White Paper on Tourism In Japan

The Tourism Situation in FY2015

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Part I Tourism Trends in FY2015

Chapter 1 Global Tourism Trends

Section 1 Global Macroeconomic Conditions

The year 2015 saw a gradual recovery in the world economy, although the economy of emerging countries in Asia was relatively weak. While China's moderate economic slowdown and decreases in resource prices put a downward pressure on business activities in emerging countries, the economies of the United States and developed countries in Europe has recovered. The economic situations in various regions and countries are summarized below.

According to the IMF[1], the real economic growth rate of the United States was between 1.8% and 3.3% for the three years immediately prior to the 2008 financial crisis, but negative growth rates were maintained in 2008 and 2009. Since increasing to 2.5% in 2010, the real economic growth rate of the United States has been fluctuating between 1.5% and 2.6%. Improvements in situations of employment and income led to a steady rise in consumer spending, which helped sustain a continued economic recovery in the United States

In the aftermath of the 2008 financial crisis, the European Sovereign Debt Crisis was triggered by the Greek crisis in 2009, and the real economic growth rate of the EU[2] declined to -4.3%. In August 2015, a formal decision was made on a third financial assistance package for Greece. In implementing policies related to that package, Greece has been facing the difficult task of striking a balance between fiscal reconstruction and economic growth. The Eurozone experienced three consecutive years of positive economic growth from 2013 through 2015. The Eurozone economy has been gradually recovering thanks to growing consumer spending, growth that is partly attributable to the collapse in oil prices.

In general, the economy in emerging countries is slightly weakening. The real economic growth rate of China fluctuated in the 7-plus-percent range from 2012 through 2014, and dropped to the 6-plus-percent range in 2015. China's economy has been moderately slowing down because investments in real-estate development and fixed assets, exports, and production activities have become sluggish. In August 2015, the yuan was devalued for three consecutive days, which spooked global financial markets. China's total value of trade decreased in 2015 after 6 years of increase. Regarding exports, those to Japan and the EU, China's largest trading partner, decreased. China is also experiencing a decline in imports, which suggests that a moderate economic downturn is taking place in that country.

In the five major states of ASEAN[3] (i.e., Indonesia, Malaysia, Philippines, Thailand, and Vietnam), the real economic growth rate was between 5.5% and 6.2% from 2006 through 2008. Due to the impact of the 2008 financial crisis, the real economic growth rate of these countries dropped to 2.4% in 2009. In and after 2010, the real economic growth rates of these countries have been fluctuating between 4.6% and 6.9%, more or less the same figures that had been maintained prior to the 2008 financial crisis. At the end of December 2015, ASEAN launched the AEC[4], an ASEAN-wide framework of economic cooperation within which ten member states aim at accelerating economic growth through intra-ASEAN free trade and market integration. The AEC started its activities on a full scale, and these activities are expected to enhance the economic growth of the region.

Among emerging countries, Latin American and Caribbean countries experienced negative real economic growth of -1.3% in 2009. The real economic growth rate in these countries increased to 6.1% in 2010, a rate higher than the 5.7% recorded in 2007, the year immediately preceding the 2008 financial crisis. The economic growth in these countries decelerated in subsequent years, and their economy as of 2015 was in a slowdown as shown by the real economic growth rate of -0.3%.

In the Middle Eastern and North African countries, the real economic growth rate fell to 2.2% in 2009, and it fluctuated between 4% and 5-plus % from then until 2012. In and after 2013, the real economic growth rate in these countries dropped again to the 2-plus-percent range. Significant constraints on future economic growth in these countries include political instability due to the Syrian civil war and activities of the Islamist militant group ISIL, as well as the plunge in crude oil prices.

In sub-Saharan African countries, the real economic growth rate in 2009 was 4.1%, not having been significantly affected by the 2008 financial crisis. The figure fluctuated between 4.3% and 6.6% from 2010

[1] International Monetary Fund
[2] European Union
[3] Association of South-East Asian Nations
[4] ASEAN Economic Community

through 2014, but it was 3.8% in 2015, which indicates a downturn in the economic growth of these countries (Fig. I-1).

Fig. I-1 Changes in the Real Economic Growth Rates of Major Countries and Regions

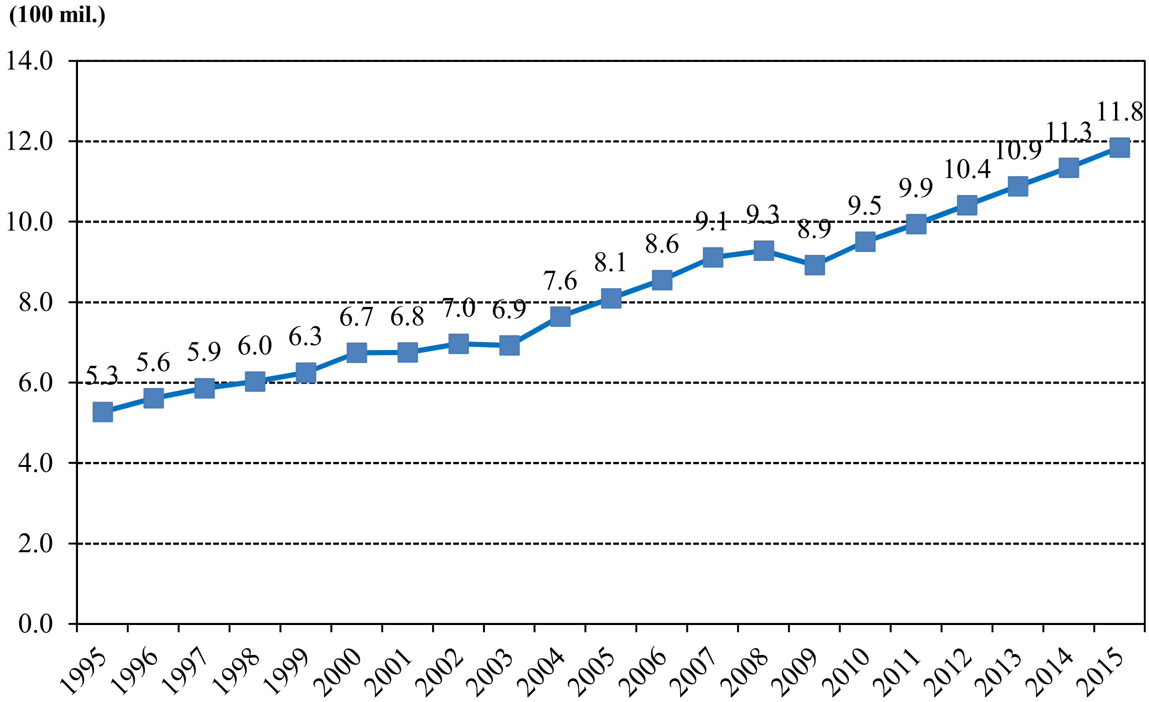
	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
Japan	1.7	2.2	-1.0	-5.5	4.7	-0.5	1.7	1.6	-0.1	0.6
United States	2.7	1.8	-0.3	-2.8	2.5	1.6	2.2	1.5	2.4	2.6
EU	3.7	3.3	0.7	-4.3	2.1	1.8	-0.4	0.2	1.5	1.9
China	12.7	14.2	9.6	9.2	10.6	9.5	7.7	7.7	7.3	6.8
ASEAN (5 countries)	5.5	6.2	5.4	2.4	6.9	4.7	6.2	5.1	4.6	4.6
Latin Americas and the Caribbean	5.6	5.7	3.9	-1.3	6.1	4.9	3.1	2.9	1.3	-0.3
Middle East and North Africa	6.5	6.4	5.2	2.2	5.2	4.6	5.0	2.1	2.6	2.3
Sub-Saharan Africa	6.8	7.6	6.0	4.1	6.6	5.0	4.3	5.2	5.0	3.8

Source: *IMF World Economic Outlook Database* (October 2015)

Section 2 Global Tourism Situation in FY2015

The UNWTO[5] announced in January 2016 that the number of international tourist arrivals worldwide in 2015 had increased by 50 million to reach 1.18 billion, up 4.4% from the previous year. The figure decreased in 2009 due to the impact of the 2008 financial crisis, but it increased in each of the six subsequent years (Fig. I-2).

Fig. I-2 Changes in the Number of Internatinal Tourist Arrivals

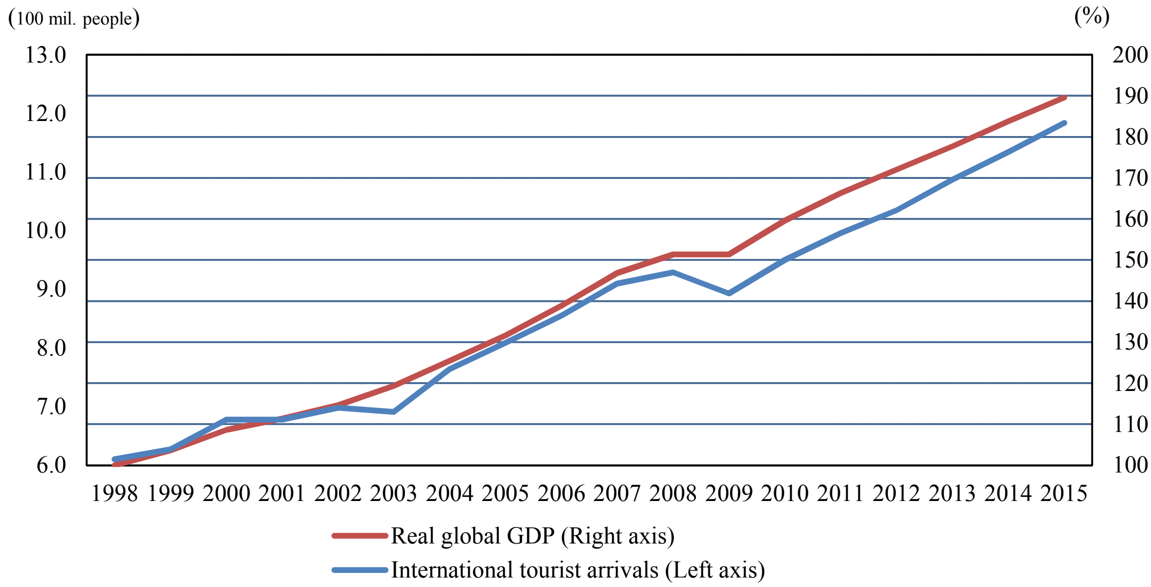


Source: A reference form the UNWTO

[5] World Tourism Organization, a specialized agency of the United Nations

While the number of international tourist arrivals is strongly correlated with real global GDP, international tourist arrivals slightly exceeded (Fig. I-3).

Fig. I-3 Changes in the Number of International Tourist Arrivals and Real Global GDP



Source: References from the UNWTO and the IMF
Note : Real global GDP is expressed in index numbers by using the value in 1998 as 100.

An announcement made by the the UNWTO in January 2016 indicated that the number of international tourist arrivals in Europe has been on the increase since 2011. It increased by 28.8 million to reach 609.1 million in 2015, up 5.0% from the previous year.

In 2015, the number of international tourist arrivals in the Asia-Pacific region increased to 277 million, an increase by 12.6 million people or 4.8% over the previous year.

In the same year, the number of international tourists visiting the Americas increased by 9 million or 4.9% from the previous year to reach 190.7 million (Fig. I-4).

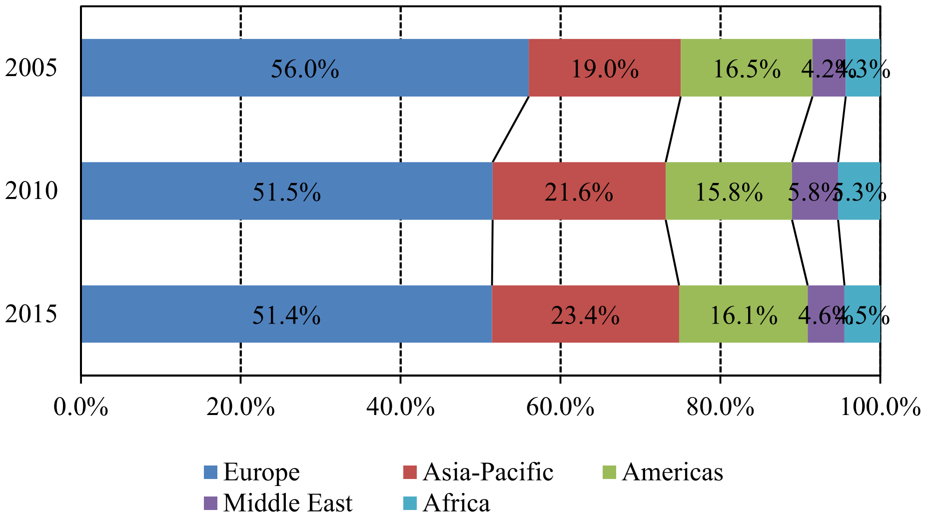
Fig. I-2 Number of International Tourist Arrivals by Region (2015)

	Number of International Tourist Arrivals (10,000 people)	Year-on-Year Change (10,000 people)	Year-on-year change
Worldwide	118,400	5,000	4.4%
Europe	60,910	2,880	5.0%
Asia-Pacific region	27,700	1,260	4.8%
Americas	19,070	900	4.9%
Africa (estimated)	(5,310)	-	(-3.3%)
Middle East (estimated)	(5,410)	-	(3.1%)

Source: A reference from the UNWTO
Note: The figures for Africa and the Middle East are estimates.

While international tourist arrivals in Europe have always accounted for more than half of international tourist arrivals worldwide, Europe's share has decreased or remained unchanged in the past 10 years. In contrast, the Asia-Pacific's share of international tourist arrivals increased remarkably from 19.0% in 2005 to 23.4% in 2015. The Americas' share of international tourist arrivals has been around 16% since 2005. The share of the Middle East and Africa has been around 5% (Fig. I-5).

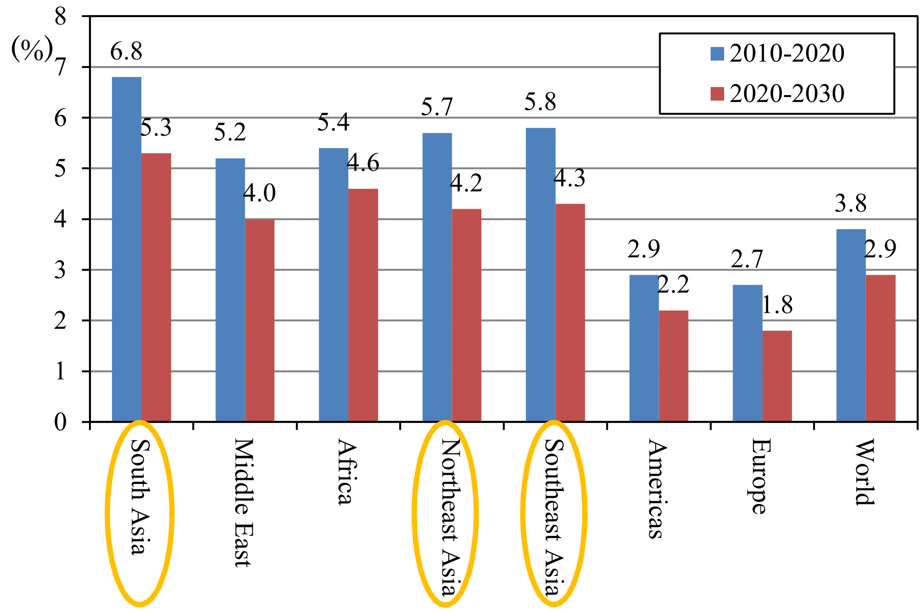
Fig. I-5 International Tourist Arrivals by Region of Origin (2005-2015)



Source: A reference from the UNWTO

The UNWTO says that the number of international tourists will continue to rise worldwide. As mentioned above, international tourist arrivals in the Asia-Pacific region has been sharply increasing in recent years. It is expected that the higher growth in international tourist arrivals will continue to be higher in South Asian, Northeast Asian and Southeast Asian countries than in Europe and Americas (Fig. I-6).

Fig. I-6 Projection of Average Annual Growth Rates of International Tourist Arrivals

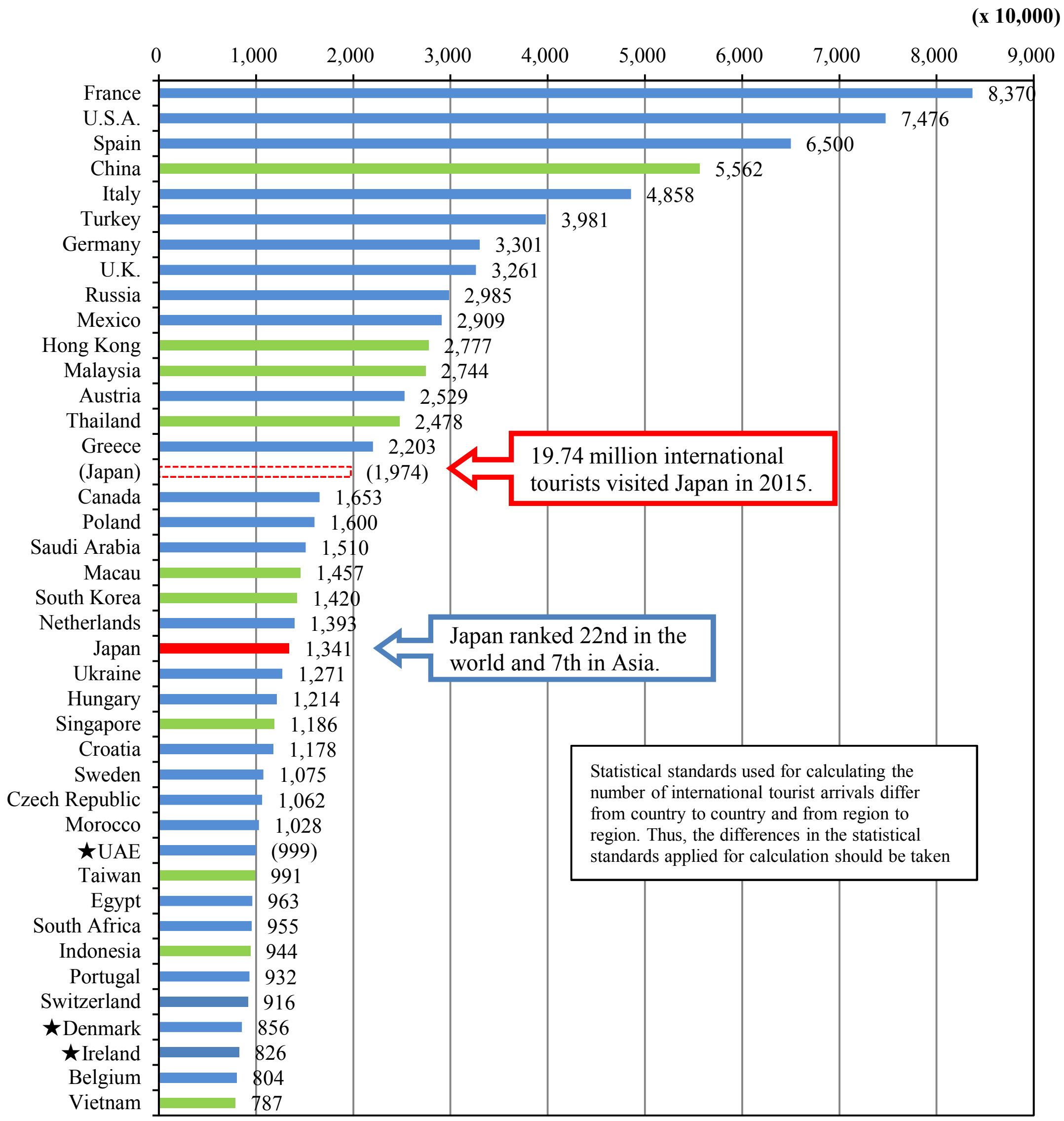


Source: A reference from the UNWTO

Statistical standards used for calculating the number of international visitor arrivals differ from country to country and from region to region. Thus, the differences in the statistical standards applied for calculation should be taken into account in comparing data on international visitor arrivals. In terms of the number of international visitor arrivals, France ranked first with 83.7 million arrivals in 2014 for the second consecutive year, followed by the United States (74.76 million) and Spain (65 million).Number of tourist arrivals in Japan increased to 13.41 million (22nd place (7th in Asia)) from 10.36 milliom (27st place (8th in Asia)) in 2013, which rose both in number and ranking.

The number of foreign visitors to Japan increased to 19.74 million in 2015, up 47.1% from the previous year. This number is the 16th greatest in the ranking of the number of international visitor arrivals by country in 2014 (Fig. I-7).

Fig. I-7 The Number of International Tourists by Country/Region(2014)



Source: A JNTO (Japan National Tourism Organization)'s document based on the data of the UNWTO and National tourism offices

Notes:

1. Numbers shown above are provisional values as of June 2015.
2. Values for 2013 are used for the UAE, Denmark and Ireland, as values for 2014 are unknown for these countries (marked with ★).
3. The Emirate of Dubai is the only emirate of the UAE for which values for 2014 are known; thus, its value is used above.
4. Except for South Korea, Japan, Taiwan and Vietnam, the number of international tourist arrivals means the number of foreign visitors who stayed at least one night in the country/region they visited.
5. Rankings are subject to change depending on the timing of data collection, because data may be updated or modified from time to time.
6. Statistical standards used for calculating the number of international tourist arrivals differ from country to country and from region to region. Thus, the differences in the statistical standards applied for calculation should be taken into account in comparing data.

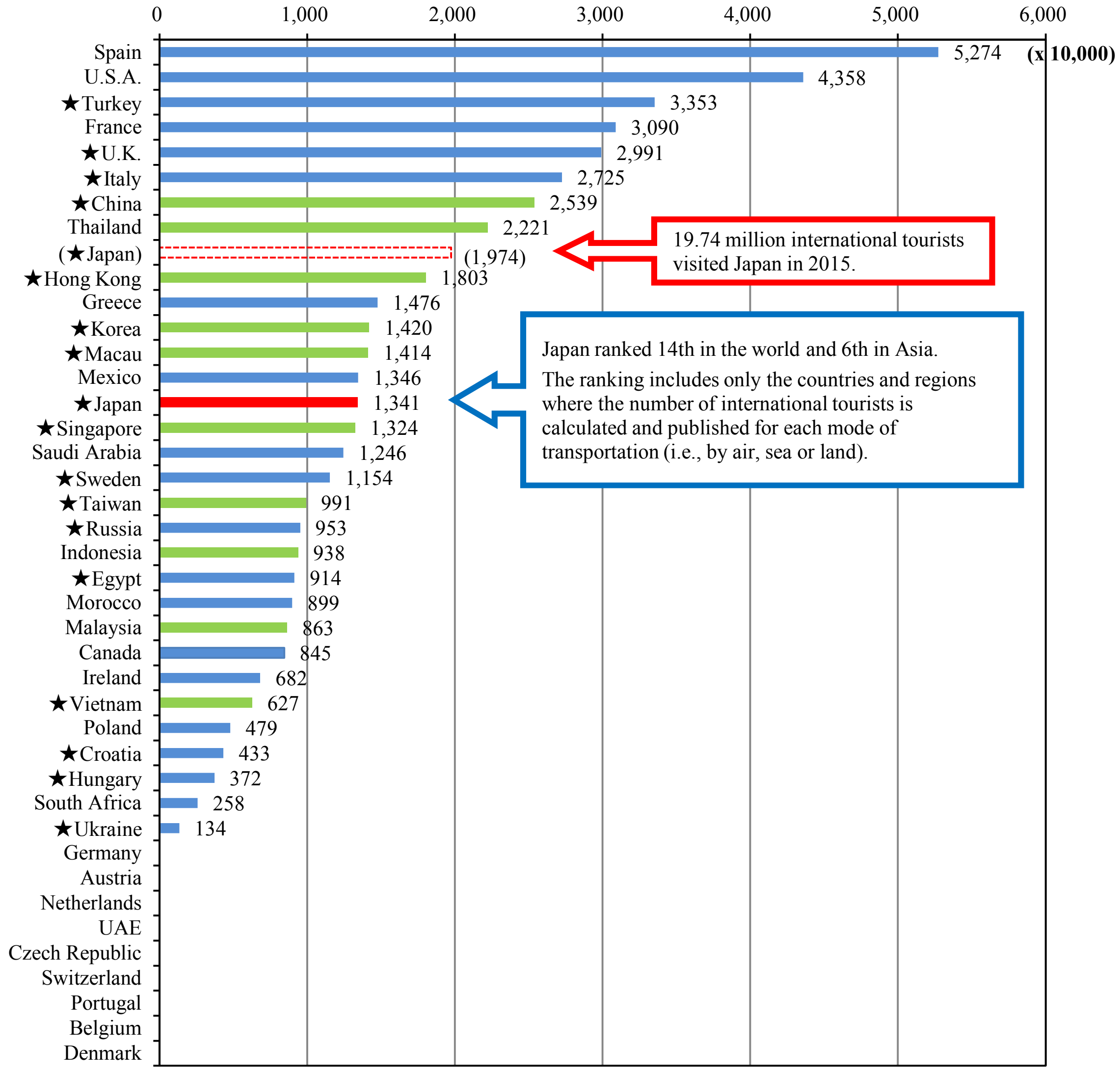
Because Japan is an island country, visitors from overseas come to Japan only by air or sea. Other countries in Europe, for example, are accessible by land, and many visitors visit these countries by rail or car. Thus, for the sake of comparison, Table I-8 shows the number of international arrivals by country for visitors traveling by air or water.

In 2014, Spain ranked first with 52.74 million visitors from overseas, followed by the United States (43.58 million) and Turkey (33.53 million). Japan had 13.41 million international visitor arrivals (14th in the world and 6th in Asia), ranking higher than in 2013, when the figure was 10.36 million (16th in the world and 7th in Asia).

In 2015, the number of foreign visitors who traveled to Japan by air or sea was 19.74 million. This number is the ninth greatest in the ranking of the number of international visitor arrivals by air or sea in 2014.

Note that countries and regions for which the numbers of foreign visitors traveling by air or sea are not known are excluded from the ranking.

Fig. I-8 The Number of International Tourist Arrivals by Air or Water, 2014



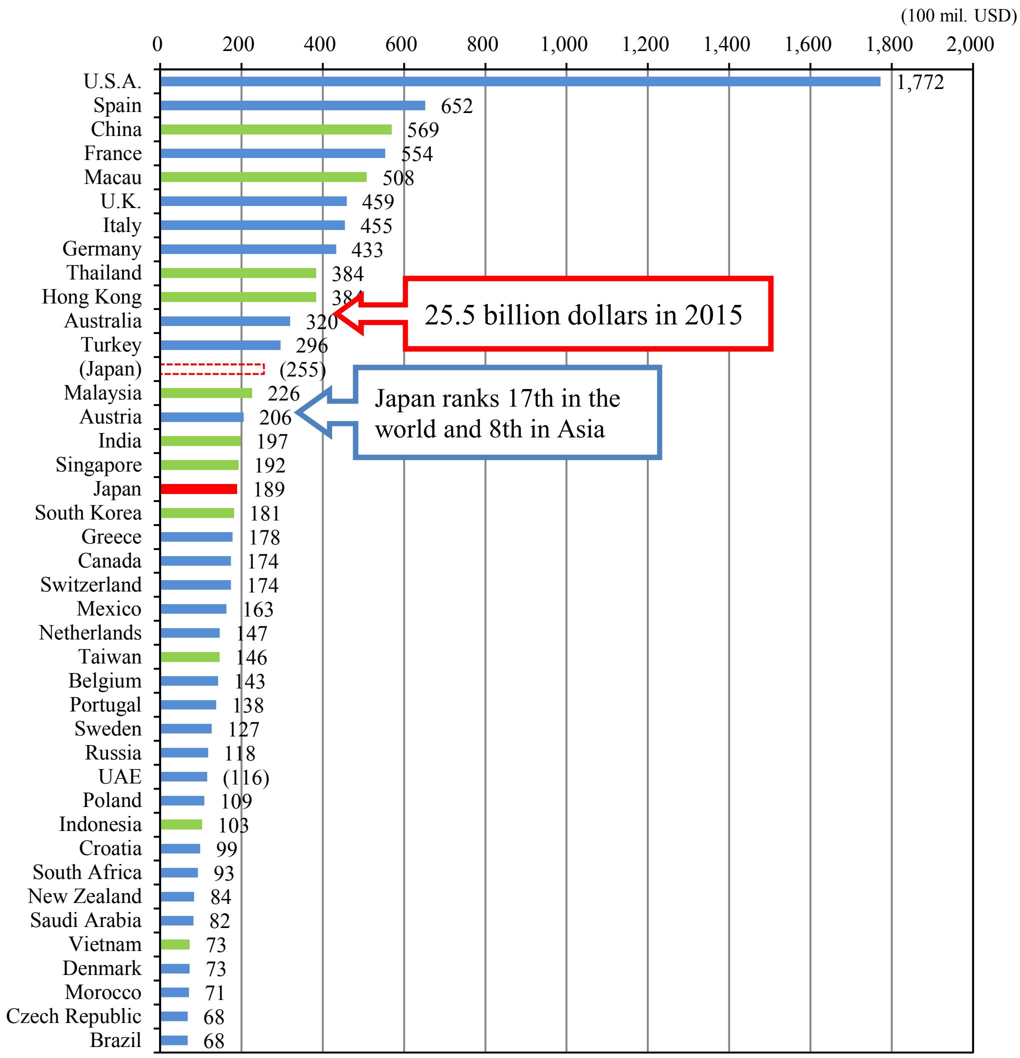
Source: A reference from the UNWTO

Notes:

1. Numbers shown above are provisional values as of February 2016.
2. Values for 2013 are used for China and Thailand as values for 2014 are unknown for these countries.
3. Except for the countries/regions marked with ★, the number of international tourist arrivals means the number of foreign tourists who had at least an overnight stay in the country/region they visited.
4. The number of international tourist arrivals by air or water is unknown for Germany, Austria, the Netherlands, the UAE, Czech Republic, Switzerland, Portugal, Belgium and Demark because data on the means of transportation used by international tourists are unavailable.
5. Rankings are subject to change depending on the timing of data collection because data may be updated or modified from time to time.
6. Statistical standards used for calculating the number of international tourist arrivals are different from country to country, or region to region. Thus, the differences in the statistical standards applied for calculation should be taken into account in comparing data.

In the ranking of international tourism receipts by country/region in 2014, the United States ranked first with 177.2 billion dollars and Spain ranked second with 65.2 billion dollars for the second consecutive year. China ranked fourth in 2013 and third in 2014, with 56.9 billion dollars. France ranked fourth in 2014, with 55.4 billion dollars, although it ranked third in 2013. The United Kingdom, which ranked ninth in 2013, ranked sixth in 2014. Japan's international tourism receipts increased to 18.9 billion dollars (17th in the world and 8th in Asia) in 2014 from 14.9 billion dollars (21st in the world and 8th in Asia) in 2013. Among Asian countries alone, China's international tourism receipts ranked first in 2014 for the second consecutive year. Japan's international tourism receipts in 2015 were 25.5 billion dollars. This amount is the 13th largest in the ranking of the international tourism receipts in 2014 (Fig. I-9).

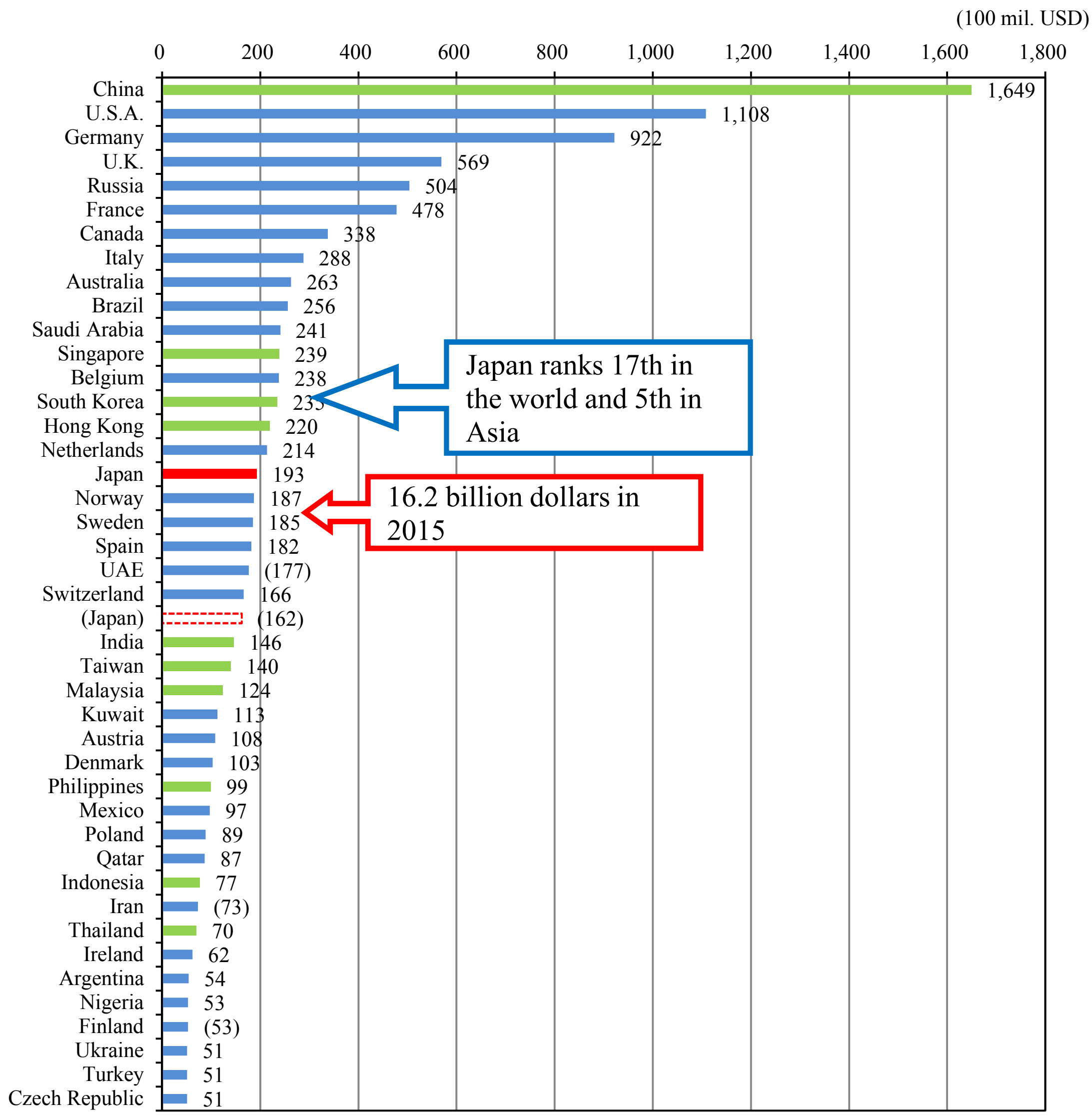
Fig. I-9 International Tourism Receipts by Country/Region (2014)



Source: A JNTO's document based on data of the UNWTO and National tourism offices.
Notes:
1. Numbers shown above are provisional values as of June 2015.
2. Values for 2013 were used for the UAE because values for 2014 are unknown.
3. International tourism receipts don’t include international passenger fares.
4. Data on international tourism receipts may be updated or modified from time to time. Calculated values of international tourism receipts are affected by changes in the exchange rates of foreign currencies to the U.S. dollar. Thus, rankings are subject to change depending on the timing of data collection.

In the ranking of international tourism expenditures by country/region in 2014, China ranked first for the second straight year, with 164.9 billion dollars. The United States ranked second, with 110.8 billion dollars, and Germany ranked third for the second year in a row, with 92.2 billion dollars. Japan's international tourism expenditures decreased from 22 billion dollars in 2013 to 19.3 billion dollars in 2014. Consequently, Japan went down in the ranking from 12th in the world (and 3rd in Asia) in 2013 to 17th in the world (and 5th in Asia) in 2014. In 2015, Japan's international tourism expenditures were 16.2 billion dollars (Fig. I-10).

Fig. I-10 International Tourism Expentitures by Country/Region (2014)



Source: A JNTO's document based on data of the UNWTO and National tourism offices.
Notes:
1. Numbers shown above are provisional values as of June 2015.
2. Values for 2013 were used for the UAE, Iran and Finland because values for 2014 are unknown.
3. International tourism expenditures don't include international passenger fares.
4. Data on international tourism expenditures may be updated or modified from time to time. Calculated values of international tourism expenditures are affected by changes in the exchange rates of foreign currencies to the U.S. dollar. Thus, rankings are subject to change depending on the timing of data collection.

Chapter 2 Tourism Trends in Japan

According to "The Japanese Economy 2015-2016," released by the Cabinet Office in December 2015, Japan's economy in 2015 was on a moderate recovery trend, as it had been in the previous year, buoyed by improvements in the employment and income situations. However, consumer spending was sluggish and the recovery was not strong because wage increases did not match price increases, improvements in consumer confidence had stalled, and consumer spending was in the doldrums due to the changeable weather in June.

As was the case in the previous year, Japan had many opportunities to share the country's attractiveness with the world in 2015. In June, the 2016 G7 Summit in Ise-Shima on May 26 and 27 was announced. In July, "Sites of Japan's Meiji Industrial Revolution: Iron and Steel, Shipbuilding and Coal Mining in Japan" were inscribed on the UNESCO World Heritage List. The Sites of Japan's Meiji Industrial Revolution consist of 23 assets in eight prefectures (Iwate, Shizuoka, Yamaguchi, Fukuoka, Saga, Nagasaki, Kumamoto and Kagoshima). These are the first World Heritage sites in Japan that have facilities which are still partly in operation, such as the Yahata Steelworks.

In 2015, Japan's transportation infrastructure was steadily improved. The opening on March 14 of the Hokuriku Shinkansen Line extension to Kanazawa resulted in substantial shortening of the travel time between Tokyo and Kanazawa, from 3 hours 50 minutes to 2 hours 28 minutes. To satisfy the growing demand for LCC services at Narita International Airport, Terminal 3 was opened on April 8 exclusively for LCCs. The Ken-O Expressway (Metropolitan Inter-City Expressway) entered partial service in Saitama and Chiba prefectures in March, June, and October. The section of the Higashi (Eastern) Kyushu Expressway between Saiki IC and Kamae IC entered service in March, directly connecting Kitakyushu City, in Northern Kyushu, to Miyazaki City, in the south, via Oita City. This has shortened the travel time between Kitakyushu and Miyazaki.

