

# White Paper on Tourism in Japan, 2021 (Summary)

---

Japan Tourism Agency  
June 2021

The White Paper on Tourism in Japan is submitted to the Diet every year in accordance with Article 8 of the Basic Act for Promoting a Tourism-Oriented Country. It consists of the following four parts.

## Part I Tourism Trends

Chapter 1 Global Tourism Trends

Chapter 2 Tourism Trends in Japan

## Part II New Developments in Tourism Affected by COVID-19

Chapter 1 Impact of COVID-19 on the Tourism Industry

Chapter 2 Efforts to Strengthen the Tourism Industry and Revitalize the Tourist Spots

## Part III Measures Taken in FY2020

Chapter 1 Countermeasures against COVID-19 in the Field of Tourism

Chapter 2 Strategies beyond COVID-19

## Part IV Measures to be Taken in FY2021

Chapter 1 Countermeasures against COVID-19 and Revival of Tourism

Chapter 2 Tourism Measures for Realizing a Tourism-Oriented Country

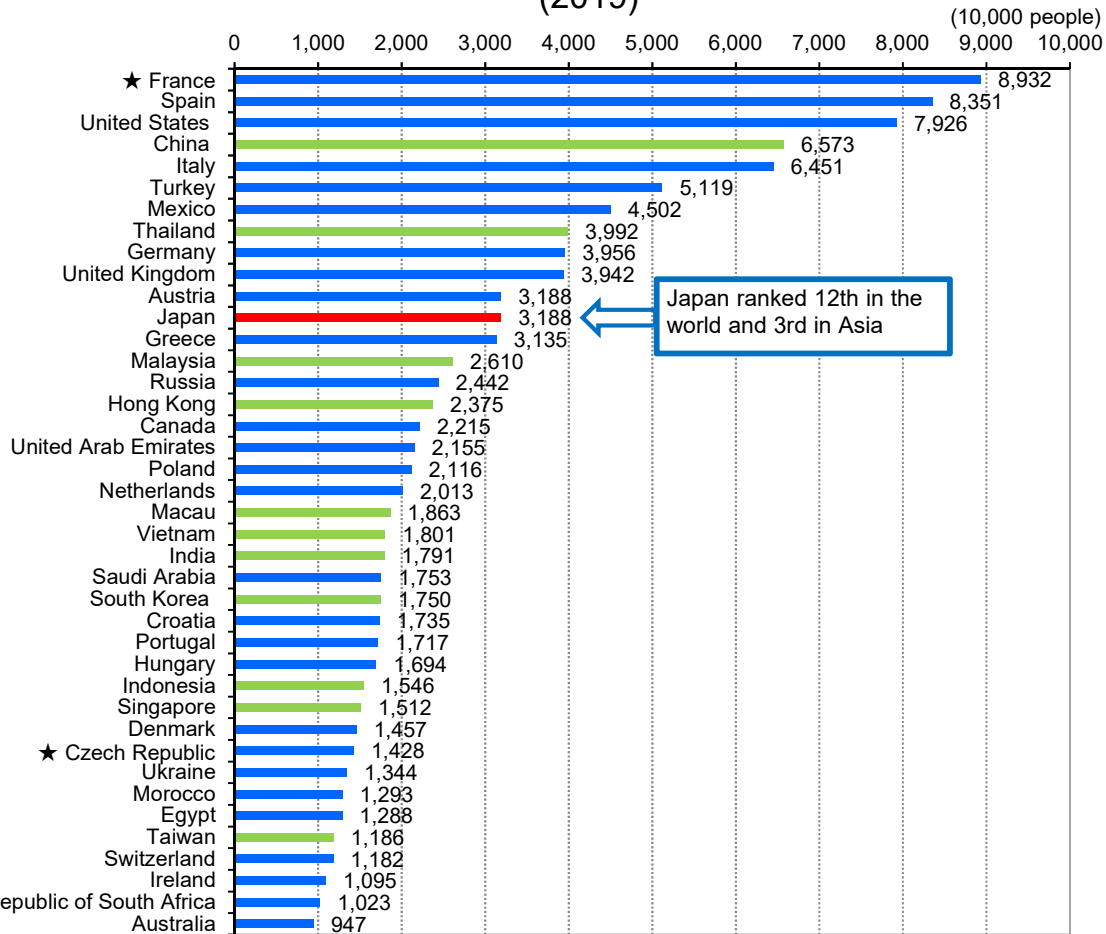
# [Part I] Tourism Trends

○ Global Tourism Trends	.....	4
○ Tourism Trends in Japan (Travel by International Visitors to Japan)	.....	7
○ Tourism Trends in Japan (Japanese Domestic Travel)	.....	9
○ Tourism Trends in Japan (Consumption in Overseas Travel and Domestic Travel)	.....	10
○ Tourism Trends in Japan (Overnight Trips)	.....	11

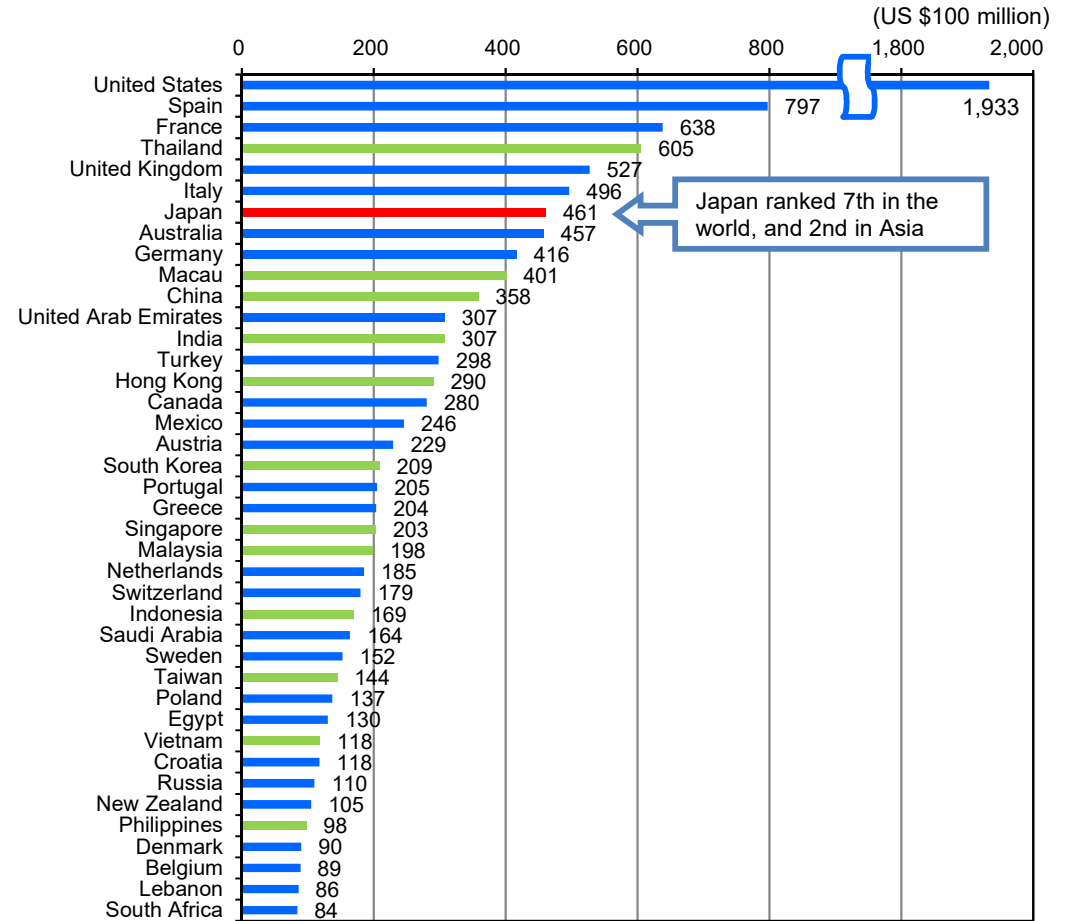
# [Part I] Global Tourism Trends (1)

- In the “International Tourist Arrivals by Country/Region Rankings” of 2019, Japan ranked **12th (3rd in Asia)** with 31.88 million people, while Japan ranked 11th (3rd in Asia) with 31.19 million people in 2018.
- In the “International Tourism Revenue by Country/Region Ranking” of 2019, Japan ranked **7th (2nd in Asia)** with \$46.1 billion, while Japan ranked 9th (2nd in Asia) with \$42.1 billion in 2018.

(Figure I-2) International tourist arrivals by country/region rankings (2019)



(Figure I-4) International tourism revenue by country/region rankings (2019)



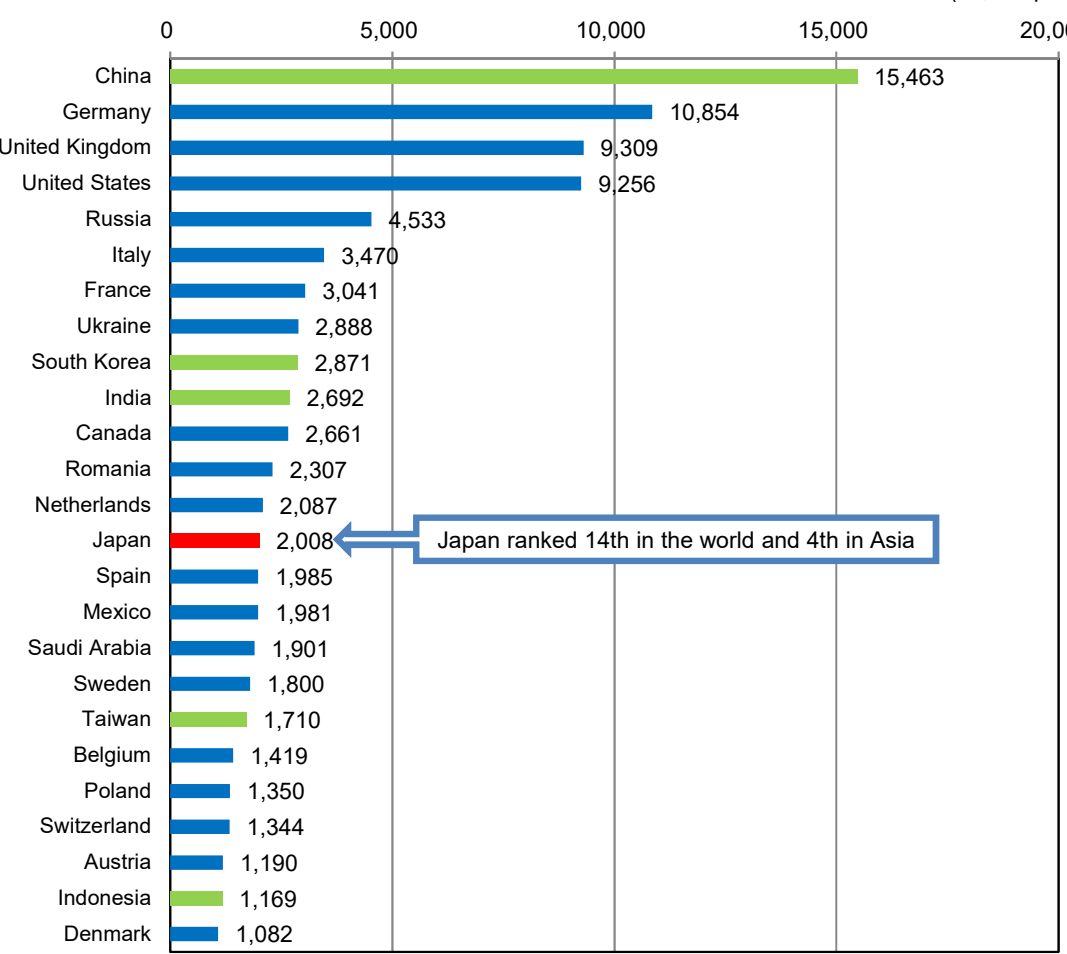
Source: Prepared by the Japan Tourism Agency based on data from UNWTO (United Nations World Tourism Organization)  
 Note 1: The number of foreign tourists is calculated according to different statistical standards for each country/region, so care must be taken when comparing the figures. (Example: The number of foreign crew members (crew numbers) is not included in the statistics of Japan, but is included in the statistics of France, Spain, China, South Korea, etc.)  
 Note 2: The figures in this table are provisional values as of May 2021.  
 Note 3: The figures for 2018 are adopted for countries marked with a star since the values for 2019 had not been announced at the time of writing.  
 Note 4: The figures used in this table are principally the number of foreign visitors staying at least one night, excluding Japan, Russia, Vietnam, South Korea, Taiwan, and Australia.  
 Note 5: The green-colored bars in the graph show the countries/regions in Asia.  
 Note 6: Since the number of foreign tourists may be announced later or updated retroactively, the rankings may change depending on the time when the figures are adopted.

Source: Prepared by the Japan Tourism Agency based on the data from UNWTO (United Nations World Tourism Organization) and from the tourism bureau of each country  
 Note 1: The figures in this table are provisional values as of May 2021.  
 Note 2: International tourism revenues in the graph do not include international passenger fares.  
 Note 3: The green-colored bar in the graph shows the countries/regions in Asia.  
 Note 4: The figures of international tourism revenues may be announced later or updated retroactively.  
 In addition, when converting international tourism revenue in local currency to those in U.S. dollars, the figures fluctuate due to the exchange rate. Therefore, the rankings may change depending on the time when the figures are used.

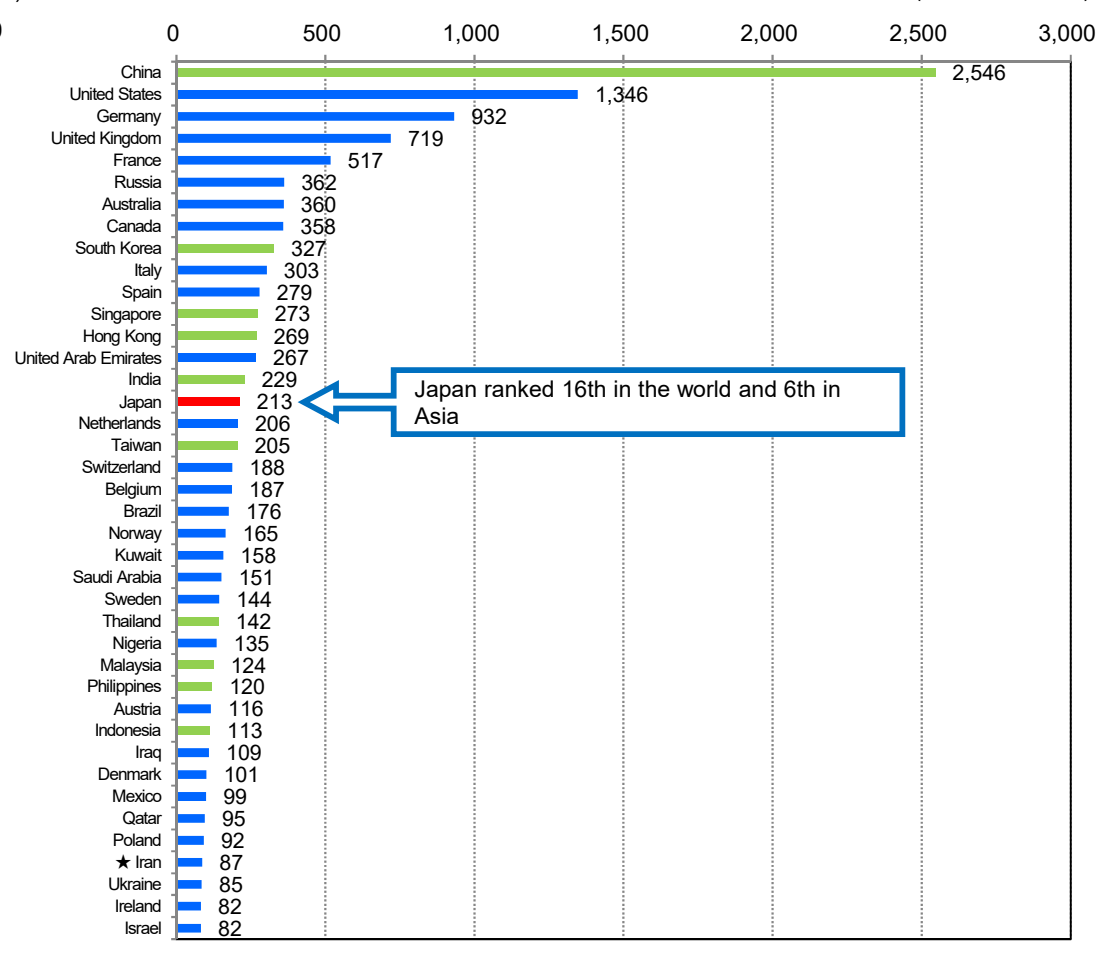
# [Part I] Global Tourism Trends (2)

- In the "International Tourist Departures by Country/Region Rankings" of 2019, Japan ranked **14th (4th in Asia)** with 20.08 million people, while Japan ranked 18th (4th in Asia) with 18.95 million people in 2018.
- In the "International Tourism Expenditure by Country/Region Rankings" of 2019, Japan ranked **16th (6th in Asia)** with \$21.3 billion, while Japan ranked 16th (6th in Asia) with \$20.2 billion dollars in 2018.

