

The New Tourism Nation Promotion Basic Plan

Plan period: FY2023 to FY2025

- Tourism plays an important role in **Japan's growth strategy and regional revitalization**, in addition to **international mutual understanding** and **international peace**.
- Tourism in Japan will be **revitalized in a sustainable manner**, considering the changes caused by the pandemic and the challenges that existed before it.
- **Toward 2025, when the Osaka-Kansai Expo** will be held, the keywords are **"sustainable tourism," "increase in tourism consumption,"** and **"promote regional attraction"**. The government will make strategic initiatives to spread the benefits of tourism throughout the nation.

Three strategies to work on

Create Sustainable Tourism Destinations

- Revitalize and add high value to tourist attractions and the tourism industry.
- Promote tourism DX and train and secure tourism human resources.
- Create sustainable tourism destinations that balance tourism with the preservation of nature and culture.

Recover Inbound Tourism

- Develop attractive contents for international visitors and improve visitors' experience.
 - Attract **High-value** inbound visitors.
 - Promote **outbound tourism** and international exchanges.

Expand Domestic Exchanges

- Stimulate domestic demand.
- Promote **"Workcations"** and **"A NEW HOMETOWN"** project.
- Leveling of domestic travel demand.

Vision for the year 2025

- Aiming to realize vibrant local communities, promotion to **"create sustainable tourism destinations"** is being implemented throughout Japan to create a virtuous cycle in local society and economy, with **improving the quality of tourism, increasing the profitability and productivity of the tourism industry,** and **expanding the number of people interacting with the region.**
- As the host country of the Expo, Japan is a **tourism destination that has caught global trends** and is attracting attention as an **advanced place of sustainable tourism.**

The New Tourism Nation Promotion Basic Plan (Targets)

Approach

- The focus is on **improving quality** and considering the **ease of setting regional goals**.
- The index is set to focus on **indicators that do not depend on the number of international visitors**, in light of the uncertainty of COVID-19.

Objectives

	2019 Results	COVID-19 (2021)	Targets for early achievement	2025 Targets
Establishment of a community development system				
(1) Number of regions engaged in creating sustainable tourism <i>(new target)</i>	12 regions <small>*2022result</small>			100 regions
Recovery of Inbound Tourism				
(2) Tourism consumption per international visitor to Japan <i>(new indicator)</i>	159,000 yen <small>(Tourism consumption 4.8 trillion yen)</small>	— <small>(Tourism consumption 0.1 trillion yen)</small>		200,000 yen <small>(Increased by 25% from 2019)</small> <small>(Tourism consumption over 6 trillion yen)</small>
(3) Number of nights stayed in regional areas per international visitor to Japan <i>(new indicator)</i>	1.4 nights	—		2 nights
(4) Number of international visitors to Japan	31.88 million visitors	250 thousand visitors		Above the 2019 level 1st <small>(More than 30% among major Asian countries)</small>
(5) Number of Japanese overseas tourists	20.08 million visitors	510 thousand visitors		
(6) Share of international conferences among major Asian countries	2nd <small>(Approx. 30%)</small>	—		
Expansion of Domestic Exchanges				
(7) Number of Japanese staying overnight in regional areas	300 million visitor-nights	200 million visitor-nights		320 million visitor-nights
(8) Domestic tourism consumption	21.9 trillion yen	9.2 trillion yen		22 trillion yen