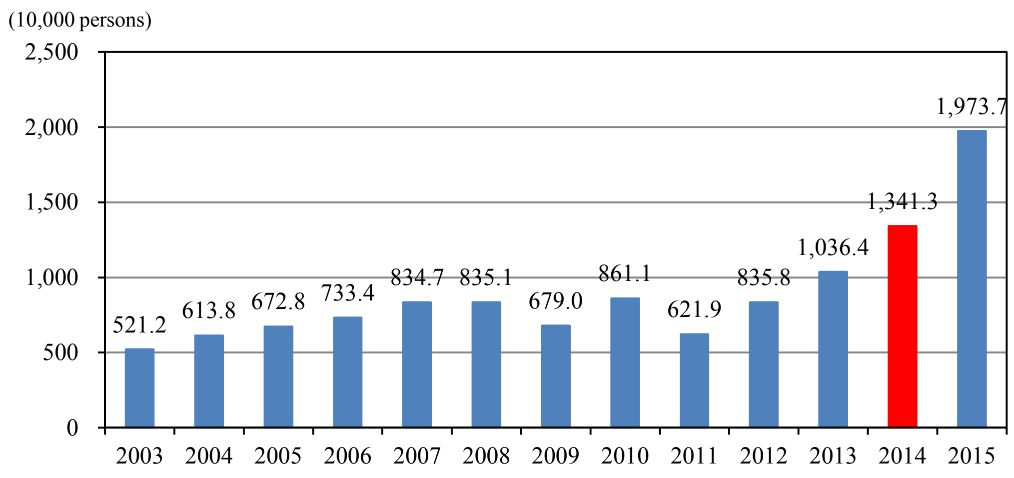
Japan suffered from natural disasters in 2015. In May, a volcano on Kuchinoerabu Island in Kagoshima Prefecture erupted violently. In June, Mt. Asama, which straddles the border of Nagano and Gumma prefectures, erupted on a small scale. From June through July, minor eruptions took place around the Owakudani area of Mt. Hakone in Kanagawa Prefecture. In September, Mt. Aso in Kumamoto Prefecture erupted, and Typhoon No.18 brought heavy rainfall to the Kanto and Tohoku regions, causing flooding on the Kinu River.

Section 1 Travel to Japan

1 Travel to Japan

The number of foreign visitors to Japan in 2015 exceeded 13.41 million, a record set in 2014, reaching 19.74 million, up 47.1% from the previous year. It was the third consecutive record-setting year. The year-on-year rate of increase in 2015 was the highest since 1964, when Japan started gathering statistics on foreign visitors to Japan (Fig. I-11).

Fig. I-11 Changes in the Number of Foreign Visitors to Japan



Source: A reference from the JNTO

With regard to 20 major overseas markets[6], the number of visitors from each of these markets, except Russia, reached a record high in 2015.

The number of foreign visitors from Asian countries was 16.37 million, up 54.3% from the previous year. These visitors accounted for 82.9% of all visitors from overseas.

Demand for travel to Japan grew in China because Japan-China relations have become relatively stable, the middle-class has increased, the consumption tax exemption system for foreign visitors has been expanded, and the yen has weakened. Along with these reasons, the inauguration of new airline routes and increases in the number of flights on existing routes between China and Japan, as well as significant increases in the number of cruise ships making port calls in Japan helped boost the number of Chinese visitors to 4.994 million in 2015. This figure accounted for 25.3% of all foreign visitors to Japan, moving China up from second to first in the rankings of numbers of foreign visitors by country of origin.

The rate of growth in the number of visitors from South Korea decreased in June due to the outbreak of Middle East respiratory syndrome (MERS) in May in South Korea, but the number gradually increased afterwards. The total annual number of South Korean visitors to Japan exceeded 4 million for the first time, reaching 4.002 million.

Regarding Taiwan, because of increases in the number of routes by LCCs[7] and other air carriers, the operation of chartered flights, and the growing popularity of cruise ships, the annual number of Taiwanese visitors to Japan increased to 3.677 million.

The annual number of visitors from Hong Kong exceeded 1 million for the first time, reaching 1.524 million, because of increases in airline routes and the weakening of the yen.

Concerning Southeast Asia, the annual number of visitors from the top six ASEAN states (Thailand, Singapore, Malaysia, Indonesia, Philippines and Vietnam) was 2.070 million, exceeding 2 million for the first time.

From Europe, 1.245 million people visited Japan in 2015. Tourists from the top three European countries (United Kingdom, France, Germany) numbered more than 600,000.

Growth in the number of Russian visitors turned negative for the first time in the 4 years since 2011, partly because of economic stagnation and the depreciation of the ruble as a result of economic sanctions against Russia.

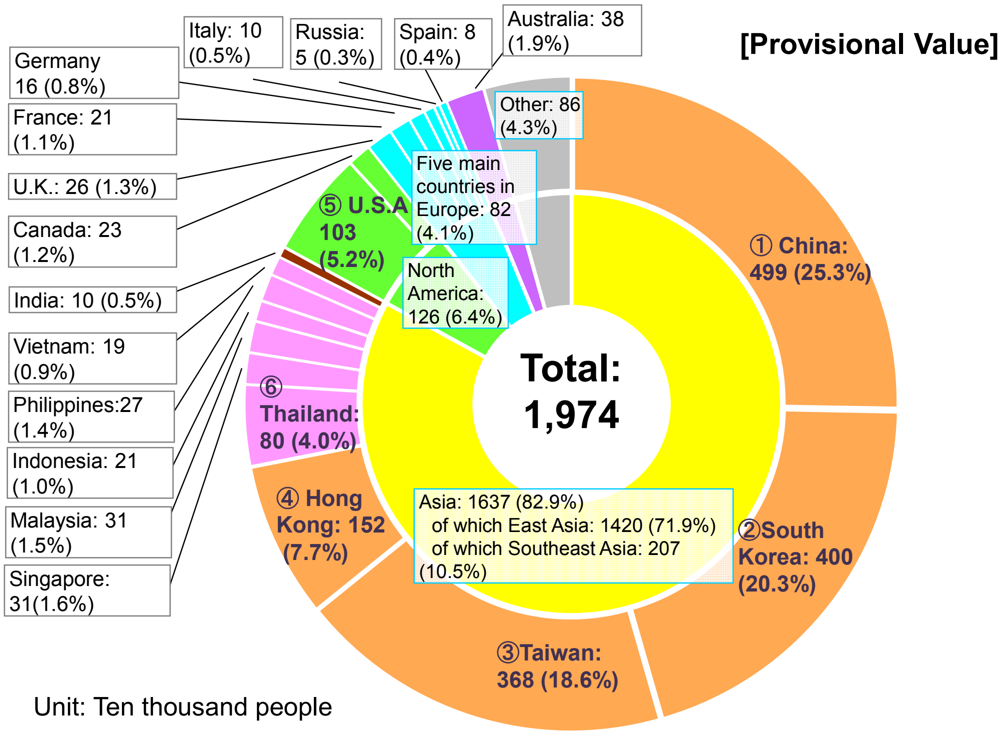
While the annual number of visitors from any one Western country had never exceeded 1 million before, more than 1 million United States visitors (1.033 million) visited Japan in 2015. Tourists from the North American market (the United States and Canada combined) reached 1.265 million.

From Australia, 376,000 people visited Japan in 2015. As for other regions of origin, 74,000 visitors were from South America and 32,000 visitors were from Africa (Fig. I-12).

[6] Twenty countries/regions: South Korea, China, Taiwan, Hong Kong, Thailand, Singapore, Malaysia, Indonesia, Philippines, Vietnam, India, Australia, United States, Canada, United Kingdom, France, Germany, Italy, Russia, and Spain (as of March 2016).

[7] An LCC (Low-Cost Carrier) is an airline that offers low fares by operating highly frequent flights at low cost.

Fig. I-12 Breakdown of the Number of Foreign Visitors to Japan (2015)



Source: A reference from JNTO
Notes:
1. Values in parentheses indicate share as a percent of all international visitors to Japan.
2. “Other” is Asian, European or other countries/regions not otherwise shown in the pie chart.

As stated above, the number of foreign visitors to Japan has been increasing at a rapid rate in recent years. Possible reasons for such sharp increases are summarized below.

(1) The economic environment
Economic growth in emerging Asian countries has helped increase the number of Asian nationals traveling abroad. The weak yen has made international consumers feel that trips to Japan are relatively inexpensive. Airfares have been coming down because of reductions in fuel surcharges. And port calls by cruise ships have increased.

(2) Growing international interest in Japan because of the following
the Olympic and Paralympic Games, which will be hosted by Tokyo in 2020; World Heritage sites in Japan such as Mount Fuji, Tomioka Silk Mill and Related Sites, and Sites of Japan's Meiji Industrial Revolution: Iron and Steel, Shipbuilding and Coal Mining; and Intangible Cultural Heritages such as *washoku* (Japanese cuisine) and *washi* (traditional handmade paper).

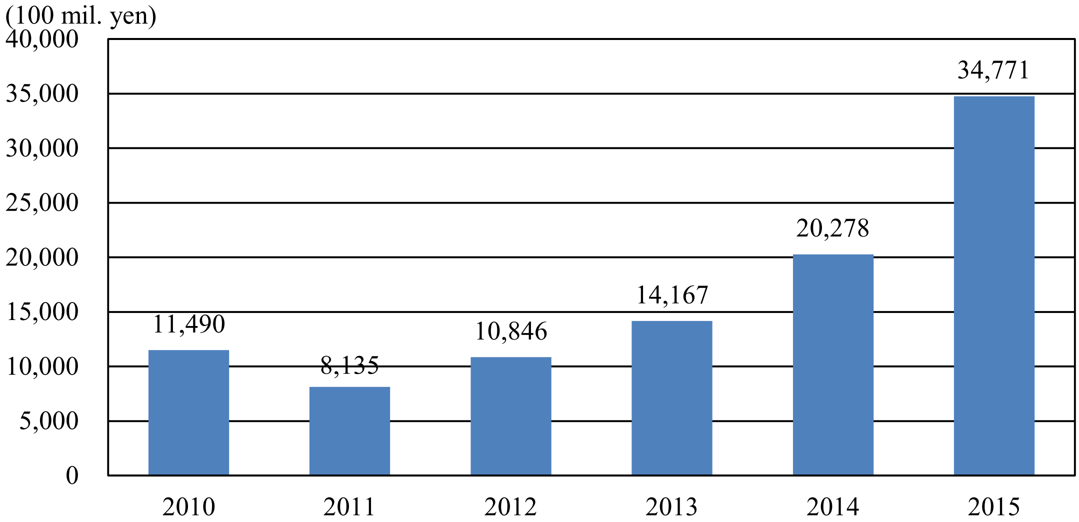
(3) The development of policies promoting increases in foreign visitors to Japan
Policies that were promoted by the whole government and produced positive results include the following: increase in the number of departure and arrival slots at airports in the National Capital Region, relaxation of visa restrictions for certain foreign visitors, expansion of the scope of the consumption tax exemption system for foreign visitors, and the improvement of CIQ[8] procedures.

(4) Continuous promotional activities for attracting visitors to Japan
Continuous promotional activities that produced substantial results include the following: tourism promotion efforts for publicizing sightseeing seasons in Japan, such as the seasons for enjoying autumn foliage and winter snow, as well that for appreciating cherry blossoms; and efforts to attract foreign visitors not only to the Tokyo area and the so-called "Golden Tourist Route," but also to rural areas in Japan. Specifically, advertisements for attractive rural visitor spots in Japan were placed at major stations and other facilities in foreign countries where the ads can catch the attention of many people in various countries.

[8] Customs, immigration and quarantine. Embarkation/disembarkation procedures that international tourists are required to follow

Tourism consumotion by foreign visitors in Japan increased sharply between 2012 and 2015. It reached 3 trillion 477.1 billion yen in 2015, up 71.5% from the previous year's figure of 2 trillion 27.8 billion yen (Fig. I-13).

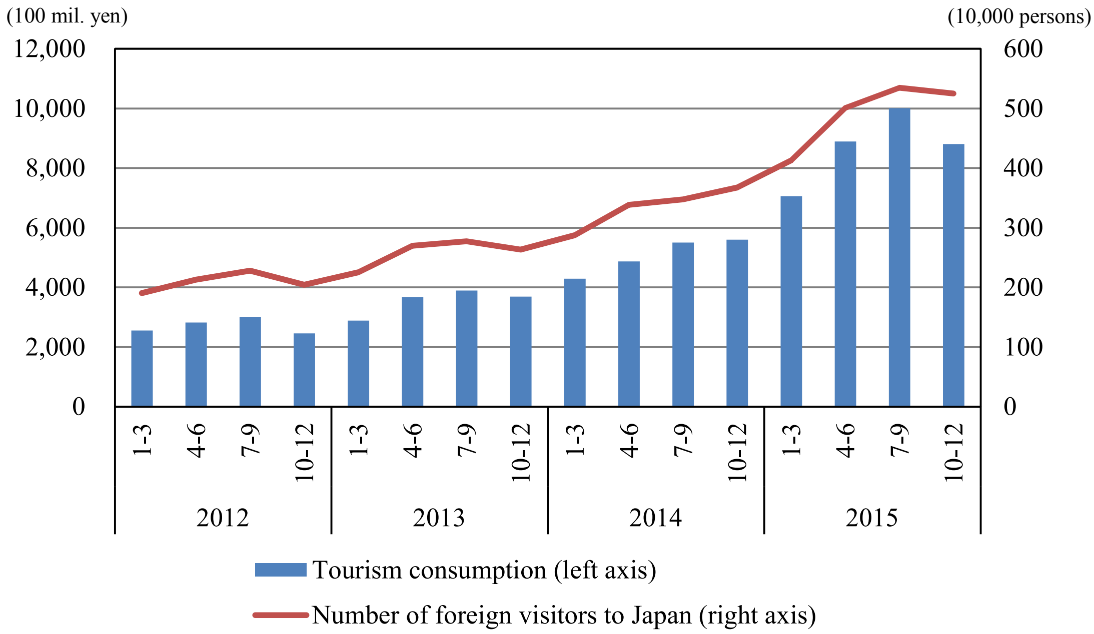
Fig. I-13 Changes in Tourism Consumption by Foreign Visitors



Source: *Consumption Trend Survey for Foreigners Visiting Japan* (JTA[9])
Note: Since the survey was not conduted in the period from January to March in 2010, those values have been substituted for by the average of the values calculated from the period from April to December.

In every quarter of 2015, tourism consumption by foreign visitors was up in comparison to the same quarter of the previous year (Fig. I-14).

Fig. I-14 Quarterly Changes in Tourism Consumption by Foreign Visitors

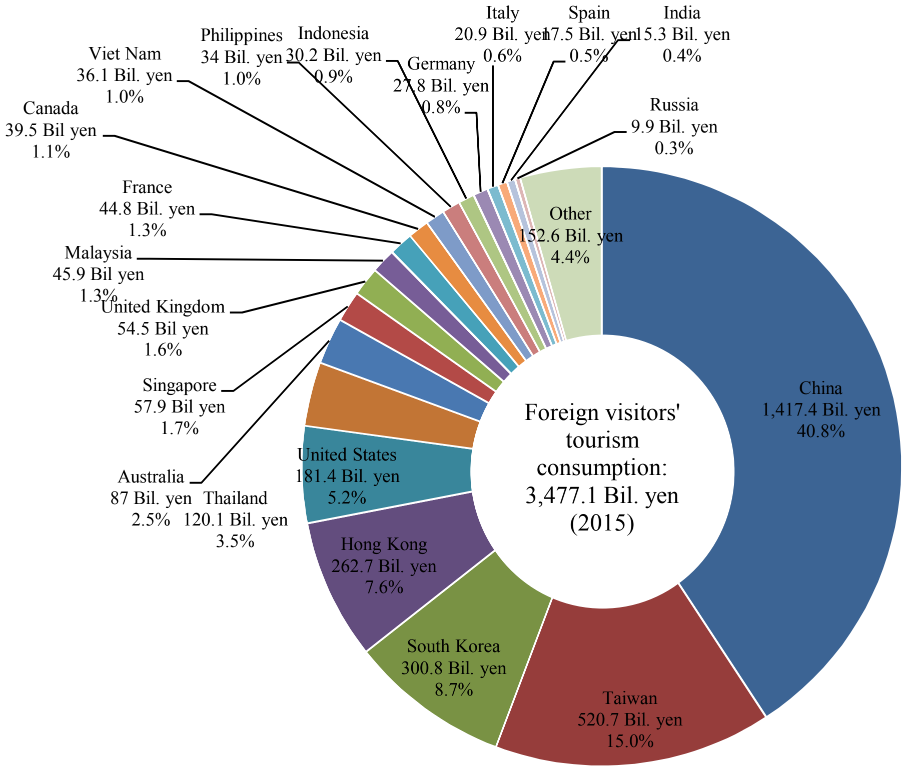


Source: A reference from JNTO (the number of foreign visitors to Japan); *Consumption Trend Survey for Foreigners Visiting Japan* (JTA) (tourism consumption)

9 Japan Tourism Agency

Foreign visitors' tourism consumption by country/region in 2015 (Fig. I-15) shows that China accounts for 40% of all foreign visitors' tourism consumption. Chinese visitor spending exceeded 1 trillion yen for the first time.

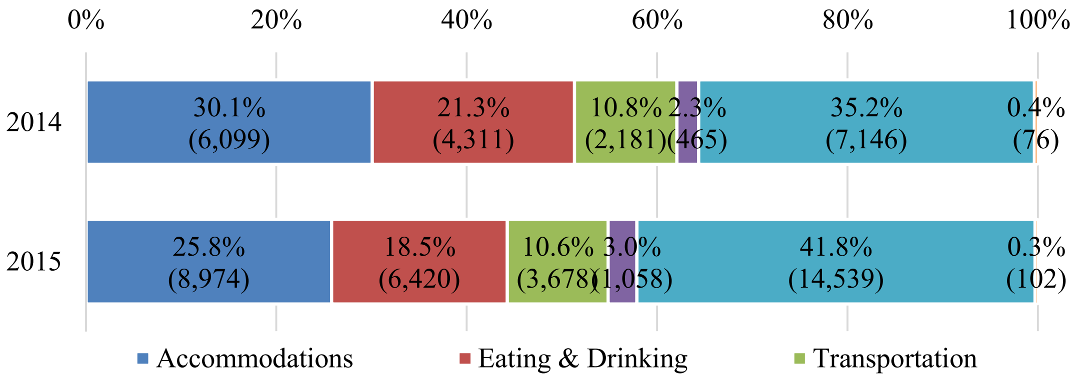
Fig. I-15 Tourism Consumption by foreign visitors Broken Down by Country/Region



Source: *Consumption Trend Survey for Foreigners Visiting Japan* (JTA)

The expense item "shopping" accounted for a greater share of all expense items for foreign visitors in 2015 (i.e., 41.8%) than it did in 2014 (i.e., 35.2%) (Fig. I-16).

Fig. I-16 Foreign Visitors' Tourism Consumption by Expense Item



Source: *Consumption Trend Survey for Foreigners Visiting Japan* (JTA)
Note: Figures in ( ) indicate the amount of spending by expense item (mil. yen).

When foreign visitors' tourism consumption is analyzed in terms of foreign visitors' countries/regions of origin and expense items, it is notable that Chinese visitors spent 808.8 billion yen on "shopping," up 163.4% from the previous year. This amount is far greater than the amount spent by foreign visitors to Japan from any other region/country in 2015. Visitors from Taiwan and Hong Kong followed Chinese visitors, respectively spending more than 100 billion yen on shopping (Fig. I-17).

Fig. I-17 Tourism Consumption by Foreign Visitors by Country/Region and Expense Item (2015)

(100 Mil. yen)

Country/region	Tourism consumption by foreign visitors							
	Total amount		Accommodations	Eating & Drinking	Transportation	Entertainment	Shopping	Other
		YoY change						
Total	**34,771**	+71.5%	8,974	6,420	3,678	1,058	14,539	102
South Korea	3,008	+43.9%	900	729	337	132	888	22
Taiwan	5,207	+46.9%	1,326	948	562	183	2,188	1
Hong Kong	2,627	+91.8%	643	540	262	72	1,100	10
China	14,174	+153.9%	2,503	2,113	1,094	315	8,088	61
Thailand	1,201	+25.0%	332	229	162	46	428	3
Singapore	579	+62.9%	197	120	63	12	187	0
Malaysia	459	+26.6%	137	99	53	19	151	0
Indonesia	302	+58.6%	104	57	50	8	83	0
Philippines	340	+75.1%	98	73	39	15	115	0
Vietnam	361	+22.3%	93	77	41	10	139	1
India	153	+3.8%	61	38	20	2	32	0
U.K.	545	+32.2%	251	120	77	16	81	0
Germany	278	+33.3%	112	57	57	13	39	0
France	448	+29.0%	181	89	79	20	79	0
Italy	209	-	81	51	40	6	32	0
Spain	175	-	65	40	35	7	29	0
Russia	99	-23.2%	32	19	13	4	30	1
U.S.A	1,814	+23.0%	765	422	263	61	302	1
Canada	395	+26.6%	141	84	72	20	78	0
Australia	870	+26.2%	343	199	137	53	138	1
Other	1,526	-	610	316	223	44	333	1

Source: *Consumption Trend Survey for Foreigners Visiting Japan* (JTA)
Note: YoY change for Italy and Spain Change are left as "-" because these two countries were newly included in the 2015 survey.

In the foreign visitors' tourism consumption per person by expense item in 2015, the largest expenditure is 73,662 yen for shopping, followed by hotel expenses (45,465 yen) and expenditures on food and drink (32,528 yen).

Foreign visitors' tourism consumption per person by country/region shows that Chinese visitors' per capita expenditures on shopping are the largest (161,973 yen), followed by per capita expenditures on shopping by visitors from Vietnam and Hong Kong, who spent more than 70,000 yen per person. In terms of hotel expenses per person, the United Kingdom ranks first, at 97,220 yen and Australia ranks second, at 91,177 yen. From the viewpoint of expenditures on food and drink per person, Australia ranks first, at 52,927 yen, and Spain ranks second, at 51,629 yen (Fig. I-18).

Visitors who spent a relatively large amount on shopping tended to be from Asia, and those who spent a relatively large amount on accommodation tended to be from Western countries and Australia. It is likely that many of the Asian visitors stayed in Japan for a relatively short period during which they focused on shopping, whereas visitors from Western countries and Australia tended to make relatively long stays in Japan to visit historic sites and have firsthand experience of traditional Japanese culture.

Fig. I-18 Tourism Consumption by Foreign Visitors Per Person by Country/Region

(yen/person)

Country/Region	Total amount		Tourism consumption per person					
		YoY change	Accommodations	Eating & Drinking	Transportation	Entertainment	Shopping	Other
Total	**176,167**	+16.5%	45,465	32,528	18,634	5,359	73,662	518
South Korea	75,169	-0.9%	22,495	18,203	8,421	3,306	22,195	549
Taiwan	141,620	+13.1%	36,048	25,794	15,286	4,965	59,500	28
Hong Kong	172,356	+16.5%	42,165	35,439	17,203	4,752	72,145	652
China	283,842	+22.5%	50,116	42,307	21,908	6,308	161,973	1,230
Thailand	150,679	+3.2%	41,653	28,751	20,363	5,817	53,694	400
Singapore	187,383	+20.3%	63,677	38,761	20,524	3,968	60,415	39
Malaysia	150,423	+3.4%	44,737	32,477	17,506	6,242	49,454	7
Indonesia	147,149	+22.7%	50,840	27,734	24,327	3,889	40,338	20
Philippines	126,567	+20.2%	36,403	27,379	14,510	5,411	42,809	55
Vietnam	194,840	-18.0%	50,360	41,368	21,889	5,642	75,164	416
India	148,340	-11.5%	58,847	36,729	19,080	2,266	31,255	162
U.K.	210,681	+12.5%	97,220	46,367	29,667	6,188	31,239	0
Germany	171,031	+15.0%	69,160	35,072	34,755	7,783	24,262	0
France	209,333	+7.5%	84,677	41,704	36,968	9,169	36,760	55
Italy	202,077	-	78,102	49,158	38,393	5,614	30,680	131
Spain	227,288	-	84,472	51,629	45,109	8,424	37,654	0
Russia	182,484	-9.5%	59,267	34,689	24,538	8,193	54,270	1,527
U.S.A	175,554	+6.2%	74,017	40,889	25,465	5,883	29,247	53
Canada	170,696	+0.1%	60,886	36,387	31,107	8,652	33,635	30
Australia	231,349	+1.5%	91,177	52,927	36,338	14,079	36,605	224
Other	178,179	-9.0%	71,163	36,909	25,982	5,110	38,908	108

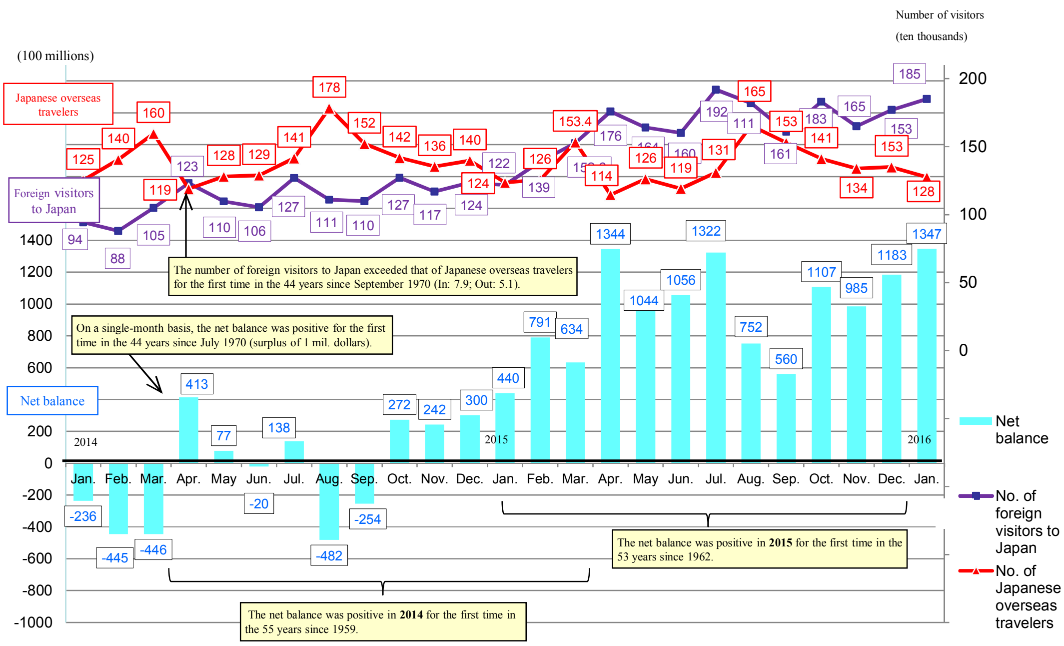
Source: *Consumption Trend Survey for Foreigners Visiting Japan* (JTA)

Note: YoY change for Italy and Spain are left as "-" because these two countries were newly included in the 2015 survey.

Against the backdrop of this favorable situation of international tourism and tourism consumption in Japan, Japan's balance of international payments has improved regarding tourism. Specifically, Japan had a payments surplus in every month of 2015, which resulted in a total annual payments surplus (1 trillion 90.5 billion yen) for the first time in the 53 years since 1962 (Fig. I-19).

Fig. I-19 Changes in International Tourism Balance of Payments in Japan

Year	International tourism balance of payments (100 millions)
1996	-35,880
1997	-34,651
1998	-32,739
1999	-33,287
2000	-30,730
2001	-28,168
2002	-28,879
2003	-23,190
2004	-29,189
2005	-27,659
2006	-21,409
2007	-20,199
2008	-17,631
2009	-13,886
2010	-12,875
2011	-12,963
2012	-10,617
2013	-6,545
2014	-441
2015	11,217



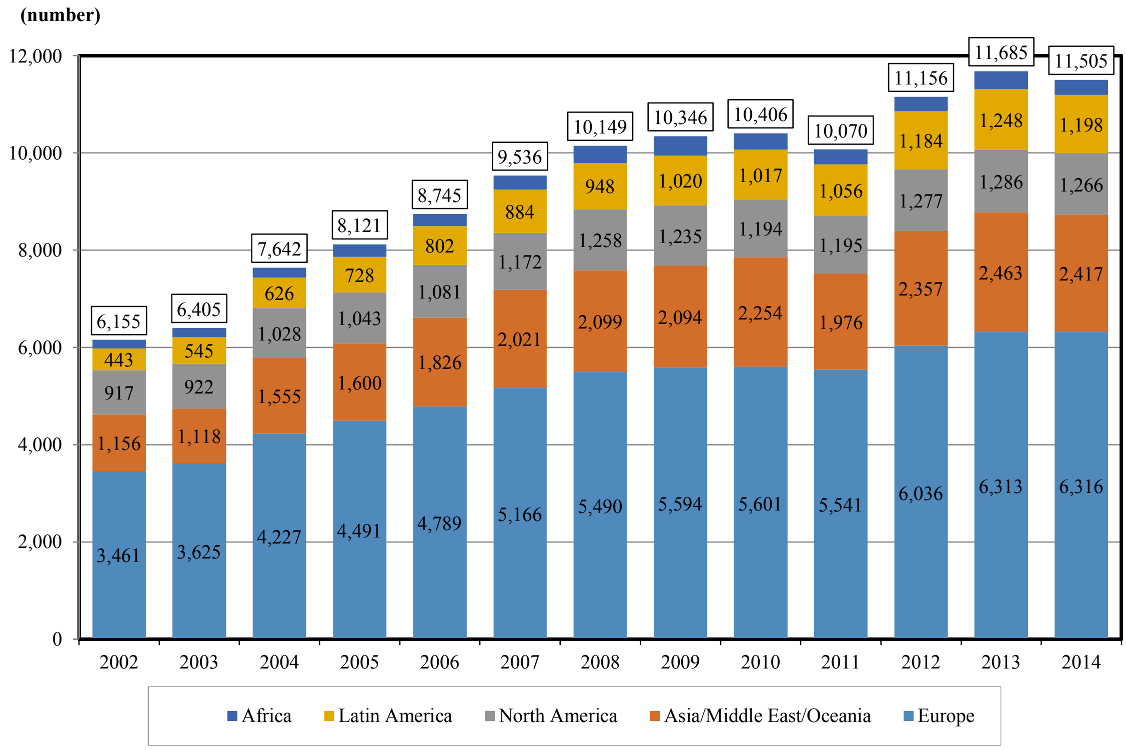
Sources:
1. *Balance of International Payments* (Ministry of Finance),
2. *Number of Foreign Visitors to Japan* (JNTO, Japan National Tourism Organization)
3. *Statistical Survey on Legal Migrants* (Ministry of Justice)
Notes:
1. The figures for international tourism balance of payments in Japan between October 2015 and January 2016 are preliminary figures. The figures between January and December 2014, and between January and September 2015 are "second preliminary" figures. The figures on and before 2013 are final figures.
2. Each figure for each month is rounded off to the nearest whole number. Totals may not be exact to the last digit.

2 International Conferences and Exhibitions Held in Japan

(1) International conferences

According to the statistics compiled by the ICCA[10], an international association of organizations and companies specializing in businesses related to international meetings, the annual number of international conferences has been increasing worldwide. About half of all international conferences held in 2014 were held in Europe, where many international institutions and academic societies are headquartered. However, the numbers of international conferences in the Middle East and Asia-Pacific region and in South America are rapidly growing because of the high economic growth rate in these regions. The number of international conferences increased by 60% in the Middle East and Asia-Pacific region and by 90% in South America in the past decade (Fig. I-20).

Fig. I-20 Change in the Number of International Conferences Worldwide and by Region



Source:A reference from ICCA.
Note: Figures of 2015 will be announced by the end of May 2016.

10 International Congress and Convention Association

ICCA statistics show that Japan hosted 337 international conferences in 2014, the seventh-most of any country in the world (Fig. I-21).

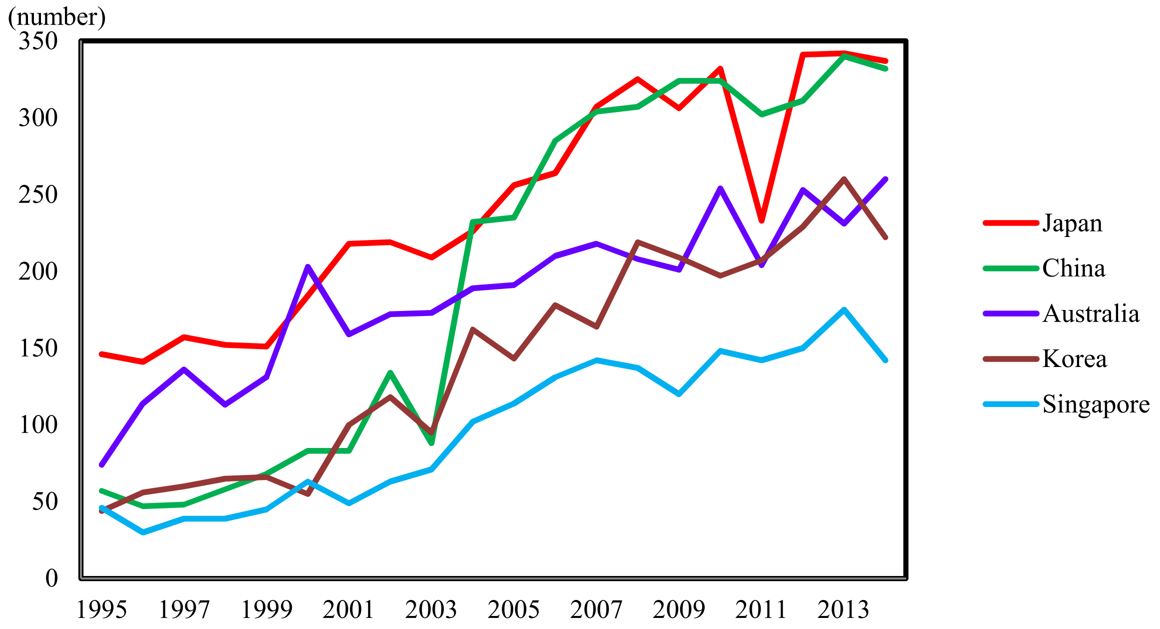
Fig. I-3 Breakdown of International Conferences by Host Country (2014)

Rank	Country	Number
1	United States	831
2	Germany	659
3	Spain	578
4	United Kingdom	543
5	France	533
6	Italy	452
7	Japan	337
8	China	332
9	Netherlands	307
10	Brazil	291
11	Austria	287
12	Canada	265
13	Australia	260
14	Sweden	238
15	Portugal	229
16	Switzerland	226

Source:A reference from ICCA.
Note: Figures of 2015 will be announced by the end of May 2016..

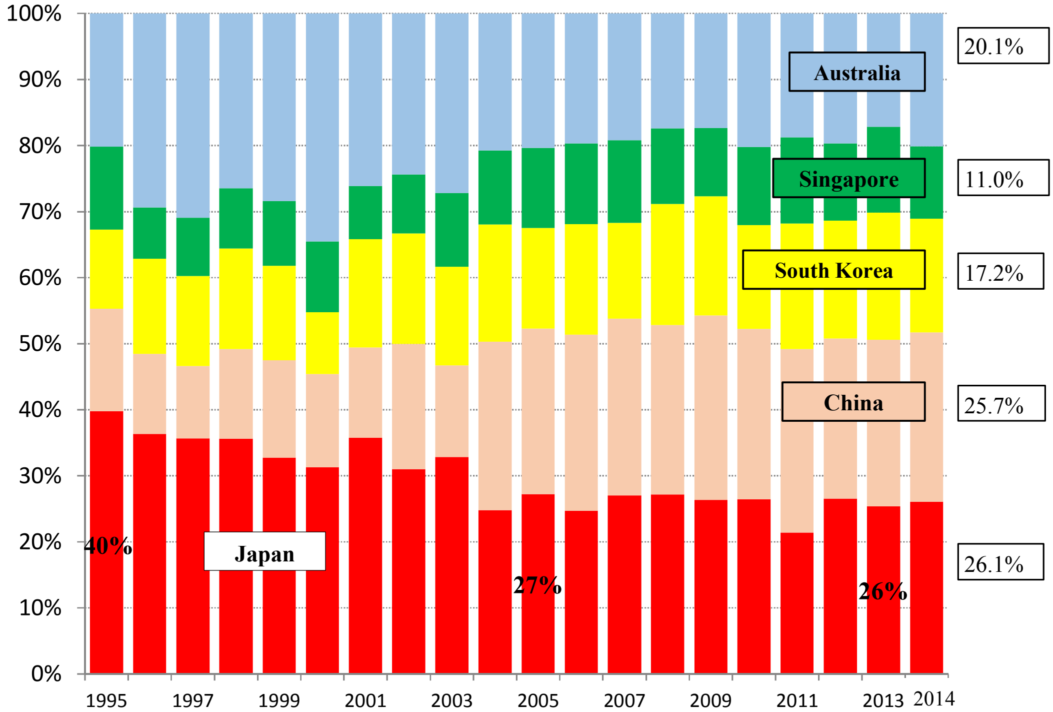
Regarding Asia and Oceania, the number of international conferences hosted by five major countries (i.e., Japan, China, South Korea, Singapore and Australia) has been on the increase (Fig. I-22), but Japan's share of that number has been decreasing (Fig. I-23). Japan's share was 40% in 1995. It decreased to 26.1% in 2014. Although Japan ranks first for the third consecutive year in Asia and Oceania, competition has increased in this region over the hosting of international conferences.

Fig. I-22 Number of International Conferences in the major countries of the Asia and Pacific Region (1995-2014)



Source:A reference from ICCA.
Note: Figures of 2015 will be announced by the end of May 2016.