(Figure I-5) International tourist departures by country/region rankings (2019)



(Figure I-7) International tourism expenditure by country/region rankings (2019)



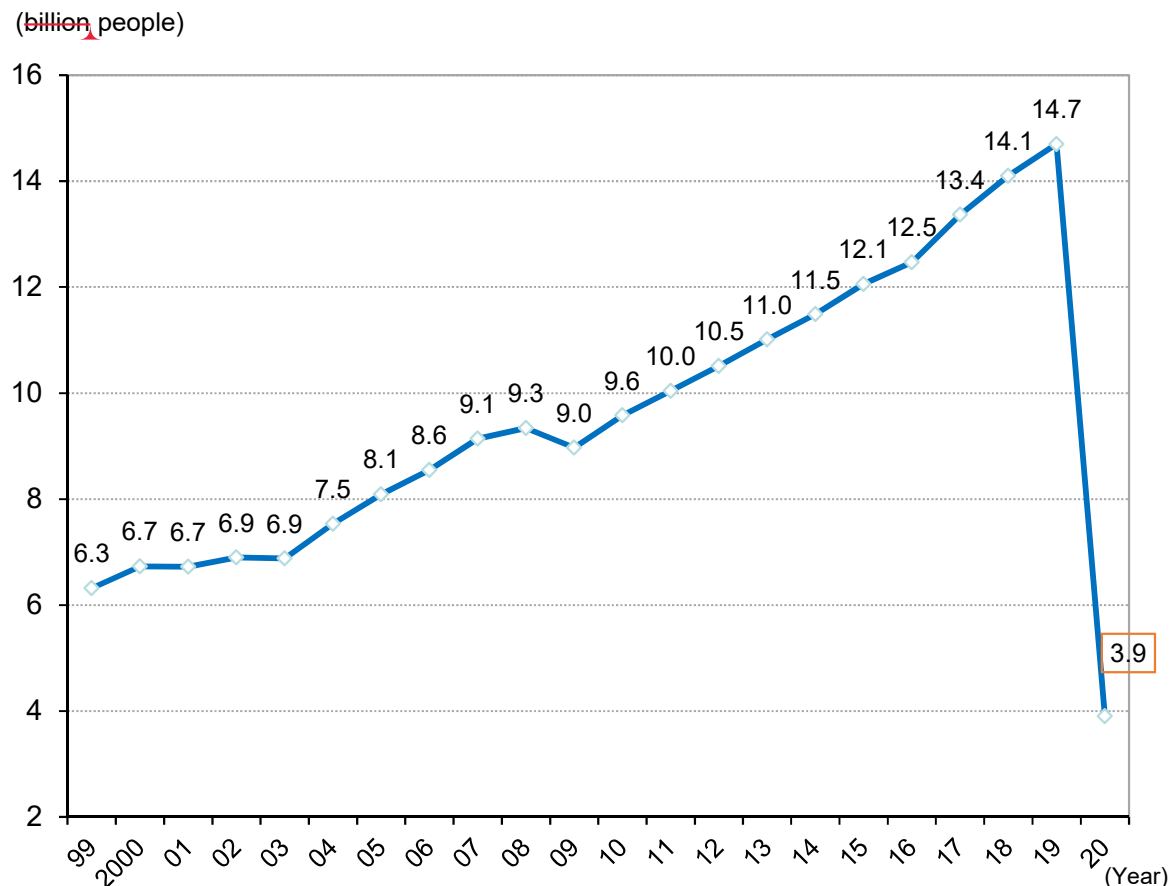
Source: Prepared by the Japan Tourism Agency based on the "Compendium of Tourism Statistics Data 2015-2019, 2021 Edition" by UNWTO (United Nations World Tourism Organization), "State of the World Population (2019)" by The United Nations Population Fund, and the "Japan Travel Data Handbook 2020" by the Japan National Tourism Organization (JNTO).  
 Note 1: The figures for 2018 are adopted for Germany, the United States and the Netherlands because the figures for 2019 were unknown at the time of writing.  
 Note 2: The green-colored bars in the graph show the countries/regions in Asia.

Source: Prepared by the Japan Tourism Agency based on data from UNWTO (United Nations World Tourism Organization) and from the tourism bureau of each country.  
 Note 1: The numbers in this table are provisional values as of May 2021.  
 Note 2: The figures for 2018 are adopted for the countries marked with a star since the figures for 2019 were not announced at the time of writing.  
 Note 3: International tourism expenditure in the graph do not include international passenger fares.  
 Note 4: The green-colored bars in the graph show the countries/regions in Asia.  
 Note 5: The figures of international tourism expenditure may be announced later or updated retroactively. In addition, when converting international tourism expenditure in local currency to those in U.S. dollars, the figures fluctuate due to the exchange rate. Therefore, the rankings may change depending on the time when the figures are used.

# [Part I] Global Tourism Trends (3)

- According to the United Nations World Tourism Organization (UNWTO), the number of **international tourists** in 2020 was 394 million people, which is ~~1.72 million~~ people less than that in 2019 (up 73.1% from 2019). There was a **significant reduction** in the number due to travel restrictions to prevent the spread of COVID-19, etc.
- According to the World Travel and Tourism Council (WTTC), in 2020, the share of the travel and tourism industry in the world's GDP was roughly halved from about 10.4% to about 5.5%, and the number of tourism-related industry workers decreased by about 62 million people (down about 18.5% from 2019).

(Figure I-8) Trend in the number of international tourists



- Market loss:  
\$1.3 trillion (approx. 139 trillion yen)  
Recorded the largest loss ever which is 11 times as large as the loss in 2009.

Source: United Nations World Tourism Organization (UNWTO)

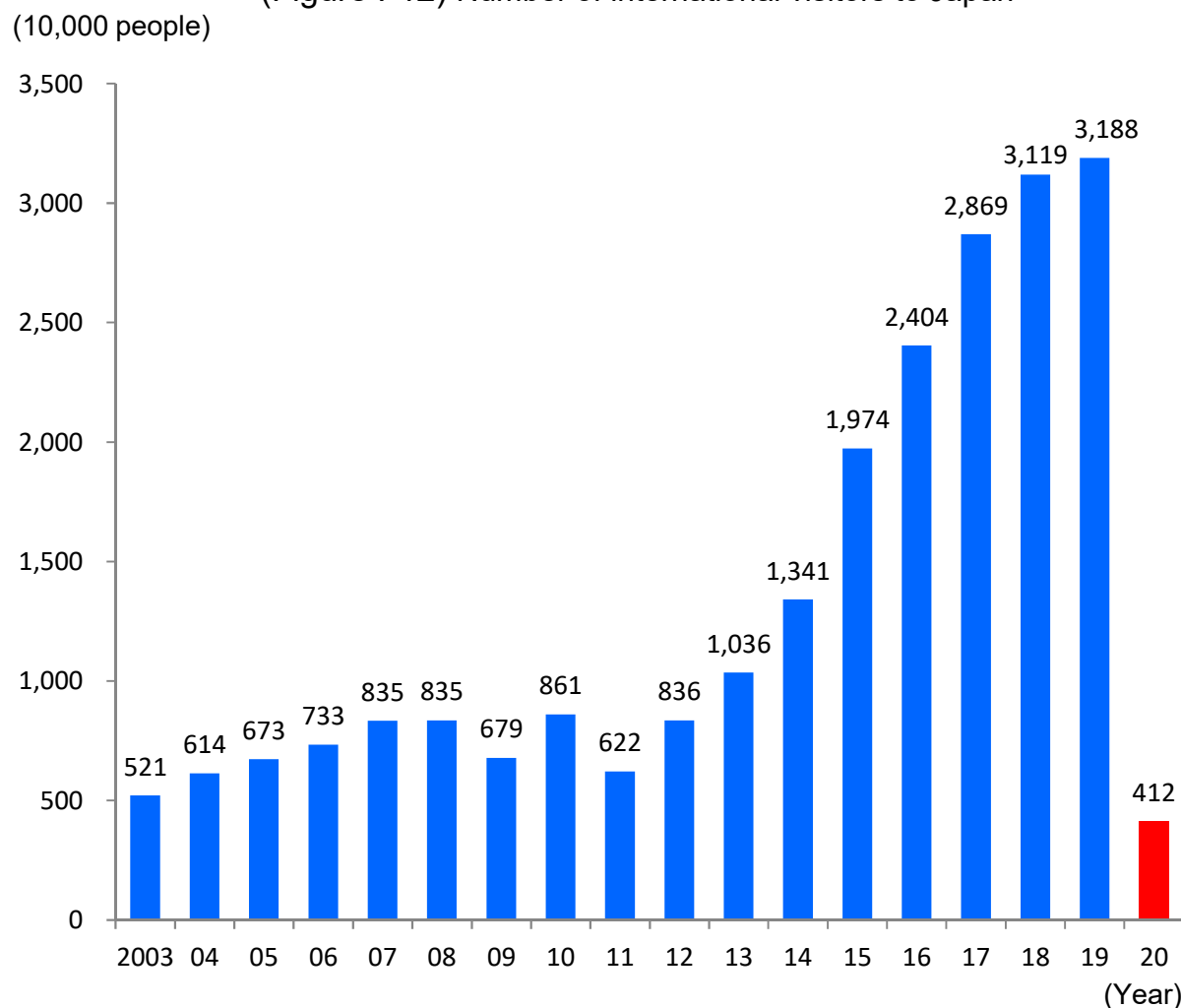
- Share of the travel and tourism industry in the world's GDP:  
2019: 10.4% ⇒ 2020: 5.5%
- Tourism-related industry workers:  
2019: 334 million people ⇒ 2020: 272 million people

Source: WTTC (World Travel and Tourism Council)

# [Part I] Tourism Trends in Japan (Travel by International Visitors to Japan) (1)

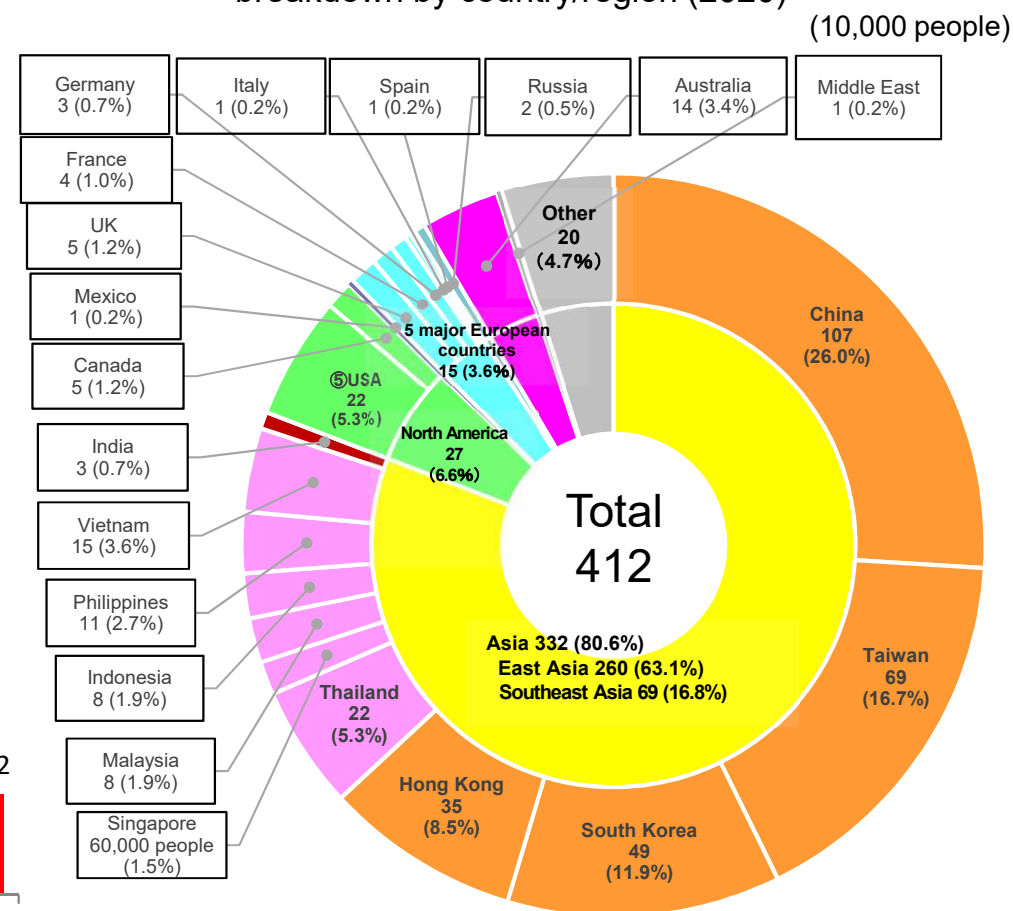
- The number of international visitors to Japan in 2020 was 4.12 million (down 87.1% from 2019).
- The breakdown of the number is as follows: 3.32 million people from Asia (80.6 % of the total), including 2.6 million people from East Asia (63.1%) and 690,000 people from Southeast Asia (16.8%), 270,000 people from North America (6.6 %) and 150,000 people from 5 major European countries (UK, France, Germany, Italy and Spain)(3.6%).

(Figure I-12) Number of international visitors to Japan



Source: Prepared by the Japan Tourism Agency based on data from the Japan National Tourism Organization

(Figure I-13) Number of international visitors to Japan: breakdown by country/region (2020)



Source: Prepared by the Japan Tourism Agency based on data from the Japan National Tourism Organization  
 Note 1: Figures in parentheses indicate a percentage among the total number of international visitors to Japan.  
 Note 2: "Others" includes countries and regions in Asia and Europe not specified in the above chart.  
 Note 3: Totals may not be exact due to rounding.

# [Part I] Tourism Trends in Japan (Travel by International Visitors to Japan) (2)

- Tourism consumption (estimated) by international visitors in 2020 was **744.6 billion yen (down 84.5% from 2019)**.
- The breakdown is as follows: China took first place with 253.6 billion yen (34.1% of the total), followed by Taiwan with 108.4 billion yen (14.6%), Hong Kong with 57.6 billion yen (7.7%), the United States with 45.6 billion yen (6.1%), and South Korea with 42.9 billion yen (5.8%).

