Kong	Thailand	Western markets	Others			
Number of travelers to Japan (Unit: 10,000)	950	770	480	225	125	425	375			
Of which, number of travelers increased (Unit: 10,000)	112	16	4	4	12	62	20			
Increase rate (2018 preliminary figures)	11.7%	-3.8%	-1.0%	-1.1%	12.7%	11.7%	9.0%			
Ditto, 2019 forecast	14.9%	8.9%	3.0%	5.0%	7.8%	22.6%	2.4%			
Data Source: JTB Tourism Research & Consulting Corp.										

[P37] Forecast per Market

		2010	11	12	13	14	15	16	17	18	19
China	travelers to Asia (100 million travelers)	0.34	0.41	0.49	0.58	0.68	0.75	0.78	0.79	0.87	1.00
	Number of travelers to Japan (Unit: 10,000)	141	104	143	131	241	499	637	736	838	1,000
	Share of travelers 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 travelers (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 travelers to Japan (Unit: 10,000)	244	166	204	246	276	400	509	714	754	775
	Share of travelers to Japan	19.5%	13.1%	14.9%	16.5%	17.1%	20.7%	22.7%	26.9%	26.4%	26.3%
Taiwan	Outbound travelers (Unit: 10,000)	942	958	1,024	1,118	1,184	1,318	1,459	1,565	1,653	1,731
	Number of travelers to Japan (Unit: 10,000)	127	99	147	221	283	368	417	456	476	520
	Share of travelers 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 travelers (Unit: 10,000)	682	713	782	860	922	1,044	1,129	1,213	1,264	1,352
	Number of travelers to Japan (Unit: 10,000)	51	36	48	75	93	152	184	223	221	230
	Share of travelers to Japan	7.5%	5.1%	6.2%	8.7%	10.0%	14.6%	16.3%	18.4%	17.5%	17.0%
Thailand	Outbound travelers (Unit: 10,000)	372	368	390	407	440	464	560	583	648	712
	Number of travelers to Japan (Unit: 10,000)	21	14	26	45	66	80	90	99	113	135
	Share of travelers to Japan	5.8%	3.9%	6.7%	11.1%	15.0%	17.2%	16.1%	16.9%	17.5%	19.0%
Western markets	travelers to Asia (Unit: 10,000)	-	-	-	-	-	2,290	2,506	2,651	2,777	2,888
	Number of travelers to Japan (Unit: 10,000)	172	123	161	184	212	251	296	325	363	445
	Share of travelers 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.											