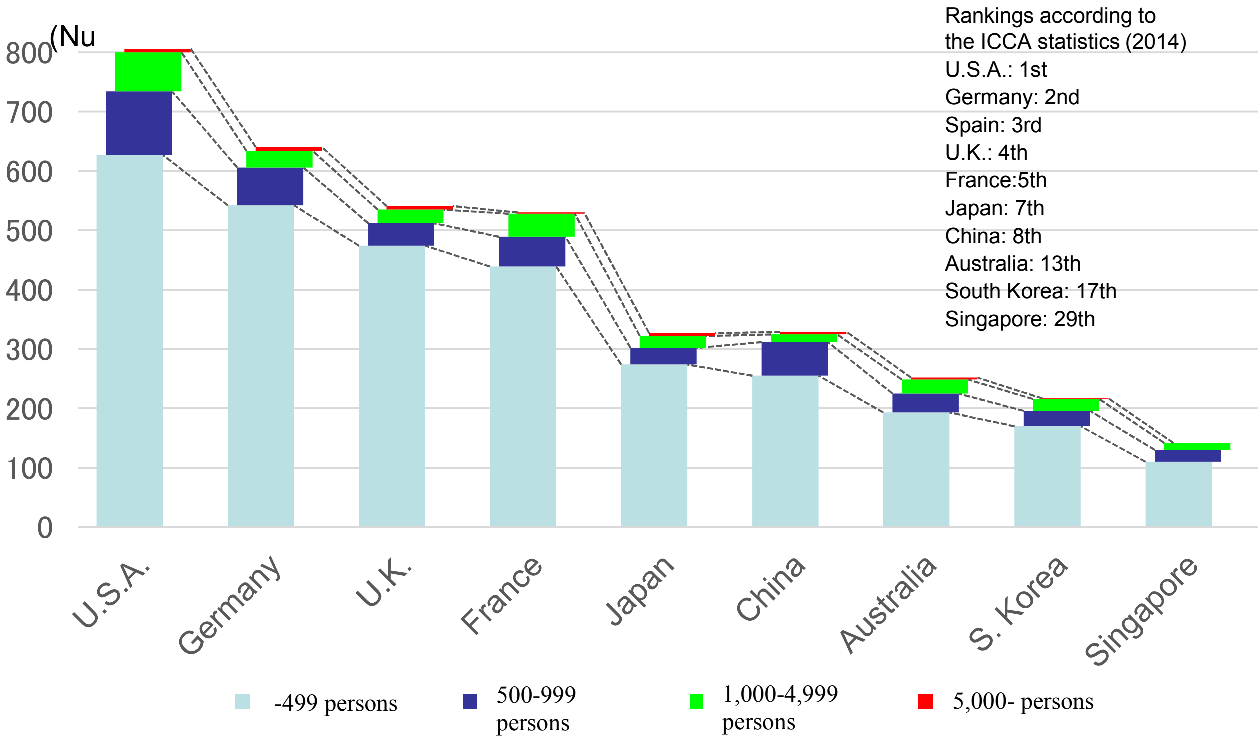
Fig. I-23 Changes in Japan's Share of International Conferences in the Asia and Pacific Region (1995-2014)



Source:A reference from ICCA.
Note: Figures of 2015 will be announced by the end of May 2016.

In the "Japan Revitalization Strategy: Japan is Back" approved at a Cabinet meeting in 2013, Japan aims at establishing itself as the country hosting the most international conferences in Asia by 2030. Japan needs to strengthen its ability to successfully attract international conferences in the face of increasing competition. The number of international conferences with 1,000 or fewer attendees is smaller in Japan than in major Western countries. For Japan to become a leading conference host in the highly competitive Asian market, Japan needs to succeed in attracting more small- to medium-sized conferences. There are not many large international conferences (i.e., those with at least 1,000 attendees) around the world, but these conferences have a major impact on the economies of the host countries. Thus, it is necessary for Japan to keep attracting and hosting large-scale conferences.

Fig. I-4 Number of International Conferences in Major Western/Asian/Oceanian Countries According to the Number of Participants(2014)



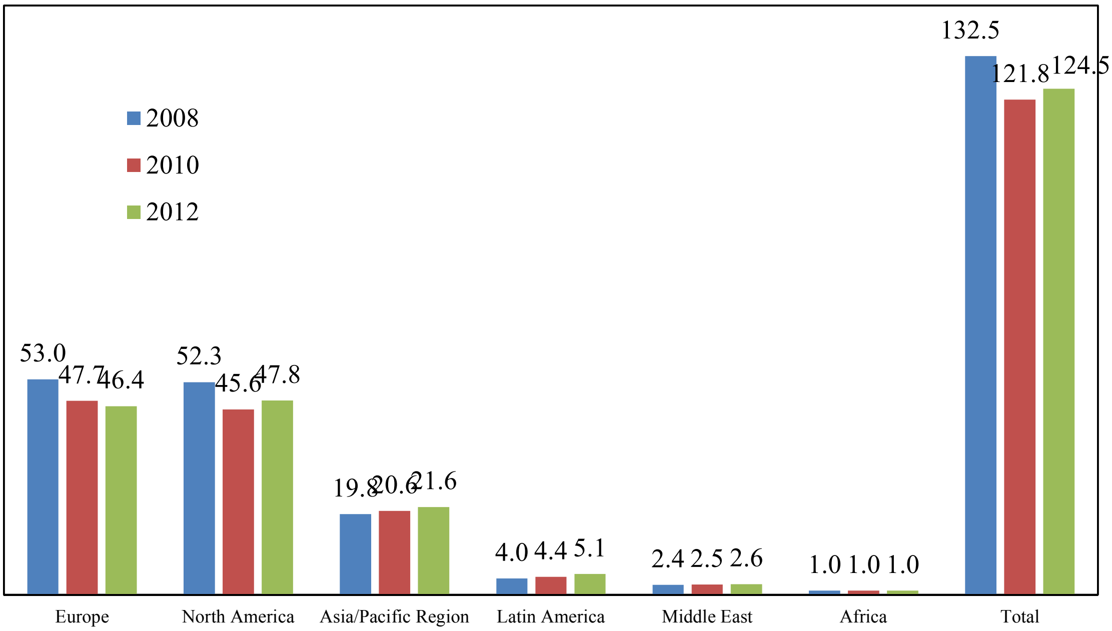
Source:A reference from ICCA.
Note: Figures of 2015 will be announced by the end of May 2016.

(2) International exhibitions

According to an estimate made by the Global Association of the Exhibition Industry (UFI), about 31,000 exhibitions around the world used exhibition spaces of 500 m^2 or larger in 2012, and the total space rented for these exhibitions was 124 million m^2. The space rented for such exhibitions decreased by 8% from 2008 to 2010 and increased by 2% from 2010 to 2012. From 2008 through 2012, the space rented for exhibitions decreased by 9% in Europe and increased by 9% in the Asia-Pacific region (Fig. I-25).

Fig. I-25 Changes in Space (at least 500 m2) Rented for Exhibitions by Region

(unit: 1 mil. m^2)



Source: *Global Exhibition Industry Statistics* (UFI, 2014)

The UFI data show that the total exhibition space of venues with exhibition space of 5,000 m^2 or greater in Japan was 340,000 m^2 in 2011, the 16th greatest in the world (Fig. I-26). The fact that 3.2 million m^2 was rented for exhibitions in Japan in 2012 indicates that Japan is a major exhibition host (Fig. I-27). This also suggests that exhibition spaces of various sizes, not only of large size, are fully utilized in Japan. Because the markets for exhibitions and trade shows in the Asia-Pacific region are strong, it is important for Japan to continue to make full use of exhibition spaces of various sizes in order to attract an increasing number of business people to exhibitions/trade shows in Japan.

Fig. I-26 Total Exhibition Space by Country (with exhibition space of 5,000 m^2 or greater) in 2011

Rank	Country	Space (m^2)	Share
1	U.S.A.	6,712,342	20.6%
2	China	4,755,102	14.6%
3	Germany	3,377,821	10.4%
4	Italy	2,227,304	6.8%
5	France	2,094,554	6.4%
6	Spain	1,548,057	4.8%
7	Netherlands	960,530	2.9%
8	Brazil	701,882	2.2%
9	U.K.	701,857	2.2%
10	Canada	684,175	2.1%
11	Russia	566,777	1.7%
12	Switzerland	500,570	1.5%
13	Belgium	448,265	1.4%
14	Turkey	433,904	1.3%
15	Mexico	431,761	1.3%
16	Japan	345,763	1.1%
17	Austria	287,475	0.9%
18	South Korea	280,190	0.9%
19	India	278,010	0.9%
20	Poland	268,068	0.8%
21	Australia	257,990	0.8%
22	Czech Republic	252,700	0.8%
23	Greece	223,400	0.7%
24	Sweden	217,060	0.7%
25	Denmark	216,070	0.7%
26	Singapore	203,600	0.6%
27	Thailand	200,174	0.6%
28	Iran	198,980	0.6%
29	South Africa	178,432	0.5%
30	U.A.E	177,000	0.5%
	Other	2,839,463	8.7%
	Total	32,569,276	100.0%

Source: *The 2011 World Map of Exhibition Venues* (UFI)

Fig. I-27 Spaces Rented for Exhibitions by Country in 2012

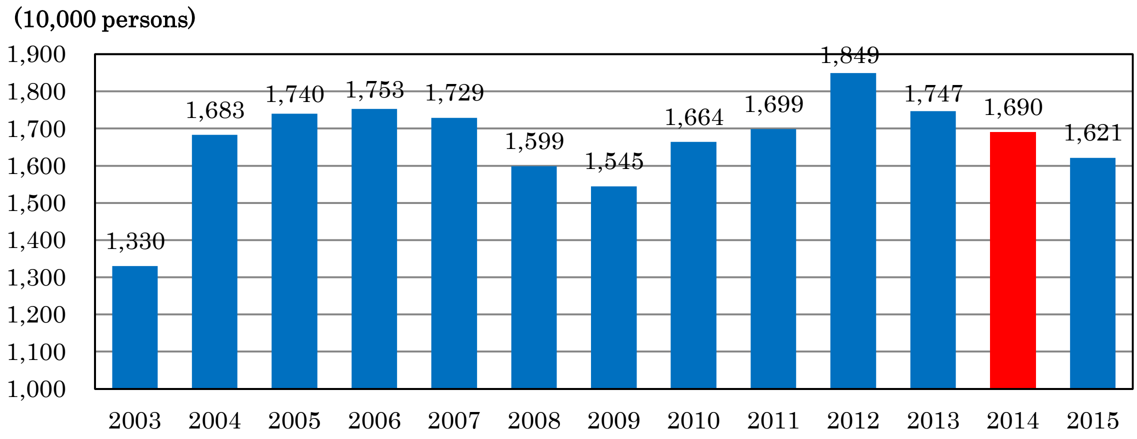
Country	Space (1 mil. m^2)
U.S.A.	41.1
China	13.7
Germany	8.7
Italy	5.9
France	5.7
Japan	3.2
Brazil	3.0
Russia	2.9
Spain	2.8
U.K.	2.8

Source: *Global Exhibition Industry Statistics* (UFI, 2014)

Section 2 Trends in Japanese Overseas Travel

In 2015, the number of Japanese overseas travelers decreased for the third consecutive year to 16.21 million, down 4.1% from the previous year. The decrease in overseas travel by Japanese can probably be attributed to the weaker yen, which has caused increases in travel costs, including increases in prices for goods overseas. Thus, Japanese consumers regard overseas travel as relatively expensive. Additionally, they are likely to be concerned about terrorism and other geopolitical risks overseas (Fig. I-28).

Fig. I-28 Changes in the Number of Japanese Overseas Travelers

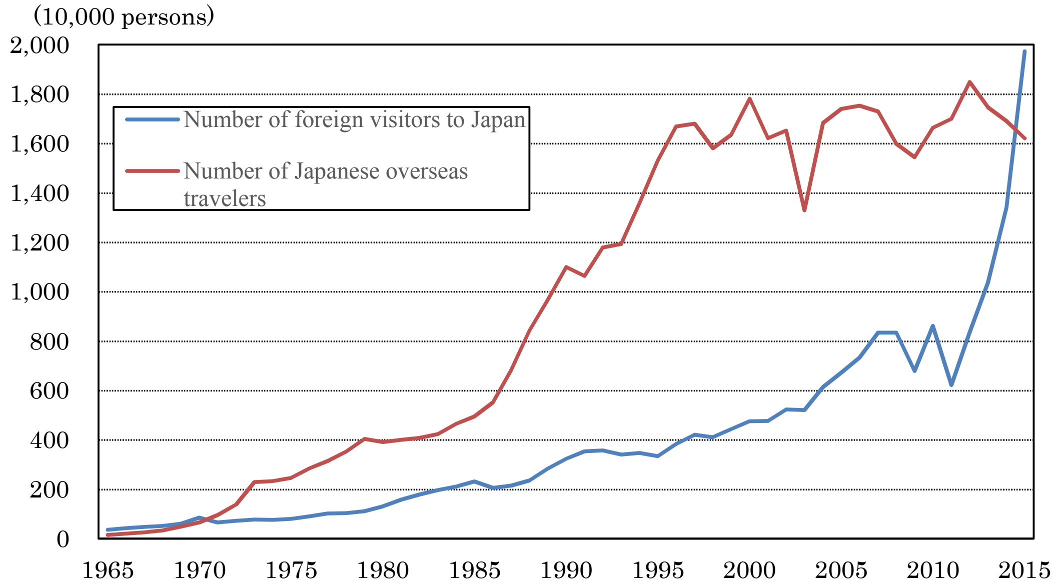


Source: Ministry of Justice

The decrease in the number of the Japanese traveling overseas in 2015 is summarized here by country/region. Japanese visitors to South Korea decreased by 440,000 (a year-on-year decline of 19.4%), to China decreased by 220,000 (a year-on-year decline of 8.1%) and to Hong Kong decreased by 30,000 (a year-on-year decline of 2.7%). For these three tourist destinations alone, the number of Japanese visitors decreased by 700,000.

In 2015, the number of foreign visitors to Japan (19.74 million) exceeded the number of Japanese traveling abroad (16.21 million) for the first time in 45 years (Fig. I-29).

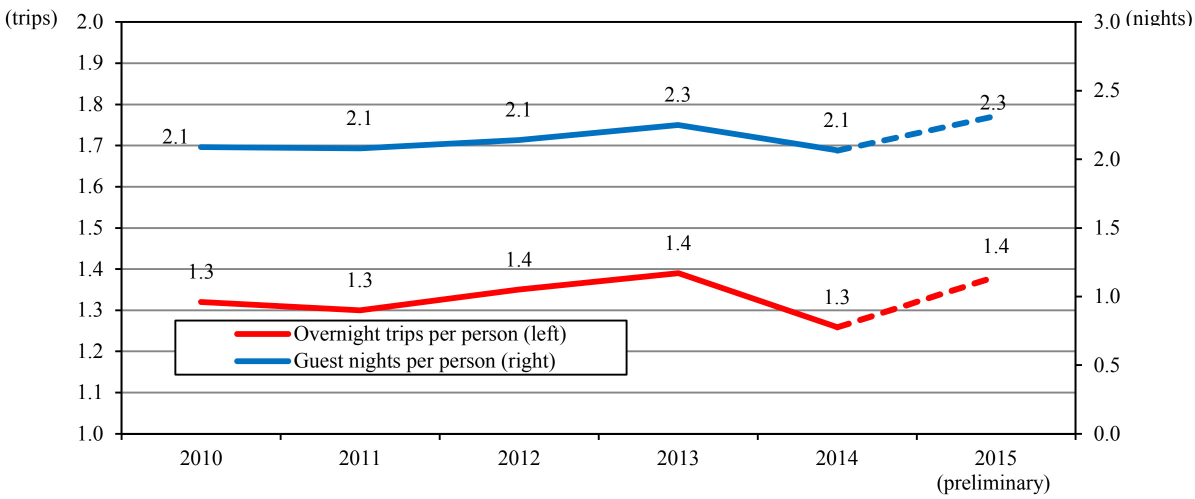
Fig. I-29 Changes in the Number of Foreign Visitors to Japan and Japanese Overseas Travelers



Source: JNTO (for the number of foreign visitors to Japan) and the Ministry of Justice (for the number of Japanese overseas travelers)

In 2015, Japanese took an average of 1.4 domestic sightseeing trips (excluding same-day trips) per person, up 9.8% from the previous year. The average number of nights stayed was 2.3 per person, up 12.3% from the previous year. The average number of domestic sightseeing trips per person and the average number of nights stayed per person decreased in 2014 partly due to the rise in the consumption tax in April in the same year, but these numbers rebounded in 2015 from their declines in the previous year (Fig. I-30).

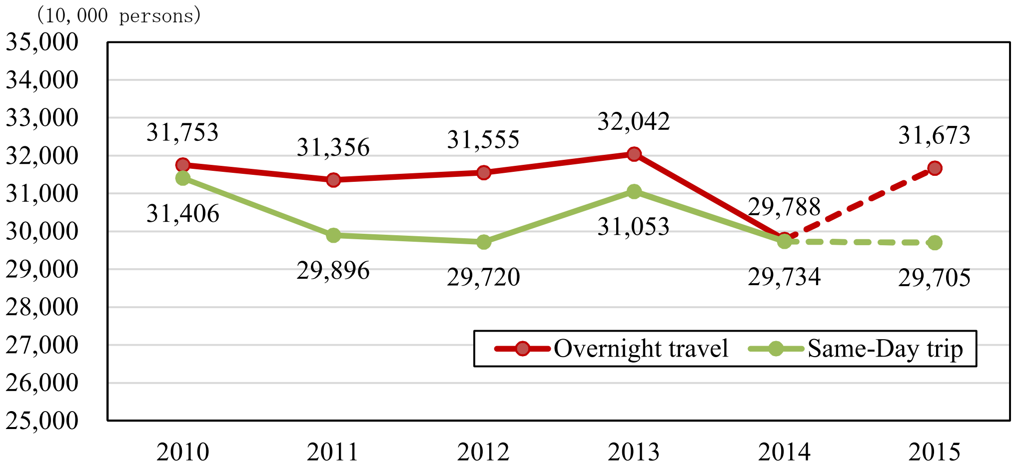
Fig. I-30 Changes in the Number of Domestic overnight Travels and Guest Nights



Source: *Survey of Trend in Travel and Tourism Consumption* (JTA)
Note: Figures of 2015 are preliminary. Note that the preliminary figures in the *Survey of Trend in Travel and Tourism Consumption* are likely to be greater than the confirmed ones; therefore, the 2015 figures are only calculated for reference.

The number of Japanese people who traveled within the country in 2015, excluding those who took same-day trips, was 316.73 million, up 6.5% from the previous year. The increase in domestic travel by Japanese in 2015 is probably attributable to the following: The number simply rebounded after a drop in the previous year when the consumption tax was raised, the opening in March of the Hokuriku Shinkansen Line extension to Kanazawa had a positive impact on tourism, and the long vacation (the so-called "Silver Week") in September also had a positive impact on consumers. In contrast, the number of Japanese who took domestic same-day trips was 297.05 million, down 0.3% from the previous year (Fig. I-31).

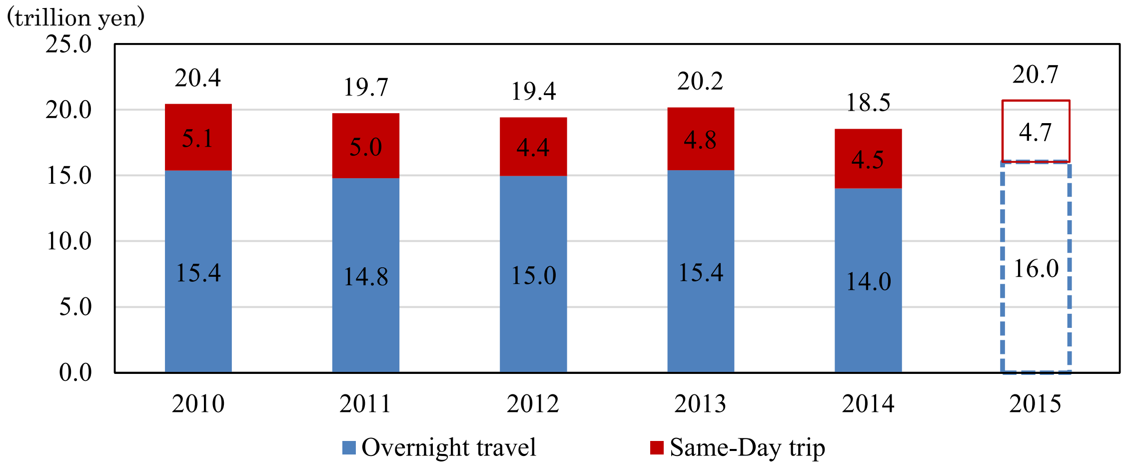
Fig. I-31 Changes in the Total Number of Domestic Same-Day Trips and Overnight Travels



Source: *Survey of Trend in Travel and Tourism Consumption* (JTA)
Note: Figures of 2015 are preliminary. Note that the preliminary figures in the *Survey of Trend in Travel and Tourism Consumption* are likely to be greater than the confirmed ones; therefore, the 2015 figures are only calculated for reference.

Japanese domestic tourism consumption decreased in 2014 from the previous year, but it increased by 11.7% in 2015 to 20.7 trillion yen (Fig. I-32).

Fig. I-32 Changes in Domestic Tourism Consumption

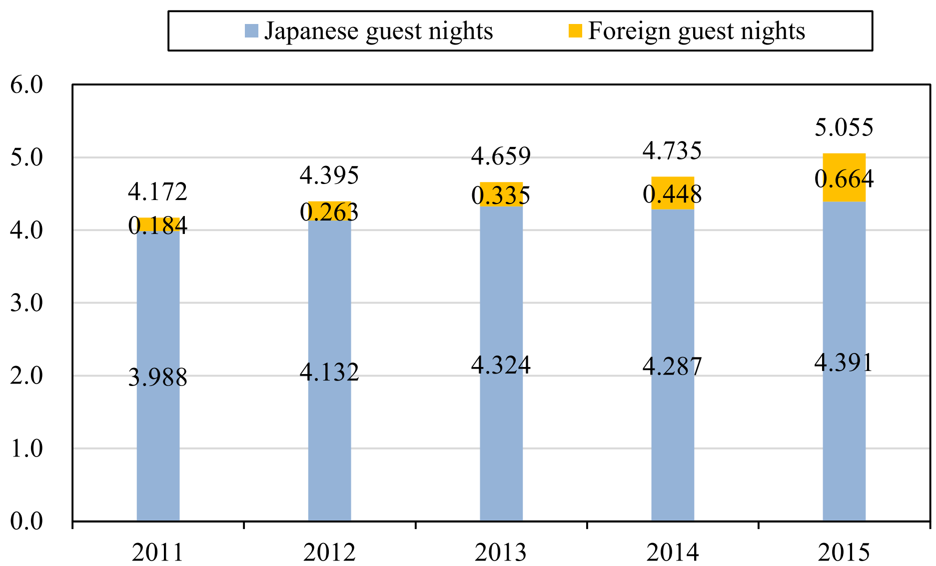


Source: *Survey of Trend in Travel and Tourism Consumption* (JTA)
Note: Figures of 2015 are preliminary. Note that the preliminary figures in the *Survey of Trend in Travel and Tourism Consumption* are likely to be greater than the confirmed ones; therefore, the 2015 figures are only calculated for reference.

Section 4 Trends in Overnight Travels

In 2015 the annual number of guest nights in Japan exceeded 500 million for the first time to reach 505.45 million, up 6.7% from the previous year. The annual number of guest nights was 439.08 million for Japanese (a year-on-year increase of 2.4%) and 66.37 million for foreign visitors (a year-on-year increase of 48.1%). Guests nights of foreign visitors accounted for 13.1% of all guest nights in 2015, exceeding 10% for the first time (Fig. I-33).

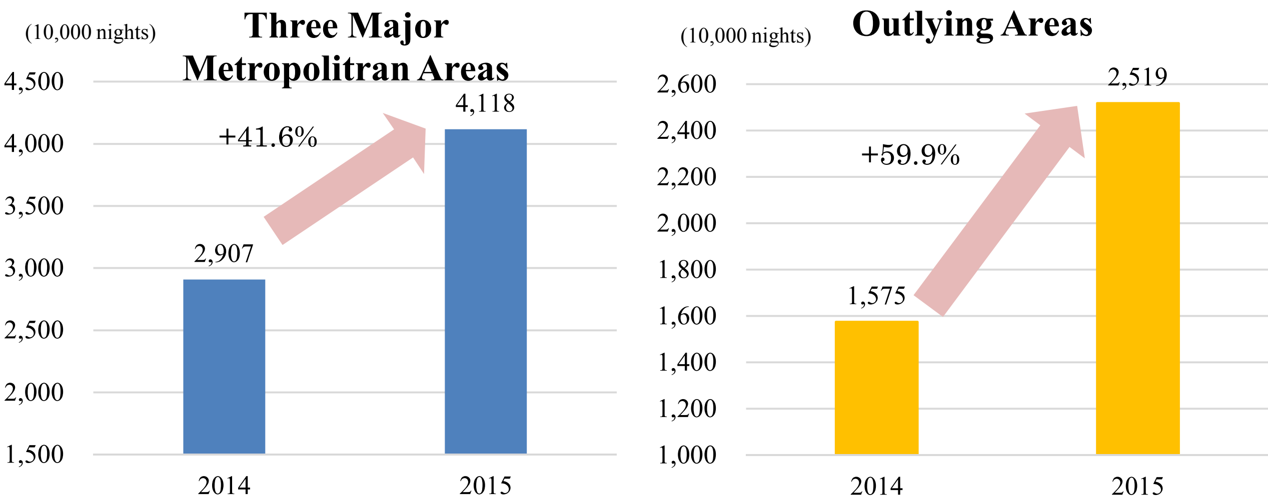
Fig. I-33Changes in the total Number of Guest Nights (Japanese / Foreign Visitors)



Source: *Accommodation Survey*(JTA)
Notes:
1. Figures for 2015 are preliminary.
2. Figures given above each bar indicate the total guest nights of Japanese and foreign travelers.

For foreign visitors alone, the year-on-year increase in the total number of guests nights was 41.6% on average in the three major metropolitan areas that cover eight prefectures and 59.9% on average in other prefectures. In other words, the rate of increase in the average number of guest nights was significantly higher in rural areas than in urban areas (Fig. I-34).

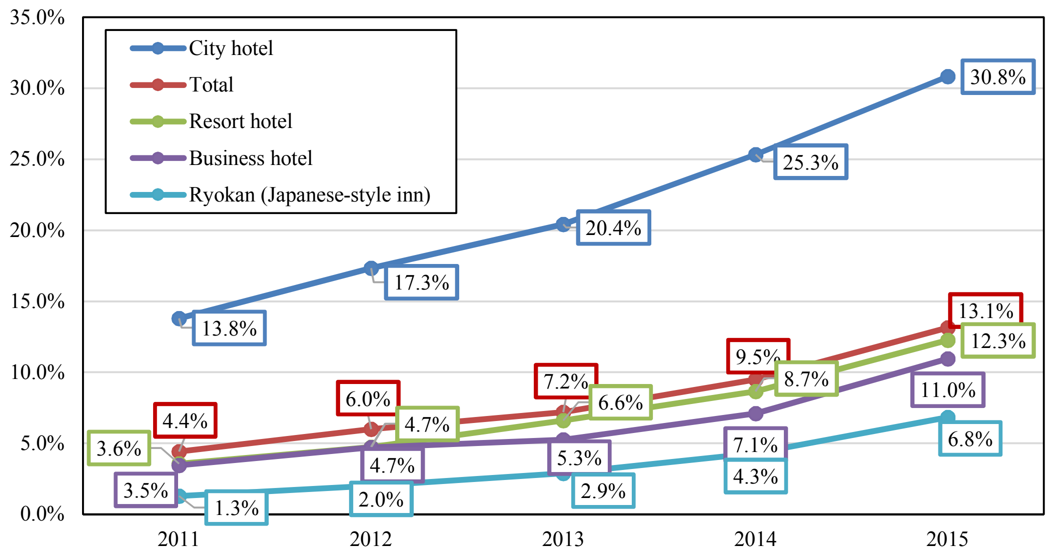
Fig. I-34 Changes in Guest Nights of Three Major Metropolitan Areas and of Outlying Areas



Source: *Accommodation Survey* (JTA)
Notes:
1. Figures for 2015 are preliminary.
2. "Three major metropolitan areas" refers to eight prefectures: Tokyo, Kanagawa, Chiba, Saitama, Aichi, Osaka, Kyoto and Hyogo; "outlying areas" refers to all other prefectures.

Foreign visitors account for particularly large shares of total guest nights at large city hotels. For these hotels, international visitor guest nights as a share of all guest nights increased from 13.8% in 2011 to 30.8% in 2015. About one in three guests was an Foreign visitor (Fig. I-35).

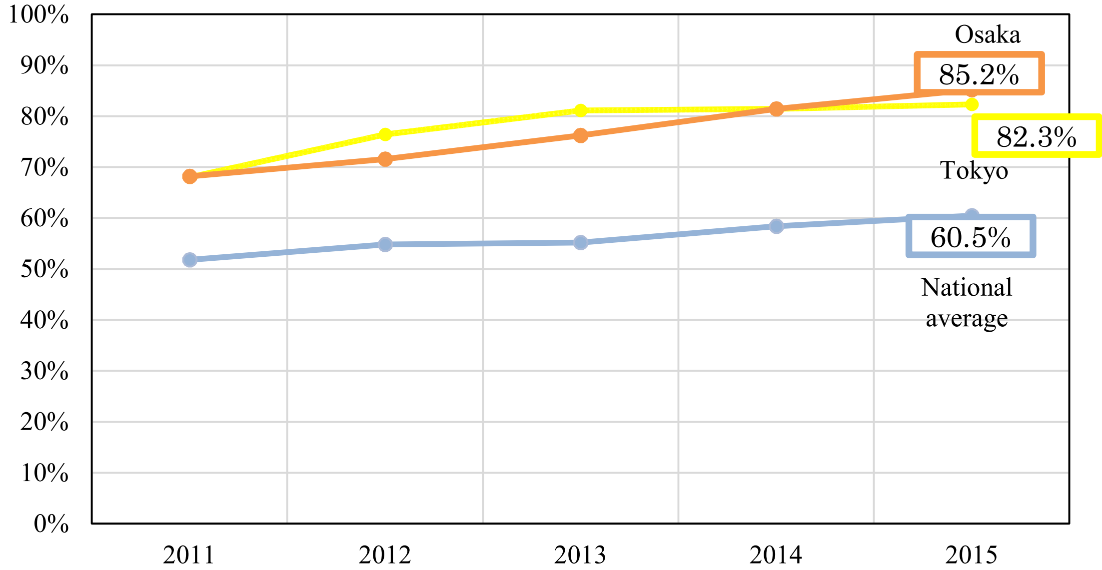
Fig. I-35 Changes in Share of Guest Nights for Foreign Visitors by Accommodation Type



Source: *Accommodation Survey* (JTA)
Note: Figures for 2015 are preliminary.
・Resort hotels: Hotels that are in recreation or resort areas and are chiefly used by tourists.
・Business hotels: Hotels that are chiefly used by people who are traveling on business.
・City hotels: Hotels that are in urban areas but are not resort hotels or business hotels.
(Ryokans (Japanese-style inns) are different from hotels in that ryokans feature Japanese-style rooms, furnishings, etc., whereas hotels have Western-style rooms, furnishings, etc.)

The average room occupancy rate has been increasing in Japan since 2011. It increased from 51.8% in 2011 to 60.5% in 2015. In two major urban areas (Tokyo and Osaka), the increase in the room occupancy rate has been particularly remarkable. That rate increased from 68.0% in 2011 to 82.3% in 2015 in Tokyo and from 68.2% in 2011 to 85.2% in 2015 in Osaka. In both prefectures, an occupancy rate exceeding 80% was achieved (Fig. I-36).

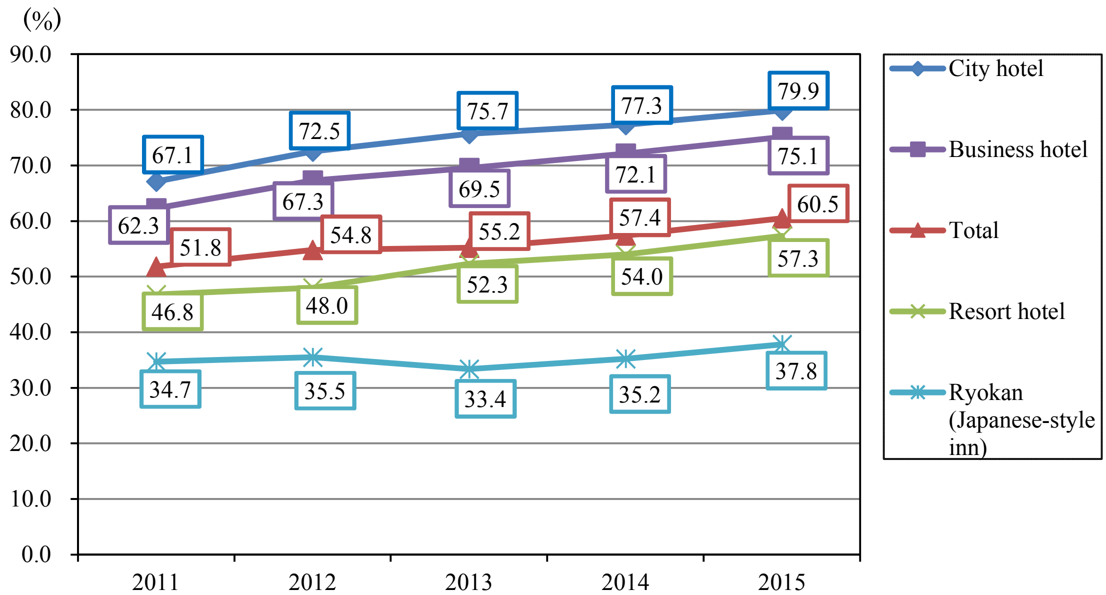
Fig. I-36 Changes in Guest Room Occupancy Rate



Source: *Accommodation Survey* (JTA)
Note: Figures for 2015 are preliminary.

For large city hotels and business hotels, the occupancy rate increased by more than 12 percentage points to reach 79.9% and 75.1%, respectively, in the period from 2011 through 2015. The occupancy rate of ryokan (Japanese-style inns) is relatively low, but it has been on an upward trend (Fig. I-37).

Fig. I-37 Changes in Room Occupancy by Accommodation Type



Source: *Accommodation Survey* (JTA)
Note: Figures for 2015 are preliminary.

The number of prefectures where the occupancy rate exceeded 80% at certain types of accommodations increased in 2015. Specifically, the occupancy rate of large city hotels exceeded 80% in 11 prefectures in 2015, whereas it had exceeded 80% in only 5 prefectures in 2014. Regarding business hotels, the number of prefectures with an occupancy rate exceeding 80% increased from 3 prefectures in 2014 to 5 prefectures in 2015. The occupancy rate of resort hotels exceeded 80% in 2 prefectures in 2014 and 2015 (Fig. I-38).

Fig. I-38 Bed/Hotel Occupancy in 2015 by Prefecture/Accommodation Type

	Accommodation Type					
	Total	Ryokan (Japanese-style inn)	Resort hotel	Business hotel	City hotel	Lodging
National average	60.5	37.8	57.3	75.1	79.9	27.3
Hokkaido	61.5	46.9	48.3	73.3	77.6	23.4
Aomori	50.4	41.3	44.3	61.2	59.2	16.1
Iwate	52.5	39.5	41.5	71.1	65.4	23.1
Miyagi	62.2	47.8	41.8	74.3	70.4	34.7
Akita	44.0	31.5	38.3	59.3	65.0	17.6
Yamagata	48.4	31.9	31.3	69.2	68.7	12.2
Fukushima	52.5	39.9	45.0	79.8	75.9	9.5
Ibaraki	51.8	25.3	44.7	64.9	68.0	12.7
Tochigi	47.6	38.8	51.3	68.3	60.1	11.2
Gunma	50.7	46.1	43.8	70.2	72.1	11.5
Saitama	66.3	25.2	36.7	75.8	80.9	22.3
Chiba	70.7	35.6	84.1	73.7	82.8	21.6
Tokyo	82.3	61.5	76.4	86.3	83.8	63.5
Kanagawa	66.7	48.3	59.4	81.0	82.0	42.0
Niigata	43.7	25.8	31.9	66.6	65.9	22.0
Toyama	55.3	37.3	50.7	73.5	71.8	27.6
Ishikawa	64.9	53.6	54.1	79.2	80.7	23.7
Fukui	43.2	31.4	43.1	69.3	57.2	9.5
Yamanashi	48.3	38.1	59.1	72.4	66.8	18.9
Nagano	35.7	26.2	37.6	71.1	71.8	12.4
Gifu	50.2	38.5	51.3	73.3	73.2	20.3
Shizuoka	54.9	41.0	53.8	71.6	77.5	17.6
Aichi	70.9	31.5	58.7	78.7	84.0	47.3
Mie	49.9	29.9	54.2	66.4	70.2	7.1
Shiga	60.5	35.2	61.6	75.4	71.2	20.8
Kyoto	71.4	50.3	54.8	84.2	86.2	39.2
Osaka	85.2	50.7	91.4	87.8	88.1	58.5
Hyogo	58.9	37.1	59.3	80.6	80.8	17.4
Nara	46.3	31.5	73.2	68.4	78.0	20.2
Wakayama	47.7	42.9	54.4	65.5	70.8	18.5
Tottori	51.1	38.3	32.4	73.0	77.4	13.2
Shimane	54.4	36.0	40.8	74.2	67.6	21.2
Okayama	57.0	32.6	44.2	70.7	67.6	14.8
Hiroshima	65.5	37.5	60.6	79.6	79.5	29.3
Yamaguchi	58.3	40.6	54.8	66.4	65.7	37.9
Tokushima	47.9	25.8	52.3	65.8	64.1	9.2
Kagawa	55.6	35.1	58.4	64.9	66.1	19.0
Ehime	53.5	50.4	45.2	64.8	69.6	15.7
Kochi	48.0	31.3	44.5	63.6	70.8	16.5
Fukuoka	68.7	32.7	66.0	73.0	82.1	31.1
Saga	56.4	50.2	68.4	65.6	57.7	10.5
Nagasaki	59.9	42.8	66.0	72.5	76.5	17.3
Kumamoto	55.5	40.2	53.8	69.2	72.4	16.9
Oita	53.6	38.2	62.2	67.9	65.3	14.2
Miyazaki	53.0	31.2	44.3	66.2	60.9	19.4
Kagoshima	52.4	36.1	43.9	66.3	64.8	15.6
Okinawa	67.7	20.5	76.3	76.8	81.0	33.3

Source: *Accommodation Survey* (JTA)
Note:
1. Figure in red indicate the prefectures with the highest occupancy in Japan for each accommodation type. the blue-highlighted cells indicate occupancy exceeding 80%, and the yellow-highlighted cell indicates occupancy exceeding 90%.
2. Figures for 2015 are preliminary.

To show the progress of recovery from the Great East Japan Earthquake, the total numbers of guest nights before versus after that earthquake are given below. The total number of guest nights is indexed to 2010 (=100), the year before the earthquake, and the figures are shown for the following: the national average, all six prefectures in the Tohoku region (Aomori, Iwate, Miyagi, Akita, Yamagata and Fukushima), all three prefectures where earthquake damage was particularly significant (Iwate, Miyagi and Fukushima), and each of the six prefectures in the Tohoku region.