(Figure I-15) Tourism consumption by international visitors

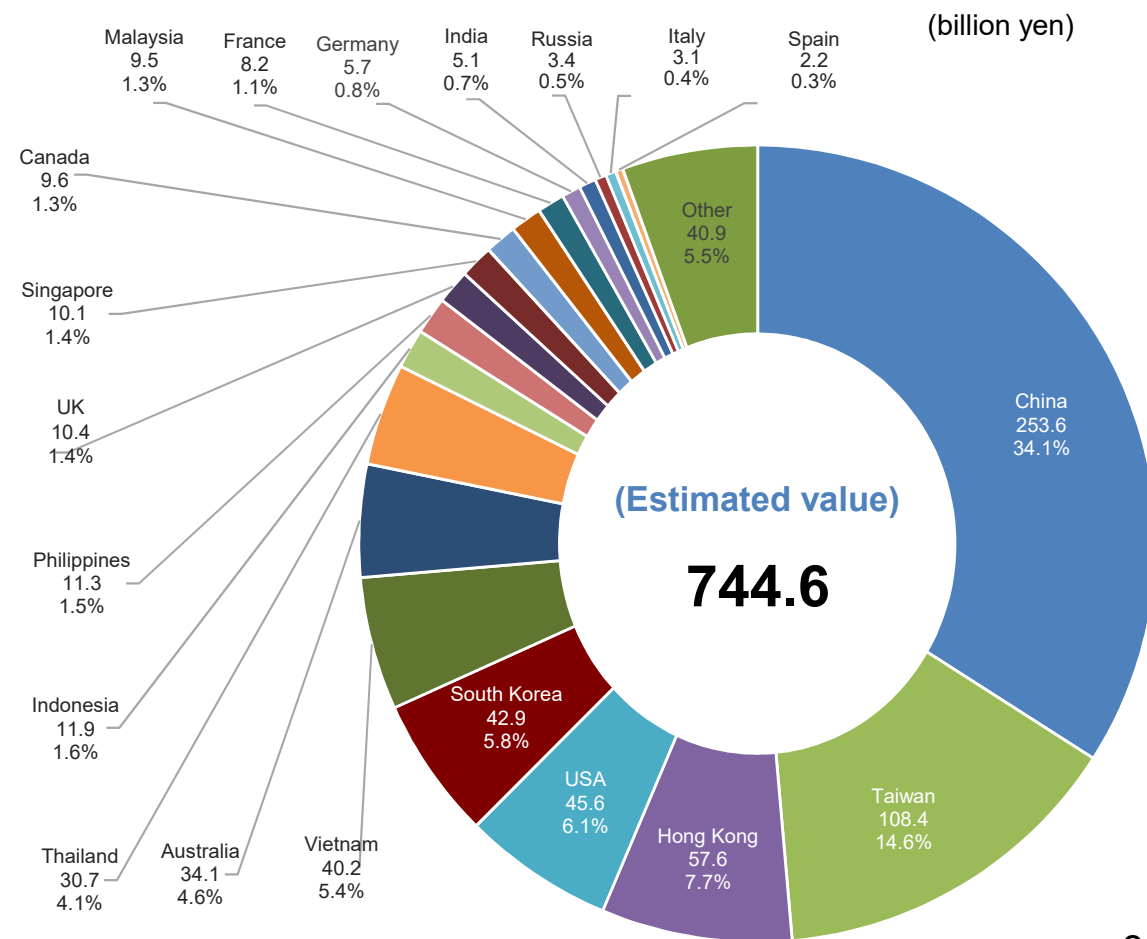
Year	Tourism consumption by international visitors
2012	1,846 billion yen
2013	1,416.7 billion yen
2014	2,027.8 billion yen
2015	3,477.1 billion yen
2016	3,747.6 billion yen
2017	4,416.2 billion yen
2018	4,518.9 billion yen
2019	4,813.5 billion yen
2020	<b>744.6 billion yen</b>

Source: "International Visitor Survey" by Japan Tourism Agency

Note 1: Please note that there was a change of statistical basis. The survey focused mainly on travelers using airports until 2017; however, in light of the rapid increase in the number of cruise travelers, who tend to stay for a short period of time, the scope of the survey was expanded to cover cruise travelers since 2018.

Note 2: Due to the impact of COVID-19, the surveys for the April-June, July-September and October-December periods in 2020 were canceled. The survey results for the January-March period in 2020 were used to estimate the figures for the tourism consumption of 2020, therefore care must be taken when comparing the 2020 figures with those of 2019 and earlier.

(Figure I-16) Tourism consumption by international visitors: breakdown by country/region



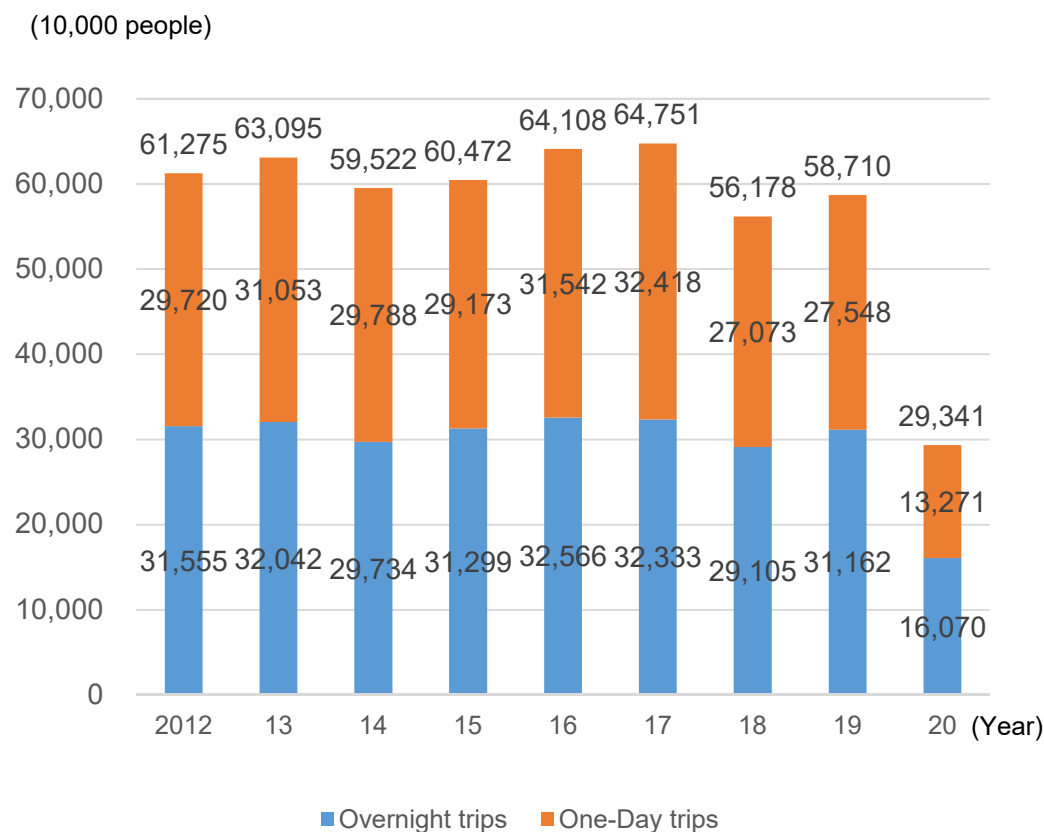
Source: "International Visitor Survey" by Japan Tourism Agency



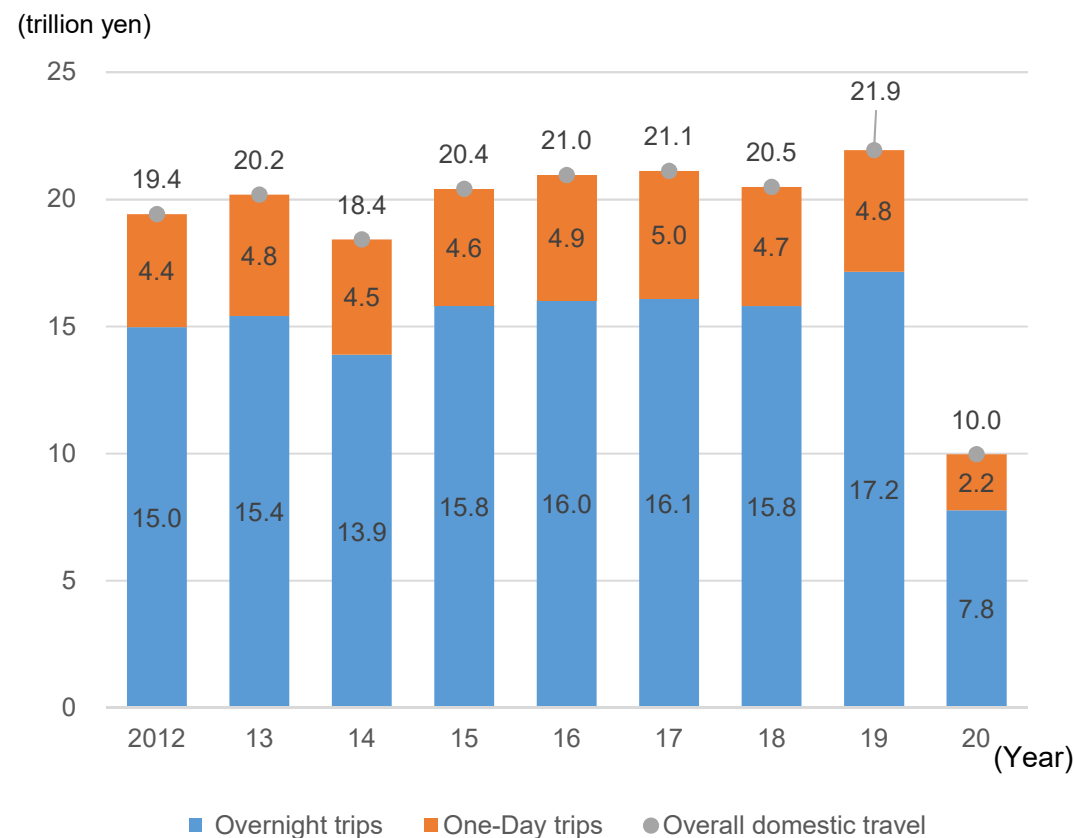
# [Part I] Tourism Trends in Japan (Japanese Domestic Travel)

- In 2020, the total number of Japanese who took **domestic overnight trips** was **160.70 million (down 48.4% from 2019)**, and **the figure for domestic one-day trips** was **132.71 million (down 51.8% from 2019)**.
- Japanese domestic tourism consumption totaled 10.0 trillion yen in 2020 (**down 54.5% from 2019**). Of these, overnight trips accounted for 7.8 trillion yen (down 54.7% from 2019) and one-day trips accounted for 2.2 trillion yen (down 53.9% from 2019).

(Figure I-26) Total number of Japanese taking domestic overnight trips and one-day trips



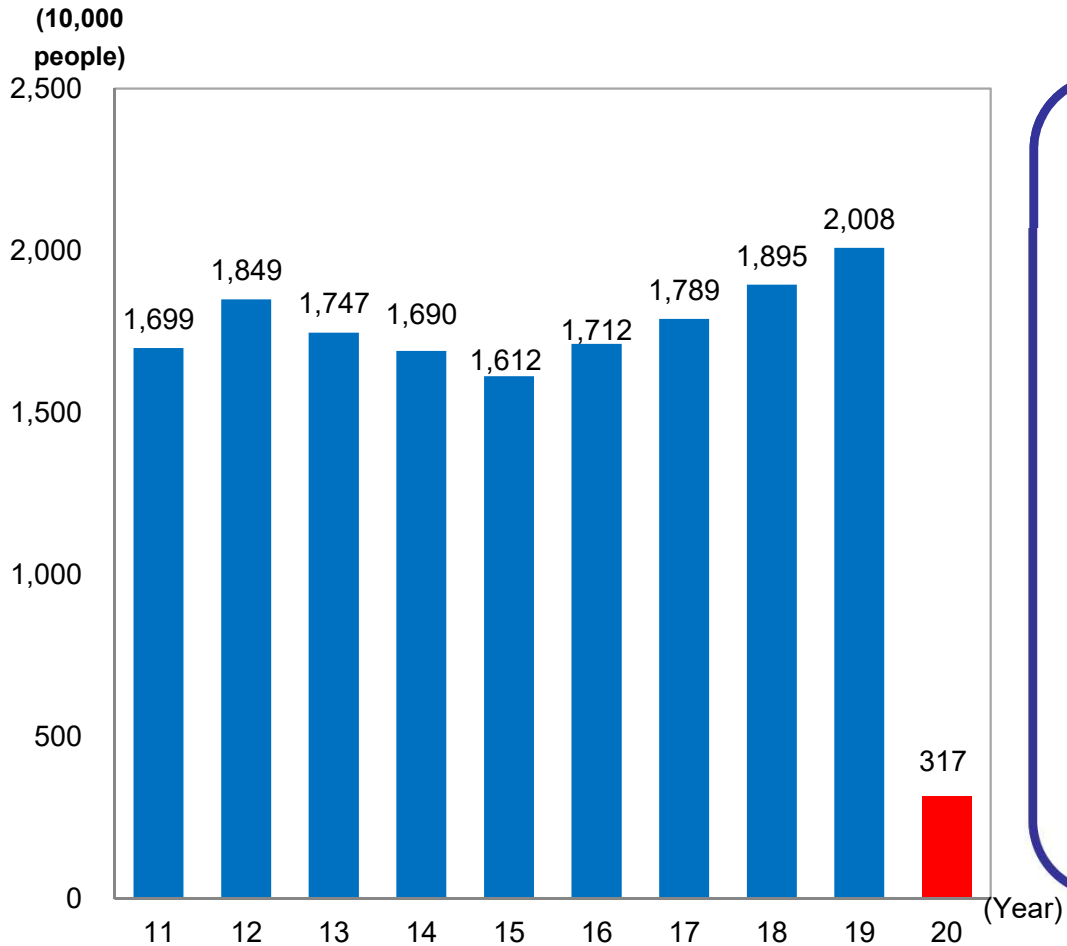
(Figure I-27) Japanese domestic tourism consumption



# [Part I] Tourism Trends in Japan (Consumption in Overseas Travel and Domestic Travel)

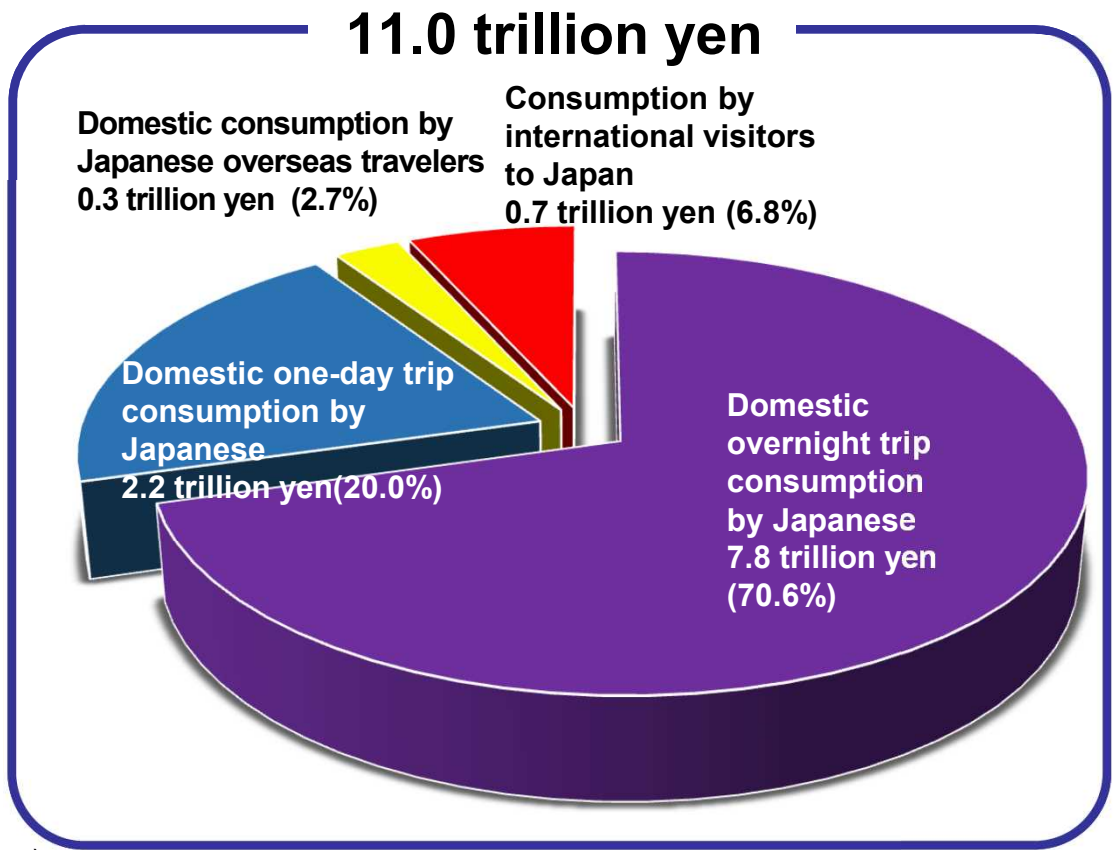
- The number of Japanese overseas travelers, which hit a record high of 20.08 million in 2019, dropped to 3.174 million (down 84.2% from 2019) in 2020.
- Domestic tourism consumption in Japan was 27.9 trillion yen in 2019, but dropped to 11.0 trillion yen (down 60.6% from 2019) in 2020.