1 Guest nights of Japanese staying at tourist-oriented accommodations

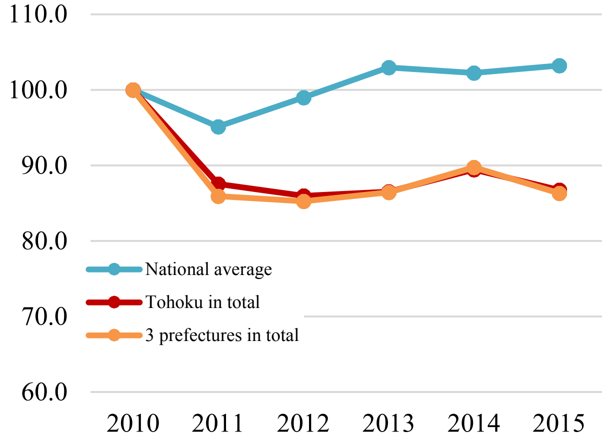
Regarding Japanese tourists alone, the figure for “national average number of guest nights at tourist accommodations” (i.e., accommodations used chiefly by tourists) decreased to an index value of 95.1 in 2011, but the figure increased to an index value of 99.0 in 2012. In the years since 2012, the figure has been above the level of 2010, the year before the Great East Japan Earthquake.

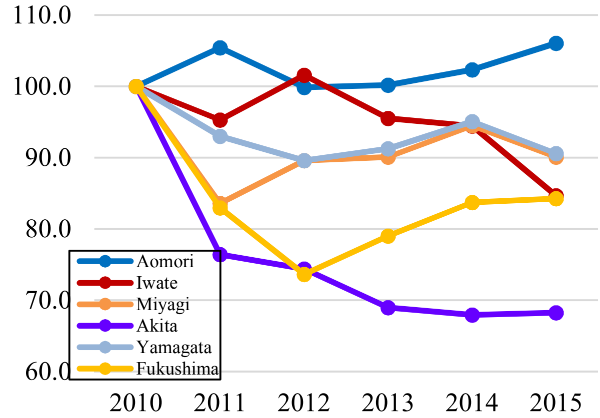
For the Tohoku region and all three prefectures where earthquake damage was particularly significant (Iwate, Miyagi and Fukushima), however, the figure for “total number of guest nights of the Japanese at tourist accommodations” (hereinafter: “the total figure”) decreased to a level between the index values of 80 and 90 in 2011. Even in 2015, the total figure remained in the index value range of the higher 80s: 86.7 for the Tohoku region and 86.3 for all three prefectures where earthquake damage was particularly significant.

Concerning the total figure for each of the six prefectures in the Tohoku region, the total figure for Akita declined significantly in 2011 and also in the subsequent years, standing at an index value of 68.3 in 2015. The total figure in Fukushima fell drastically in 2011 and 2012, but rebounded thereafter to reach the index value of 84.3 in 2015. In Miyagi, the total figure dropped to the index value of 83.6 in 2011 but it has been fluctuating around the index value of 90 since then. In Iwate, the total figure decreased to the index value of 95.3 in 2011, exceeded the 2010 level in 2012, and decreased again thereafter to reach the index value of 84.7 in 2015. Aomori was the only prefecture in the Tohoku region which saw a rise in the total figure in 2011. The total figure decreased to the index value of 99.9 in 2012 but has been increasing since then to reach the index value of 106.1 in 2015. The total figure in Yamagata decreased in 2011 and 2012, but it has been exceeding the index value of 90 in the subsequent years.

In summary, the total number of guest nights of the Japanese at tourist accommodations in the Tohoku region has not recovered to the level before the Great East Japan Earthquake, mainly because the total figure for each of Iwate, Akita and Fukushima prefectures has remained significantly lower than the national average (Fig. I-39).

Fig. I-39 Number of Guest Nights of Japanese Guest at Tourist-Oriented Accommodations
(indexed: 2010 figures = 100)





Source: *Accommodation Survey* (JTA)
Notes:
1. The surveyed accommodations are those that employ at least 10 staff and that have at least 50% of overnight guests staying for tourism.
2. Figures for 2015 are preliminary.

2 Guest nights of foreign visitors staying at tourist-oriented accommodations

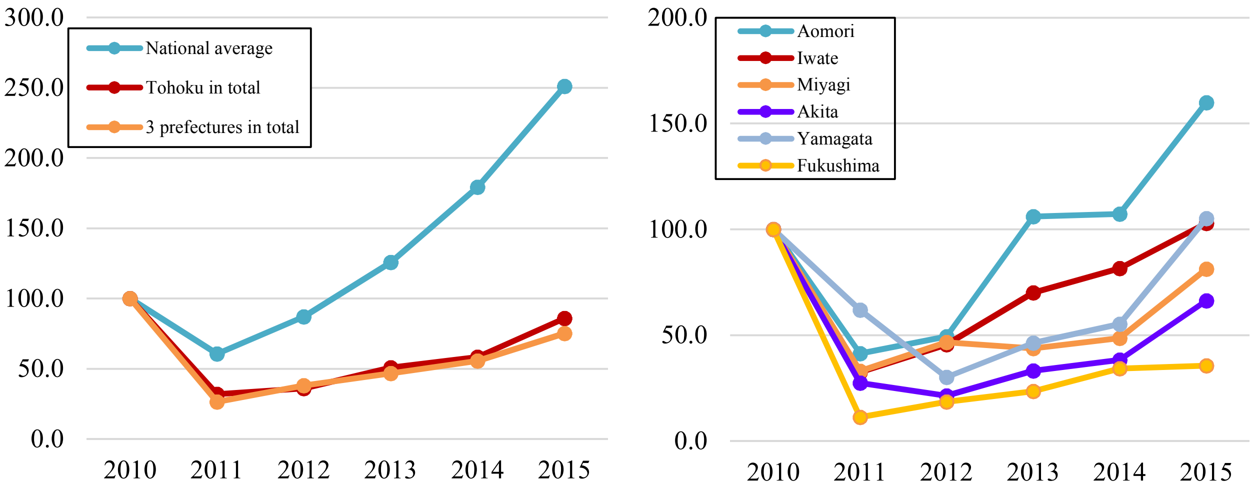
The figure for "national average total number of guest nights of foreign visitors" significantly decreased to the index value of 60.5 in 2011, but it has been increased sharply since 2012 to reach a level much higher than in 2010, the year before the Great East Japan Earthquake. It stood at the index value of 251.2 in 2015.

In the Tohoku region and all three prefectures where earthquake damage was particularly significant, the total number of guest nights of foreign visitors ("the total figure") decreased to the index values of 32.0 and 26.4, respectively, in 2011. Since 2012, the total figure has been on the upward trend, having increased to the index value of 85.8 in the Tohoku region and to the index value of 75.1 in all three prefectures where earthquake damage was particularly significant in 2015.

The changes in the total figure for each prefecture of the Tohoku region are given here. For Fukushima, the total figure drastically decreased to the index value of 11.3 in 2011. Although the total figure has been on the upward trend since then, it was as low as the index value of 35.5 in 2015. The total figure for Akita decreased in 2011 and 2012 to reach the index value of 21.3, but it increased afterwards to reach the index value of 66.3 in 2015. For Miyagi, the total figure has been increasing after having decreased to the index value of 33.0 in 2011. In 2015, the total figure significantly increased to the index value of 81.3 from the index value of 48.5 in the previous year. The total figure for Yamagata decreased in 2011 and 2012 to reach the index value of 30.1. The total figure increased thereafter, and the year 2015 saw a large increase from the index value of 55.3 in the previous year to the index value of 105.2. For Iwate, the total figure decreased to the index value of 32.5 in 2011, but it increased in 2012 and subsequent years. In 2015, the total figure reached the index value of 102.8, exceeding the level before the Great East Japan Earthquake. In Aomori, the total figure decreased to the index value of 41.3 in 2011, but it increased sharply in and after 2013 to reach the index value of 159.9 in 2015, a figure much higher than that in 2010.

In summary, the prefectures of Fukushima, Akita and Miyagi are facing difficulties in increasing the total number of guest nights of foreign visitors. Although the total figure is on the upward trend in the Tohoku region, it has not increased to the level before the Great East Japan Earthquake (Fig. I-40).

Fig. I-40 Number of Guest Nights of Foreign Visitors at Tourist-Oriented Accommodations (indexed: 2010 figures = 100)



Source: *Accommodation Survey* (JTA)

Notes:

1. The surveyed accommodations are those that employ at least 10 staff and that have at least 50% of overnight guests staying for tourism.
2. Figures for 2015 are preliminary.

3 Guest nights at business people-oriented accommodations

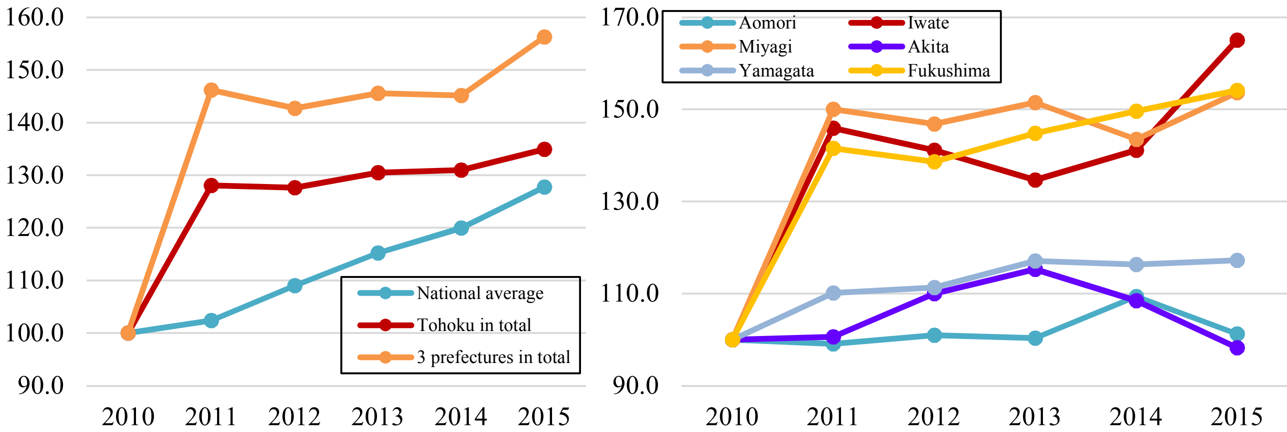
The national average total number of guest nights at accommodations chiefly used by business people has been increasing since 2010 and reached the index value of 127.7 in 2015. The total number of guest nights at these accommodations (“the total figure”) for the Tohoku region and all three prefectures where earthquake damage was particularly significant increased significantly in 2011. Since then, the total figure for the Tohoku region and these three prefectures has remained at the same level or has been on the upward trend to reach the index values of 134.9 and 156.3, respectively, in 2015.

There is a large difference between the total figure for Iwate, Miyagi and Fukushima and the total figure for Aomori, Akita and Yamagata. In each of the three prefectures of Iwate, Miyagi and Fukushima, the total figure increased significantly in 2011 to exceed the index value of 140. In 2015, the total figure reached the index value of 165.0 in Iwate and exceeded the index value of 150 in the other two prefectures.

The total figure in Yamagata is smaller than the total figure in any one of these three prefectures, but it has been increasing since 2010. In Yamagata, the total figure has been around the index value of 117 since reaching the index value of 117.1 in 2013, and it stood at the index value of 117.2 in 2015. In Akita, the total figure increased until 2013 to reach the index value of 115.3, but it has been on a downward trend since then, declining to the index value of 98.2 in 2015, a level lower than that in 2010. The total figure in Aomori increased to the index value of 109.4 in 2014, but it decreased to the index value of 101.2 in 2015.

In all three prefectures where earthquake damage was particularly significant, the total number of guest nights at accommodations chiefly used by business people has been much higher than the national average because of the continued high demand for accommodations for reconstruction personnel in the quake-hit areas (Fig. I-41).

Fig. I-41 Number of Guest Nights at Business People-Oriented Accommodations
(indexed: 2010 figures = 100)



Source: *Accommodation Survey* (JTA)

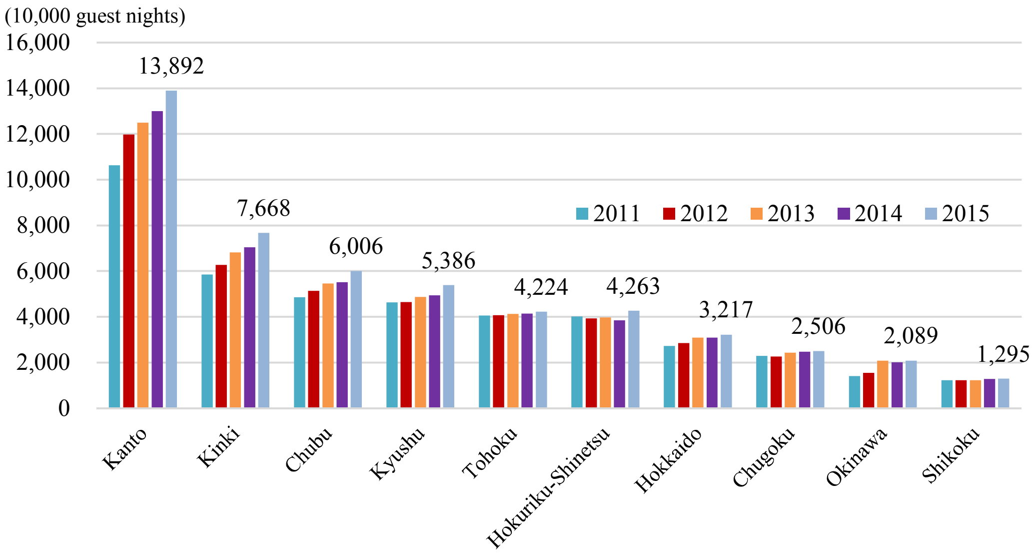
Notes:

1: The surveyed accommodations are those that employ at least 10 staff and that have less than 50% of overnight guests staying for tourism.

2: Figures of 2015 are preliminary.

The number of guest nights in Japan was 505.45 million in 2015, up 6.7% from the previous year. The regional breakdown is as follows: 138.92 million in the Kanto region (accounting for 27.5% of all guest nights in Japan), 76.68 million in the Kinki region (15.2%), and 60.06 million in the Chubu region (11.9%). These top three regions accounted for 54.5% of all guest nights in Japan. In the Hokkaido and Kyushu regions as well as in these three regions, the total number of guest nights has been increasing since 2011 (Fig. I-42).

Fig. I-42 Total Number of Guest Nights in Japan by Regional Blocks

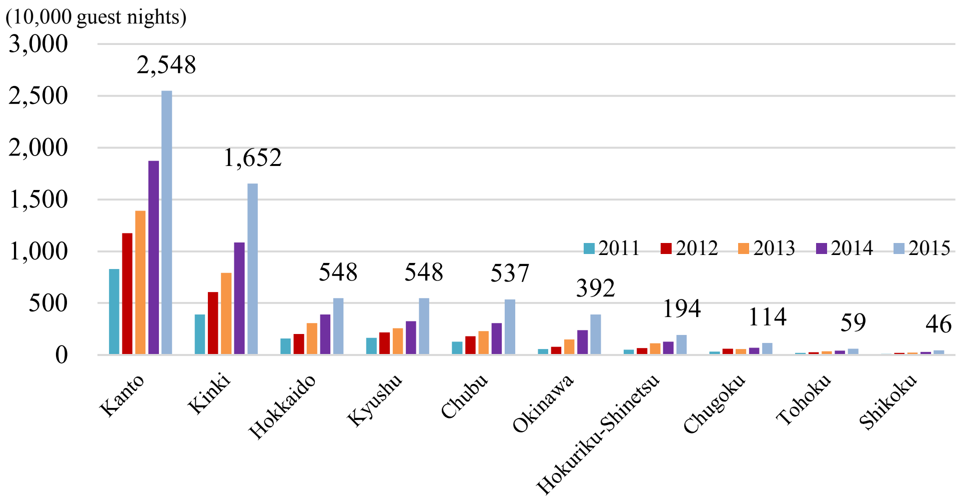


Source: Accommodation Survey (JTA)
Note: Figures of 2015 are preliminary.

For foreign visitors, the total number of guest nights in Japan was 66.37 million in 2015, up 48.1% from the previous year. The regional breakdown is as follows: 25.48 million in the Kanto region (accounting for 38.4% of the total), 16.52 million in the Kinki region (24.9%), and 5.48 million in the Hokkaido and Kyushu regions, respectively (8.3% each). These top four regions accounted for 79.8% of all guest nights for foreign visitors to Japan.

In every region, the total number of guest nights of foreign visitors has been increasing since 2011 (Fig. I-43).

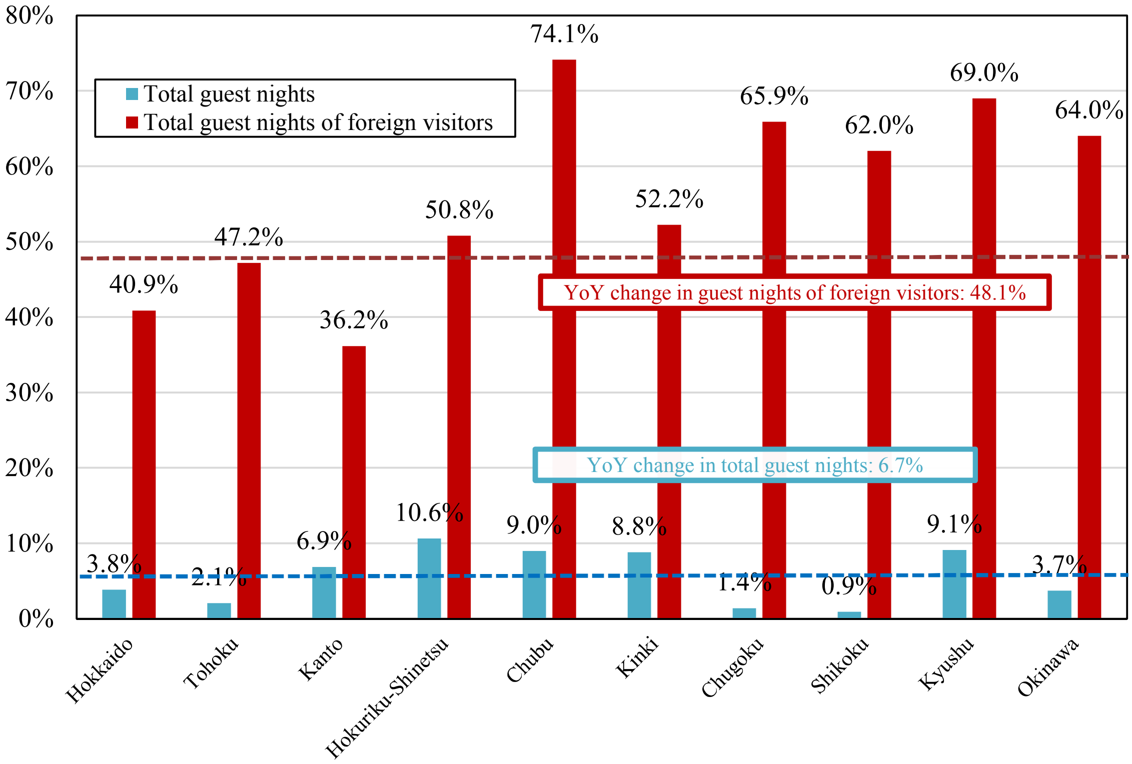
Fig. I-43 Total Number of Guest Nights of Foreign Visitors in Japan by Regional Blocks



Source: *Accommodation Survey* (JTA)
Note: Figures of 2015 are preliminary.

In 2015, guest nights increased in every region for all visitors and for foreign visitors alone. Guest nights for foreign visitors increased by more than 50% in seven of the ten regions (Fig. I-44).

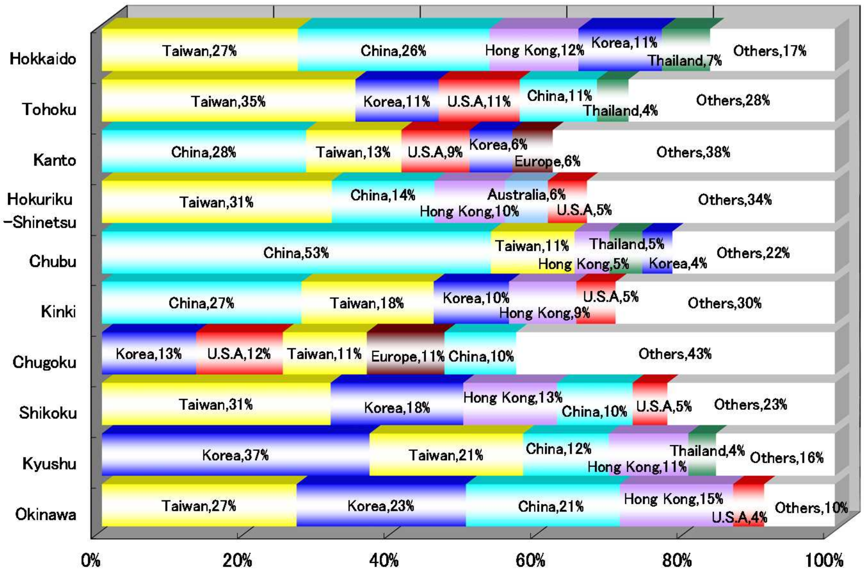
Fig I-44 YoY Changes of Number of Guest Nights (Total/Foreign Visitors) in Japan by Regional Blocks (2015)



Source: *Accommodation Survey* (JTA)
Note: Comparison was made between the figures of 2014 (confirmed) and 2015 (preliminary).

Among foreign visitors to the Tohoku, Hokuriku Shin-etsu, Shikoku and Okinawa regions in 2015, Taiwanese accounted for more guest nights than any other did. Among foreign visitors to the Kanto, Chubu and Kinki regions, Chinese visitors accounted for more guest nights than any other nationality did, and among foreign visitors to the Kyushu region, South Koreans accounted for more guest nights than any other nationality did. In the Hokkaido region, visitors from Taiwan and China had relatively large shares of international guest nights. In the Chugoku region, visitors from South Korea, the United States, Taiwan and Europe had similar shares of the total number of international guest nights (Fig. I-45).

Fig. I-45 Regional Block Breakdown for Number of Guest Nights of Foreign Visitors by Country/Region (2015)



Source: *Accommodation Survey* (JTA)
Note: "Europe" refers to the United Kingdom, France and Germany.

Analysis results regarding the trends in each region are summarized as follows:

1 Hokkaido

Regarding foreign visitors, the total number of guest nights showed particularly great increases due to the rise in the number of visitors from Asian countries. Visitors from China increased significantly because visa requirements were eased and international flight services were newly inaugurated. Flight services were also inaugurated or increased between Hokkaido and countries such as South Korea, Taiwan and Malaysia.

Because of the increase in the number of foreign visitors, the total number of guest nights as a whole also increased in Hokkaido.

2 Tohoku

The total number of guest nights of foreign visitors increased in the Tohoku region partly because of promotional efforts focusing on tourism resources unique to Northern Japan, such as “the Corridor of Snow Leading to Cherry Blossoms in Bloom”. The UN World Conference on Disaster Risk Reduction, held in the City of Sendai in March 2015, also contributed to the increase in foreign visitors. When we express the total number of guest nights of foreign visitors in 2011, the year before the Great East Japan Earthquake, as having an index value of 100, then in 2015, the total number of guest nights of foreign visitors increased to the index value of 100.9[11]. Taiwan has become the largest market for Tohoku, as visitors from Taiwan increased by 30%. Due to the persistent rumors about Tohoku after the earthquake, visitors from South Korea and Hong Kong have not increased substantially.

Guest nights overall also increased because of large-scale concerts given by a Japanese “idol” group in Tohoku and because of the rise in the number of foreign visitors to Tohoku.

[11] Data used are from accommodations with 10 or more employees. While the total number of guest nights in 2015 is not as great as the total number in 2010 for foreign visitors who stayed at “tourist-oriented accommodations” (Fig. I-40), the total number in 2015 exceeded the figure in 2010 with regard to foreign visitors at all types of accommodations.

3 Kanto

The total number of guest nights increased with regard to foreign visitors because multiple sporting events including the Asian Windsurfing Championship and the Asian Cycling Championships were held in the Kanto region. Corporate training programs for Chinese and Thais held in the region also contributed to the increase in guest nights of foreign visitors.

The total number of guest nights as a whole increased thanks to the rise in the number of foreign visitors who stayed in the Kanto region.

4 Hokuriku-Shin‘etsu

The total number of guest nights of foreign visitors has increased because of the growing number of foreign visitors who visit this region to ski or to travel on the Tateyama Kurobe Alpine Route. An increase in the number of tour groups from China and Thailand and in the number of MICE[12] activities also contributed to the increase in the number of guest nights of foreign visitors.

The total number of guest nights as a whole also has increased because of the positive effects on tourism of the opening of the Hokuriku Shinkansen Line extension to Kanazawa, the airing of an NHK TV drama set in this region, and the holding of the Gokaicho event at Zenkoji Temple, an event held every seven years to exhibit a Buddhist statue that is not usually displayed to the public.

5 Chubu

An increase in the number of international flight services at Chubu Centrair International Airport and at Mt. Fuji Shizuoka Airport, as well the promotion of the Shoryudo Project, which promotes inbound tourism to this region, helped increase the total number of guest nights of foreign visitors.

The opening of the Hokuriku Shinkansen Line extension to Kanazawa has had good ripple effects on tourism in Fukui Prefecture, boosting the total number of guest nights throughout the region.

6 Kinki

The Kinki region is commonly known as the Kansai region. Flights linking Kansai International Airport with destinations in other East Asian countries increased in number because the flight time is one hour shorter than on the air routes that link these destinations to airports in the Kanto region. Additionally, the food culture of the Kansai region, a region that used to be called “The kitchen of Japan,” has been promoted overseas. These have led to increases in the total number of guest nights of foreign visitors, which has resulted in increases in the total numbers of guest nights as a whole.

7 Chugoku

The total number of guest nights increased significantly for visitors from Hong Kong, because charter flights and regular flights between Hong Kong and Hiroshima have increased in number. Consequently, the total number of guest nights has increased for foreign visitors and for visitors overall.

8 Shikoku

Regular flights between Taiwan and Takamatsu have increased in number, and visitors from South Korea and Hong Kong who have repeatedly visited other destinations in Japan have begun to visit Shikoku. Thus, the total number of guest nights has increased for foreign visitors and visitors overall.

9 Kyushu

The total number of guest nights of foreign visitors increased in the Kyushu region for the following reasons: South Korean LCCs inaugurated new flights to Kyushu, flights from Taiwan and Hong Kong to southern Kyushu increased, demand for tours to Japan grew in China, and a campaign that has been conducted since 2014 for advertising driving trips in Kyushu captured the attention of foreign individual tourists (FITs).

In addition to the increase in the number of guest nights for foreign visitors, several factors helped increase the number of guest nights overall. These factors include the inscription on the UNESCO World Heritage List of “Sites of Japan’s Meiji Industrial Revolution: Iron and Steel, Shipbuilding and Coal Mining in Japan” in July 2015, efforts by the local governments concerned with these World Heritage sites to attract visitors, “Destination Campaign" the large-scale tourism campaign of JR Kyushu to promote Oita Prefecture from July through September, and improved traffic convenience in eastern Kyushu from the

[12] “Meetings, Incentives, Conferences and Events”

opening in March of sections of the Higashi Kyushu Expressway between the Saiki IC and the Kamae IC and between the Buzen IC and the Usa IC.

10 Okinawa

The total number of guest nights for foreign visitors increased because new flights were inaugurated and regular flights were increased between Okinawa and priority markets (i.e., Taiwan, South Korea, China, and Hong Kong). Consequently, the total number of guest nights overall also increased.

Section 7 Initiatives for Regional Efforts for Tourism Promotion in Regional Areas

Efforts have been made in each region to promote tourism and attract domestic and international tourists. Specific efforts are summarized below.

1 Hokkaido

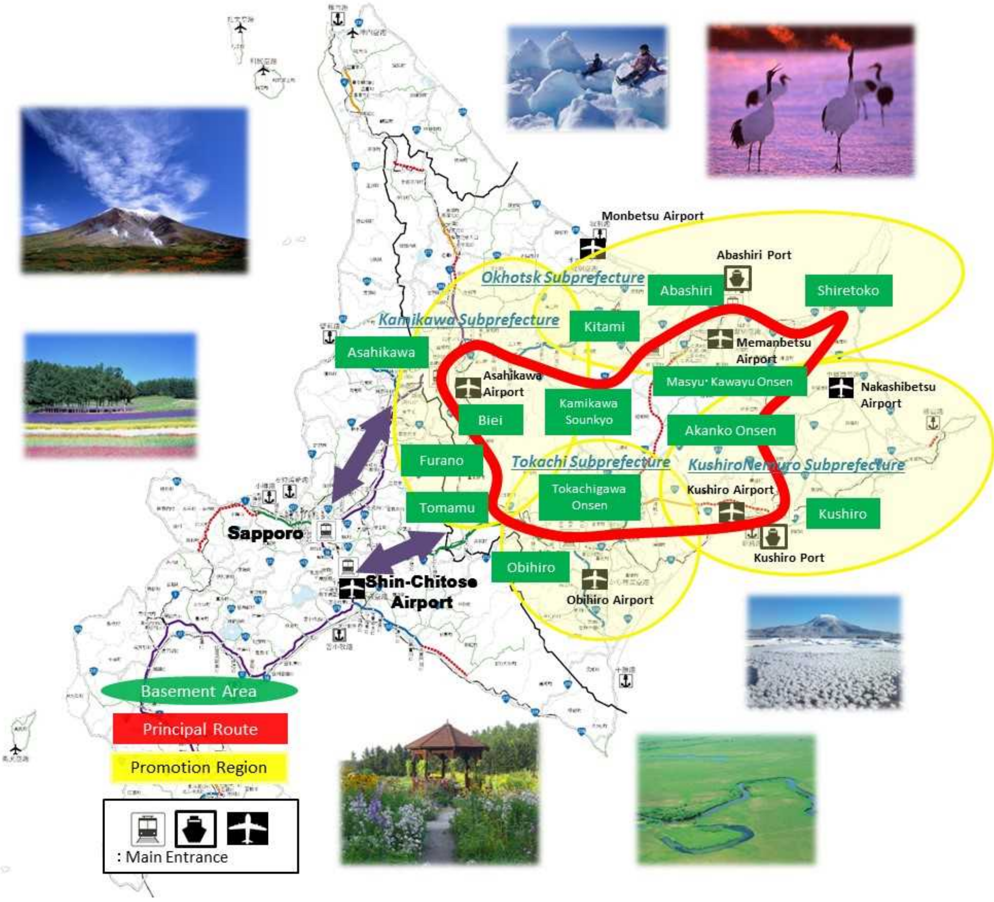
○ Extensive Sightseeing Route: “Hokkaido - Route to Asian Natural Treasures - Explore the Wonderland Eastern Hokkaido”

About 70% of the foreign visitors to Hokkaido stay in the City of Sapporo or elsewhere in the central area of Hokkaido. To promote tourism in Eastern Hokkaido (i.e., the Kamikawa, Tokachi, Okhotsk, Kushiro and Nemuro areas), an extensive sightseeing route was developed by creating a network that connects areas of natural landscape and tourist routes such as the Hokkaido Garden Road and the Eastern Hokkaido Three-star Road.

In June 2015, “Hokkaido - Route to Asian Natural Treasures,” a plan that the Association for Promoting the Route to Asian Natural Treasures developed for creating an extensive sightseeing route in Eastern Hokkaido was approved by the Minister of Land, Infrastructure, Transport and Tourism as one of the Projects for Promoting the Development of Extensive Sightseeing Routes. Marketing surveys were started in multiple countries and regions to identify the needs of potential visitors to Eastern Hokkaido. In the model route that was determined on the basis of the marketing survey results, superb gardens in Kamikawa and Tokachi are connected to the Kushiro Wetlands and the Shiretoko Peninsula, habitats of many wildlife species.

Media members were invited from priority markets (i.e., Taiwan, Hong Kong and Thailand) so that they could be informed of the tourism resources in Eastern Hokkaido and provided with information on air access and means of local transportation, as such information would be needed by independent travelers.

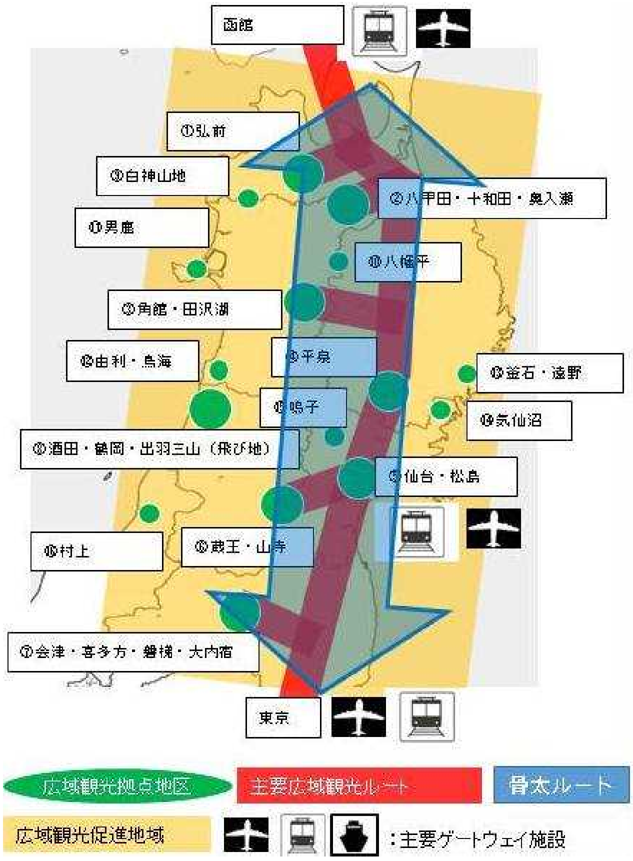
Various efforts were integrally made as follows: demonstration experiments using Wi-Fi routers installed in interurban buses in order to test connections to Wi-Fi networks to enhance the comfort of tourists who spend long hours traveling from the central area to eastern areas of Hokkaido, the development of a website for providing tourism information covering a large area, tourism marketing and promotion, preparations for receiving international tourists, and the dissemination of tourism information.



Extensive Sightseeing Route
“Hokkaido - Route to Asian Natural Treasures”

○ Regional cooperative project for the Visit Japan Campaign

Although many international tourists already visit Hokkaido, it is necessary for this region to strengthen its ability to increase tourist receipts by attracting an increasing number of wealthy individuals. In this regard, Hokkaido cooperated with the City of Kyoto in inviting travel company staff members from the UAE, a country enjoying remarkable economic growth, for the purpose of drawing the attention of very wealthy consumers in the Middle East to the tourism resources that are the most popular among foreign visitors, namely snow in Hokkaido and traditional culture in Kyoto. Continued cooperative efforts by Hokkaido and Kyoto in drawing international consumers' attention to the genuine value of the tourism resources in these two regions are expected to generate synergetic effects.



2 Tohoku

○Extensive Sightseeing Route

In June 2015, "Exploration to the Deep North of Japan", a plan that the Tohoku Tourism Promotion Organization developed for creating an extensive sightseeing route in the Tohoku region, was approved by the Minister of Land, Infrastructure, Transport and Tourism.

Marketing efforts were made in Taiwan, Hong Kong, China (Shanghai and Guangzhou), ASEAN member states, Europe, the United States and Australia to advertise tours that showcase the history, culture and food of the Tohoku region, where the scenery is distinctively beautiful in each of the four seasons, the environment is marked by natural splendor and the distinctive climate has attracted many literary figures of refined taste.

Efforts were also made for the following purposes: to understand trends in various markets, to build a multilingual navigation system and a website that provide tourism information, to make preparations for receiving international tourists, and to increase options for tourists staying in Tohoku.

○ Information on Tohoku's unique tourism resources: The Corridor of Snow Leading to Cherry Blossoms in Bloom

Staff members were invited from four travel companies in Taiwan to encourage them to create plans for spring tours to Tohoku in connection with four tour routes featuring cherry blossom viewing and a snow corridor, an experience that is destinctive in Tohoku. By taking advantage of media exposure that the Tohoku region received in five Southeast Asian countries and of blogs about Tohoku by bloggers visiting Tohoku from Hong Kong, information about hands-on experience of the culture in Tohoku and photos showing natural landscapes of cherry blossoms and snow were disseminated to international consumers. This helped boost international consumer demand for tours to Tohoku.


Extensive Sightseeing Route
"Exploration to the Deep North of Japan"

3 Kanto

○ The establishment of the Association for Promoting Regional Cooperative Tourism Campaigns in Kanto

Regional cooperation should be enhanced for tourism in Kanto because of the need to accept an increasing number of international tourists in anticipation of the 2020 Tokyo Olympic and Paralympic Games. In view of this, the Association for Promoting Regional Cooperative Tourism Campaigns in Kanto was established in April 2015 by tourism organizations, railway operators, travel agencies, retailers and local governments of eight prefectures in the Kanto region.

In August 2015, the association formulated action plans and annual strategies, and decided on its catchphrase ("TOKYO & AROUND TOKYO") and logo. These were officially announced the following September. Thus, a framework was established for making preparations to receive foreign visitors to Kanto as well as for increasing the visibility of Kanto in global tourism markets.

TOKYO & AROUND TOKYO logo

4 Hokuriku-Shin'etsu

○ The opening of the Hokuriku Shinkansen Line extension to Kanazawa

On March 14, 2015, the Hokuriku Shinkansen Line was extended from Nagano to Kanazawa. Since the opening of the extension, foreign visitors have flocked to sightseeing areas along the Shinkansen line, as have tourists from around the country.

In response to the sharp increase in tourists, major hotels in Kanazawa became active in providing information on the availability of rooms, and the tourist information office at Kanazawa Station helps visitors make hotel reservations on the day of their stay.

For the purpose of maintaining this active situation in tourism, efforts have been made at various places in the Hokuriku-Shin'etsu region to establish regional sightseeing routes. One of these routes was developed as a part of the Grand Circle Project promoted by local governments, and one other was developed through the efforts of the Association for Attracting Visitors to Trip Along the Hokuriku-Hida 3Star Way.

A consumption tax exemption system for foreign visitors has been promoted in Japan, and on February 6, 2016, counters for tax exemption procedures were set up at the five shopping malls that are members of the Association for Vitalizing the Musashi District as Kanazawa's Central Shopping Area.

○ The Echigo-Tsumari Art Triennale

For the 50 days from July 26 through September 13, 2015, the 6th Echigo-Tsumari Art Triennale was held in Echigo-Tsumari, a region encompassing Tokamachi and Tsunan, Niigata Prefecture. This event is one of the world's largest art festivals. In 2015, 363 artists or artist groups from 35 countries/regions took part, exhibiting 378 art works. Attracting a lot of attention from home and abroad, the 6th Echigo-Tsumari Art Triennale was visited by 510,690 people, up 104.5% from the previous triennale three years earlier.

5 Chubu

In June 2015, "SHORYUDO", a project developed by the Central Japan Tourism Promotion Association (one of the organizations that support the SHORYUDO Project Promotion Association) to promote the Shoryudo area in Chubu, was approved by the Minister of Land, Infrastructure, Transport and Tourism as one of the Projects for Promoting the Development of Extensive Sightseeing Routes. Measures have been taken to make the Chubu region better known to the world and to increase the number of foreign visitors to the region by taking advantage of the G7 Summit held in Ise-Shima in May 2016.

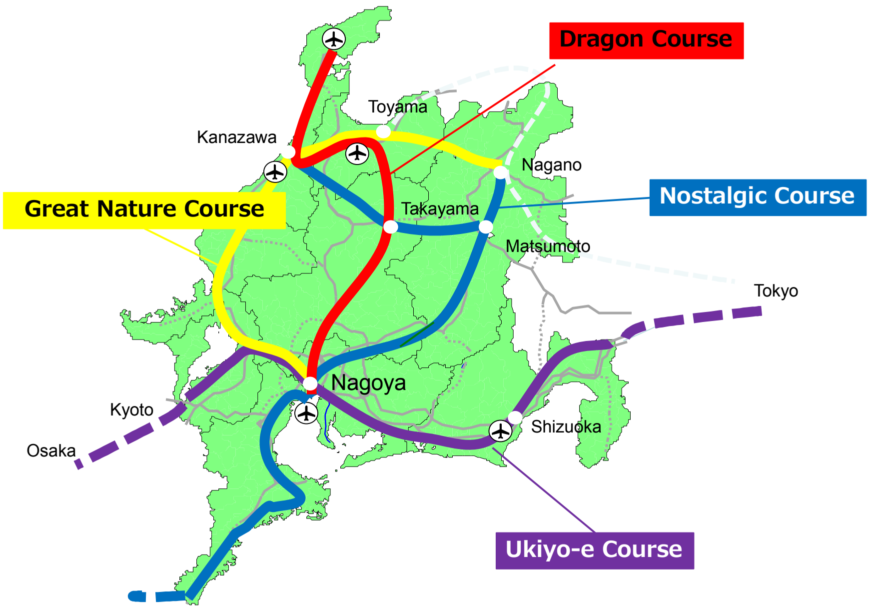
○ Further promotion of the SHORYUDO project

The SHORYUDO Project Promotion Association ("the Association") aimed at achieving an annual target of 6 million guest nights of foreign visitors by 2017. Because the target was exceeded two years earlier, in 2015, when the total number of guest nights of foreign visitors was 7.51 million, the Association decided to set the ambitious target of 11 million guest nights by 2019. The number of Association members increased by 314 in one year to 1,718 as of the end of February 2016.

Four model routes were developed to provide international independent travelers and overseas travel companies with suggestions about taking tours of the Shoryudo area over the course of a few days. For the purpose of promoting regional tourism focusing on sake (rice wine), dishes with which sake pairs well were solicited from the public as part of efforts to popularize the Japanese Sake Route, along which sake breweries of special brands are situated. These dishes are shown in combination with various brands of sake on the SHORYUDO website. Additionally, a DVD video was created to introduce tours focusing on *dashi* (decorated festival floats) and *karakuri* (mechanical marionettes), which are widely distributed in the Shoryudo area, to international markets by taking opportunities of travel expos overseas.

With a view to helping improve traffic convenience for the benefit of foreign visitors who use public transport, the following efforts were made: The Tourism and Transport Summit 2016 in Chubu was held; the demonstration operation of buses was conducted for transporting passengers arriving at Chubu Centrair International Airport at midnight; regarding special train/bus tickets for foreign visitors, the quality of services available with these tickets was enhanced and the types of these tickets were increased; seminars for increasing the number of international guests at Japanese inns were held for the purpose of enhancing the willingness of these accommodations to receive foreign visitors; and ten commercial facilities in the City of Nagoya mutually collaborated, despite differences in business types, in compiling a guide for shopping that targets international independent travelers. The guide was distributed to overseas travel companies and international tourists who arrived at Chubu Centrair International Airport, and substantive research was conducted with the aim of expanding delivery services and other services in order to promote "hands-free travel" among international tourists who use Chubu Centrair International Airport.

To attract foreign visitors' interest in the Shoryudo area and to increase number of visitors to that area, Ryoko Nakano, a Japanese actress, and Yuen Man Ying, the president of a tour company headquartered in Hong Kong, were appointed "Shoryudo Ambassadors."



Four model routes in the Shoryudo Area

6 Kinki

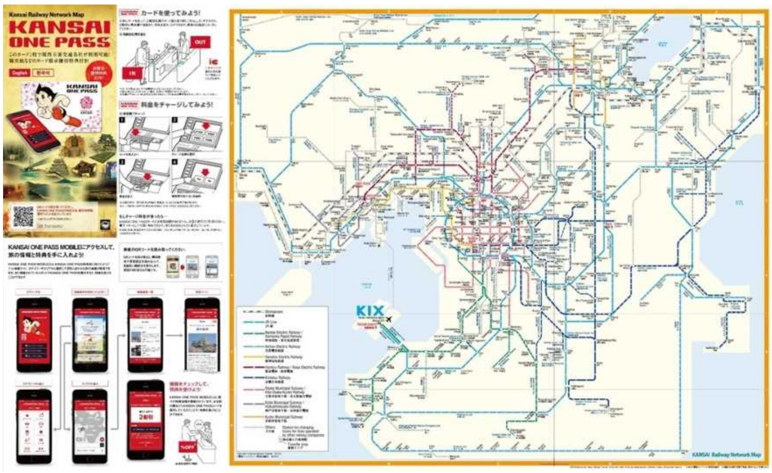
○Attracting foreign visitors to the Kansai region: Efforts to reduce traffic inconvenience

Kansai International Airport, a gateway to the Kansai region, and both traditional and contemporary tourism resources are concentrated in an area within 100km of the City of Osaka, the center of the Kansai region.

"The Flower of Japan, Kansai" is the name of an extensive sightseeing route that covers five World Heritage sites and seven sites of superb natural scenery in Kansai. This sightseeing route was proposed in order to attract foreign visitors, who tend to concentrate in the so-called Golden Route, to outlying areas of Kansai. The route was approved by the Minister of Land, Infrastructure, Transport and Tourism as one of the Projects for Promoting the Development of Extensive Sightseeing Routes. "The Flower of Japan, Kansai" has been promoted in order to draw more foreign visitors to the Kansai region. Specifically, efforts have been made to have 40% of foreign visitors to Japan visit Kansai, and to increase the total number of foreign visitors to Kansai to 8 million, the total guest nights of foreign visitors to 20 million, and foreign visitors' tourism consumption to 1 trillion yen.

As part of these efforts, the KANSAI ONE PASS was created to facilitate smooth travel by foreign visitors in the Kansai region. A prepaid IC card, it is based on the ICOCA prepaid IC card that is used for travel by train, subway and bus in Kansai. Demonstration tests of the KANSAI ONE PASS started on April 8, 2016.

Because of the convenience that the KANSAI ONE PASS offers to foreign visitors, such visitors do not have to worry about where and how they can buy tickets when they transfer from one mode of transport to another. At more than 100 facilities in Kansai, including 41 shops at Kansai International Airport, tourist facilities, retailers and restaurants, foreign visitors carrying the KANSAI ONE PASS can receive preferential treatment. Information is available on the mobile website of the KANSAI ONE PASS regarding tourism in Kansai, use of the KANSAI ONE PASS, and facilities that offer preferential treatment to KANSAI ONE PASS holders. The KANSAI ONE PASS is used in coordination with "The Flower of Japan, Kansai" project and other efforts so that an increasing number of foreign visitors will visit the Kansai region.



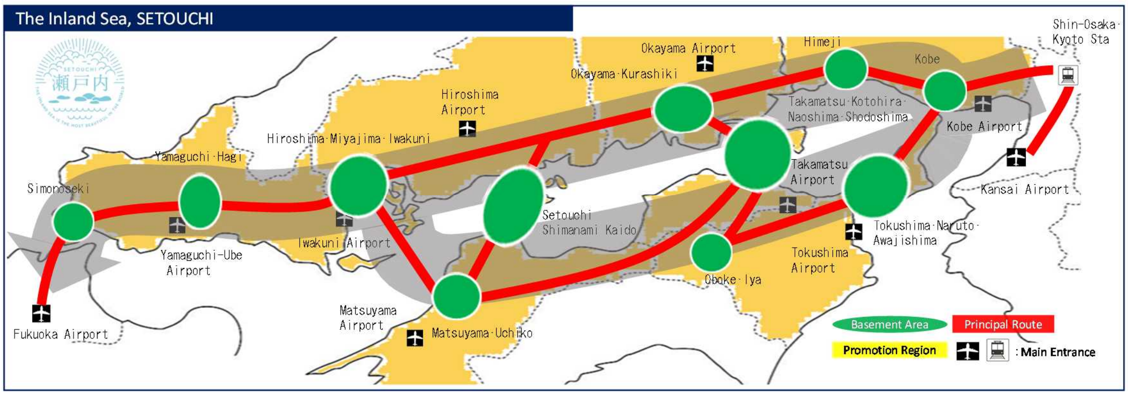
e KANSAI ONE PASS

7 Chugoku

○ Efforts for tourism promotion in the Setouchi area

In June 2015, “The Inland Sea, SETOUCHI” was approved by the Minister of Land, Infrastructure, Transport and Tourism as one of the Projects for Promoting the Development of Extensive Sightseeing Routes. “The Inland Sea, SETOUCHI” Project was developed by the Association for Attracting Tourists to Sightseeing Routes in Setouchi, which consists of economic organizations, private companies, tourism organizations, and the Association for the Promotion of the Setouchi Brand established by the seven prefectures in the Setouchi area (Hyogo, Okayama, Hiroshima, Yamaguchi, Tokushima, Kagawa and Ehime).

The Inland Sea, SETOUCHI Project is promoting the region under the following catchphrases: “Setouchi: World-class natural splendor and amazing experiences available only here,” “Setouchi, an area abounding in traditional Japanese arts and crafts, as well as in natural scenic sites,” and “The only major sightseeing route established as an extension of Japan’s Golden Route.” Efforts that have been made for the project include preparations for receiving foreign visitors from Europe, the United States, and Australia; increases in the number of options for visitors staying in the Setouchi area; and promotional activities and information dissemination.



Extensive Sightseeing Route Project “The Inland Sea, SETOUCHI”

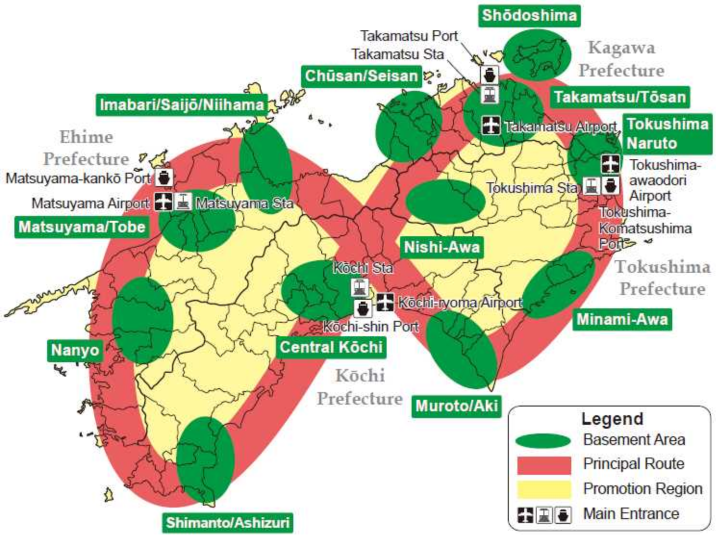
○ Consumption tax exemption counters at shopping malls

On May 28, 2015, the Omotecho Shopping Mall and the Romantic-dori Shopping Mall in the City of Okayama jointly set up a counter for consumption tax exemption procedures at a department store in the city. These were the first shopping malls in Japan to introduce a collective exemption system. The Committee for Enhancing the Appeal of the Shopping Malls was organized for the following purposes: to increase the number of shops offering consumption tax refunds in these shopping malls, to unite the efforts of these shopping malls in creating an environment in which foreign visitors can enjoy shopping comfortably, and to provide foreign visitors with opportunities to enjoy “MOMOTARO NIGHT in OKAYAMA” and other events at the shopping malls, in the hope that these events will help to attract foreign visitors, increase foreign visitors’ tourism consumption, and promote regional vitalization.

8 Shikoku

○ Extensive sightseeing route

In June 2015, "Spiritual Island – SHIKOKU HENRO", a project developed by Tourism Shikoku, was approved by the Minister of Land, Infrastructure, Transport and Tourism as one of the Projects for Promoting the Development of Extensive Sightseeing Routes.



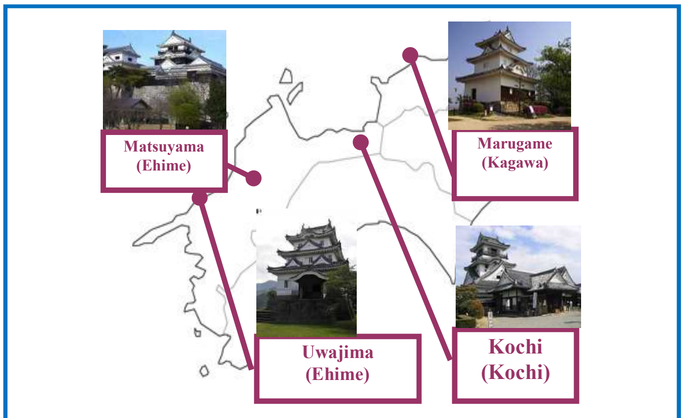
Extensive Sightseeing Route
"Spiritual Island – SHIKOKU HENRO"

In this project, the enduring culture of *osettai* (hospitality) that is unique to the Shikoku Henro (the Shikoku Pilgrimage, which has a history of more than 1,200 years) is emphasized, so that visitors can experience that spirit. With the aim of increasing the number of repeat visitors to Shikoku, comprehensive strategies were formulated. Various efforts that have been made on the basis of these strategies include arrangements for receiving foreign visitors; improvements in traffic convenience, increases in the number of options for visitors staying in Shikoku, and promotional activities and information dissemination.

○ The exchange of views on four existing castles

For the purpose of collectively promoting tourism at 12 locations where wooden keeps exist, the City of Hirosaki, in Aomori Prefecture, Northern Japan, has been taking the initiative in forming an alliance among these locations.

Four of the 12 existing wooden keeps are in Shikoku. The castle towns of the four castles have been maintained well, as have their stone walls and traditional gardens. Administrators of these four castles, voluntary tour guides and interested parties gathered to exchange views on strategies for raising awareness of Shikoku as a region where one-third of Japan's remaining wooden keeps are located, strengthen cooperation among the administrators of the four castles in sharing information, and enhance personnel exchanges among the four castles.



Views about…

・*Cooperation among castle administrators*
・*Information exchanges among tour guides*
・*Sharing of information about the four castles*
・*Reception of international inbound tourists*

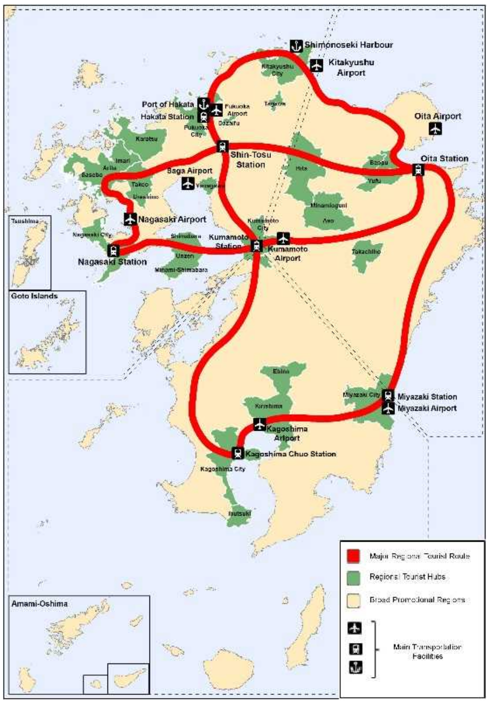
The four remaining castle towers in Shikoku

9 Kyushu

○ Extensive sightseeing route of ‘Onsen Island’ Kyushu

In June 2015, a project to create an “Extensive sightseeing route of ‘Onsen Island’ Kyushu” was approved by the Minister of Land, Infrastructure, Transport and Tourism as one of the Projects for Promoting the Development of Extensive Sightseeing Routes. This project aims at developing regional sightseeing routes tailored to various lengths of stay by foreign visitors in Kyushu and at vitalizing the Kyushu region by increasing regional tours taken by foreign visitors.

In the first year of the project, marketing surveys were conducted toward finalizing the route plans and determining model routes. As part of preparations to receive foreign visitors, safe-driving seminars were given in Singapore, because many of the visitors from that country use a rental car for days to visit sightseeing spots in Japan. A blog article contest and a hot spring contest were held for international entries. These contests were ways of publicizing foreign people’s views about the appeal of regional tours in Kyushu.



“Extensive sightseeing route of ‘Onsen Island’ Kyushu”

○ Olle Symposium in commemoration of the 50th anniversary of the restoration of diplomatic relations between South Korea and Japan

On November 20, 2015, the Kyushu Olle Symposium was held jointly by the Kyushu Tourism Promotion Organization and the Kyushu District Transport Bureau to commemorate the 50th anniversary of the restoration of diplomatic relations between South Korea and Japan. The topic of the symposium was Kyushu *Olle*. (*Olle* is a collective term for the popular trekking trails on Jeju Island in South Korea.) Kyushu, the venue of the symposium, is among the Japanese tourist destinations most accessible to South Korean citizens, and Kyushu has been maintaining close relations with South Korea.

Panel discussion

10 Okinawa

As a result of increases in the number of flights and cruise ship port calls, the number of domestic and foreign visitors visiting Okinawa increased for the third consecutive year to hit a record high.

South Koreans visiting Okinawa have increased significantly in number since 2014, because flight services were newly inaugurated or increased between South Korea and Okinawa by Japanese and South Korean air carriers, including LCCs, to substantially increase the air seat capacity. Consequently, in 2014, South Korea replaced Hong Kong to rank second behind Taiwan in terms of the total annual number of visitors to Okinawa.

Against this backdrop, efforts focusing on air carriers and travel companies in South Korea have been made to attract more visitors to Okinawa.

○ Project for attracting South Korean visitors to Japan

As the increase in flight services between South Korea and Okinawa indicates, there is a growing demand in South Korean for tours to Okinawa. To express gratitude to South Korean businesses for their contributions to increases in the numbers of visitors from South Korea to Okinawa, and for the purpose of enhancing cooperation with these businesses in attracting visitors to Okinawa, the event "Okinawa Seminar, Business Meeting and Reception in South Korea" was held in Seoul, the South Korean capital, in October 2015.

The year 2015 marked the 50th anniversary of the restoration of diplomatic relations between South Korea and Japan. The event held in that year helped to expand exchanges between South Korea and Japan through tourism and to deepen mutual understanding between the two countries.

(Left) Okinawa Tourism Seminar given to tour companies and air carriers
(Middle) Many people took part in the business meeting, and business people queued in front of the booths of popular companies.
(Right) The Chairman of the Korea Tourism Association and the Vice-governor of Okinawa exchanged gifts at the reception.

Note: In Section 7, "a region" refers to the jurisdictional area of a District Transport Bureau.
The Tohoku region: the prefectures of Aomori, Iwate, Miyagi, Akita, Yamagata and Fukushima
The Kanto region: the prefectures of Ibaraki, Tochigi, Gumma, Saitama, Chiba, Tokyo, Kanagawa and Yamanashi
The Hokuriku Shin-etsu region: the prefectures of Niigata, Toyama, Ishikawa and Nagano
The Chubu region: the prefectures of Fukui, Gifu, Shizuoka, Aichi and Mie
The Kinki region: the prefectures of Shiga, Kyoto, Osaka, Hyogo, Nara and Wakayama
The Chugoku region: the prefectures of Tottori, Shimane, Okayama, Hiroshima and Yamaguchi
The Shikoku region: the prefectures of Tokushima, Kagawa, Ehime and Kochi
The Kyushu region: the prefectures of Fukuoka, Saga, Nagasaki, Kumamoto, Oita, Miyazaki and Kagoshima

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Appendix-1 International Tourist Arrivals and Tourism Receipts by Region

(Upper box: Ten thousand persons; Lower box: One mil. USD)

Year	2013			2014		
Region / Category	Tourist Arrivals / Tourism Receipts	Change YoY	Share	Tourist Arrivals / Tourism Receipts	YoY Change	Share
Europe	56,645	4.9%	52.1%	58,177	2.7%	51.4%
	491,718	8.2%	41.1%	508,897	3.5%	40.9%
Americas	16,752	3.1%	15.4%	18,097	8.0%	16.0%
	264,165	5.9%	22.1%	273,996	3.7%	22.0%
Asia-Pacific	24,978	6.8%	23.0%	26,331	5.4%	23.2%
	360,725	9.5%	30.1%	376,815	4.5%	30.3%
Africa	5,437	4.7%	5.0%	5,568	2.4%	4.9%
	35,493	2.1%	3.0%	36,432	2.6%	2.9%
Middle East	4,844	-3.1%	4.5%	5,104	5.4%	4.5%
	45,238	-5.3%	3.8%	49,303	9.0%	4.0%
Total	108,656	4.6%	100.0%	113,276	4.3%	100.0%
	1,197,339	7.3%	100.0%	1,245,443	4.0%	100.0%

Source: *Tourism Highlights 2015* (UNWTO)

Appendix-2 Balance of Payments for International Tourism (2014)

(Unit: One mil. USD)

	Revenues	Expenditures	Balance
U.S.A.	177,200	110,800	66,400
Spain	65,200	18,200	47,000
Thailand	38,400	7,000	31,400
Italy	45,500	28,800	16,700
Hong Kong	38,400	22,000	16,400
Malaysia	22,600	12,400	10,200
Austria	20,600	10,800	9,800
France	55,400	47,800	7,600
Mexico	16,300	9,700	6,600
Australia	32,000	26,300	5,700
India	19,700	14,600	5,100
Indonesia	10,300	7,700	2,600
Poland	10,900	8,900	2,000
Switzerland	17,400	16,600	800
Taiwan	14,600	14,000	600
Japan	18,900	19,300	-400
Singapore	19,200	23,900	-4,700
South Korea	18,100	23,500	-5,400
Sweden	12,700	18,500	-5,800
U.A.E.	(11,600)	(17,700)	-6,100
Netherlands	14,700	21,400	-6,700
Belgium	14,300	23,800	-9,500
U.K.	45,900	56,900	-11,000
Saudi Arabia	8,200	24,100	-15,900
Canada	17,400	33,800	-16,400
Brazil	6,800	25,600	-18,800
Russia	11,800	50,400	-38,600
Germany	43,300	92,200	-48,900
China	56,900	164,900	-108,000

Source: Data from the JNTO (original sources are from the UNWTO and each countries' national tourist organization).
Note: The 2013 value was used for United Arab Emirates because the 2014 values were unknown.

Appendix-3 Japan's Balance of Payments for International Tourism

(Unit: 100 mil. yen)

Category		2,007	2,008	2,009	2,010	2,011	2,012	2,013	2,014	2,015
Balance of payment for international tourism (not including passenger transport)	Credit	10,991	11,185	9,642	11,586	8,752	11,630	14,767	19,974	30,240
	Debit	31,189	28,818	23,529	24,461	21,716	22,247	21,312	20,419	19,334
	Net balance	△ 20,199	△ 17,633	△ 13,885	△ 12,875	△ 12,964	△ 10,619	△ 6,545	△ 443	10,905
Balance of payment for international tourism (including passenger transport)	Credit	14,610	14,253	11,704	13,462	9,977	12,923	16,501	22,067	33,047
	Debit	43,844	40,274	32,490	34,390	31,671	32,660	31,452	30,235	28,043
	Net balance	△ 29,233	△ 26,020	△ 20,784	△ 20,930	△ 21,698	△ 19,742	△ 14,953	△ 8,167	5,003
Balance of trade	Credit	674,030	733,073	468,191	559,429	643,413	672,562	776,497	845,401	758,940
	Debit	797,254	773,350	508,571	639,219	627,248	614,421	669,791	740,747	752,654
	Net balance	123,225	40,277	40,378	79,788	△ 16,165	△ 58,142	△ 106,707	△ 104,652	△ 6,289

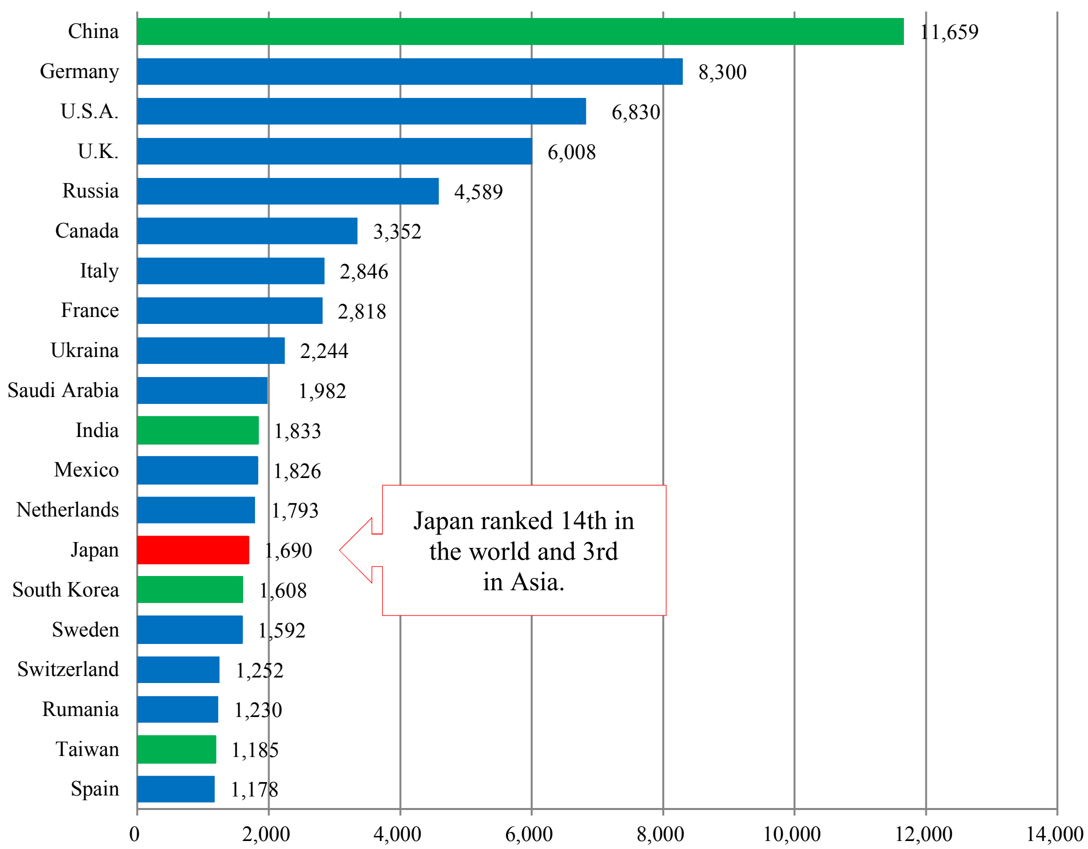
Source: A reference from the Ministry of Finance

Notes:

1. The "balance of payment for international tourism" was calculated by the JTA based on the following definition: The "net balance for international tourism" refers to the balance of travel net balance within the country's balance of payments.
The "balance of payment for international tourism (including passenger traffic)" is calculated by adding the net balance for passenger transport within transport to the net balance for tourism payments.
2. △ indicates deficit.
3. 2015 data represent preliminary values.

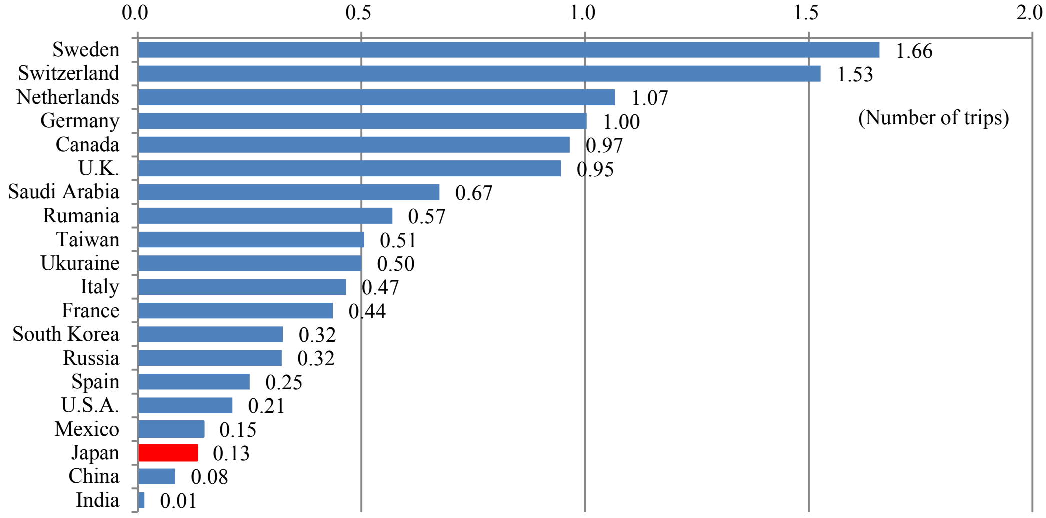
Appendix-4 International Outbound Traveler Rankings (2014)

(Unit: Ten thousands)



Source: *Compendium of Tourism Statistics Data 2010–2014 2016 Edition* (UNWTO).
Note: 2013 data was used for Sweden, because 2014 data for the country were unknown.

Appendix-5 Number of International Trips taken per Capita by the Top 20 Countries for Outbound International Travelers (2014)



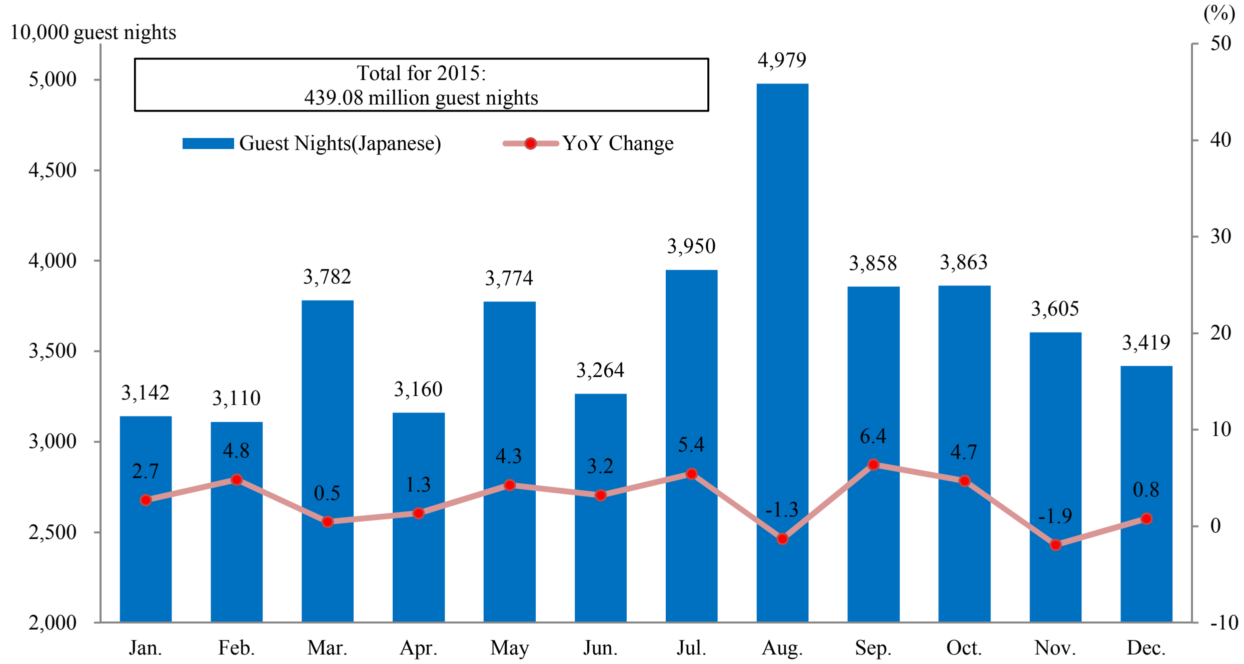
Source: *Compendium of Tourism Statistics Data 2010 – 2014 2016 Edition* (UNWTO), *State of World Population 2014* (UNFPA), and *Handbook of Data on Foreign Visitors to Japan* (JNTO)
Notes:
2. Calculated by dividing the country's population by the number of outbound international travelers.
3. 2013 data were used for Sweden, because 2014 data of the country are unknown.

Appendix-6 Number of International Conferences Held in Asia-Pacific/Middle East Cities (2014)

Rank in the Asia-Pacific and Middle East region (2014)	Ranking in the world		Number of conferences (2014)
1	7	Singapore	142
2	14	Beijing	104
3	15	Seoul	99
4	16	Hong Kong	98
5	20	Taipei	92
6	22	Tokyo	90
7	25	Sydney	82
8	28	Kuala Lumpur	79
9	29	Bangkok	73
		Shanghai	73
11	37	Melbourne	61
12	44	Dubai	56
13	54	Kyoto	47
14	58	Jeju	41
15	66	Bali	38
16	67	Melbourne	37
17	69	Busan	35
		New Delhi	35
26	125	Sapporo	19
30	134	Yokohama	18
34	152	Nara	16
		Okinawa	16
38	164	Fukuoka	15
		Kobe	15
47	208	Nagoya	11
49	222	Osaka	10

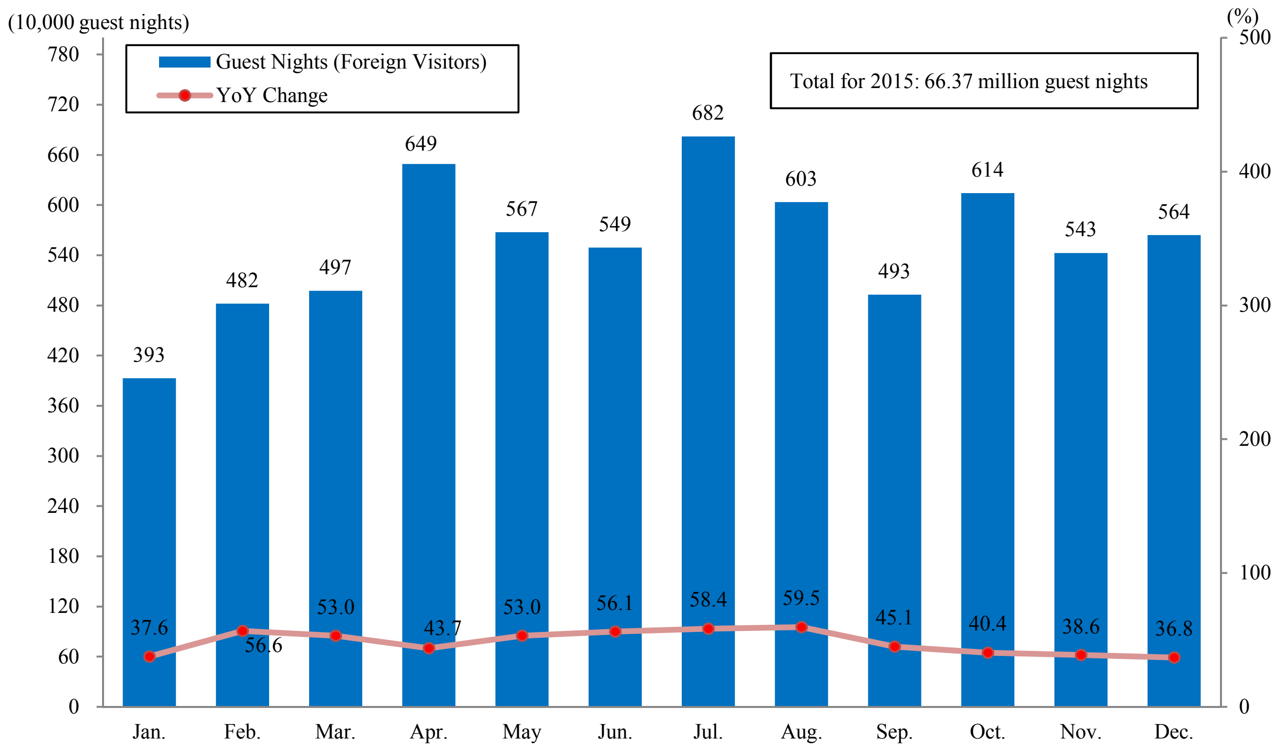
Source: ICCA statistics

Appendix-7 Number of Guest Night (Japanese Guest) by Month (2015)



Source*: Accommodation Survey* (JTA)
Note: Figures of the acccomodation guests are preliminary. Final figures will be subject to change slightly.

Appendix-8 Number of Guest Night (Foreign Visitors) by Month (2015)



Source*: Accommodation Survey* (JTA)
Notes:
1. "Foreign national" refers to anyone who does not maintain an address in Japan.
2. Figures of the acccomodation guests are preliminary. Final figures are subject to change slightly.