(Figure I-23) Number of Japanese overseas travelers



Source: Prepared by the Japan Tourism Agency based on data from the Japan National Tourism Organization

(Figure I-28) Domestic tourism consumption in Japan

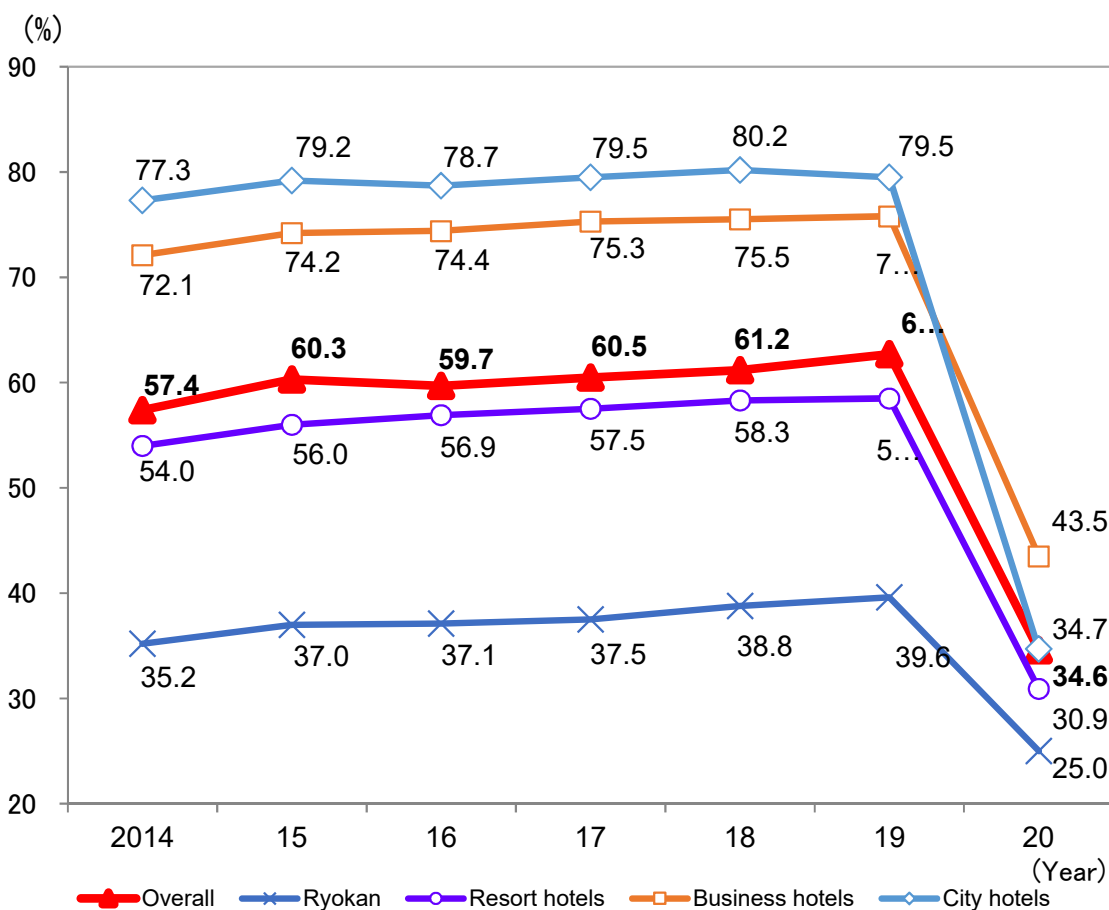


Source: Prepared from the "National Tourism Survey" and "International Visitor Survey" by Japan Tourism Agency  
 Note 1: It should be noted that the annual tourism consumption by international visitors to Japan in 2020 is an estimated value.

# [Part I] Tourism Trends in Japan (Overnight Trips)

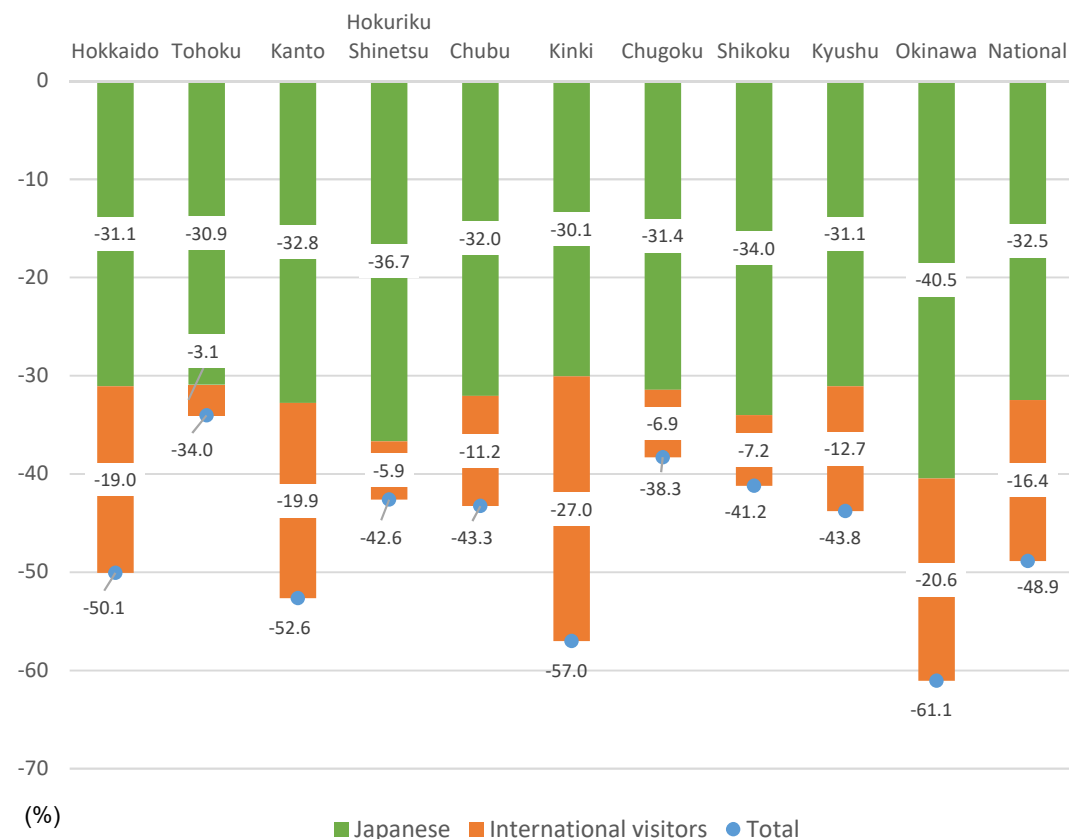
- In 2020, the national average for room occupancy rates were 34.6%, decreasing from 62.7% in 2019.
- By accommodation type, the rates for city hotels and business hotels were relatively high, but the decline of room occupancy rates from the previous year was larger than that of ryokan and resort hotels.
- The total number of guest nights fell for both Japanese and international visitors in all regions, but by region, the declines in Kinki and Okinawa stood out.

(Figure I-32) Room occupancy rates by accommodation type



Source: "Overnight Travel Statistics Survey," Japan Tourism Agency  
Note 1: Preliminary figures for 2020.

(Figure I-44) Total number of guest nights by regional block (Year-on-year contribution by Japanese and international visitors) (2020)



Source: "Overnight Travel Statistics Survey," Japan Tourism Agency  
Note 1: Preliminary figures for 2020.

# [Part II]

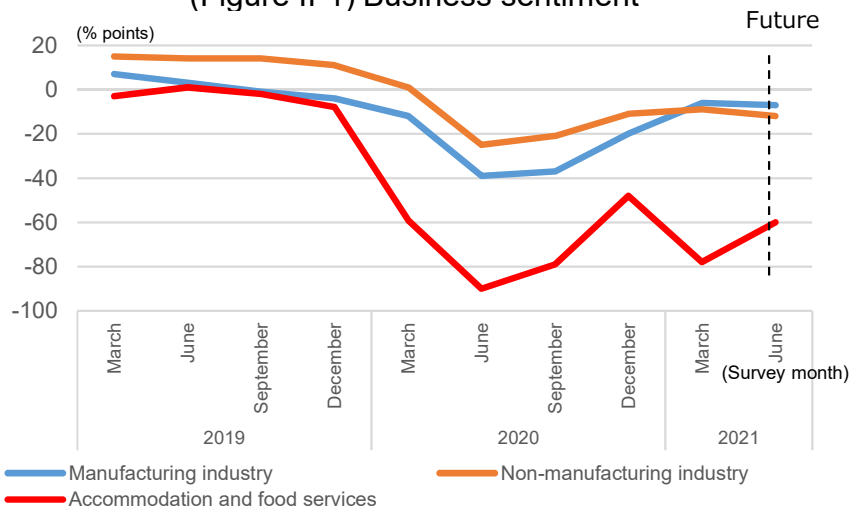
## New Developments in Tourism Affected by COVID-19

○ Serious Impact of COVID-19 on the Tourism Industry	.....	13
○ Various Support from the Government	.....	14
○ Status of Go To Travel Campaign	.....	15
○ Changes in Tourism Trends	.....	17
○ Characteristics and Issues of Facing Tourism in Japan	.....	22
○ Efforts to Strengthen the Tourism Industry and Revitalize Tourism Area	.....	24

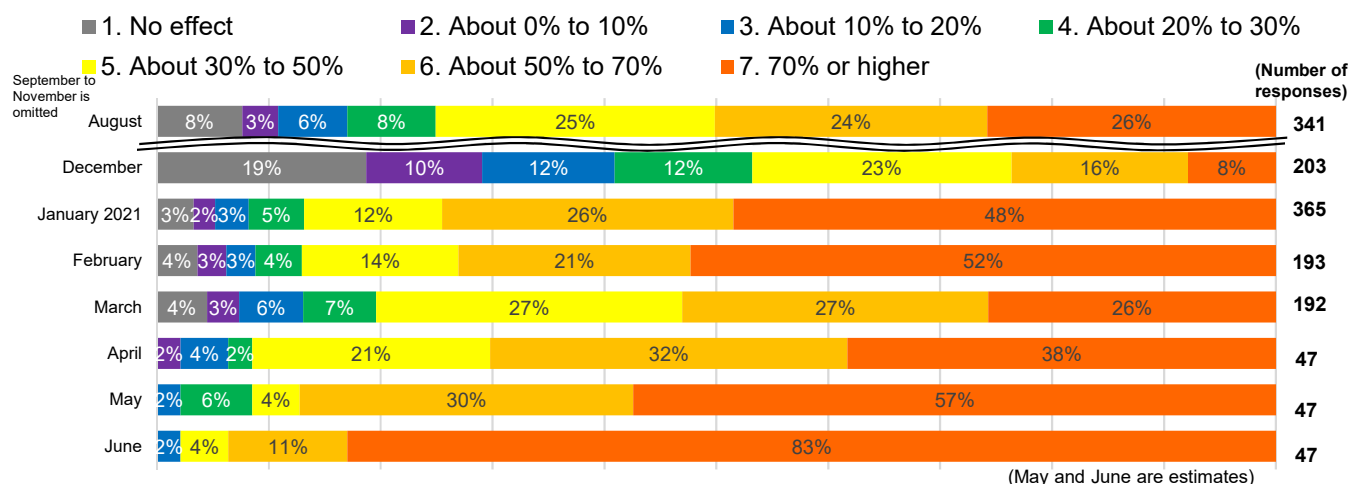
# [Part II] Serious Impact of COVID-19 on the Tourism Industry

- Looking at the trend in **business sentiment** by industry, there has been a **significant decline for the accommodation and food services industry**.  
**In the accommodation industry, the number of regular employees declined by about 8%, while the number of non-regular employees declined by about 15%.**
- While thorough measures have been implemented to prevent the spread of infection, through the promotion of demand-stimulating measures such as the Go To Travel campaign, domestic travel demand recovered in November 2020. Then, it turned to decline due to spread of infection and the declaration of a state of emergency.**

(Figure II-1) Business sentiment

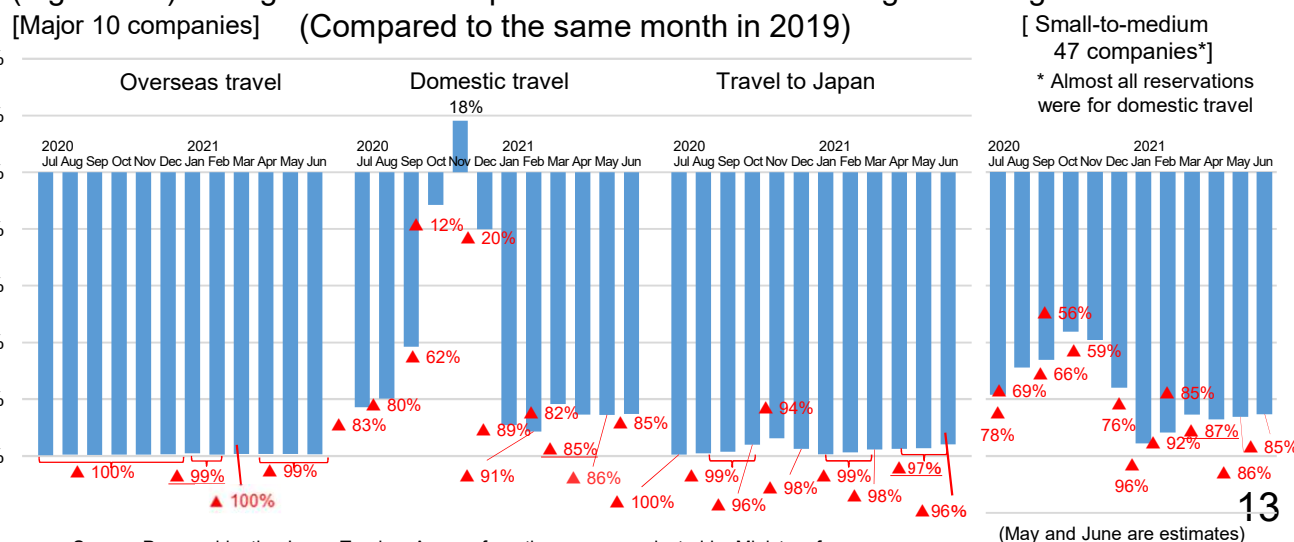


(Figure II-8) Decline in accommodation reservations (Compared to the same month in 2019)



Source: Bank of Japan "Short-term Economic Survey of Enterprises' Judgment of the Current Situation in Japan" Diffusion Index ("good" - "bad"). Full-scale base. The prospects for June 2021 are responses as at March 2021.

(Figure II-8) Change in number of persons who reserved through travel agencies



(Figure II-9) Employment in accommodation

	Number of employees (Excluding officers)	Number of regular employees	Number of non-regular employees
2019 Average	Approx. 590,000	Approx. 260,000	Approx. 330,000
	↓ Approx. 12% down	↓ Approx. 8% down	↓ Approx. 15% down
2020 Average	Approx. 520,000	Approx. 240,000	Approx. 280,000

Source: Prepared by the Japan Tourism Agency from the "Labor Force Survey" by Ministry of Internal Affairs and Communications

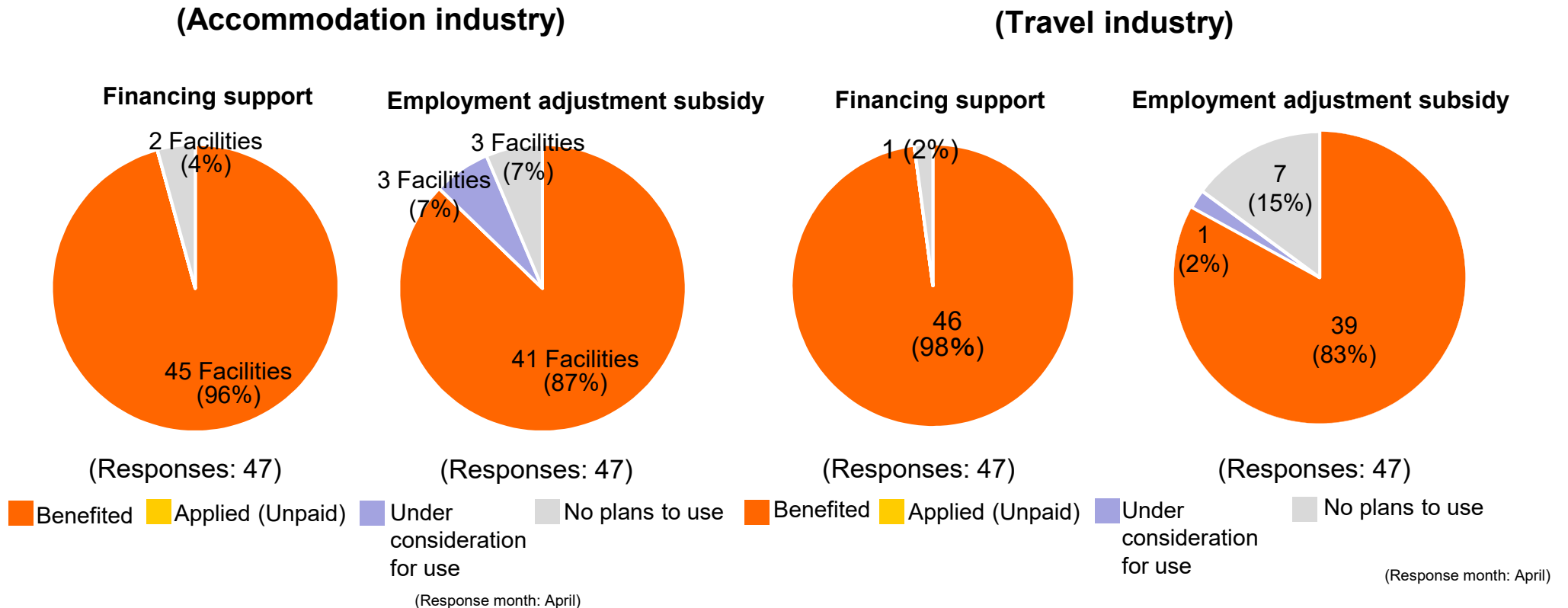
Source: Prepared by the Japan Tourism Agency from the survey conducted by Ministry of Land, Infrastructure, Transport and Tourism (as of April 30, 2021)

(May and June are estimates)

# [Part II] Various Support from the Government

- The government supported the tourism-related companies, which provide employment opportunities for about 9 million people, to **continue business and maintain employment**.
  - Support such as **real interest-free/unsecured loans** (initially interest-free for 3 years, principal remained the same for up to 5 years) and **money for temporary support** is provided to businesses struggling with cash flow due to a decrease in sales.
  - Subsidies such as rest-day allowances using **employment adjustment subsidies** are provided for companies to maintain employment.
- Many companies in the accommodation and travel industries utilize financing support and employment adjustment subsidies.