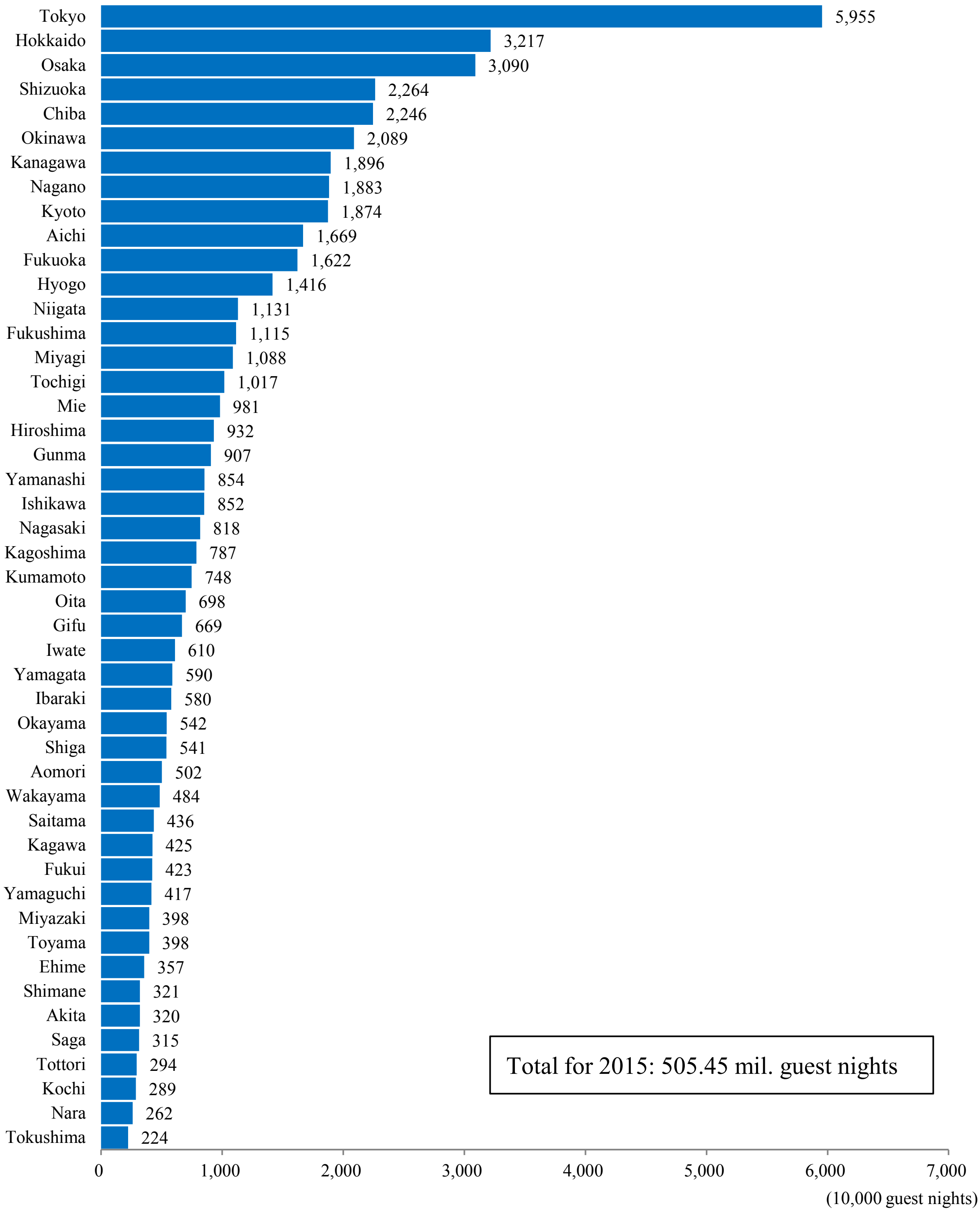
Appendix-9 Accommodation Guests (Total/Foreign Visitors), Bed Occupancy Rate and

Guestroom Occupancy Rate by Prefecture (2015)

	Accommodation Guests (Total) (10,000 guest nights)	Accommodation Guests (Foreign Visitors) (10,000 guest nights	Bed Occupancy Rate	Guestroom Occupancy Rate
Nationwide	50,545	6,637	40.0%	60.5%
Hokkaido	3,217	548	42.8%	61.5%
Aomori	502	12	33.7%	50.4%
Iwate	610	11	30.3%	52.5%
Miyagi	1,088	19	43.5%	62.2%
Akita	320	5	25.4%	44.0%
Yamagata	590	7	26.0%	48.4%
Fukushima	1,115	5	31.0%	52.5%
Ibaraki	580	20	33.3%	51.8%
Tochigi	1,017	20	29.9%	47.6%
Gunma	907	16	33.3%	50.7%
Saitama	436	16	45.8%	66.3%
Chiba	2,246	348	53.6%	70.7%
Tokyo	5,955	1,778	69.0%	82.3%
Kanagawa	1,896	217	49.6%	66.7%
Niigata	1,131	26	24.2%	43.7%
Toyama	398	20	31.7%	55.3%
Ishikawa	852	51	40.0%	64.9%
Fukui	423	6	26.5%	43.2%
Yamanashi	854	131	26.3%	48.3%
Nagano	1,883	96	21.4%	35.7%
Gifu	669	92	31.2%	50.2%
Shizuoka	2,264	176	35.4%	54.9%
Aichi	1,669	225	52.5%	70.9%
Mie	981	38	32.8%	49.9%
Shiga	541	46	36.9%	60.5%
Kyoto	1,874	481	52.4%	71.4%
Osaka	3,090	934	76.9%	85.2%
Hyogo	1,416	119	37.6%	58.9%
Nara	262	28	26.7%	46.3%
Wakayama	484	43	29.3%	47.7%
Tottori	294	10	28.9%	51.1%
Shimane	321	4	31.2%	54.4%
Okayama	542	18	35.4%	57.0%
Hiroshima	932	74	43.3%	65.5%
Yamaguchi	417	9	39.1%	58.3%
Tokushima	224	6	26.6%	47.9%
Kagawa	425	22	37.0%	55.6%
Ehime	357	11	32.5%	53.5%
Kochi	289	7	26.8%	48.0%
Fukuoka	1,622	238	50.2%	68.7%
Saga	315	20	35.1%	56.4%
Nagasaki	818	84	40.4%	59.9%
Kumamoto	748	74	34.1%	55.5%
Oita	698	68	38.7%	53.6%
Miyazaki	398	23	33.9%	53.0%
Kagoshima	787	42	36.0%	52.4%
Okinawa	2,089	392	51.8%	67.7%

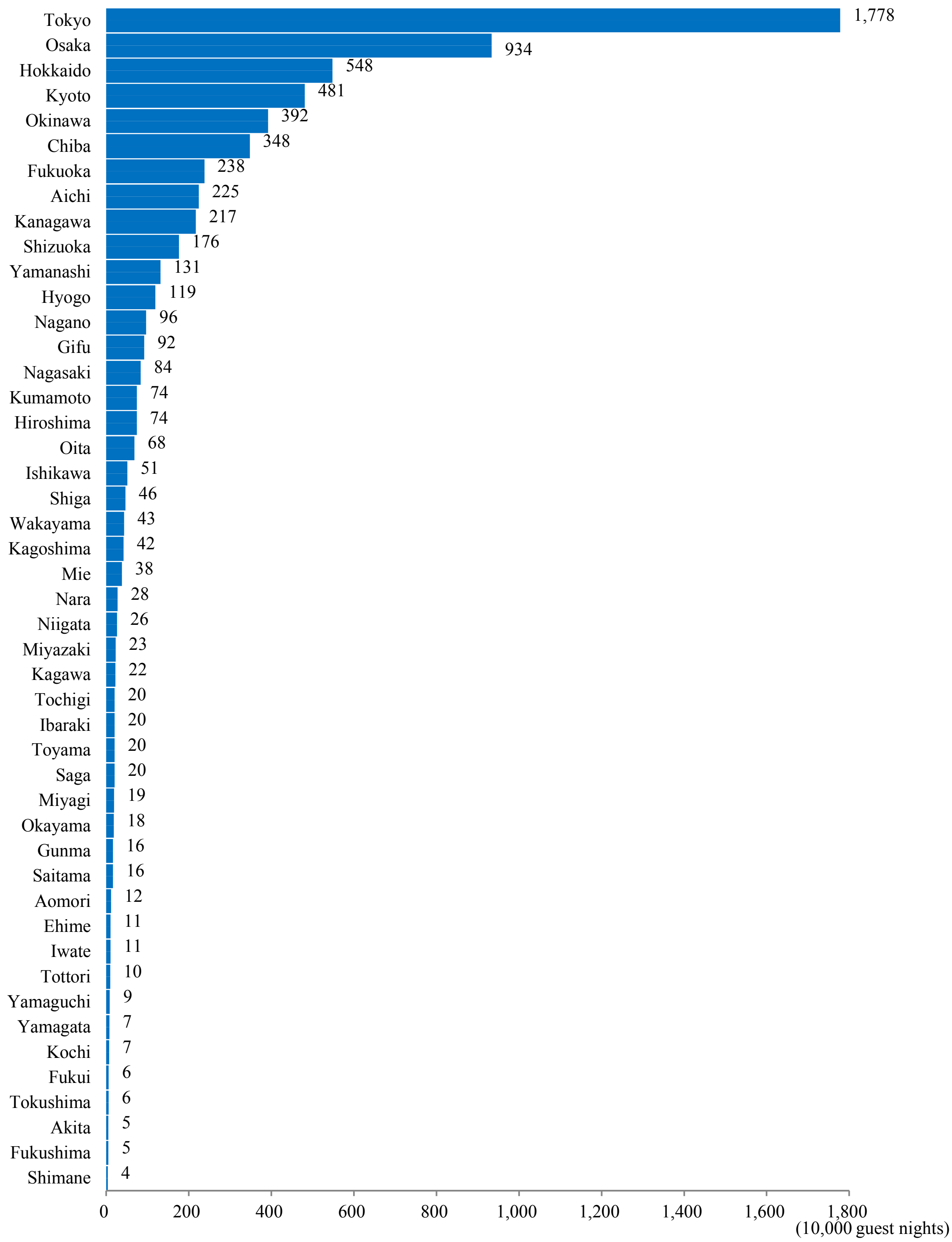
Source: *Accommodation Survey* (JTA)
Notes:
1. "Foreign visitors"refers to anyone who does not maintain an address in Japan.
2. "Foreign visitors"includes foreign visitors of unknown countries/regions (origin).
3. The bed occupancy rate is the rate of the number of accommodation guests compared to full guestroom capacity. For example, if one guest stayed in a guestroom with two guest capacity, the bed occupancy rate would be 50%.
4. The guestroom occupancy rate is the utilization rate of guestrooms compared to total guestrooms. For example, if one of an accommodation's two guestrooms were occupied, the guestroom occupancy rate would be 50%.
5. Accommodation guests (total) include foreign visitors.
6. Figures in the table are preliminary. Final figures are subject to change slightly.

Appendix-10 Total Guest Nights by Prefecture (2015)



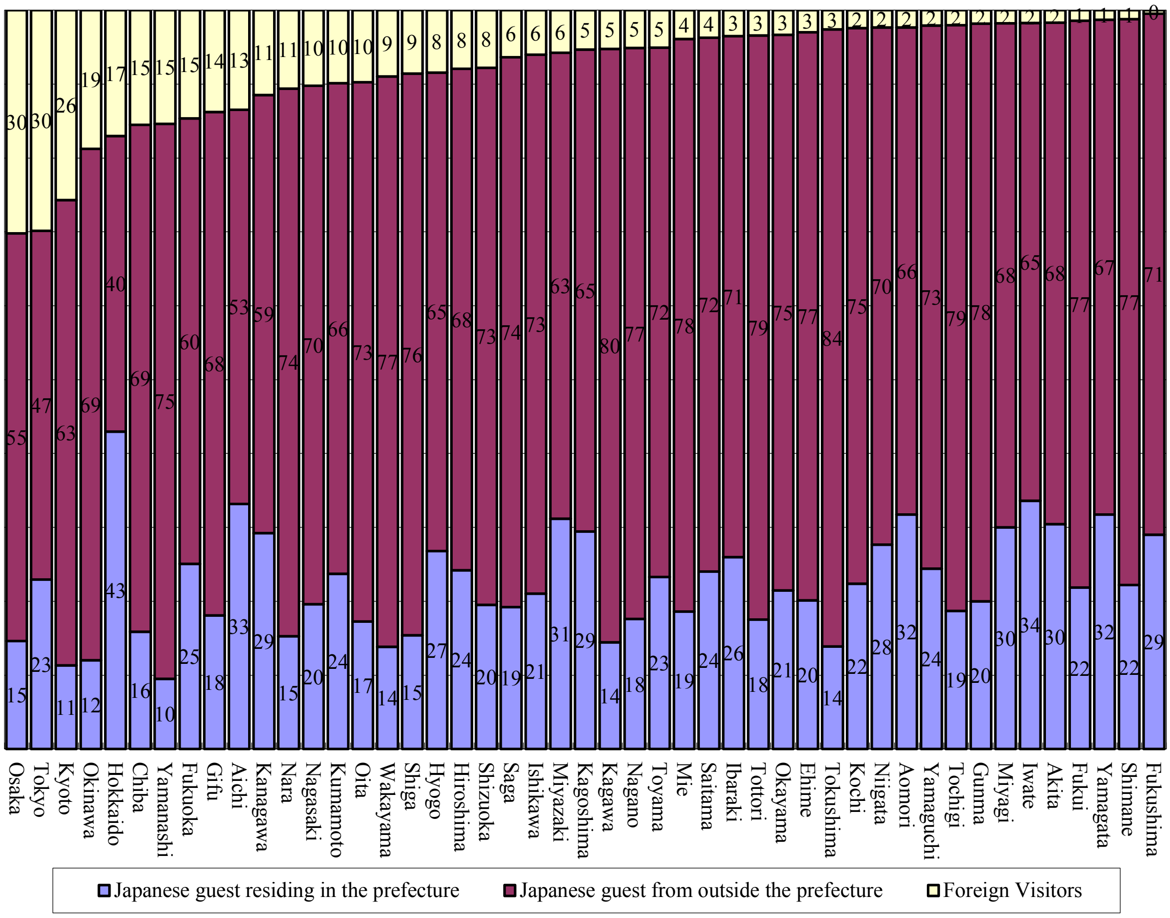
Source: *Accommodation Survey* (JTA)
Note: Figures in the graph are preliminary. Final figures are subject to change slightly.

Appendix-11 Total Guest Nights(Foreign Visitors) by Prefecture (2015)



Source: *Accommodation Survey* (JTA)
Note:
1. The term "foreign visitors" refers to those who do not have an address within Japan.
2. Figures in the graph are preliminary. Final figures are subject to change slightly.

Appendix-12 Share of Total Guest Nights by Prefecture (2015)

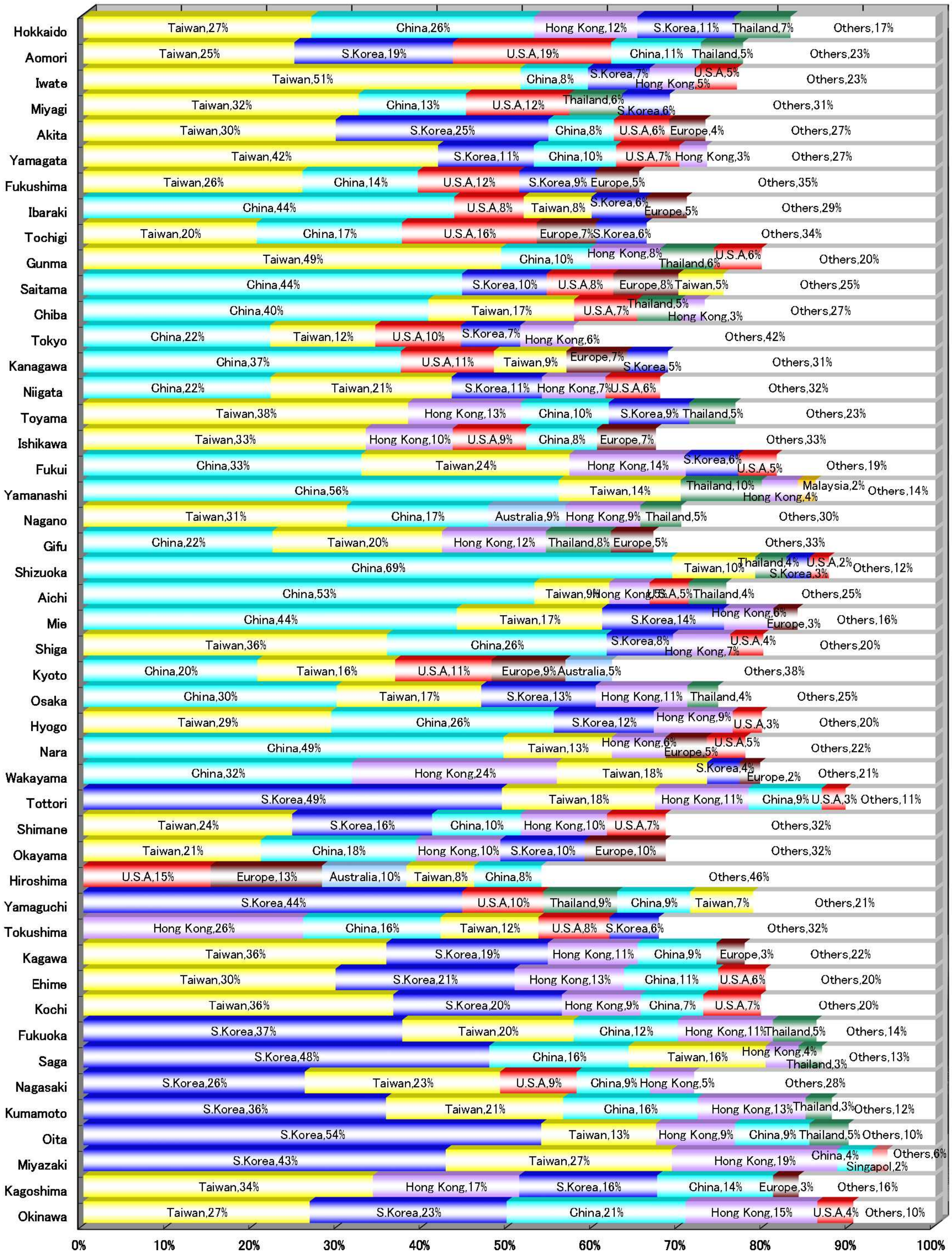


Source: *Accommodation Survey* (JTA)

Notes:

1. The unknown portion of Japanese nationals who stayed overnight by inside/outside the prefecture was calculated by prorating the ratio by inside/outside the prefecture and allocating the results to each prefecture.
2. The term "foreign nationals' refer to those who do not have an address within Japan.
3. Figures in the graph are preliminary. Final figures will be subject to change slightly.

Appendix-13 Breakdown of Guest Nights (Foreign Visitors) by Prefecture(2015)

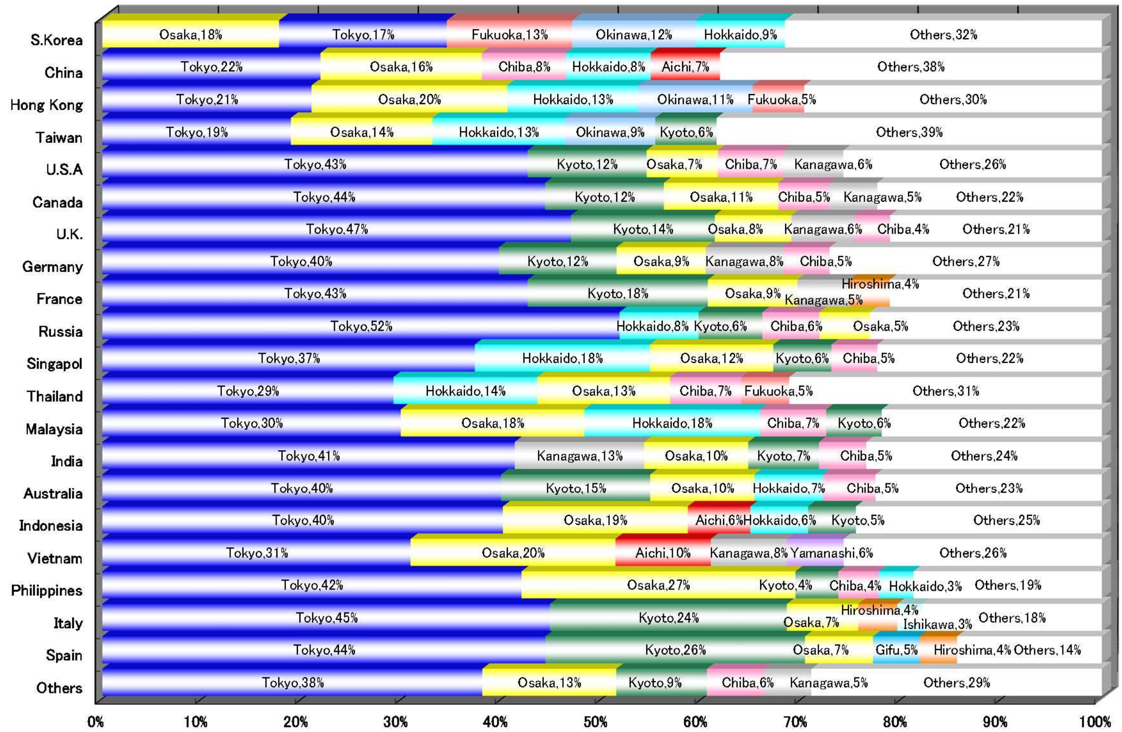


Source: *Accommodation Survey* (JTA)

Notes:

1. The term "foreign visitors" refers to those who do not have an address within Japan.
2. "Europe" refers to Germany, the United Kingdom and France.
3. This results are based on the survey of the facilities with at least 10 employees.
4. Figures in the graph are preliminary. Final figures are subject to change slightly.

Appendix-14 Top 5 Prefectures in Total Guest Nights (Foreign Visitors) by Country/Region (2015)

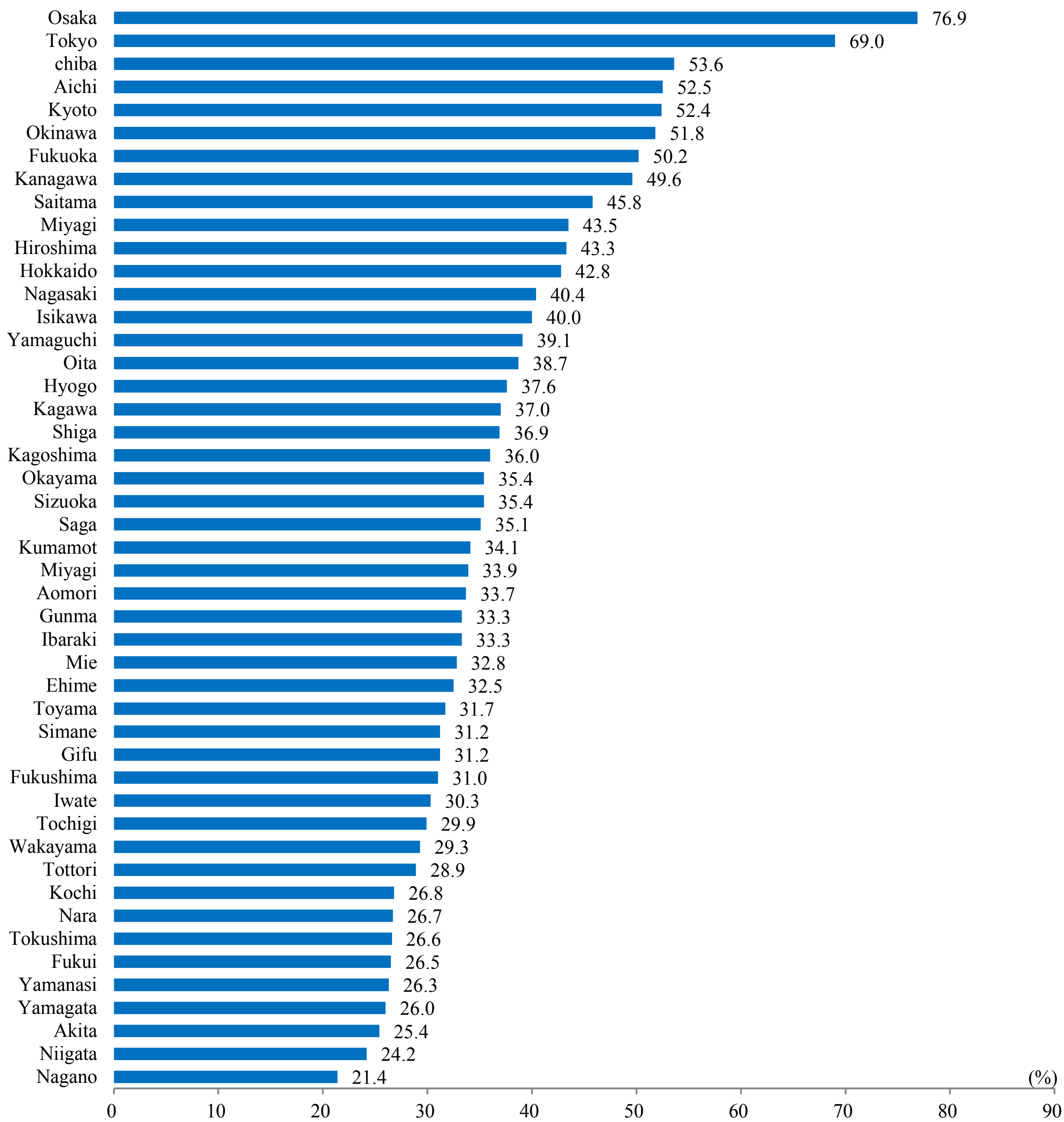


Source: *Accommodation Survey* (JTA)

Notes:

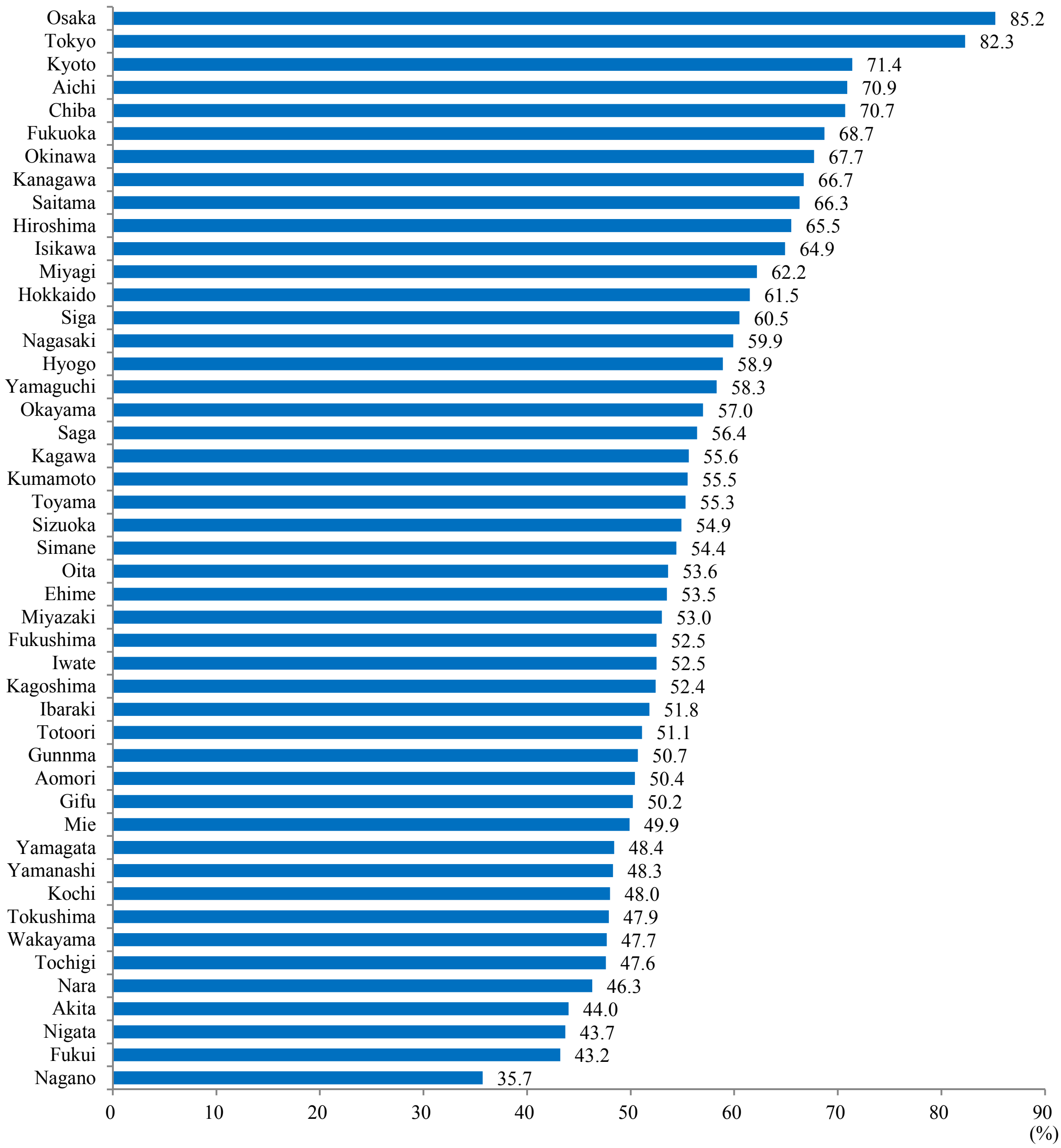
1. The term "foreign visitors" refers to those who do not have an address within Japan.
2. This result is based on the survey of the facilities with at least 10 employees.
3. Figures in the graph are preliminary. Final figures will be subject to change slightly.

Appendix-15 Accommodation Bed Occupancy by Prefecture (2015)



Source: *Accommodation Survey* (JTA)
Notes:
1. The term "bed occupancy" refers to the occupancy ratio of the number of guests who stay overnight to the number of beds. For example, if one guest stays in a guest room with two beds, the bed occupancy is 50%.
2. Figures in the graph are preliminary. Final figures will be subject to change slightly.

Appendix-16 Accommodation Guest Room Occupancy by Prefecture (2015)



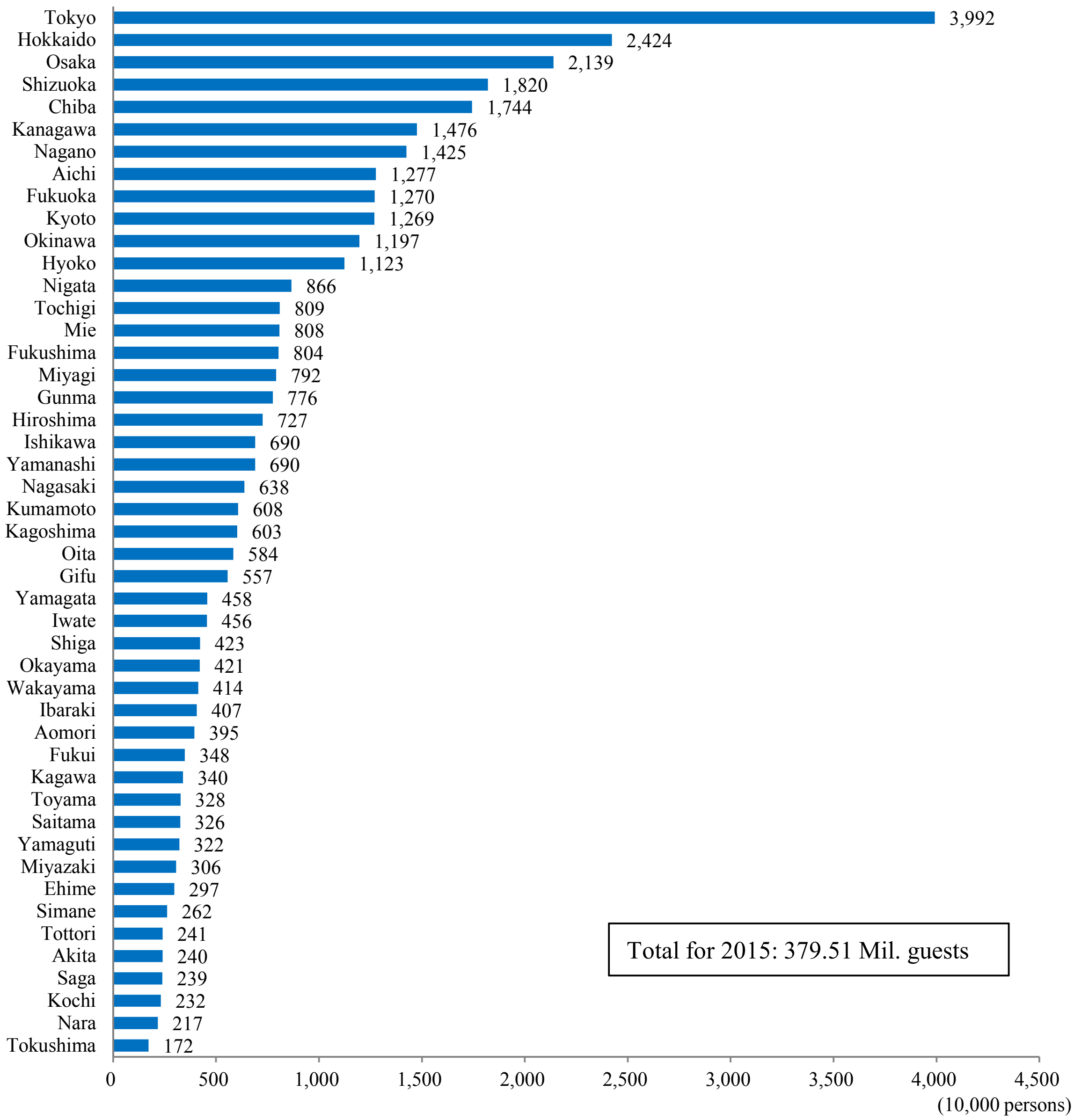
Source: *Accommodation Survey* (JTA)
Notes:
1. The term "guest room occupancy" refers to the occupancy ratio of the number of rooms occupied to the total number of rooms. For example, one of two guest rooms is occupied, the guest room occupancy is 50%.
2. Figures in the graph are preliminary. Final figures will be subject to change slightly.

Appendix-17 Actual Number of Guest, Average Nights per Person (Total/Foreign Visitors) by Prefecture (2015)

	Actual Total Guest Nights (persons)	Average Nights per Person	Actual Total Foreign Guest Nights (persons)	Average Nights by Foreign National
Total	379,510,060	1.33	42,664,140	1.56
Hokkaido	24,238,970	1.33	4,013,800	1.37
Aomori	3,947,080	1.27	84,170	1.38
Iwate	4,561,700	1.34	78,200	1.35
Miyagi	7,922,690	1.37	121,400	1.57
Akita	2,401,530	1.33	37,930	1.40
Yamagata	4,576,440	1.29	49,850	1.50
Fukushima	8,039,350	1.39	37,600	1.39
Ibaraki	4,065,610	1.43	126,290	1.60
Tochigi	8,094,380	1.26	145,270	1.41
Gunma	7,755,570	1.17	137,010	1.19
Saitama	3,258,860	1.34	105,070	1.54
Chiba	17,443,150	1.29	2,814,400	1.24
Tokyo	39,916,420	1.49	8,982,700	1.98
Kanagawa	14,757,470	1.28	1,537,760	1.41
Niigata	8,660,380	1.31	155,290	1.68
Toyama	3,276,540	1.21	163,040	1.24
Ishikawa	6,902,170	1.23	387,140	1.33
Fukui	3,481,080	1.21	44,970	1.32
Yamanashi	6,895,620	1.24	1,242,310	1.06
Nagano	14,252,660	1.32	659,800	1.46
Gifu	5,567,540	1.20	764,870	1.21
Shizuoka	18,201,060	1.24	1,552,440	1.13
Aichi	12,770,330	1.31	1,689,920	1.33
Mie	8,082,230	1.21	290,480	1.32
Shiga	4,227,440	1.28	358,440	1.29
Kyoto	12,686,600	1.48	2,613,780	1.84
Osaka	21,394,260	1.44	5,573,820	1.68
Hyogo	11,231,390	1.26	849,850	1.40
Nara	2,170,360	1.21	226,310	1.23
Wakayama	4,135,440	1.17	376,830	1.15
Tottori	2,410,630	1.22	77,310	1.29
Shimane	2,619,560	1.23	30,890	1.25
Okayama	4,206,220	1.29	133,480	1.35
Hiroshima	7,271,290	1.28	512,720	1.44
Yamaguchi	3,215,210	1.30	55,550	1.56
Tokushima	1,723,100	1.30	44,640	1.29
Kagawa	3,398,980	1.25	176,130	1.26
Ehime	2,974,860	1.20	79,910	1.33
Kochi	2,321,910	1.24	37,580	1.85
Fukuoka	12,702,900	1.28	1,665,160	1.43
Saga	2,391,660	1.32	148,740	1.34
Nagasaki	6,384,490	1.28	617,560	1.35
Kumamoto	6,075,840	1.23	615,620	1.20
Oita	5,839,040	1.20	610,860	1.12
Miyazaki	3,060,310	1.30	144,990	1.58
Kagoshima	6,028,530	1.30	323,680	1.29
Okinawa	11,971,450	1.74	2,168,780	1.81

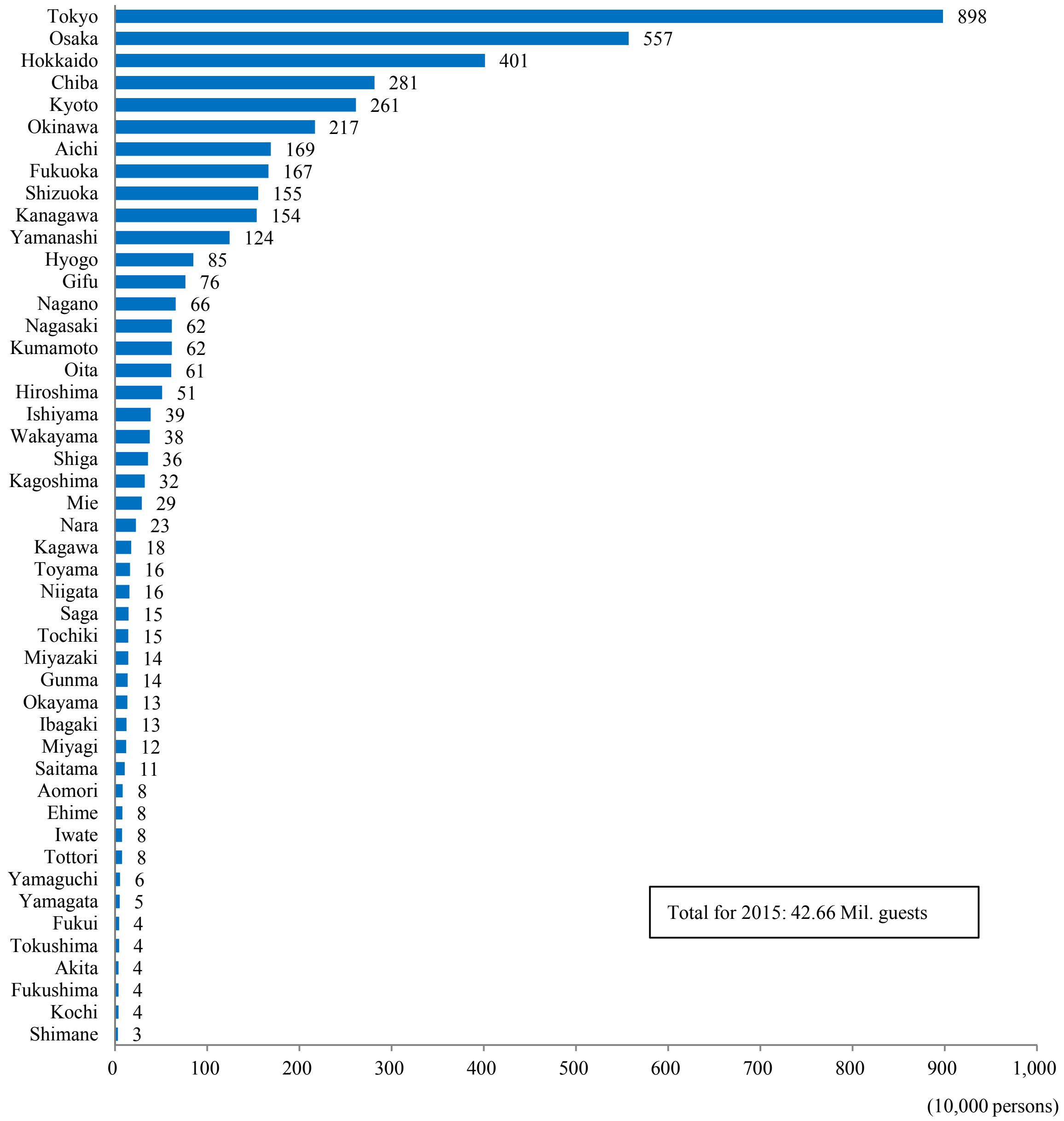
Source: *Accommodation Survey* (JTA)
Notes:
1: The term "foreign nationals" refer to those who do not have an address within Japan.
2: "Average nights" refer to the average nights per person who stay in a same accommodation.
3: Figures in the actual total guest nights include those of foreign nationals.
4: Figures in the graph are preliminary. Final figures will be subject to change slightly.

Appendix-18 Actual Number of Guests by Prefecture (2015)



Source: *Accommodation Survey* (JTA)
Note: Figures in the graph are preliminary. Final figures will be subject to change slightly.

Appendix-19 Actual Number of Guest (Foreign Visitors) by Prefecture (2015)



Source: *Accommodation Survey* (JTA)
Notes:
1. The term "foreign visitors" refer to those who do not have an address within Japan.
2. Figures in the graph are preliminary. Final figures will be subject to change slightly.

Appendix-20 Number of visitors and Tourism Consumption by Prefecture (2014)

Prefecture	Visitors (10,000 people)	Tourism Consumption (100 Mil. yen)
Hokkaido	5,356	8,462
Aomoro	1,497	1,493
Yiwata	1,150	1,603
Miyagi	2,987	3,582
Akita	1,204	1,638
Yamagata	2,021	2,109
Fukushima	2,147	2,794
Ibaraki	3,345	2,261
Tochigi	4,516	4,684
Gunma	2,984	2,559
Saitama*	-	-
Chiba*	-	-
Tokyo	51,512	55,509
Kanagwa	10,496	9,601
Nigata	3,724	3,608
Toyama	1,238	1,292
Ishigawa	1,811	2,642
Fukui*	-	-
Yamanashi	3,002	4,460
Nagano	3,595	6,572
Gifu	3,686	2,694
Shizuoka*	-	-
Aichi	10,544	7,270
Mie	3,192	3,359
Shiga	1,899	1,734
Kyoto	6,385	6,286
Osaka**		
Hyoko	7,399	7,122
Nara	2,094	1,252
Wakayama	1,143	1,576
Tottori	920	1,039
Shimane	1,265	1,020
Okayama	1,422	1,607
Hiroshima*	-	-
Yamaguti	1,754	1,420
Tokushima	1,137	1,196
Kagawa	1,712	1,589
Ehime	1,461	1,221
Kochi	570	857
Fukuoka*	-	-
Saga	1,862	3,043
Nagasaki*	-	-
Kumamoto	2,578	3,872
Oita	1,890	2,247
Miyagi	1,447	1,503
Kagoshima	1,699	2,627
Okinawa*	-	-

Source: *Inbound Tourism Statistics based on on the Common Standard* of individual prefectures
Notes:
* Data still being compiled for Saitama, Chiba, Fukui, Shizuoka, Hiroshima, Fukuoka, Nagasaki and Okinawa.
** Osaka Prefecture has yet to introduce the common standard for its statistics.
Given figures are the combined numbers of Japanese visitors (business, leisure) with foreign visitors as of April 15, 2016.

Appendix-21 Destinations of Japanese Overseas Travelers by Country/Region (Statistics from Receiving Countries/Region)

	Destination	Standard	2009		2010		2011		2012		2013		2014	
			Persons	Change YOY (%)	Persons	Change YOY (%)	Persons	Change YOY (%)	Persons	Change YOY (%)	Persons	Change YOY (%)	Persons	Change YOY (%)
Asian	China	N/F/V	3,317,459	-4	3,731,200	12	3,658,169	-2	3,518,153	-4	2,877,533	-18	2,717,600	-6
	S.korea	N/F/V	3,053,311	28	3,023,009	-1	3,289,051	9	3,518,792	7	2,747,750	-22	2,280,434	-17
	H.K.	R/F/V	1,204,490	-9	1,316,618	9	1,283,687	-3	1,254,602	-2	1,057,033	-16	1,078,766	2
	Taiwan	R/F/V	1,000,661	-8	1,052,541	5	1,242,652	18	1,392,557	12	1,381,142	-1	1,634,790	18
	Thailand	N/F/T	1,004,453	-13	980,424	-2	1,103,073	13	1,341,063	22	1,515,718	13	1,265,307	-17
	Shingapore	R/F/V	489,987	-14	528,951	8	656,417	24	757,116	15	832,845	10	824,741	-1
	Viet Nam	R/F/V	359,231	-9	442,089	24	481,519	9	576,386	20	604,050	5	647,956	7
	Malaysia	R/F/T	395,746	-9	415,881	5	386,974	-7	470,008	21	513,076	9	553,106	8
	Macao	R/F/V	379,241	3	413,529	9	396,050	-4	396,010	0	290,622	-27	299,849	3
	Indonesia	R/F/T	475,766	-13	418,971	-12	412,623	-2	450,687	9	479,305	6	486,687	2
	Philippines	R/F/T	324,980	-10	358,744	10	375,496	5	412,474	10	433,705	5	463,744	7
	India	N/F/T	124,756	-14	168,019	35	193,525	15	220,015	14	220,283	0	219,516	0
	Cambodia	R/F/V	146,286	-11	151,795	4	161,804	7	179,327	11	206,932	15	215,788	4
	Maldives	N/F/T	36,641	-4	38,791	6	35,782	-8	36,438	2	39,463	8	38,817	-2
	Lao	N/F/V	28,081	-11	34,076	21	37,833	11	42,026	11	48,644	16	44,877	-8
	Nepal	N/F/T	22,445	-4	23,332	4	26,283	13	28,642	9	26,694	-7		
	Myanmar	N/F/T	13,809	27	16,186	17	21,321	32	47,690	124	68,761	44	83,434	21
	Mongolia	N/F/V	11,496	-24	14,140	23	14,988	6	17,119	14	18,178	6	18,893	4
	Sri Lanka	R/F/T	10,931	3	14,352	31	20,586	43	26,085	27	31,505	21	39,136	24
	Pakistan	N/F/T	6,705	-19	7,077	6	9,918	40	8,242	-17	N.A.	N.A.		
	Bangladesh	N/F/T	N.A.	–	N.A.	–	5,675	-	5,573	-2	4,456	-20		
Oceania	Guam	R/F/T	825,129	-3	891,929	8	820,312	-8	925,312	13	889,452	-4	807,112	-9
	Australia	R/F/V	355,456	-22	390,550	12	325,740	-17	348,050	7	324,320	-7	326,500	1
	Northern Mariana Islands	N/F/V	191,111	-10	185,032	-3	142,946	-23	153,259	7	141,745	-8	109,793	-23
	New Zealand	R/F/V	78,426	-23	87,735	12	68,963	-21	72,080	5	74,560	3	81,136	9
	Palau	R/F/V	26,688	-11	29,318	10	37,800	29	39,353	4	35,642	-9	37,986	7
	New Caledonia	R/F/T	18,926	-6	18,534	-2	18,455	0	17,430	-6	15,674	-10	19,053	22
	Tahiti	R/F/T	16,353	-13	13,761	-16	12,990	-6	12,989	0	13,175	1	12,527	-5
	Fiji	R/F/T	14,975	-32	12,011	-20	9,616	-20	7,069	-26	7,314	3	5,858	-20
Central Asian・Mid East・North Africa	Turkey	N/F/V	147,641	-1	195,404	32	188,312	-4	203,592	8	174,150	-14	170,550	-2
	Morocco	N/F/T	19,149	23	24,366	27	22,861	-6	30,306	33	32,184	6		
	Jordan	N/F/V	13,052	-5	19,052	46	12,829	-33	15,321	19	15,279	0		
	Bahrain	N/F/V	N.A.	–	N.A.	–	17,129	-	21,543	26	22,050	2		
	Israel	R/F/T	9,768	-33	13,165	35	13,444	2	16,011	19	13,516	-16	13,042	-4
	Armenia	R/F/T	11,900	7	11,730	-1	12,973	11	12,968	0	13,011	0		
	Oman	N/HA/T	12,953	26	5,977	-32	6,989	17	N.A.	N.A.	N.A.	N.A.		
	Tunisia	N/F/T	11,073	-1	13,385	21	3,120	-77	8,002	156	6,460	-19		
	Saudi Arabia	N/F/T	6,539	-55	9,210	41	16,410	78	11,803	-28	13,477	14		
	Syrian	N/F/V	8,764	5	13,361	50	3,174	-76	N.A.	N.A.	N.A.	N.A.		
	Kazakhstan	R/F/V	4,292	-14	4,428	4	4,720	7	6,049	28	5,202	-14		
	Kuwait	N/F/V	4,606	-26	4,959	8	4,798	-3	5,291	10	5,072	-4		
Afirica	Egypt	N/F/V	92,409	-15	126,393	37	27,635	-78	39,008	41	31,181	-20		
	South Africa	R/F/T	20,513	-26	27,577	34	26,284	-5	34,415	31	41,099	19		
	Nigeria	N/F/V	27,130	4	27,340	1	26,300	-4	41,988	60	24,231	-42		
	Zimbabwe	R/F/V	18,389	24	18,593	1	32,784	76	18,032	-45	20,374	13		
	Kenya	R/F/V	10,150	37	40,800	8	43,000	5	41,900	-3	48,100	15		
	Zambia	R/F/T	5,373	27	8,341	55	11,346	36	3,535	-69	5,531	56		
European Union	France	R/F/T	697,000	3	595,977	-14	612,259	3	731,369	19	682,384	-7	479,305	-30
	Germany	R/AA/T	537,984	-10	605,231	12	642,542	6	734,475	14	711,529	-3	711,529	0
	Spain	R/F/T	229,856	-3	332,930	45	342,979	3	357,671	4	374,175	5		
	Italy	N/F/T	320,591	13	340,210	6	314,239	-8	353,547	13	454,465	29		
	Switzerland	R/HA/T	275,505	-1	507,138	7	479,743	-5	509,757	6	491,651	-4		
	United Kingdom	R/F/V	235,471	-1	223,000	-5	237,000	6	242,700	2	221,000	-9	222,000	0
	Austria	R/AA/T	191,321	-5	213,581	7	228,559	7	261,261	14	259,184	-1		
	Croatia	R/AA/T	163,400	14	147,119	-10	131,630	-11	155,088	18	160,025	3		
	Czech	N/AA/T	114,777	-7	133,052	16	121,663	-9	136,557	12	137,844	1		
	Netherlands	R/HA/T	99,300	-13	119,000	20	110,500	-7	136,300	23	150,000	10	147,000	-2
	Belgium	R/AA/T	74,509	22	81,026	1	91,414	13	111,690	22	112,278	1		
	Russian	N/F/V	74,159	-14	78,188	5	76,204	-3	86,806	14	102,408	18	105,220	3

	Hungary	N/AA/T	71,124	-5	76,317	7	69,154	-9	76,180	10	76,586	1		
	Finland	R/AA/T	65,949	-18	68,747	4	75,680	10	91,783	21	106,769	16		
	Portugal	R/AA/T	57,641	-9	61,690	7	58,492	-5	64,578	10	78,797	22		
	Sweden	R/AA/T	45,549	-9	48,377	6	46,718	-3	45,723	-2	39,762	-13		
	Slovenia	N/AA/T	48,182	21	40,455	-16	35,321	-13	41,398	17	36,437	-12		
	Poland	N/F/T	35,000	-17	50,499	47	39,202	-22	41,080	5	49,245	20	50,693	3
	Denmark	R/AA/T	30,726	-8	33,837	10	20,687	-39	24,267	17	21,667	-11		
	Norway	N/F/T	25,000	-14	28,000	12	27,000	-4	N.A.	N.A.	N.A.	N.A.		
	Slovakia	N/AA/T	11,351	-17	11,523	2	8,865	-23	10,117	14	9,444	-7		
	Ireland	R/F/T	11,000	-21										
	Romania	R/F/V	10,345	-21	12,333	19	13,544	10	14,252	5	16,974	19		
	Bulgaria	R/F/V	8,458	-14	9,969	18	10,236	3	11,148	9	17,641	58		
	Iceland	N/AA/T	12,454	11	9,842	-21	12,683	29	21,571	70	12,363	-43		
	Lithuania	R/AA/T	7,599	-19	7,654	1	8,528	11	9,465	11	10,079	6		
	Estonia	R/AA/T	7,253	6	7,235	0	8,732	21	8,778	1	10,768	23		
	Greece	N/F/T	6,765	-38	10,021	48	10,125	1	8,841	-13	13,141	49		
	Latvia	R/AA/T	6,690	11	5,428	-19	5,843	8	7,322	25	8,988	23		
	Ukraine	R/F/T	5,439	-16	6,206	14	7,585	22	8,528	12	8,252	-3		
	Monaco	N/HA/T	5,124	-15	4,526	-12	4,997	10	5,576	12	5,474	-2		
North America	U.S.A.	R/F/T	2,918,268	-10	3,386,076	16	3,249,569	-4	3,698,073	14	3,730,287	1	3,579,363	-4
	Hawaii	R/F/T	1,168,080	-1	1,229,762	5	1,241,805	1	1,458,335	17	1,518,517	4	1,510,938	0
	Canadia	R/F/V	205,639	-28	235,510	15	211,062	-10	226,215	7	224,858	-1	258,457	15
Latin America	Mexico	N/F/T	52,229	-25	66,164	27	72,339	9	85,687	18	97,226	13	107,366	10
	Brazil	R/F/T	66,655	-18	59,742	-10	63,247	6	73,102	16	87,225	19		
	Belgium	R/F/T	40,018	-13	30,604	-24	43,794	43	56,526	29	67,639	20	61,998	-8
	Chile	N/F/T	13,129	-4	14,261	9	12,693	-11	15,059	19	14,704	-2	15,053	2
	Bolivia	N/HA/T	8,035	-7	6,683	-17	7,813	17	11,873	52	15,486	30		
	Guatemala	N/F/V	5,110	-22	7,081	39	6,956	-2	8,853	27	7,220	-18		
	Cuba	R/F/V	5,460	-2	6,372	17	5,420	-15	7,348	36	5,896	-20		
	Colombia	N/F/V	4,987	-6	4,312	-14	4,769	11	5,578	17	5,805	4		
	Ecuador	N/F/V	4,868	-12	5,106	3	5,114	0	5,342	4	5,576	4		
	Costa Rica	N/F/T	4,746	-12	5,026	6	4,758	-5	5,117	8	4,932	-4		
	Panama	R/F/V	3,133	-52	3,988	27	4,525	13	5,043	11	4,515	-10		

Source: References from UNWTO, PATA, tourism bureaus and statistics bureaus of each countries

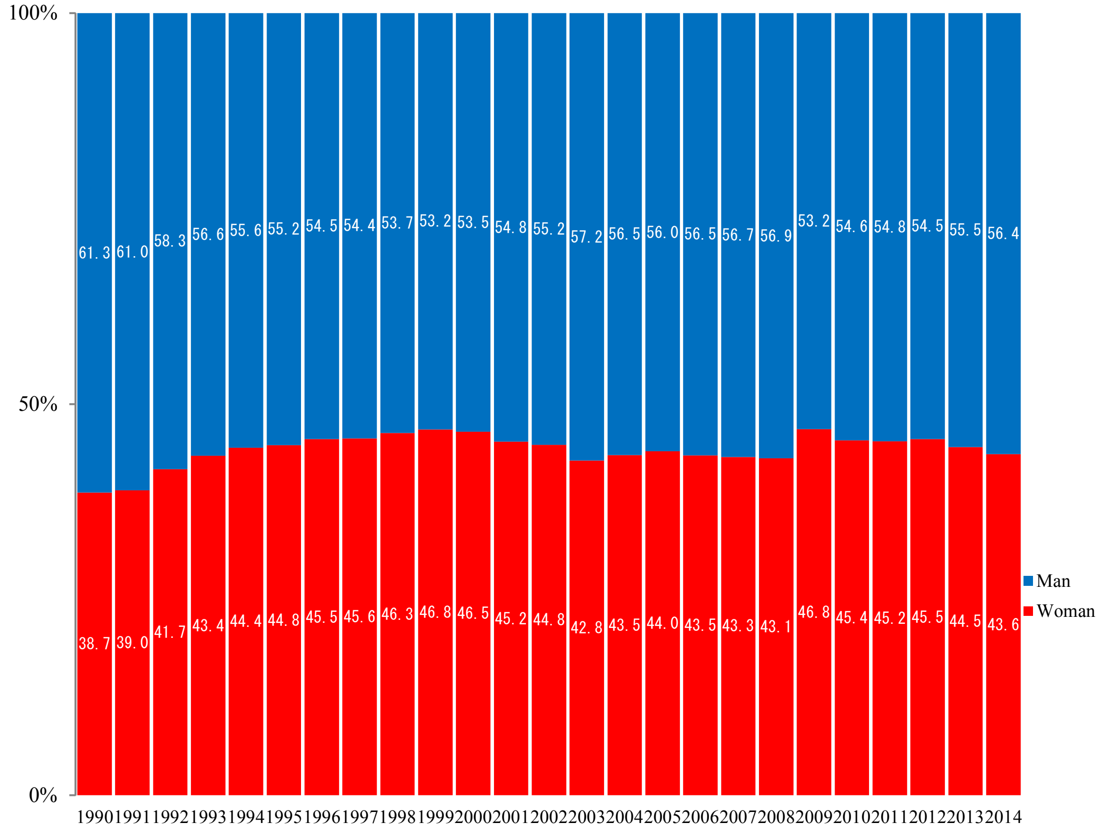
Remarks:

R: Reported by residence / N: Reported by nationality / F: Frontier arrivals / AA: Arrivals in registered tourist accommodations / HA: Arrivals in hotels / AN: Nights in registered tourist accommodations / HN: Nights spent in hotels / V: Number of both same-day and overnight visitors / T: Number of overnight visitors

Notes:

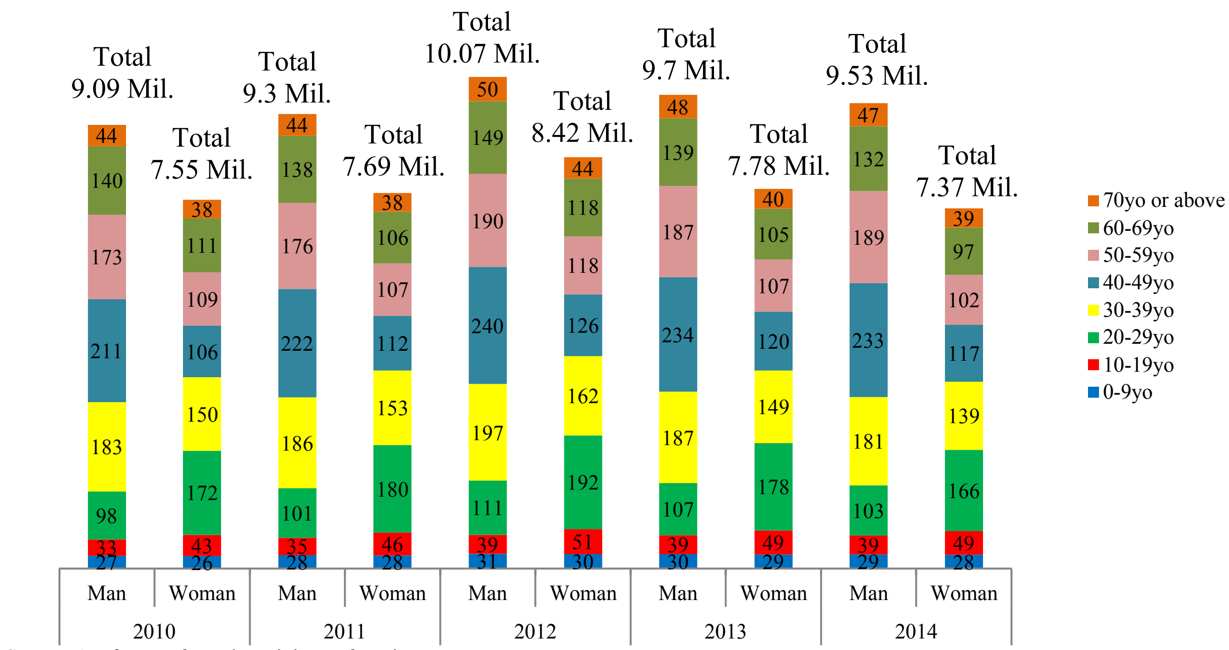
1. The table contains countries/regions to which over 5,000 Japanese nationals traveled.
2. Figures of different statistics such as for frontier arrivals and hotel arrivals are presented, and tabulation standards differ, making it impossible to compare the same indicator. Particular caution should be given when comparing with data for Europe.
3. Figures on the United States include arrivals to the 50 states and the District of Columbia, as well as arrivals for the country's protectorates, including the Northern Mariana Islands, Guam, U.S. Samoa, Puerto Rico and the U.S. Virgin Islands.
4. Figures of Hawaii are included in those of the United States.
5. Saipan belongs to the Northern Mariana Islands.
6. Figures of Peru are all preliminary.
7. The numbers of Japanese nationals visiting North Korea, Uzbekistan, United Arab Emirates, Qatar, Luxembourg, Malta, Belize, Haiti, Sudan, Mozambique, Namibia, Côte d'Ivoire and Senegal are unknown.
8. Figures of individual countries/regions may be changed retroactively, because of changes from estimate to comfirmed, changes of statistical standards or data inconsistency.
9. Figures of the table are as of June 2015.
10. Figures on Ireland have yet to be published as of June 2015, though the figures in 2010 onwards are scheduled to be available.

Appendix-22 Gender Ratio of Japanese Overseas Travelers



Source: A reference from the Ministry of Justice

Appendix-23 Number of Japanese Overseas Travelers by Age and Gender



Source: A reference from the Ministry of Justice

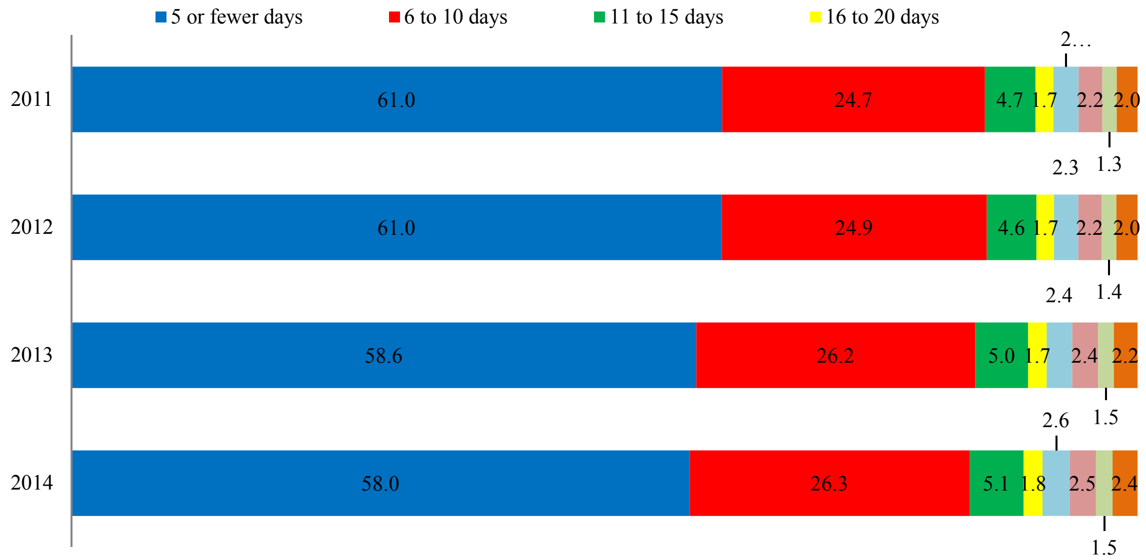
Appendix-24 Passenger Traffic of Departing Japanese Overseas Travelers

(1,000 persons)

Year \ Airpot	By Air									By Sea	Total
	Subtotal	New Chitose	Narita	Haneda	Chubu	Kansai	Fukuoka	Naha	Other local airports		
2007	17,107	102	9,548	466	1,974	3,688	679	49	602	188	17,295
	(98.9)	(0.6)	(55.2)	(2.7)	(11.4)	(21.3)	(3.9)	(0.3)	(3.5)	(1.1)	(100.0)
2008	15,791	90	8,751	640	1,782	3,337	633	42	516	196	15,987
	(98.8)	(0.6)	(54.7)	(4.0)	(11.1)	(20.9)	(4.0)	(0.3)	(3.2)	(1.2)	(100.0)
2009	15,240	103	8,281	780	1,576	3,184	676	46	595	205	15,446
	(98.7)	(0.7)	(53.6)	(5.1)	(10.2)	(20.6)	(4.4)	(0.3)	(3.9)	(1.3)	(100.0)
2010	16,450	114	8,713	1,194	1,640	3,349	732	45	663	187	16,637
	(98.9)	(0.7)	(52.4)	(7.2)	(9.9)	(20.1)	(4.4)	(0.3)	(4.0)	(1.1)	(100.0)
2011	16,798	132	7,590	2,606	1,617	3,389	816	56	592	197	16,994
	(98.8)	(0.8)	(44.7)	(15.3)	(9.5)	(19.9)	(4.8)	(0.3)	(3.5)	(1.2)	(100.0)
2012	18,280	155	8,320	2,838	1,669	3,623	918	61	697	210	18,491
	(98.9)	(0.8)	(45.0)	(15.3)	(9.0)	(19.6)	(5.0)	(0.3)	(3.8)	(1.1)	(100.0)
2013	17,308	137	8,052	2,664	1,530	3,439	861	58	568	165	17,473
	(99.1)	(0.8)	(46.1)	(15.2)	(8.8)	(19.7)	(4.9)	(0.3)	(3.3)	(0.9)	(100.0)
2014	16,746	123	7,069	3,502	1,446	3,225	838	66	476	158	16,903
	(99.1)	(0.7)	(41.8)	(20.7)	(8.6)	(19.1)	(5.0)	(0.4)	(2.8)	(0.9)	(100.0)

Source: A Reference from the Ministry of Justice
Note: Figures in parenthesis refer to the share (%) of individual airport(s).

Appendix-25 Breakdown of Japanese Overseas Travelers' Durations of Stay



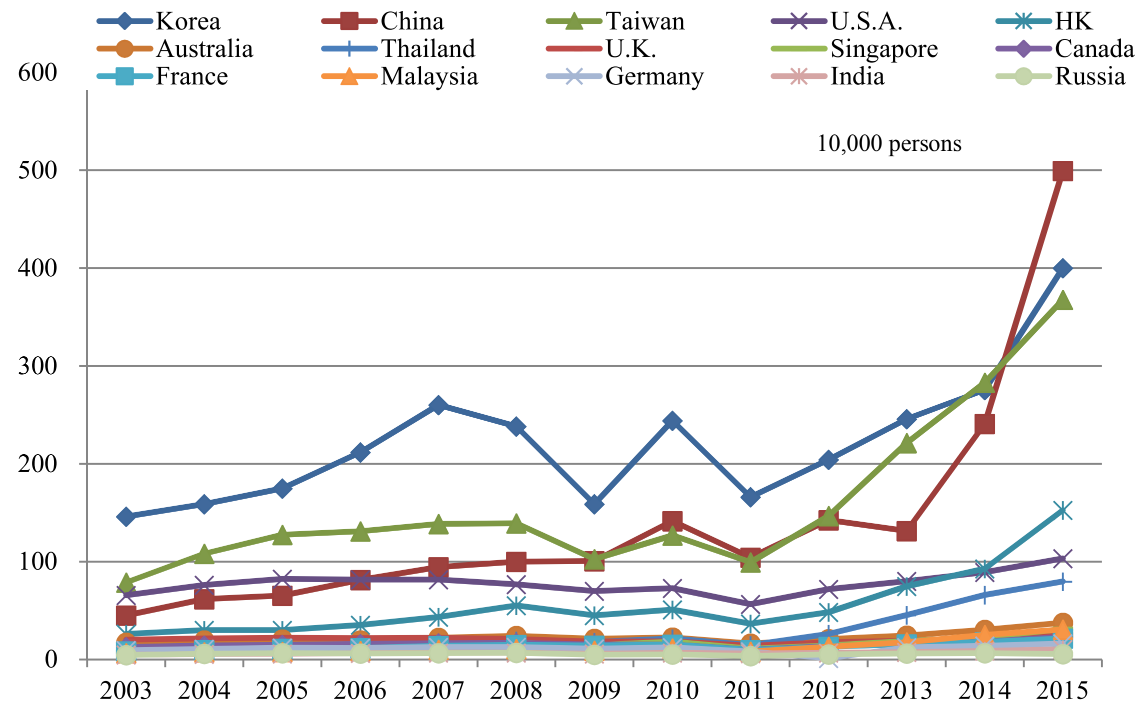
Source: A reference from the Ministry of Justice
Note: Calculated based on the number of returning Japanese nationals whose duration of stay was no more than 6 months.

Appendix-26 Number of Foreign Visitors to Japan by Country/Region

Region	Country/Region	2010			2011			2012			2013			2014			2015		
		Number of persons	Share (%)	YoY change (%)	Number of persons	Share (%)	YoY change (%)	Number of persons	Share (%)	YoY change (%)	Number of persons	Share (%)	Change YoY (%)	Number of persons	Share (%)	YoY change (%)	Number of persons	Share (%)	YoY change (%)
North America	U.S.A.	727,234	8.4	103.9	565,887	9.1	77.8	716,709	8.6	126.7	799,280	7.7	111.5	891,668	6.6	111.6	1,033,258	5.2	115.9
	Canada	153,303	1.8	100.4	101,299	1.6	66.1	135,355	1.6	133.6	152,766	1.5	112.9	182,865	1.4	119.7	231,390	1.2	126.5
	Mexico	19,248	0.2	117.0	13,080	0.2	68.0	18,502	0.2	141.5	23,338	0.2	126.1	30,436	0.2	130.4	36,808	0.2	120.9
	Other	6,111	0.1	111.4	4,780	0.1	78.2	5,835	0.1	122.1	6,597	0.1	113.1	7,348	0.1	111.4	9,150	0.0	124.5
	Subtotal	905,896	10.5	103.6	685,046	11.0	75.6	876,401	10.5	127.9	981,981	9.5	112.0	1,112,317	8.3	113.3	1,310,606	6.6	117.8
South America	Brazil	21,393	0.2	126.6	18,470	0.3	86.3	32,111	0.4	173.9	27,106	0.3	84.4	32,310	0.2	119.2	34,017	0.2	105.3
	Other	18,088	0.2	109.1	13,292	0.2	73.5	19,040	0.2	143.2	22,824	0.2	119.9	24,563	0.2	107.6	40,181	0.2	163.6
	Subtotal	39,481	0.5	117.9	31,762	0.5	80.4	51,151	0.6	161.0	49,930	0.5	97.6	56,873	0.4	113.9	74,198	0.4	130.5
Europe	U.K.	184,045	2.1	101.4	140,099	2.3	76.1	173,994	2.1	124.2	191,798	1.9	110.2	220,060	1.6	114.7	258,488	1.3	117.5
	France	151,011	1.8	106.9	95,438	1.5	63.2	130,412	1.6	136.6	154,892	1.5	118.8	178,570	1.3	115.3	214,228	1.1	120.0
	Germany	124,360	1.4	112.3	80,772	1.3	65.0	108,898	1.3	134.8	121,776	1.2	111.8	140,254	1.0	115.2	162,580	0.8	115.9
	Italy	62,394	0.7	104.7	34,035	0.5	54.5	51,801	0.6	152.2	67,228	0.6	129.8	80,531	0.6	119.8	103,198	0.5	128.1
	Russia	51,457	0.6	109.6	33,793	0.5	65.7	50,176	0.6	148.5	60,502	0.6	120.6	64,077	0.5	105.9	54,365	0.3	84.8
	Spain	44,076	0.5	103.7	20,814	0.3	47.2	35,207	0.4	169.2	44,461	0.4	126.3	60,542	0.5	136.2	77,186	0.4	127.5
	Netherlands	32,837	0.4	105.3	23,450	0.4	71.4	30,266	0.4	129.1	33,861	0.3	111.9	39,866	0.3	117.7	49,973	0.3	125.4
	Sweden	29,188	0.3	110.6	21,806	0.3	72.2	30,458	0.4	139.7	36,206	0.3	118.9	40,125	0.3	110.8	46,977	0.2	117.1
	Switzerland	26,005	0.3	112.6	16,410	0.3	63.1	24,329	0.3	148.3	28,322	0.3	116.4	33,150	0.2	117.0	40,398	0.2	121.9
	Belgium	15,981	0.2	115.0	10,708	0.2	67.0	14,608	0.2	136.4	16,558	0.2	113.3	18,934	0.1	114.3	24,354	0.1	128.6
	Denmark	14,606	0.2	111.4	10,821	0.2	74.1	13,594	0.2	125.6	15,065	0.1	110.8	17,901	0.1	118.8	21,717	0.1	121.3
	Ireland	10,738	0.1	102.8	8,294	0.1	77.2	10,358	0.1	124.9	11,258	0.1	108.7	12,596	0.1	111.9	14,318	0.1	113.7
	Other	106,468	1.2	107.0	72,839	1.2	69.1	101,739	1.2	139.7	122,205	1.2	120.1	142,125	1.1	116.3	177,188	0.9	124.7
	Subtotal	853,166	9.9	106.6	569,279	9.2	66.7	775,840	9.3	136.3	904,132	8.7	116.5	1,048,731	7.8	116.0	1,244,970	6.3	118.7
Africa		22,665	0.3	109.9	19,361	0.3	85.4	24,725	0.3	127.7	26,697	0.3	108.0	28,336	0.2	106.1	31,918	0.2	112.6
Asia	South Korea	2,439,816	28.3	153.8	1,658,073	26.7	68.0	2,042,775	24.4	123.2	2,456,165	23.7	120.2	2,755,313	20.5	112.2	4,002,095	20.3	145.3
	China	1,412,875	16.4	140.4	1,043,246	16.8	73.8	1,425,100	17.1	136.6	1,314,437	12.7	92.2	2,409,158	18.0	183.3	4,993,689	25.3	207.3
	Taiwan	1,268,278	14.7	123.8	993,974	16.0	78.4	1,465,753	17.5	147.5	2,210,821	21.3	150.8	2,829,821	21.1	128.0	3,677,075	18.6	129.9
	Hong Kong	508,691	5.9	113.2	364,865	5.9	71.7	481,665	5.8	132.0	745,881	7.2	154.9	925,975	6.9	124.1	1,524,292	7.7	164.6
	Thailand	214,881	2.5	121.0	144,969	2.3	67.5	260,640	3.1	179.8	453,642	4.4	174.0	657,570	4.9	145.0	796,731	4.0	121.2
	Singapore	180,960	2.1	124.6	111,354	1.8	61.5	142,201	1.7	127.7	189,280	1.8	133.1	227,962	1.7	120.4	308,783	1.6	135.5
	Malaysia	114,519	1.3	127.9	81,516	1.3	71.2	130,183	1.6	159.7	176,521	1.7	135.6	249,521	1.9	141.4	305,447	1.5	122.4
	Indonesia	80,632	0.9	126.7	61,911	1.0	76.8	101,460	1.2	163.9	136,797	1.3	134.8	158,739	1.2	116.0	205,083	1.0	129.2
	Philippines	77,377	0.9	108.2	63,099	1.0	81.5	85,037	1.0	134.8	108,351	1.0	127.4	184,204	1.4	170.0	268,361	1.4	145.7
	India	66,819	0.8	113.4	59,354	1.0	88.8	68,914	0.8	116.1	75,095	0.7	109.0	87,967	0.7	117.1	103,084	0.5	117.2
	Other	163,584	1.9	116.0	141,300	2.3	86.4	184,249	2.2	130.4	248,799	2.4	135.0	332,981	2.5	133.8	461,203	2.3	138.5
	Subtotal	6,528,432	75.8	135.6	4,723,661	76.0	72.4	6,387,977	76.4	135.2	8,115,789	78.3	127.0	10,819,211	80.7	133.3	16,645,843	84.3	153.9
Oceania	Australia	225,751	2.6	106.7	162,578	2.6	72.0	206,404	2.5	127.0	244,569	2.4	118.5	302,656	2.3	123.8	376,075	1.9	124.3
	New Zealand	32,061	0.4	101.6	23,996	0.4	74.8	31,853	0.4	132.7	36,954	0.4	116.0	41,622	0.3	112.6	49,402	0.3	118.7
	Other	3,060	0.0	102.4	2,576	0.0	84.2	3,256	0.0	126.4	3,363	0.0	103.3	3,061	0.0	91.0	3,549	0.0	115.9
	Subtotal	260,872	3.0	106.0	189,150	3.0	72.5	241,513	2.9	127.7	284,886	2.7	118.0	347,339	2.6	121.9	429,026	2.2	123.5
No nationality		663	0.0	103.6	493	0.0	74.4	498	0.0	101.0	489	0.0	98.2	660	0.0	135.0	848	0.0	128.5
Total		8,611,175	100.0	126.8	6,218,752	100.0	72.2	8,358,105	100.0	134.4	10,363,904	100.0	124.0	13,413,467	100.0	129.4	19,737,409	100.0	147.1

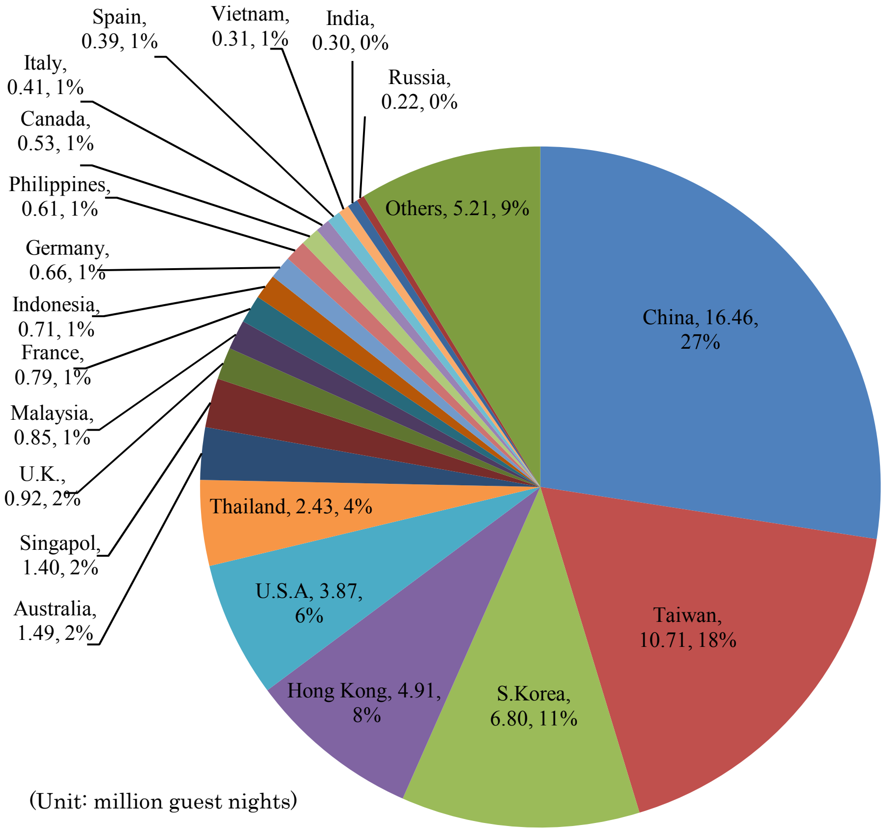
Source: A reference from the Japan National Tourism Organization (JNTO).
Note: The values for 2015 are preliminary values.