(Figure II-12) Utilization status of various support



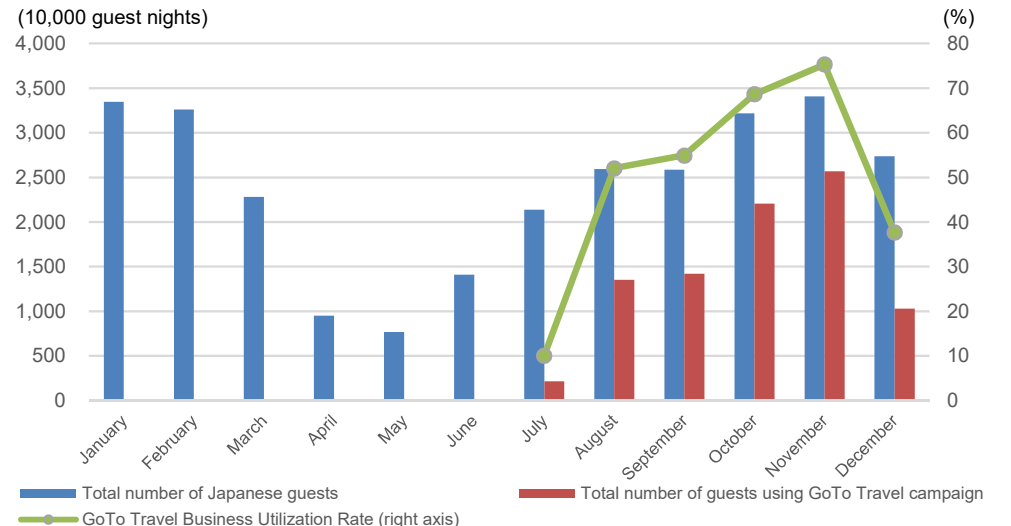
# [Part II] Status of Go To Travel Campaign (1)

- To stimulate domestic travel demand, the **Go To Travel** campaign was promoted from July 2020 while measures were thoroughly implemented to prevent the spread of infection.
- Domestic travel demand **recovered in November 2020**. However, the campaign was suspended nationwide in December.
- So far, the number of guest nights is at least approx. **87.81 million**, and the amount of the support is at least approx. **539.9 billion yen**.

(Figure II-13) Background to the Go To Travel Campaign

July 22, 2020	Go To Travel campaign started
October 1, 2020	Full business operations started (Coupons common to all regions made available, aimed at supporting trips to/from Tokyo)
November 24, 2020	Announced that temporary suspension measures will be in place for trips related to Sapporo City and Osaka City Temporary suspension measures have since been progressively announced for Tokyo, Nagoya, and Hiroshima
December 14, 2020	Announced that blanket temporary suspension measures will be put in place nationwide during the year-end and New Year holiday period (December 28 to January 11)
January 7, 2021	Announced that the blanket temporary suspension measures in place nationwide will be continued until February 7
February 2, 2021	Announced that the blanket temporary suspension measures in place nationwide will be continued until March 7
March 5, 2021	Announced that the blanket temporary suspension measures in place nationwide will continue beyond March 8

(Figure II-20) The total number of guest nights of Japanese and that of guest nights using Go To Travel Campaign (2020)



Source: "Accommodation Overnight Travel Statistics Survey," Japan Tourism Agency

## Promotion of "a new safe and secure travel style"

- Compliance with participation conditions to prevent the spread of COVID-19
- Thorough implementation of the guidelines to prevent the spread of COVID-19
- Making the "New Travel Etiquette" well known
- Measures to distribute travel demand to weekdays

### "New Travel Etiquette"



## Estimated usage in the Go To Travel campaign

**Usage**

**Number of person-nights** (Checkouts in the period July 22 to December 28)  
At least **87.81 million person nights**  
\* Preliminary numbers including some estimates.

**Discount support per person per night**  
**Approx. 4,649 yen,**

**Amount of support**

At least **539.9 billion yen**

**Travel price per person per night**  
**Approx. 13,282 yen**

**Discounts on accommodation and travel prices** (Checkouts in the period July 22 to December 28)  
At least **408.2 billion yen**  
\* Preliminary numbers including some estimates.

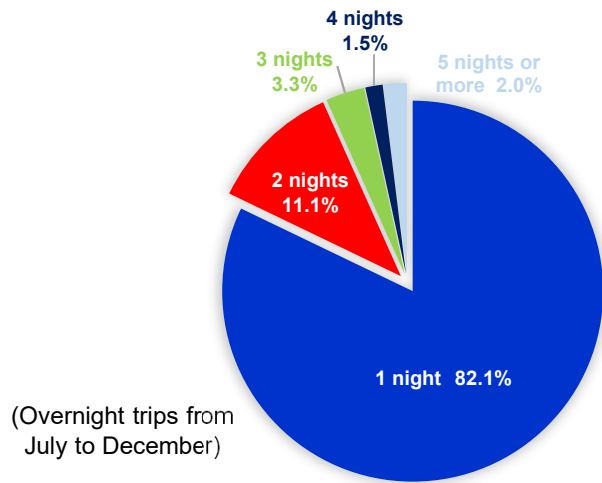
**Coupon usage amount common to all regions** (10/1~12/28)  
At least **131.7 billion yen**  
\* Aggregate of cash requests to the Go To Travel Secretariat by February 1.



# [Part II] Status of Go To Travel Campaign (2)

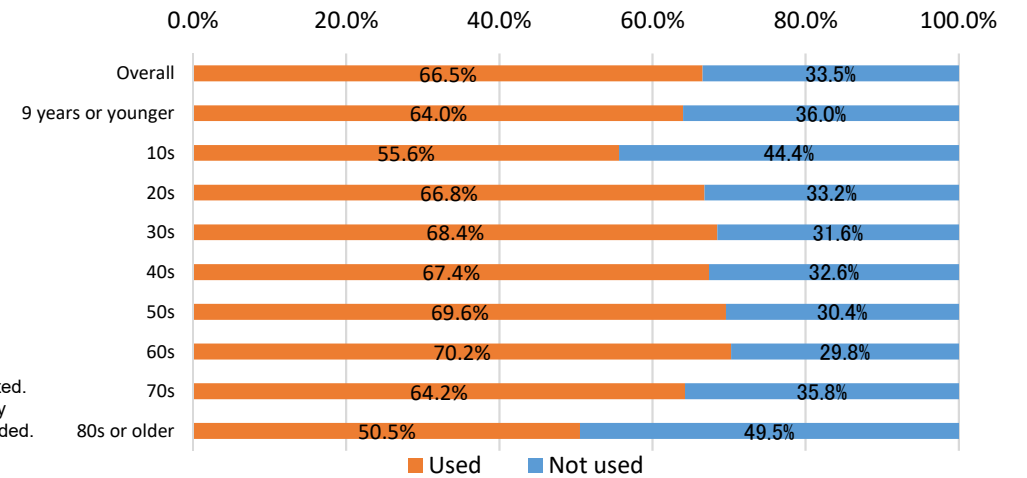
- The average number of nights for overnight trips using the Go To Travel campaign is approx. 1.35 nights per trip. The mode of the number of nights is **one night**, for approx. 82% of all trips.
- The usage price per night stayed for the Go To Travel campaign has the largest number of users in the **5,000 yen to 9,999 yen** range, followed by 4,999 yen or less, therefore, usage is centered on comparatively low price ranges.
- Approx. **67%** of domestic travelers responded that they used the Go To Travel campaign.
- The prefectures with the high usage of regional common coupons were Tokyo, Hokkaido, Okinawa, Kyoto, and Shizuoka.

(Figure II-15) Number of nights for overnight trips using the Go To Travel campaign (Figure II-17) A percentage of the use of the Go To Travel campaign by age



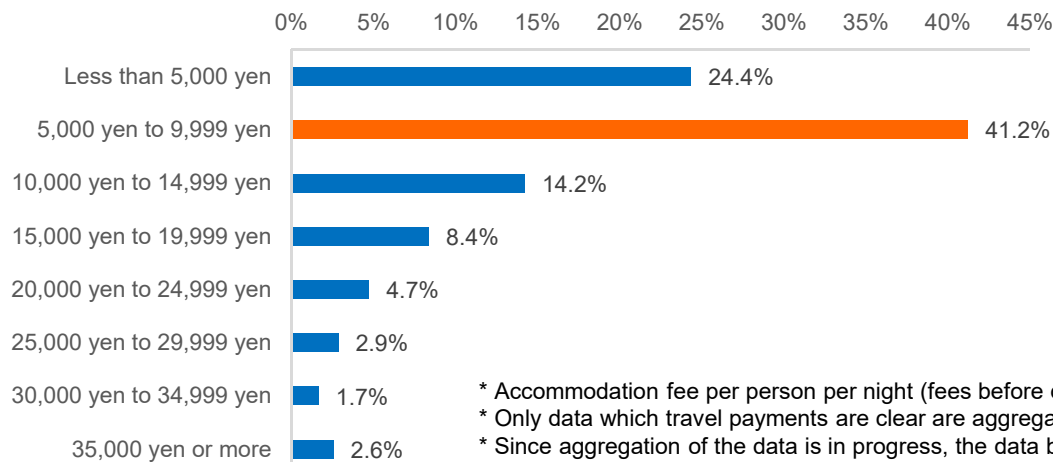
\* Only data which travel payments are clear are aggregated.  
\* Since aggregation of the data is in progress, the data by subsequent refund applications by travelers are not included.

Source: Data by Japan Tourism Agency



Source: "National tourism survey" Japan Tourism Agency

(Figure II-16) Distribution of the accommodation fee for the Go To Travel campaign (Overnight trips from July to December)



\* Accommodation fee per person per night (fees before discount support)  
\* Only data which travel payments are clear are aggregated.  
\* Since aggregation of the data is in progress, the data by subsequent refund applications by travelers are not included.

Source: Data by Japan Tourism Agency

**[Analysis target]**  
Domestic overnight trips for sightseeing and recreation

**[Number of samples]** 3,647 trips  
Of those, have used the Go To Travel campaign (2,426 trips)  
Of those, have not used the Go To Travel campaign (1,221 trips)

(Figure II-18) The record of the use of regional common coupons for Go To Travel campaign by prefecture (Oct to Dec 2020: Top 10 prefectures)

Unit: 100 million yen

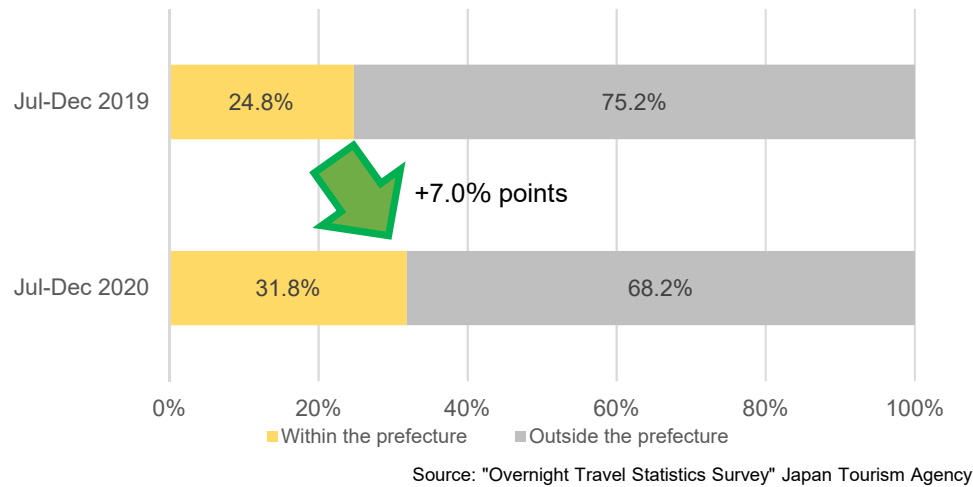
1 Tokyo	69.6	6 Kanagawa	44.8
2 Hokkaido	68.2	7 Nagano	39.4
3 Okinawa	55.9	8 Hyogo	38.0
4 Kyoto	51.5	9 Osaka	37.2
5 Shizuoka	49.5	10 Chiba	30.8



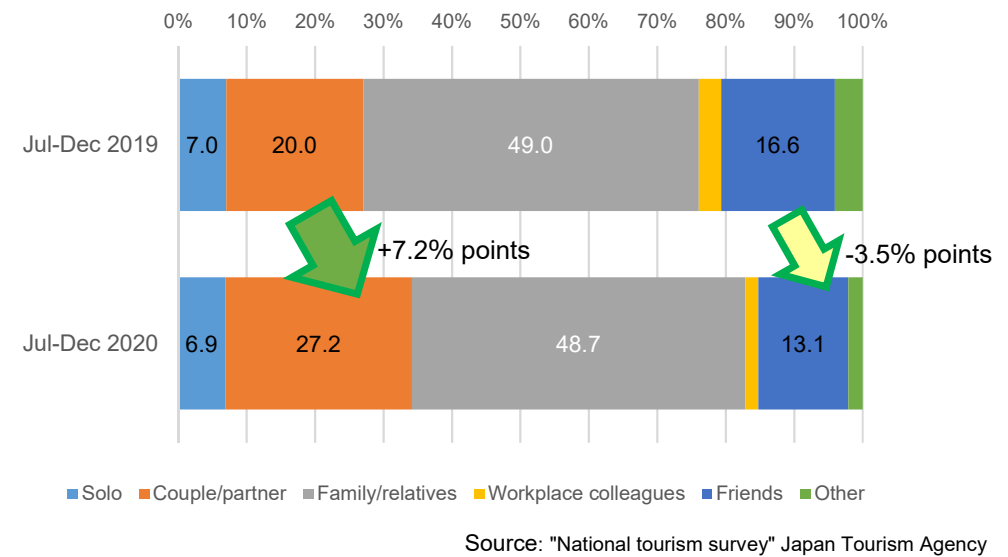
# [Part II] Changes in Tourism Trends (1)

- For domestic travel, such as tourism within prefectures, **there is an increase in the proportion of tourism in neighboring areas (so-called microtourism)**. In terms of the number of stays, there was an increase in the proportion of **1 night stays**.
- Regarding a traveling companion, there was an **increase in the proportion of couples/partners**, while the percentage of friends decreased. For travel styles, there was an **increase in the proportion of independent travel**.

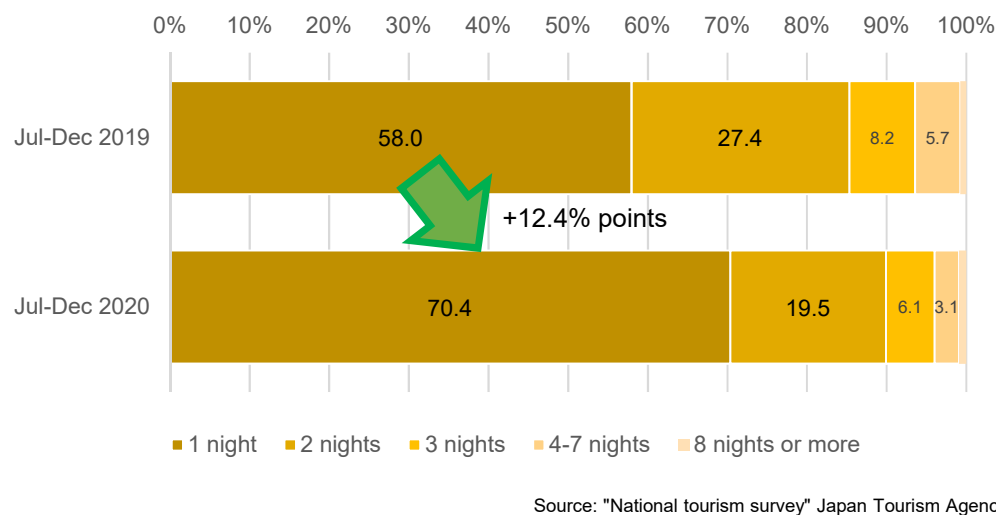
(Figure II-25) Percentage of overnight travelers within the prefecture and overnight travelers outside the prefecture [Nationwide]



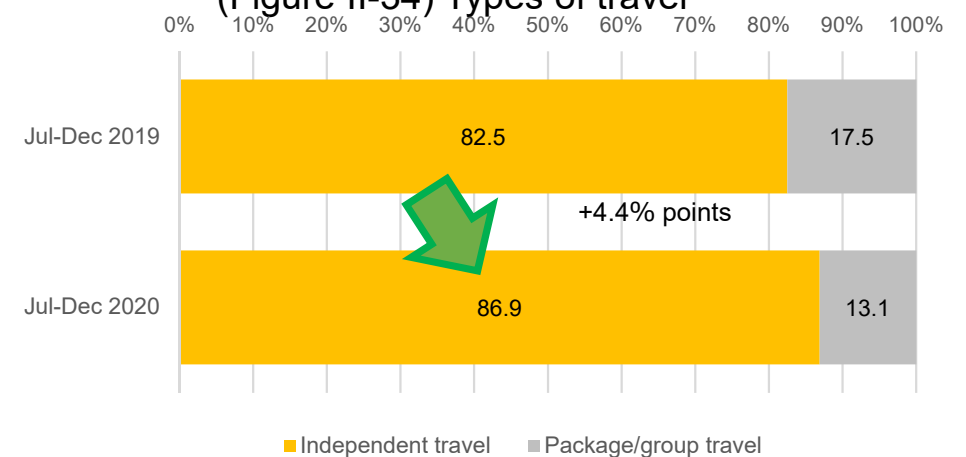
(Figure II-33) Types of a traveling companion



(Figure II-32) Number of stays



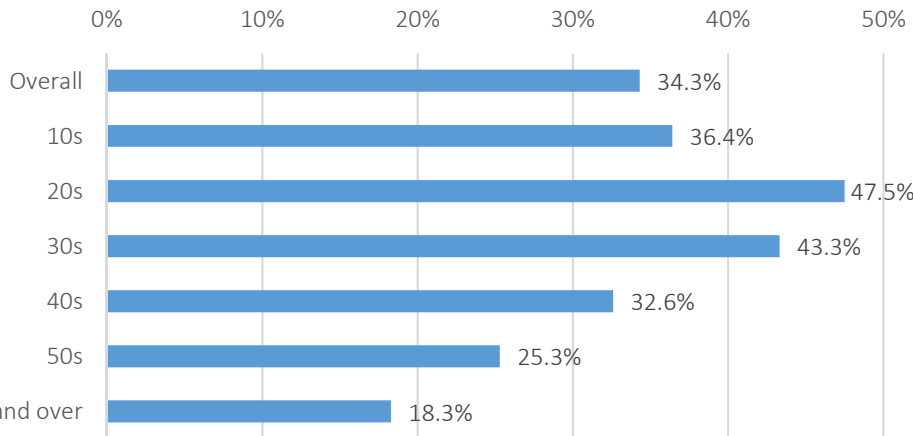
(Figure II-34) Types of travel



# [Part II] Changes in Tourism Trends (2)

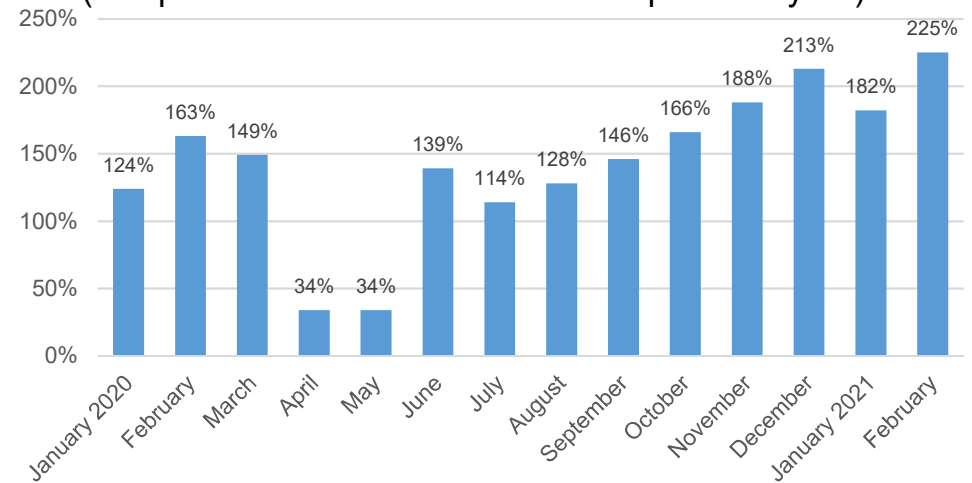
- Telework, which is a prerequisite for workations, has become popular under the spread of the COVID-19. **The rate of desire for telework is particularly high among those in their 20s and 30s.**
- In regional areas, in order to support **workations with children** there are also efforts **in cooperation with local governments** to make the system in which their children can go to nursery school.
- **Given the recent situation where people want to avoid the three Cs** in addition to the growth in consumption of services from before COVID-19, **demand for outdoor activities such as camping increased.** There are also camp sites **with combining facility maintenance and content creation which realize a high consumption unit price.**

(Figure II-37) Desire to do a workation by age group



Source: "No. 2 survey on changes in lifestyle consciousness and behavior under the impact of COVID-19," Cabinet Office

(Figure II-40) Average number of reservations per camp site (compared to the same month of the previous year)



Source: Data on the campsite search/reservation site "Nap"

## The case of Workation [Goto City, Nagasaki Prefecture]



< Sponsored by Goto City: Island-living workation in Goto (GWC2021)>

- In collaboration with local governments, established the system to enter nursery and realized trial enrollment in elementary schools. In addition, it is possible to pay a part of the workation cost through "Furusato nozei" (the hometown tax donation program).
- Satisfaction is improved through child-minding services and opportunities for interaction between local people and workation customers.

## Increased unit price of consumption for nature experiences



<Bonfire and camping on the lake shore>



< Drive-in theater >

- In response to growing needs due to the spread of COVID-19, high unit prices are realized at campsites on the shores of Lake Biwa through facilities where visitors can relax and enjoy a bonfire on the shore of the lake and the development of content such as water activities.
- In winter, which is usually the off-season, drive-in theaters which has an advantage to avoid the three Cs were run for the first time.

# [Part II] Changes in Tourism Trends (3)

- “Stay-type” tourism, where visitors can stay in one area and **enjoy the culture and lifestyle instead of going sightseeing to famous sightseeing spots**, is a **travel style that allows visitors to avoid the three Cs**. For example, at an inn in Minami Uonuma City, Niigata Prefecture, **utilizes simple resources in local life as a selling point**.
- “Decentralized travel” that **distributes time and place to travel** is promoted in collaboration with travel agencies and transportation companies as a new travel style that reduces the risk of infection in the “**With Corona**” era.
- The destinations for **school excursions** have been changed to places nearby, such as **within the prefecture**, and new contents created for school excursions.
- Because it is difficult to visit in real life, **online tours are also becoming popular**. In addition to **increase motivation to visit**, this contributes to **promotion of local products**.

## Stay-type tourism



< Rice field lunches >



< Earthen floor cooking >

- Throughout the year, the Ryokan "Ryugon" in Minami Uonuma City, Niigata Prefecture provides contents that allow visitors to **experience the simple nature, culture and lifestyle in the area**.
- **It offers various ways of spending time there, such as “lunches in rice fields”, “snow picnics” and “earth floor cooking”**. The inn as also improved the unit consumption price.

## School excursions



< Listening to an explanation at Kaiten Shrine >



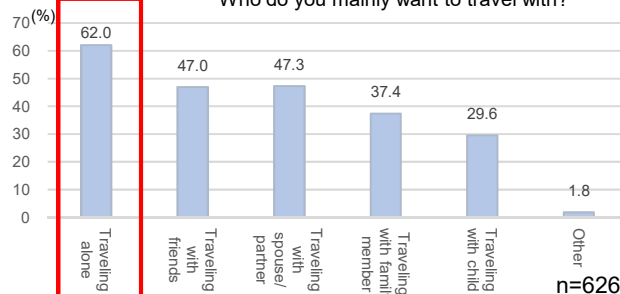
< Harvesting experience on a boat >

- In Hiji Town, Oita Prefecture, **the Human Torpedo Kaiten Training Base accepted school excursions for the first time**.
- An elementary school in Onomichi City, Hiroshima Prefecture **planned a local fisherman experience**. This includes experiencing fixed shore net fishing and learning about marine plastic problems.

## Decentralized travel

- **Implementation of a travel promotion campaign in which the public and private sectors work together to disperse the number of people, timing, time slots, and places**.
- Travel and transportation companies are also developing products that promote to trip weekday.
- Under the spread of COVID-19, from the viewpoint of preventing infection, etc., **there is an increased preference for traveling alone**.

(Figure II-41) Internet survey  
Who do you mainly want to travel with?



Source: From an Internet reader survey on the theme of travel media "Kotorippu" and "New travel style" (Survey period: December 8 to 22, 2020)

## Online



< Shooting of online tour >



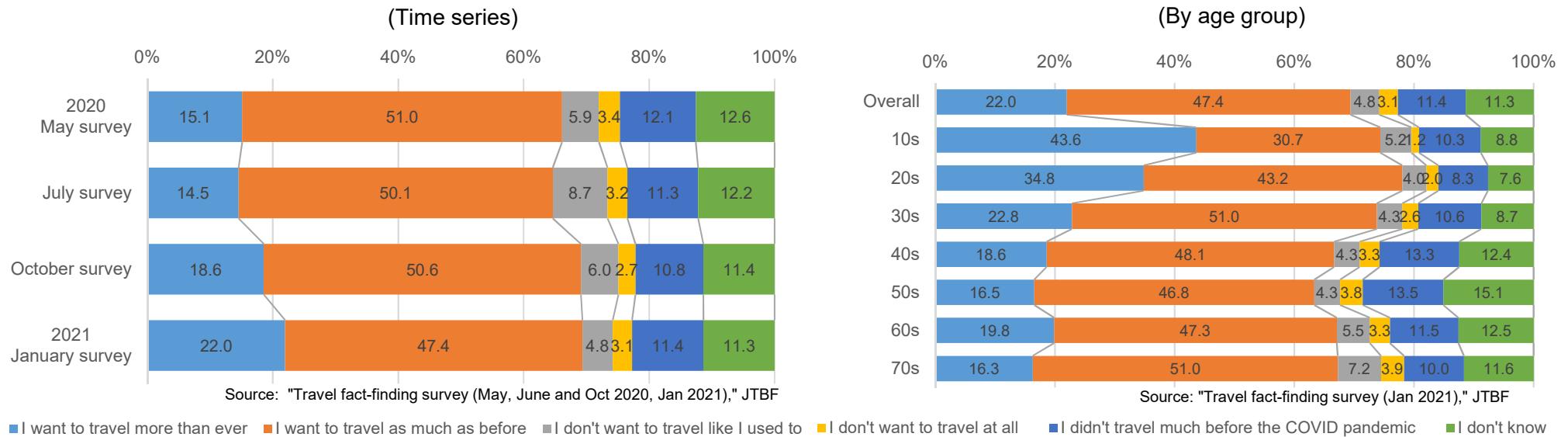
< Tuna fillets that reach the participants >

- Online tour to enjoy **raw tuna by Nachikatsuura town**. Blocks of raw tuna and locally produced soy sauce and salt are delivered to the participants in advance, and then experts will teach the characteristics of Katsuura tuna and how to cut delicious sashimi via a PC, etc.

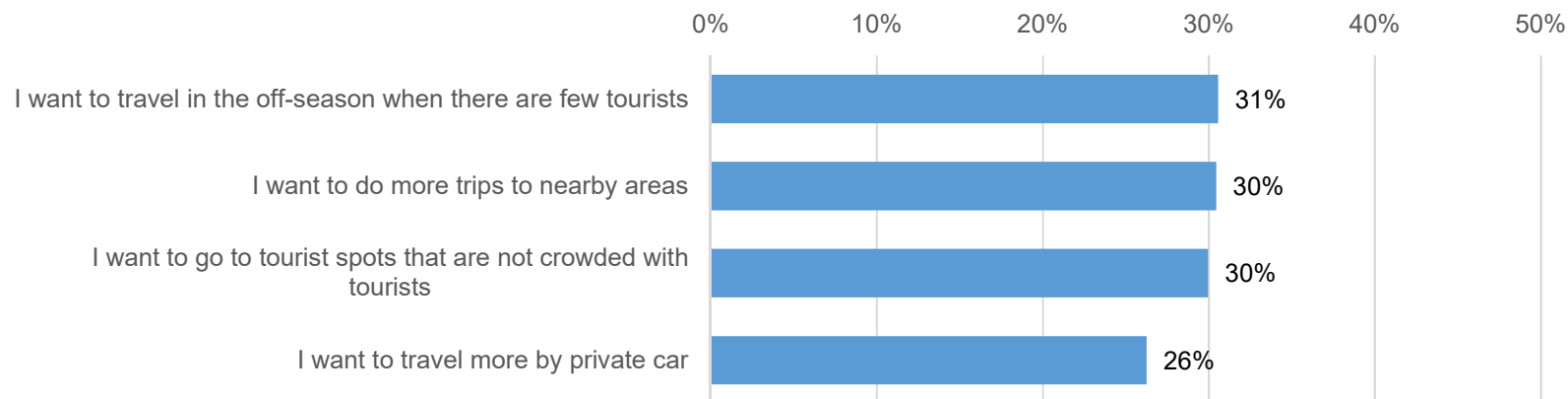
# [Part II] Changes in Tourism Trends (4)

- As for travel intentions after the containment of COVID-19, there has been an increasing proportion of respondents who selected "I want to travel more than ever" since July 2020. Young people in their 10s, 20s, and 30s tend to have a strong desire to travel.
- Intentions for future domestic travel tend to put emphasis on avoiding to catch COVID-19, such as "off-season", "nearby", "non-crowded tourist spots", and "use of private cars".

(Figure II-46) Travel intentions after the containment of COVID-19



(Figure II-47) Thoughts on future domestic travel

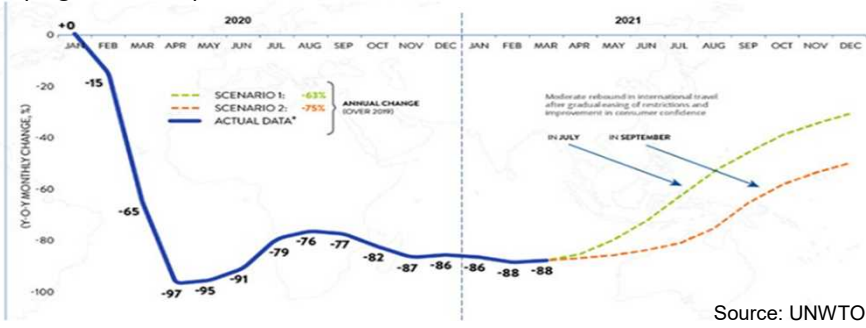


Source: "Survey of opinion leaders' intentions in the domestic travel market (December 2020)," JTBF

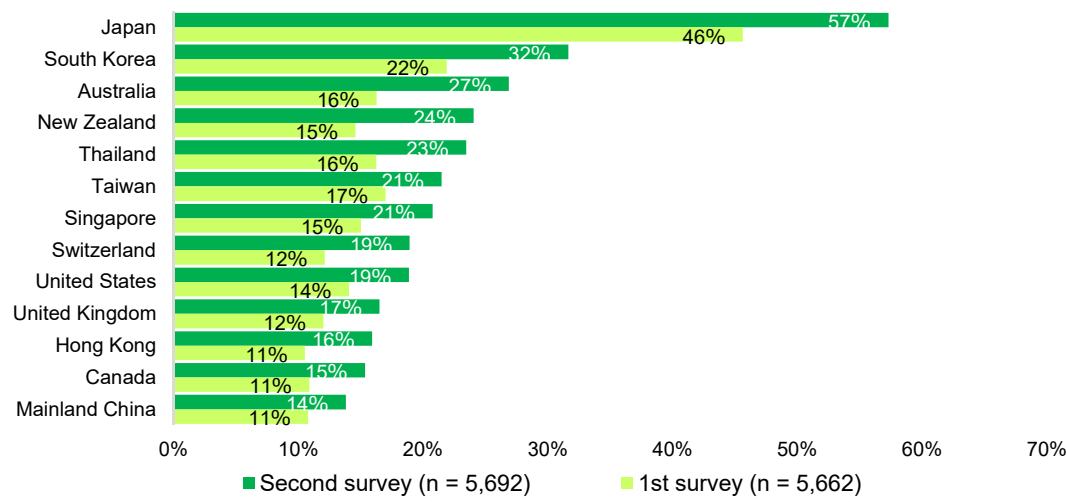
# [Part II] Changes in Tourism Trends (5)

- According to the latest outlook by the **United Nations World Tourism Organization (UNWTO)** on international tourism in **2021**, the number of international tourists is expected to recover due to the rollout of vaccines, etc.
- According to the **International Air Transport Association (IATA)**, worldwide air passenger transportation is expected to recover by **52% and 88%** in **2021 and 2022** respectively compared to 2019.
- Of the **217 countries/regions** in the world, **32% (69 countries/regions)** have put in place a complete border closure, while **34% (70 countries/regions)** require presentation of **PCR test results, etc.** as a condition of entry. Meanwhile, **2% (5 countries/regions)** have lifted all restrictions on movement due to COVID-19.
- **Japan is highly regarded as an overseas travel destination** which they want to go for the post-COVID era, particularly in terms of expectations for the cleanliness of Japan.

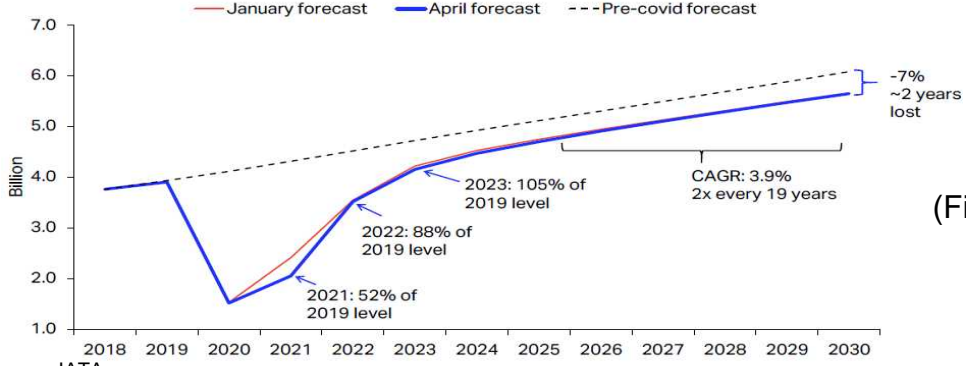
(Figure II-48) Forecast of the number of international tourists



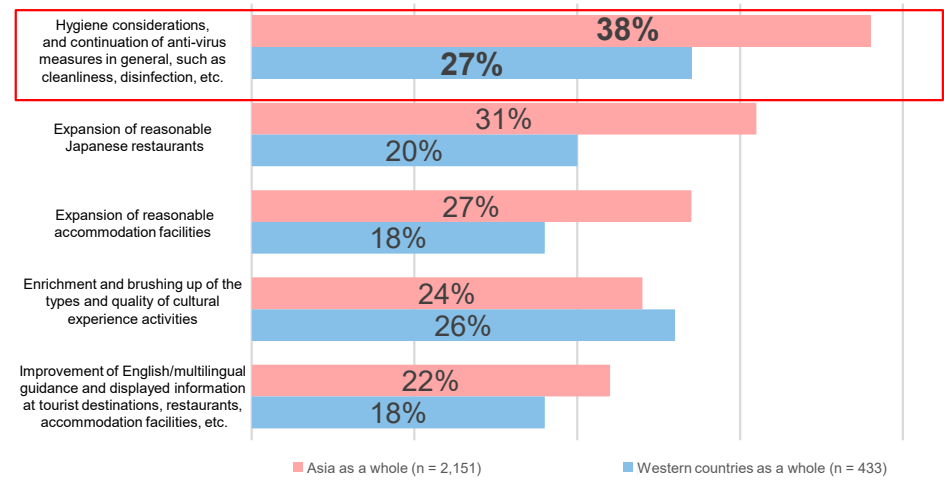
(Figure II-52) Next country/region where you want to travel abroad



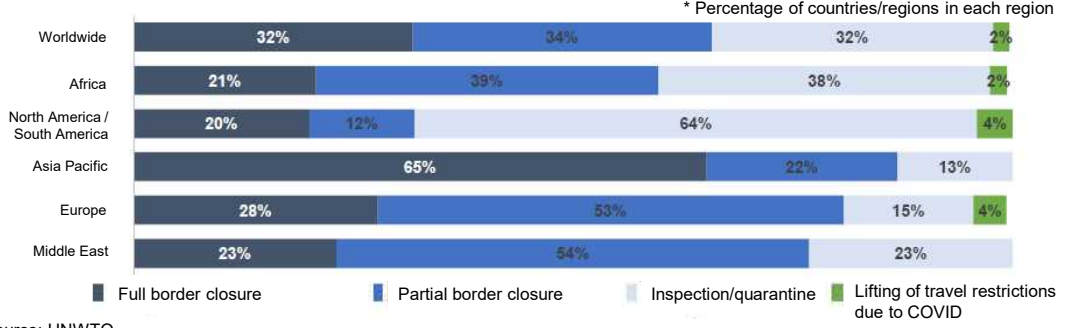
(Figure II-49) Forecast of World Air Passenger Transport



(Figure II-53) What is expected for travel to Japan in general in the post-COVID era



(Figure II-50) Status of global immigration regulations

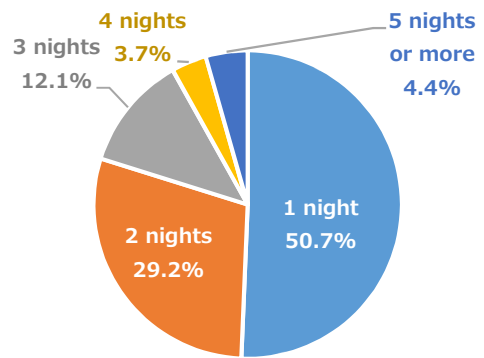




# [Part II] Characteristics and Issues of facing Tourism in Japan (1)

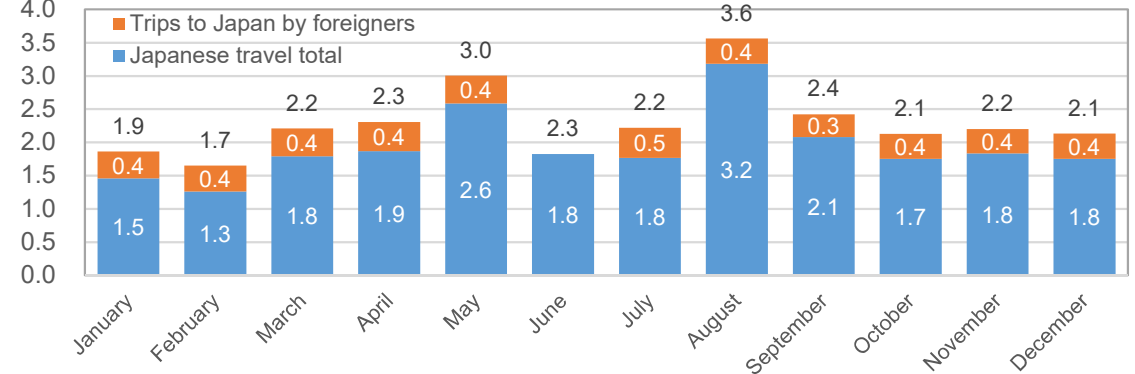
- One of the characteristics of domestic travel in Japan is the **small number of nights stayed** and the **bias in monthly travel spending**.
- **Labor productivity (value added per employee) of the accommodation industry is low** compared to the average for all industries.
- **Ordinary profit margin on sales in the accommodation industry turned negative in the Jan – Mar 2020 period and later** due to a decline resulting from COVID-19.

(Figure II-58) Number of nights at the travel destination (2019)



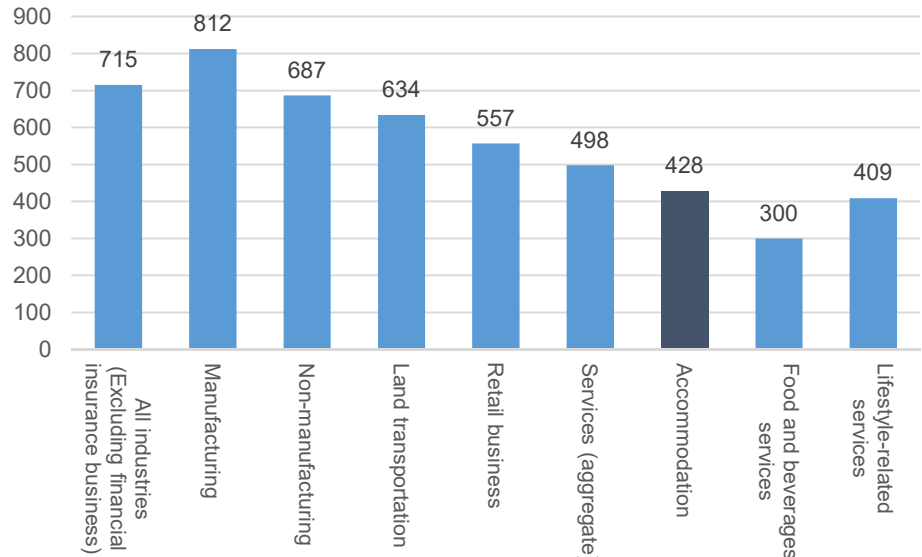
Source: "Annual Travel Report 2020," JTBF

(Figure II-59) Monthly travel consumption in Japan (2019)



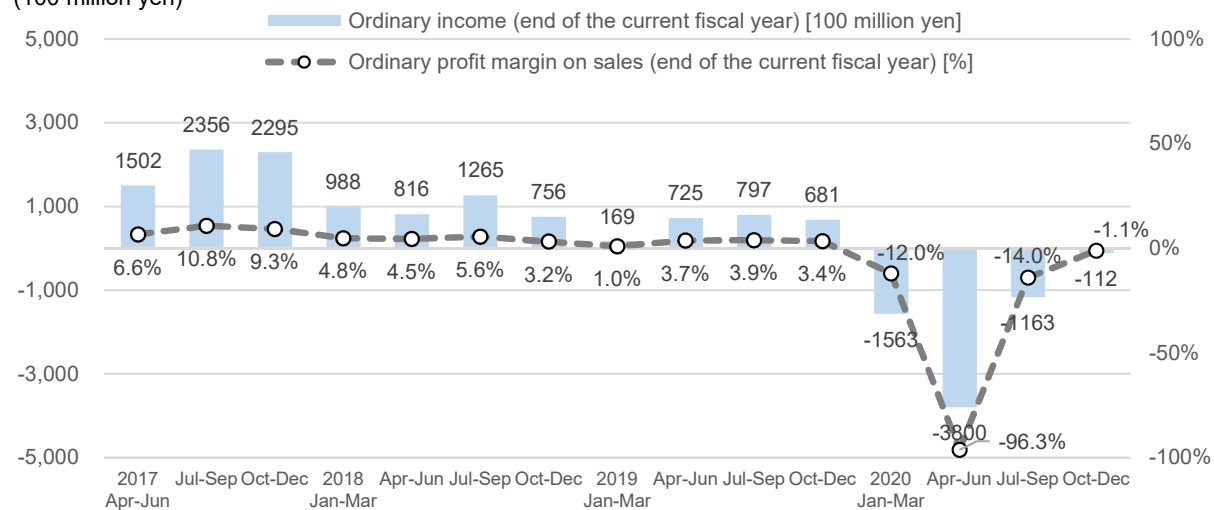
Source: Japan Tourism Agency "Travel and Tourism Consumption Trend Survey," "Foreign Visitors to Japan Consumption Trend Survey," Japan National Tourism Organization "Number of Foreign Visitors to Japan / Number of Japanese Departing Japan"

(Figure II-60) Labor productivity by industry (value added per employee) (2019)



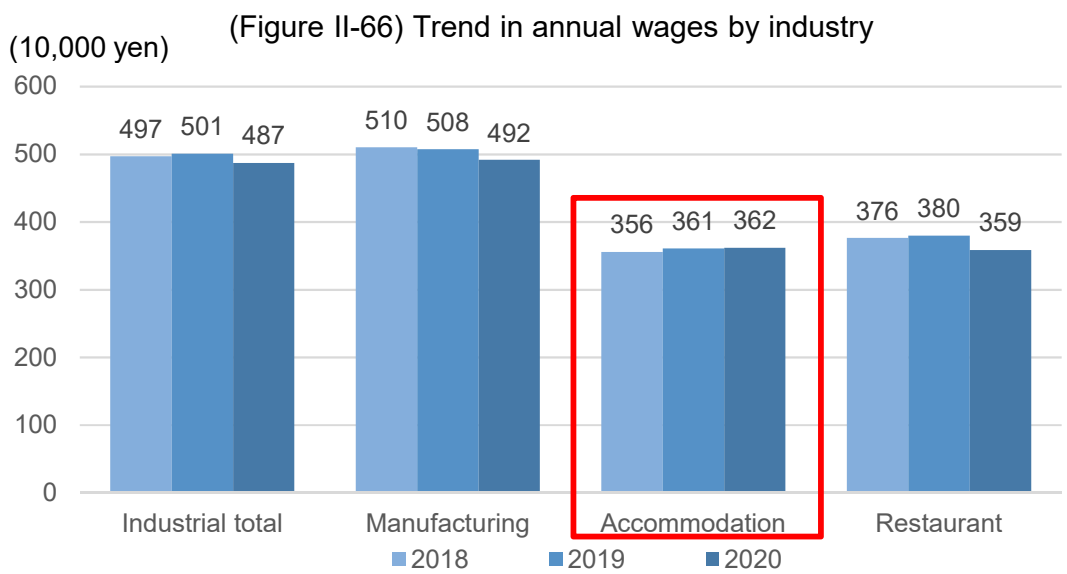
Source: Ministry of Finance Corporate Enterprise Statistics Survey

(Figure II-64) Trend in ordinary income and ordinary profit margin in the accommodation industry

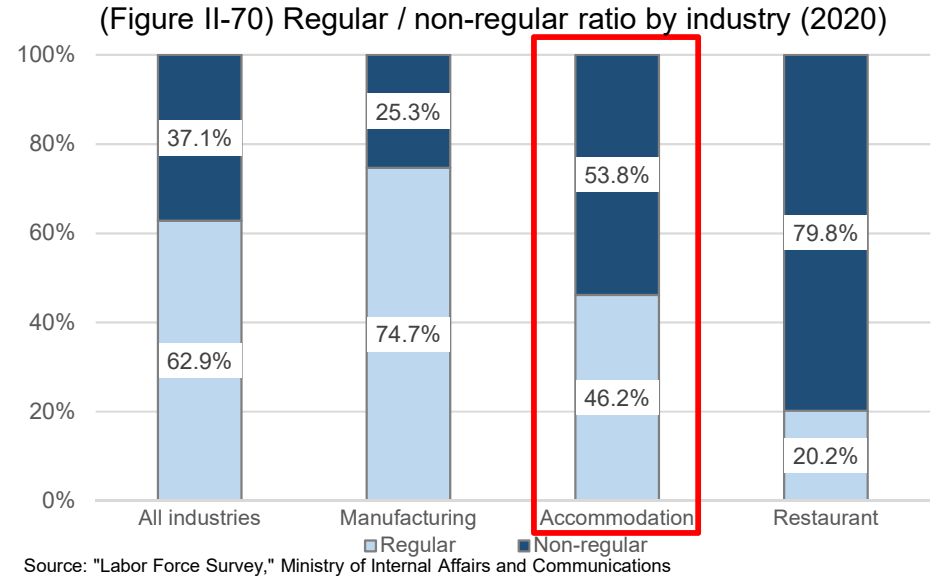


Source: Ministry of Finance Corporate Enterprise Statistics Survey

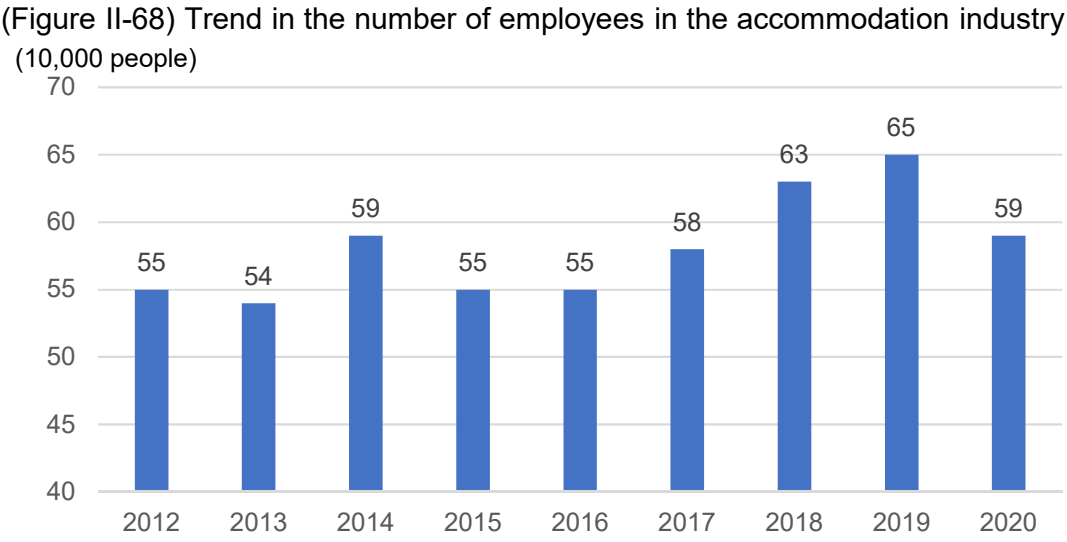
- Annual wages for workers in the accommodation industry are low compared to the average of all industries.
- The number of workers in the accommodation industry increased in 2019, however the number declined in 2020.
- The ratio of non-regular workers to regular workers in the accommodation industry is higher than the average of all industries.
- The accession rate and turnover rate in the accommodation industry and restaurant service industry are high compared to other industries.



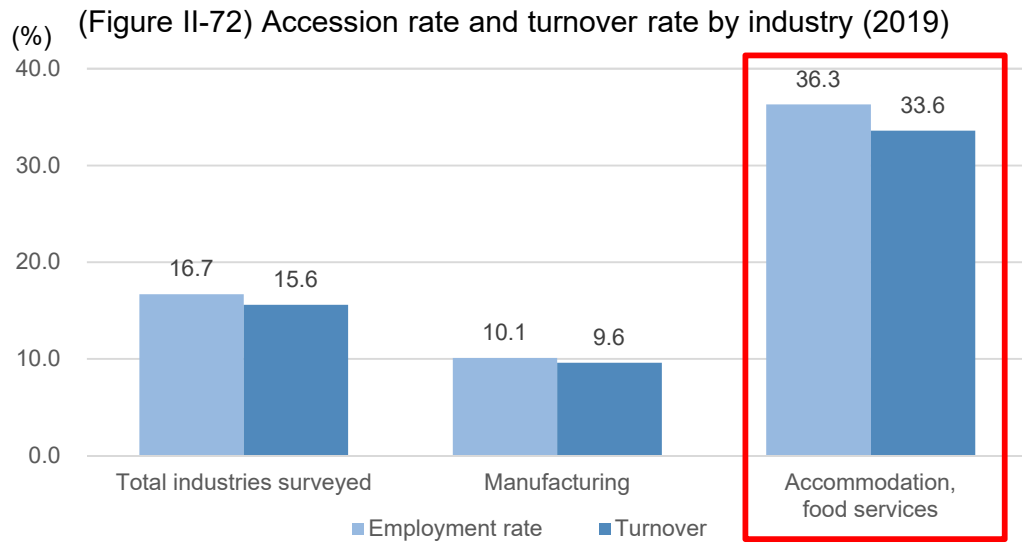
Source: "Basic Statistical Survey on Wage Structure," Ministry of Health, Labor and Welfare



Source: "Labor Force Survey," Ministry of Internal Affairs and Communications



Source: "Labor Force Survey," Ministry of Internal Affairs and Communications



Source: "Employment Trend Survey," Ministry of Health, Labor and Welfare

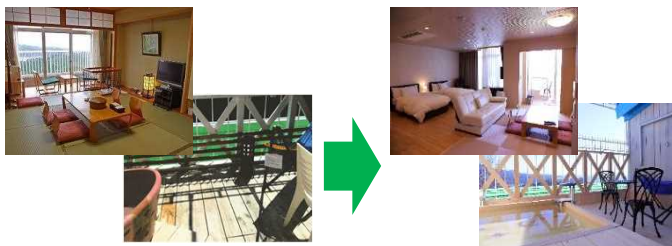
# [Part II] Efforts to Strengthen the Tourism Industry and Revitalize Tourism Area (1)

- The business environment is changing from conventional group customers to individual travel-oriented, and it is needed to change the management burden associated with capital investment in large-scale facilities and management that captures customer needs.
- It is necessary to strengthen the nature of the tourism industry in order to improve profitability that has deteriorated due to COVID-19.
- Improvement of the stay environment by renovating the accommodation facilities, **improving management, area regeneration of tourist spots** (removing abandoned buildings, separation of overnight meals, etc.), **diversification of revenue**, etc are supported.

## Renovation of accommodation facilities, etc.

### <Improvement of the inn's stay environment>

- Renovations that contribute to improving the quality of the inn's stay environment (realization of spacious space, renewal of the open-air baths, etc.) are supported.



### <Improvement of management>

- It is often effective to outsource management to an operator who has operational know-how.
- Onkochishin Inc. took over the operation of the facility without a successor, and the original signboard and employment were maintained, and experience activities were developed in collaboration with the community.

Kairi Murakami  
(Iki City, Nagasaki  
Prefecture)



## Area regeneration of tourist spots

### <Removing abandoned buildings>

- The removals of abandoned buildings and inns that spoil the attractiveness of hot spring towns are supported.
- At Kawayu Onsen (Hokkaido), the abandoned inn was removed, and use of the site is considered.



### <Separation of overnight meals>

- The separation of overnight meals in cooperation with restaurants so that long-stay visitors can enjoy various dishes is promoted.
- In Atami, restaurants are open on a trial basis in the morning and evening. Developed a menu using local ingredients.

Have a meal while listening to an explanation from fish market staff



## Diversification of revenue

### <Accommodation facilities>

- Experience-based content (simple nature, culture, lifestyle, etc.) to guests is provided and unit consumption prices are improved.
- In addition to setting up a tour desk in the hotel, an online content reservation site is built.



### <Travel industry>

- Some businesses are engaged in community-based tourism, such as refining fields that can demonstrate the added value unique to the travel industry, including services from the perspective of people with disabilities, supporting destination management, and implementing activity projects.



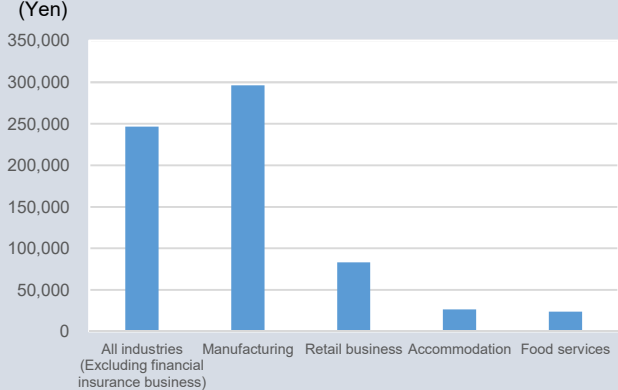
# [Part II] Efforts to Strengthen the Tourism Industry and Revitalize Tourism Area (2)

○ In various situations such as business management, customer service, mobility, content, marketing, promotion, etc., the introduction of IT and DX makes it possible to realize labor saving and new business development, etc., and improve profitability and convenience for travelers.

## Management improvement

- The analog aspect remains, such as paper-based customer management, face-to-face / telephone customer support, and orders by fax.
- Labor saving and management innovation are made possible by introducing the system.

(Figure II-73) Software cost per employee (Yen)



Source: Ministry of Finance "Financial Statements Statistics of Corporations by Industry (2019)"

### [Business management by introducing the system]

- Instead of abolishing reservations and sales management by traditional fax and paper, a system to improve operational efficiency is built and real-time management of business conditions is realized.



Source: Ryokan Jinya

## Tourism content

- Cutting-edge technologies such as AR and VR also contribute to increasing the added value of content.

### [Improving experience value by utilizing AR and VR]

- In Bungotakada City, Oita Prefecture, there is "Tennenji Mumyo Bridge" which is prohibited from being entered except by monks, because it is dangerous.
- Users can experience the view from the bridge in training experience content of VR.



Tennenji Temple Mumyo Bridge



VR Experience crossing the Mumyo Bridge with a monk who utilizes VR

- In the future, if research and development of technology that reproduces force and skin sensations progresses, there is a possibility that tourism content that allows people to experience snowy mountains and craters that are normally inaccessible to humans will be realized by wearing special suits.



Image of exclusive suit

## Tourism area development

- By analyzing location information and purchasing information, it is possible to develop desirable sightseeing routes and products.
- It is possible to carry out digital marketing and promote efficient promotion while verifying the effect by data analysis.

### [Digital marketing]

- It is possible to develop new travel products and avoid crowds by customer management and grasping the time and place of stay, to increase the repeat rate by analyzing tourist attributes, purchase data, location information, etc.



Source: Prepared by the Japan Tourism Agency from the Visit Hachinohe Foundation website

### [Congestion prediction using location information]

- Utilizing location information, congestion prediction and proposals for alternative routes are carried out.



Image of Kyoto sightseeing comfort map  
Source: Kyoto City Public Relations Source

### [Digitization of information signs and signboards]

- It is possible to attract customers by transmitting information such as transportation and contents at the destination in conjunction with departure and arrival flights.



Source: AnyMind, All Nippon Airways Trading Co., Ltd. Japan Airport Terminal Co., Ltd.

## [Part II] Efforts to Strengthen the Tourism Industry and Revitalize Tourism Area (3)

- With the spread of COVID-19 infections, it is natural to prevention of the spread of COVID-19 in tourist areas. In addition, **it is important to create new tourism content based on changes in demand**. The Japan Tourism Agency supports the region working on the creation of the new experience content, etc.

### Hachijojima (Tokyo)

- **The acquisition of high-value-added individual trips that avoid crowds, to shift away from reliance on group-type cheap tours** is promoted.
- To provide a satisfying program for cycling and yoga enthusiasts, **a professional lecturer is invited from the metropolitan area** for the acquisition of advanced lecture skills **and implementation of instructor training**.



<The tour >

### Minami Uonuma (Niigata Prefecture)

- Minami Uonuma City **is taking advantage of the early morning** hours when it is less crowded to offer an "Unkai" tour, which had previously been run by volunteers, combining **an eating experience of Koshihikari rice balls from Uonuma for a fee**.



< Sea of clouds seen from the top of the mountain >



<Eating rice balls made from rice grown locally at the top of the mountain>

### Urabandai (Fukushima Prefecture)

- In promoting cultural tourism, regional integrated efforts by using cultural facilities such as museums, art galleries, temples and shrines as "cultural tourism base facilities" are supported.
- The Morohashi Museum of Modern Art is carrying out efforts such as creating content that combines illumination and talk shows in which experts explain works, **and producing a special feeling by exhibiting Dali's collection at night**, etc.



<Illumination of Morohashi Museum of Modern Art>

# [Part II] Efforts to Strengthen the Tourism Industry and Revitalize Tourism Area (4)

- **Destination Management/Marketing Organizations (DMO) implements measures against COVID-19** (formulation of guidelines / certification system) and **landing maintenance** (improvement of acceptance environment, enhancement of contents, etc.) **with an eye on after containment of COVID-19.**

## Kyoto City Tourism Association

- Created countermeasure guidelines with 23 industry groups engaged in tourism. "Visualize" infectious disease countermeasures by distributing stickers to 20,000 supporting stores and facilities.
- Conducted online training for businesses.
- Offered online experiential content that allows users to feel Kyoto at home even during the period of refraining from going out.



Guideline promotion and declaration business sticker



Video introducing zazen experience that users can do at home

## Kanazawa City Tourism Association

- Organizations and businesses involved in tourism collaborated to create and announce efforts to realize tourism that harmonizes safety and security with Kanazawa-like hospitality.
- Implemented high-value-added small-group private tour (from 330,000 yen per group) for travelers who are interested in Kanazawa's traditional crafts.

Ohiyaki Ware, a traditional craft of Kanazawa



Ohi Museum with special tour information



## Yatsugatake Tourism Management

- Created an infection prevention handbook, and explained the contents at a workshop and distributed it.
- Conducted guided tours that involve a light ride on an e-bike on the Yatsugatake course, which is rich in nature, with the measures to prevent infections, climbing up to a height of 1,450 m.

Infection control workshop



Cycling at the foot of Mt. Yatsugatake





[Part II] Efforts to Strengthen the Tourism Industry and Revitalize Tourism Area (5)

- The Japan Tourism Agency has issued the "Japan Sustainable Tourism Standard for Destinations (JSTS-D)" so that each region can realize sustainable tourism from a long-term perspective while promoting consensus building among various stakeholders. JSTS-D is officially recognized by the Global Sustainable Tourism Council (GSTC) as an index based on GSTS-D, an international standard.
- Supported the five districts (Niseko Town, Hokkaido, Miura Peninsula Tourism Liaison Council (Kamakura City, Zushi City, Yokosuka City, Miura City, Hayama Town), Shirakawa Village, Gifu Prefecture, Kyoto City, Kyoto Prefecture, Okinawa Prefecture) where this index was introduced in 2020. As a result, all 5 districts were selected for the "2020 Sustainable Top 100 Destinations" announced by an international organization.



Examples of efforts in model project

**Niseko Town, Hokkaido**

- According to a resident survey, approx. 50% of residents think favorably of tourists, due to price increases, landscape destruction due to garbage, and reduction in nature due to development, etc.
- **Created and distributed a leaflet that informs residents of the business's efforts toward "sustainable tourism."**

Efforts that tourist operators in the town are doing with users



**Miura Peninsula Tourism Liaison Council**

- Tourist etiquette and congestion are issues.
- The measure that **Enoden residents had priority boarding, etc. are carried out.**
- As a measure against garbage for bathers on the beach, **investigated and examined the installation of paid trash cans and the validity of the amount.**



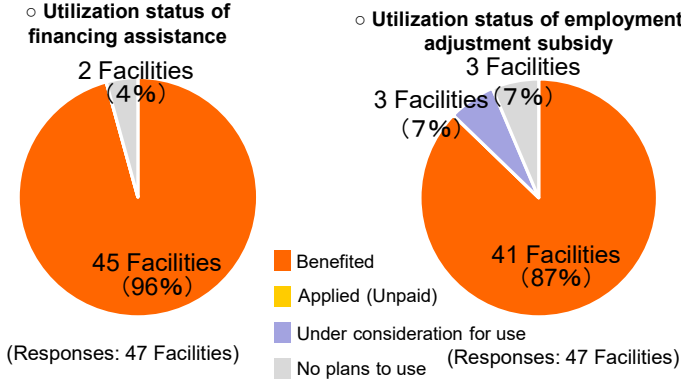
Efforts in model project

# [Part III] Measures taken in FY2020 / [Part IV] Measures to be taken in FY2021

## Support for business continuity and employment maintenance

Financing assistance and utilization of employment adjustment subsidies, etc.

[Accommodation business] (As of the end of April 3, 2021)



## Prevention of the spread of COVID-19

- Thorough implementation of industry-specific guidelines and support for introducing prevention of the spread of COVID-19



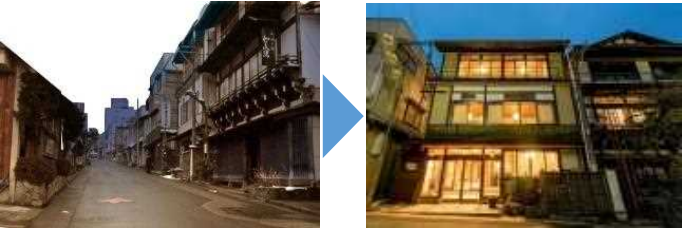
## Stimulate domestic demand

- GoTo Travel campaign, regional tourism business support
- Promotion of decentralized travel, promotion of workations, etc.



## Improving the profitability of tourism and tourist destinations

- Renovation of facilities such as inns, restaurants, souvenir shops, etc., removing abandoned buildings
- New business development, raising management power and introducing DX
- Introducing private sector vitality to tourist facilities owned by local governments



## Full utilization of local tourism resources

- Content creation/distribution in collaboration with the tourism industry in the region and different industries, and area utilization of existing resources such as Japanese Traditional houses
- Improving the stay environment in national parks
- Cultural tourism, etc.



## Improvement of the acceptance environment Gradual revival of inbound tourism

- Promote multilingual support in tourist spots, free Wi-Fi, etc.
- Implement small-scale package tours for inbound tourism



**Demonstration project image**

Managed small-scale distributed package tour while thoroughly implementing infection prevention measures

- Acquisition of pre-departure inspection certificate
- Contact confirmation app downloads, etc.

Suitable for post-COVID avoidance  
Priority selection of sightseeing menu

- Before leaving Japan PCR test