Appendix-27 Changes in Number of Foreign Visitors to Japan by Country/Region



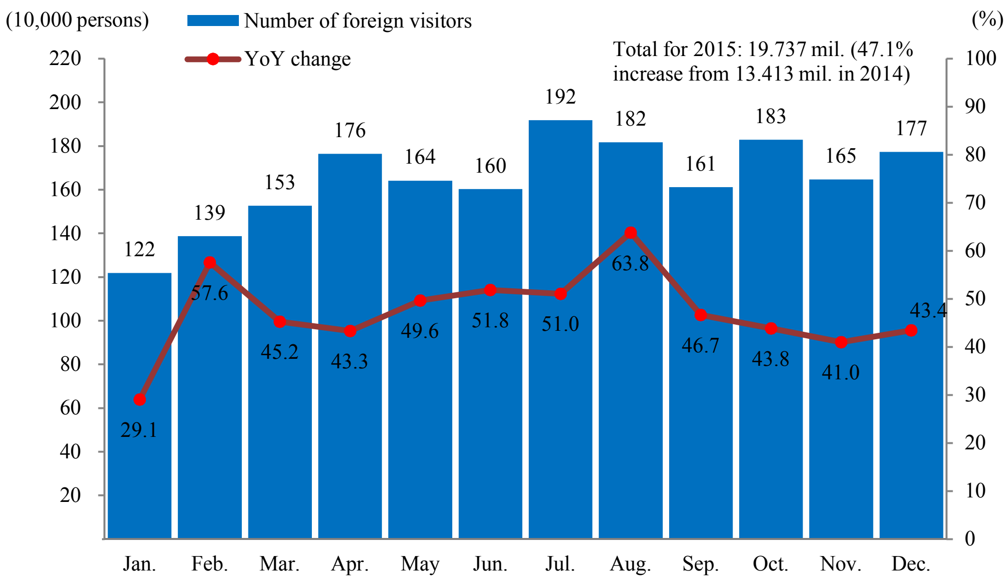
Source: A reference from the JNTO
Note Figures of 2015 are preliminary.

Appendix-28 Total Guest Nights (Foreign Visitors) by Country/Region of Origin (2015)



Source: *Accommodation Survey* (JTA)
Notes:
1. The term "foreign visitors" refers to anynoe without an address within Japan.
2. The survey was for facilities with at least 10 employees.
3. Figures of 2015 are preliminary. Final figures are subject to change slightly.

Appendix-29 Change in Number of Foreign Visitors to Japan by Month (2015)



Source: A reference from the JNTO

Appendix-30 Change in the Top Japanese Prefectures for Foreign Visitors to Visit

(%)

	2008		2009		2010		2011		2012		2013		2014		2015	
1	Tokyo	58.9	Tokyo	58.8	Tokyo	60.3	Tokyo	50.6	Tokyo	51.3	Tokyo	47.3	Tokyo	51.4	Tokyo	52.1
2	Osaka	25.0	Osaka	24.4	Osaka	26.1	Osaka	25.2	Osaka	24.0	Osaka	25.1	Osaka	27.9	Chiba	44.4
3	Kyoto	21.4	Kyoto	20.6	Kyoto	24.0	Kyoto	16.7	Kyoto	17.3	Kyoto	18.9	Kyoto	21.9	Osaka	36.3
4	Kanagawa	16.0	Kanagawa	16.7	Kanagawa	17.8	Kanagawa	11.8	Kanagawa	12.7	Kanagawa	11.2	Kanagawa	12.3	Kyoto	24.4
5	Chiba	11.8	Chiba	12.7	Chiba	15.0	Fukuoka	9.7	Chiba	9.8	Chiba	9.6	Chiba	11.7	Kanagawa	11.3
Total Visit Rate		234.3		230.2		248.4		192.9		198.8		201.5		214.3		262.4

Source: *Consumption Trend Survey for Foreigners Visiting Japan* (JTA) and JNTO's Visitor Arrival Survey (JNTO)

Notes:

1. The visitor rate was calculated by dividing the number of respondents who answered "Visited a certain area during trip" by the number of all respondents, then multiplied by 100.
2. The term "total visitor rate" refers to the total figure added by the visitor rate of all prefectures.
3. Figures until 2010 and those since 2011 may not be directly compared, in that the figures are based on the JNTO Visitor Arrival Survey by 2010, and then on the Consumption Trend Survery for Foreigners Visiting Japan since 2011.
4. Since 2015 figures, locations of embarked/departed airports and seaports are regarded as a destination.

Appendix-31 Change in the Number of Foreign Visitors to Japan by Purpose

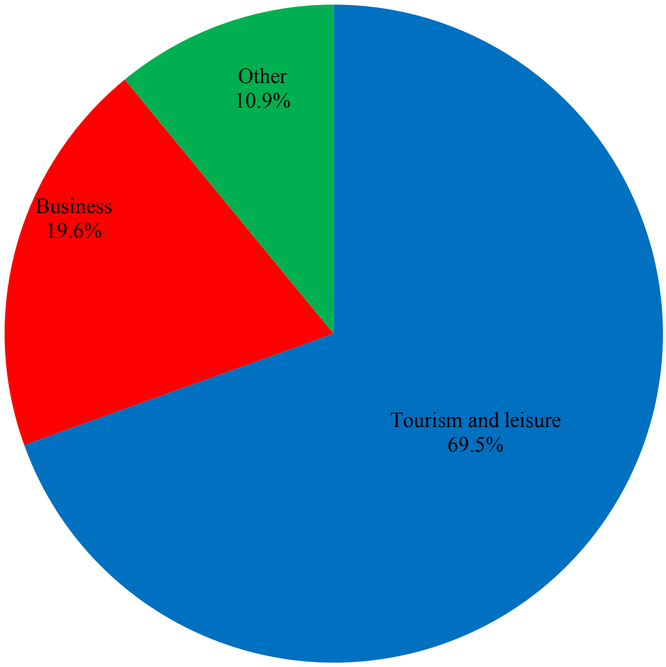
(Persons)

Persons	Total	Tourists	Business Travelers and Others
2007	8,346,969 [100.0] (113.8)	5,954,180 [71.3] (118.3)	2,392,789 [28.7] (104.0)
2008	8,350,835 [100.0] (100.0)	6,048,681 [72.4] (101.6)	2,302,154 [27.6] (96.2)
2009	6,789,658 [100.0] (81.3)	4,759,833 [70.1] (78.7)	2,029,825 [29.9] (88.2)
2010	8,611,175 [100.0] (126.8)	6,361,974 [73.9] (133.7)	2,249,201 [26.1] (110.8)
2011	6,218,752 [100.0] (72.2)	4,057,235 [65.2] (63.8)	2,161,517 [34.8] (96.1)
2012	8,358,105 [100.0] (134.4)	6,041,645 [72.3] (148.9)	2,316,460 [27.7] (107.2)
2013	10,363,904 [100.0] (124.0)	7,962,517 [76.8] (131.8)	2,401,387 [23.2] (103.7)
2014	13,413,467 [100.0] (129.4)	10,880,604 [81.1] (136.6)	2,532,863 [18.9] (105.5)
2015	19,737,409 [100.0] (147.1)	16,969,126 [86.0] (156.0)	2,768,283 [14.0] (109.3)

Source: A reference from the JNTO

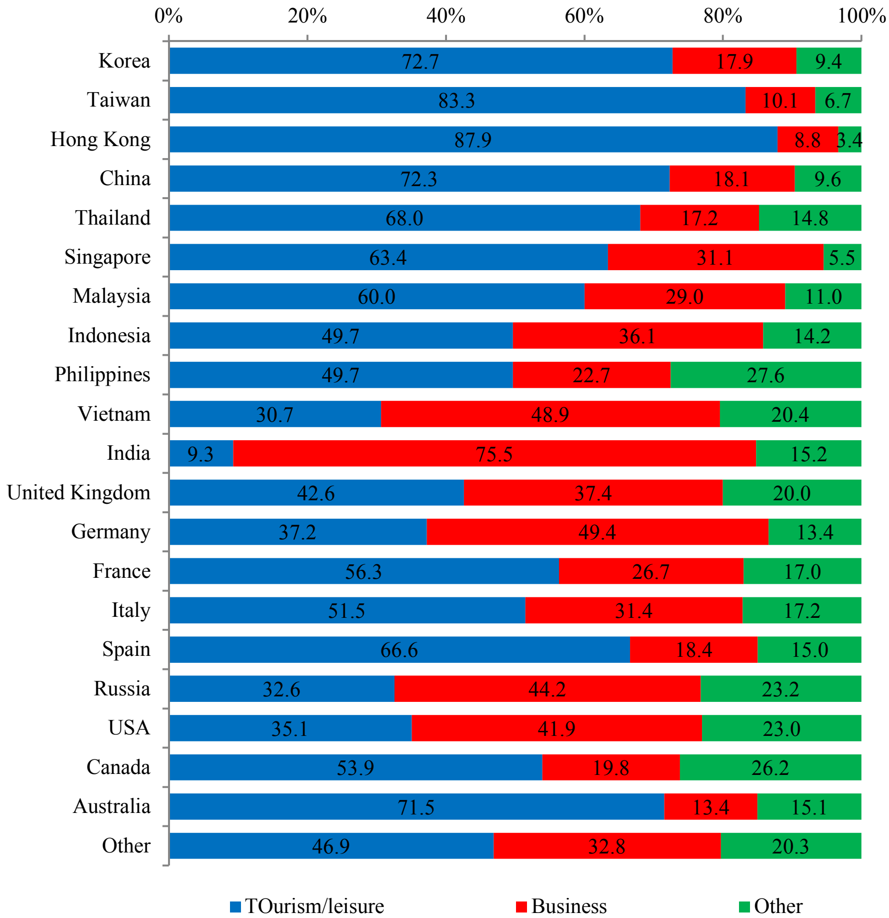
Note: Each [ ] refers to the ratio of tourists (or business travelers and others) to the total number of foreign visitors to Japan, and each ( ) refers to the year-on-year change (%.)

Appendix-32 Breakdown of Foreign Visitors to Japan by Purpose (2015)



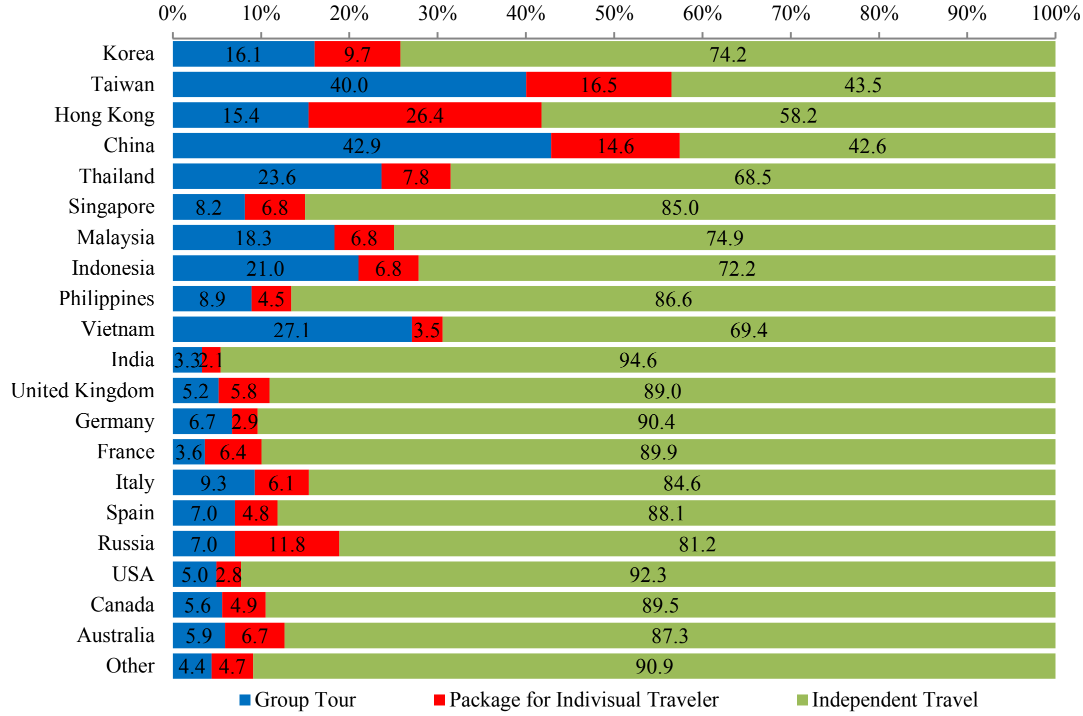
Source: *Consumption Trend Survey for Foreigners Visiting Japan* (JTA)

Appendix-33 Breakdown of Foreign Visitors by Purpose, by Country/Region (2015)



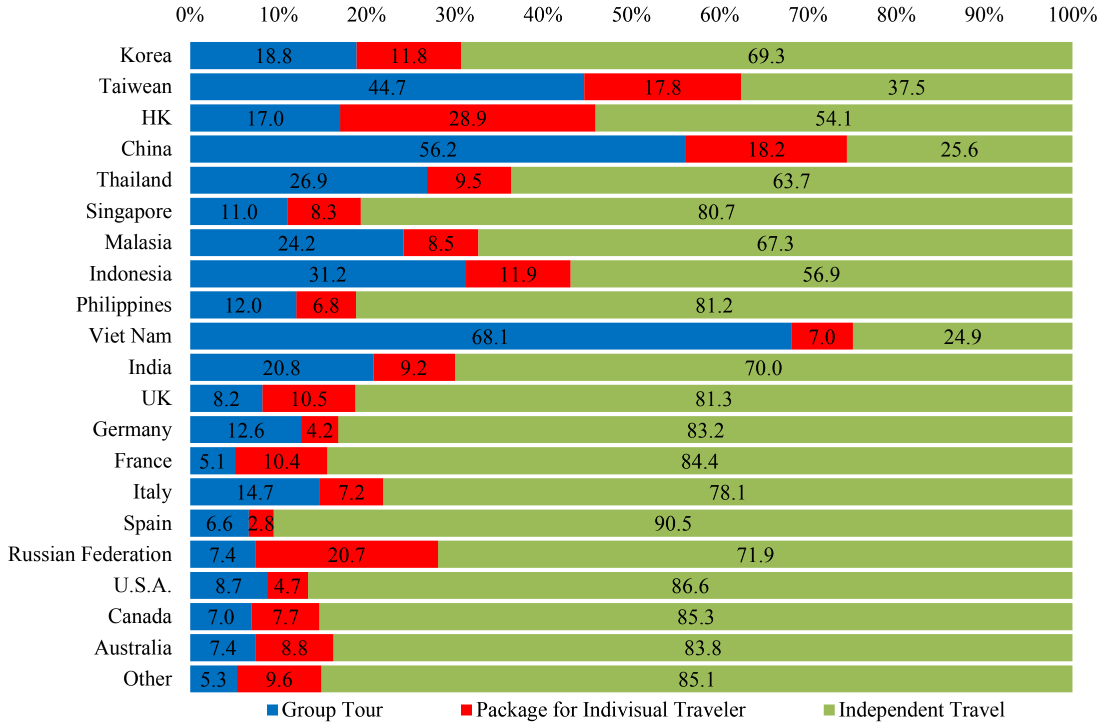
Source: *Consumption Trend Survey for Foreigners Visiting Japan* (JTA)

Appendix-34 Breakdown of Foreign Visitors to Japan by Travel Form and by Country/Region of Origin (All Purposes) (2015)



Source: *Consumption Trend Survey for Foreigners Visiting Japan* (JTA)

Appendix-35 Breakdown of Foreign Visitors to Japan by Travel Form and by Country/Region (Tourism & Leisure) (2015)



Source: *Consumption Trend Survey for Foreigners Visiting Japan* (JTA)

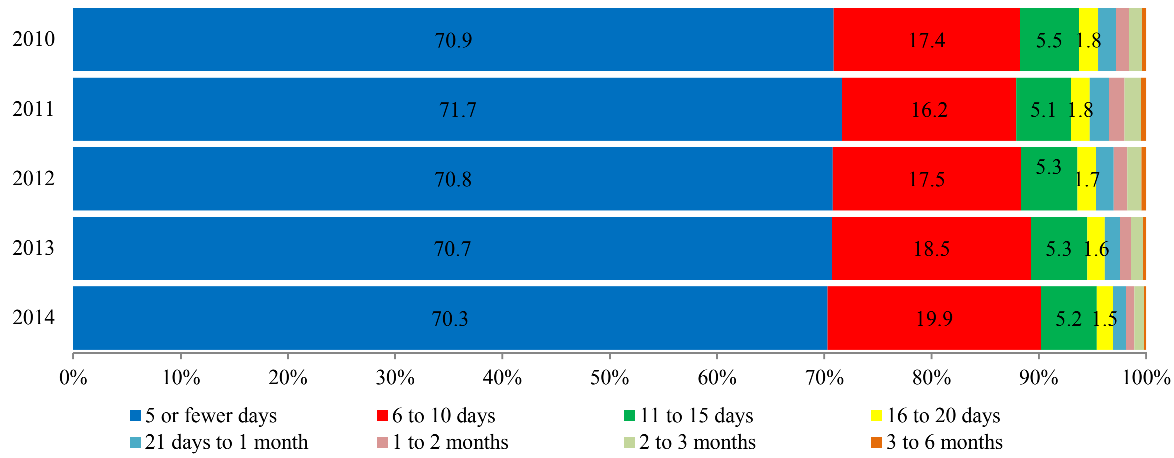
Appendix-36 Change in Passenger Traffic for Foreign Visitors

(1,000 persons)

Airport / year	By Air									By Sea	Total
	Subtotal	New Chitose	Narita	Haneda	Chubu	Kansai	Fukuoka	Naha	Other local airports		
2007	8,486	301	4,376	441	596	1,647	433	84	608	666	9,152
	(92.7)	(3.3)	(47.8)	(4.8)	(6.5)	(18.0)	(4.7)	(0.9)	(6.6)	(7.3)	(100.0)
2008	8,448	311	4,283	533	596	1,641	426	106	550	698	9,146
	(92.4)	(3.4)	(46.8)	(5.8)	(6.5)	(17.9)	(4.7)	(1.2)	(6.0)	(7.6)	(100.0)
2009	7,147	298	3,789	512	415	1,349	320	88	376	435	7,581
	(94.3)	(3.9)	(50.0)	(6.8)	(5.5)	(17.8)	(4.2)	(1.2)	(5.0)	(5.7)	(100.0)
2010	8,741	363	4,196	751	507	1,745	484	140	555	703	9,444
	(92.6)	(3.8)	(44.4)	(8.0)	(5.4)	(18.5)	(5.1)	(1.5)	(5.9)	(7.4)	(100.0)
2011	6,682	290	2,820	908	417	1,339	407	163	338	453	7,135
	(93.6)	(4.1)	(39.5)	(12.7)	(5.8)	(18.8)	(5.7)	(2.3)	(4.7)	(6.4)	(100.0)
2012	8,567	390	3,562	1,098	476	1,792	561	231	458	605	9,172
	(93.4)	(4.3)	(38.8)	(12.0)	(5.2)	(19.5)	(6.1)	(2.5)	(5.0)	(6.6)	(100.0)
2013	10,637	506	4,263	1,293	574	2,323	687	374	616	618	11,255
	(94.5)	(4.5)	(37.9)	(11.5)	(5.1)	(20.6)	(6.1)	(3.3)	(5.5)	(5.5)	(100.0)
2014	13,560	662	4,932	1,752	699	3,170	884	653	808	583	14,143
	(95.9)	(4.7)	(34.9)	(12.4)	(4.9)	(22.4)	(6.3)	(4.6)	(5.7)	(4.1)	(100.0)

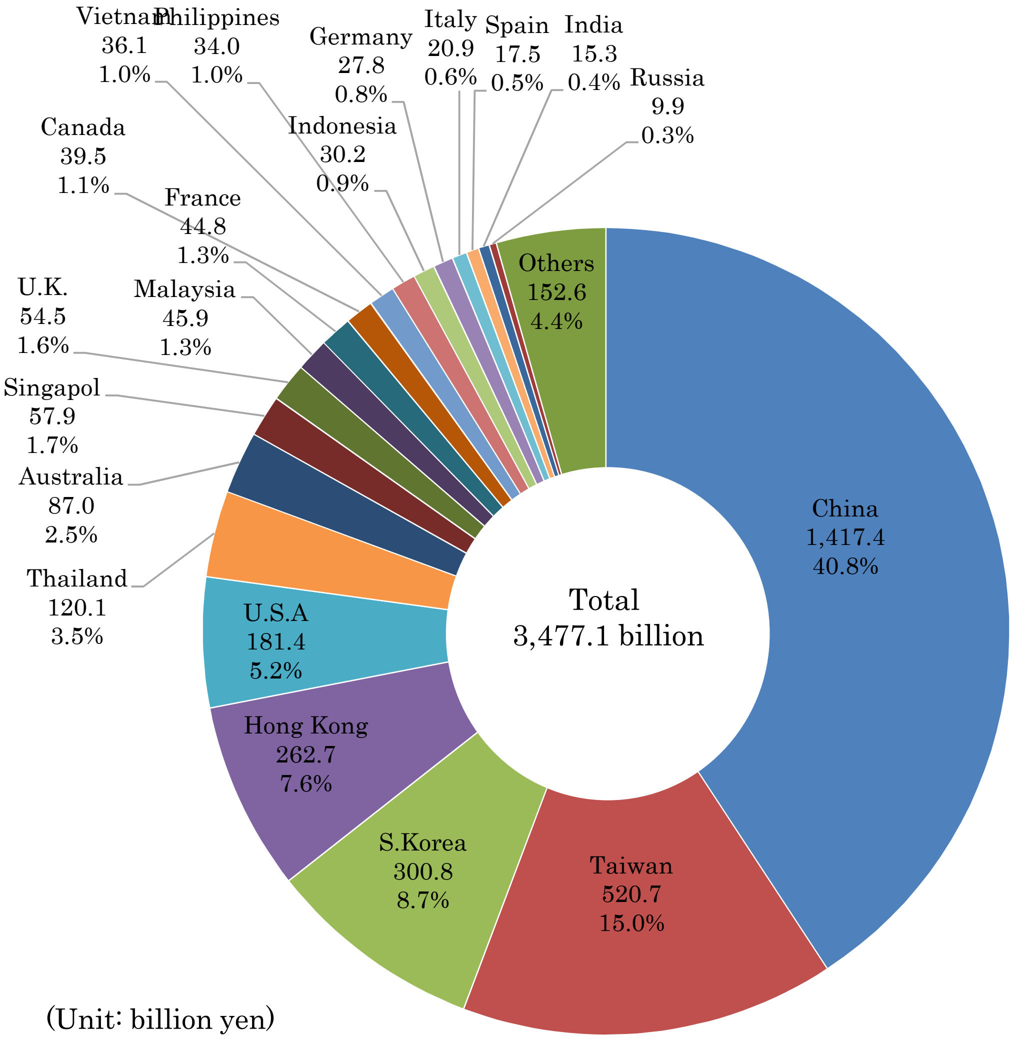
Source: A reference from Ministry of Justice
Notes:
1. ( ) refers to the share (%).
2. Figures of the table are based on the data from Ministry of Justice's statistics on immigration control. Meanwhile, JNTO's figures for the number of inbound visitors to Japan (in Figure I-11 et., al.) are the number of foreign nationals legally admitted to enter (i.e., those who have an official passport of their nationality), excluding the number of foreign nationals residing in Japan and then including the number of transit visitors. Therefore, the above figures and figure of JNTO do not match.

Appendix-37 Change in Foreign Visitors by Duration of Stay



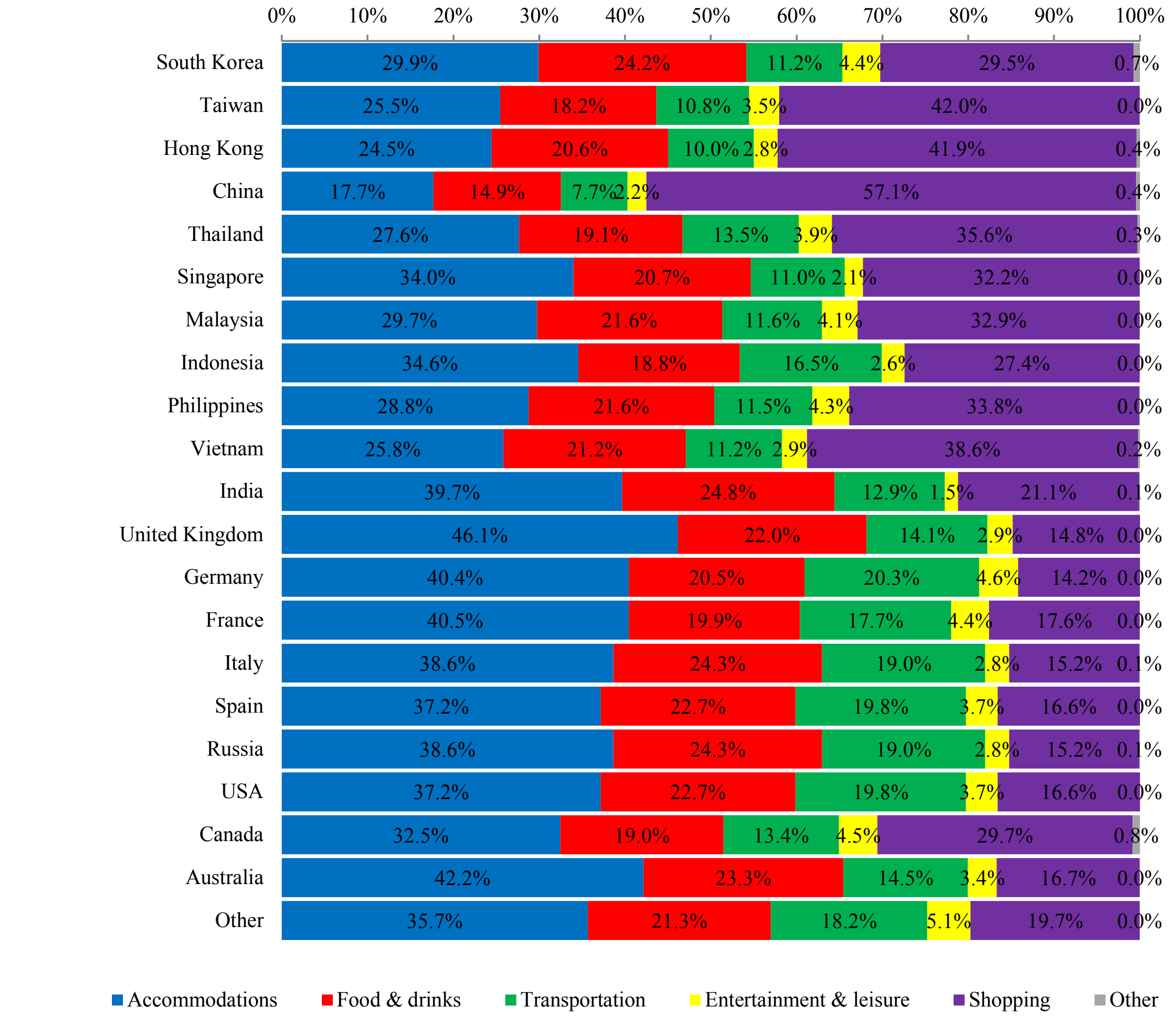
Source: A reference from the Ministry of Justice
Note: The survey was for those staying in Japan for up to 6 months.

Appendix-38 Tourism Consumption of Foreign Visitors to Japan by Country/Region (2015)



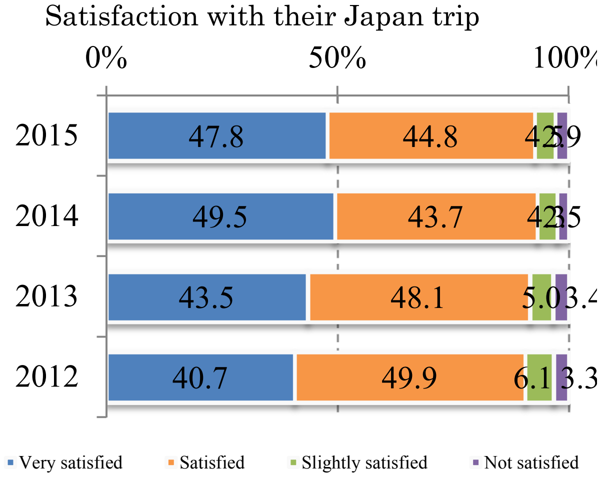
Source: *Consumption Trend Survey for Foreigners Visiting Japan* (JTA)

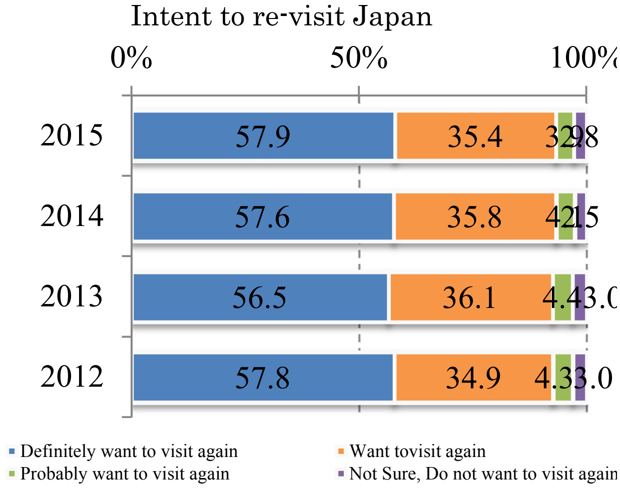
Appendix-39 Breakdown of Foreign Visitors' Expenditure in Japan by Country/Region (2015)



Source: *Consumption Trend Survey for Foreigners Visiting Japan* (JTA)

Appendix-40 Foreign Visitors' Satisfaction and Intent to Revisiting Japan





Source: *Consumption Trend Survey for Foreigners Visiting Japan* (JTA)

Appendix-41 Tourism Consumption of Per Capita Japanese Traveler Per Trip

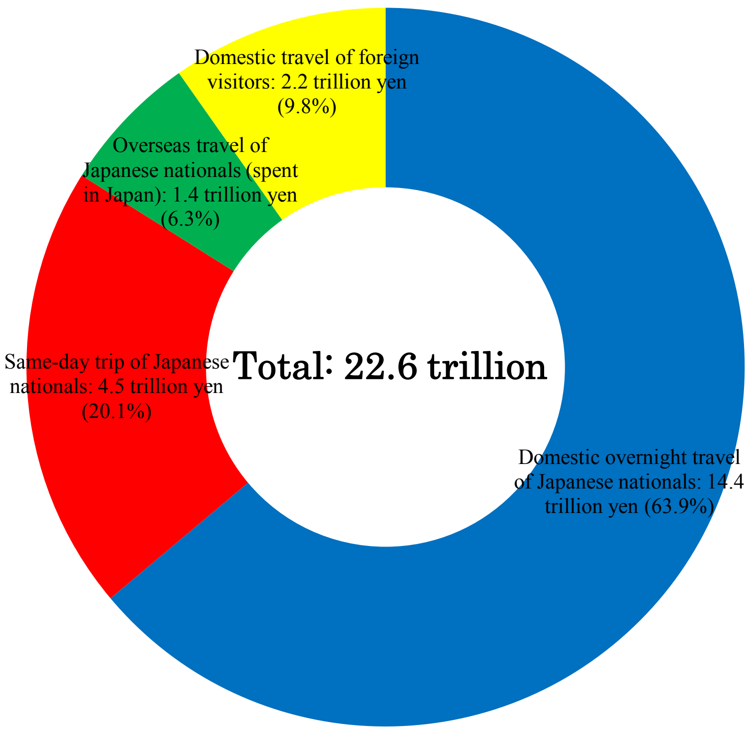
(yen/person per trip)	2012	2013	2014
Domestic Travel	31,695	31,995	31,165
Overnight Trip	47,444	48,094	46,668
Tourism/recreation	52,938	53,647	52,752
Visiting family/friends	39,148	39,143	36,939
Business	43,923	45,178	44,056
One-day Trip	14,972	15,383	15,206
Tourism/recreation	15,211	15,335	15,441
Visiting family/friends	15,607	16,409	14,424
Business	13,587	14,678	15,093
Overseas Travel	242,340	253,284	255,770
Tourism/recreation	240,941	271,144	276,712
Visiting family/friends	231,738	236,302	232,000
Business	250,122	210,511	214,875

Source: *Japan National Tourism Survey* (JTA)
Note: Consumption on "Overseas Travel" includes both consumption within Japan and overseas.

Appendix-42 Estimated Tourism Consumption (2014)

Source: Research on Economic Impacts of Tourism in Japan (JTA)

Appendix-43 Breakdown of Internal Tourism Consumption by Type of Tourism (2014)



Source: *Japan National Tourism Survey* (JTA), *Balance of Payments (confirmed)* (Ministry of Finance and Bank of Japan)

Appendix-44 Economic Impacts of Tourism Consumption in Japan (2014)

	Tourism consumption (final demands)	Ripple effect on production (Trillions of yen)			Ripple effect on value added (Trillions of yen)			Ripple effect on employment (Ten thousand persons)		
		Direct effect	Ripple effect (direct + primary effect)	Ripple effect (direct + primary + secondary effect)	Direct effect	Ripple effect (direct + primary effect)	Ripple effect (direct + primary + secondary effect)	Direct effect	Ripple effect (direct + primary effect)	Ripple effect (direct + primary + secondary effect)
Economic ripple effect from tourism consumption in Japan (2014)	22.6	21.5	37.4	47.0	10.8	18.6	23.9	210	322	397
Share of all industries		2.3%	4.0%	5.0%	2.2%	3.8%	4.9%	3.2%	4.9%	6.1%
Multiplier factor (ripple effect/direct effect)			1.7	2.2		1.7	2.2		1.5	1.9
2013 estimates	23.6	22.4	38.8	48.7	11.3	19.3	24.8	223	340	417
YoY change (2014/2013)	-4.2%	-4.1%	-3.6%	-3.5%	-4.8%	-3.9%	-3.8%	-6.0%	-5.2%	-4.8%

2014 output	2014 GDP (nominal)	2014 payroll employment
945.8 trillion yen	486.9 trillion yen	6,514 trillion yen

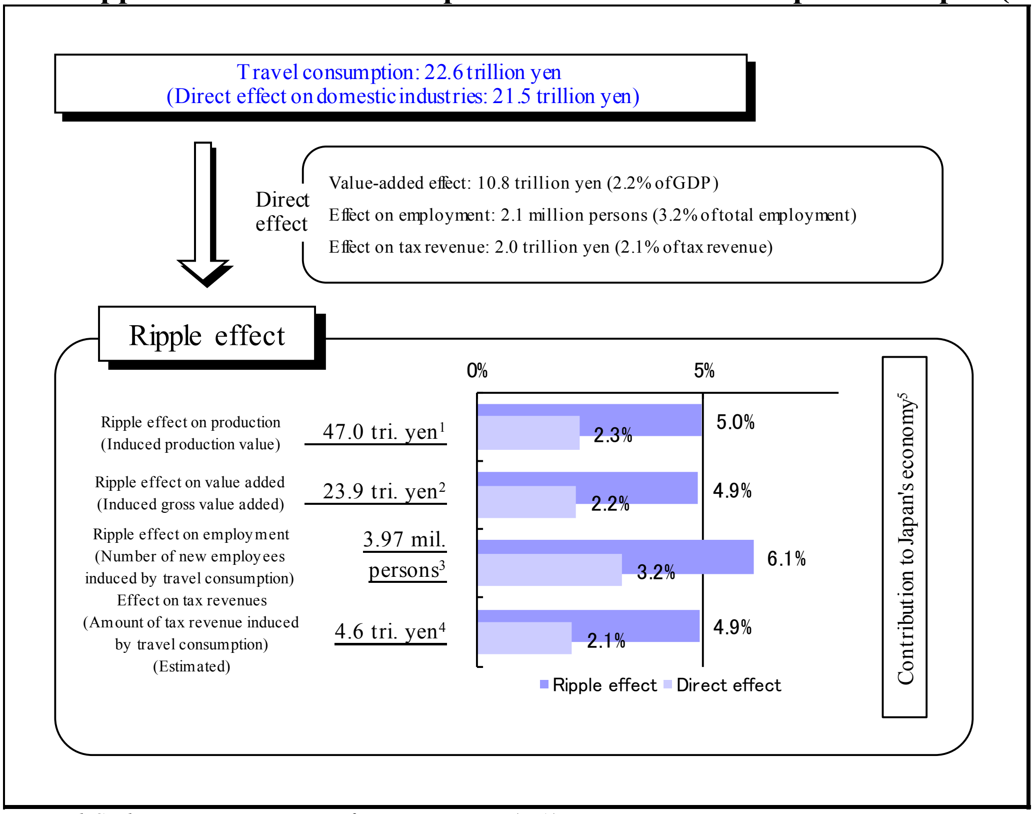
(Billions of yen)

		Effective tax rate	Direct effect	Ripple effect: Direct effect + primary effect	Ripple effect: Direct + primary + secondary effect
Indirect taxes		6.0%	645	1,112	1,430
Direct taxes	Individual	14.6%	840	1,415	1,754
	Corporate	28.1%	481	966	1,371
Total			1,967	3,493	4,554
Share of FY2014 tax revenues (92.9 trillion yen)			2.1%	3.8%	4.9%

Source: *Research Study on Economic Impacts of Tourism in Japan* (JTA)

Note: 2014 tax revenues represent the total of national tax revenues (paid) and local tax revenues (estimated).

Appendix-45 Economic Impacts of Tourism Consumption in Japan (2014)

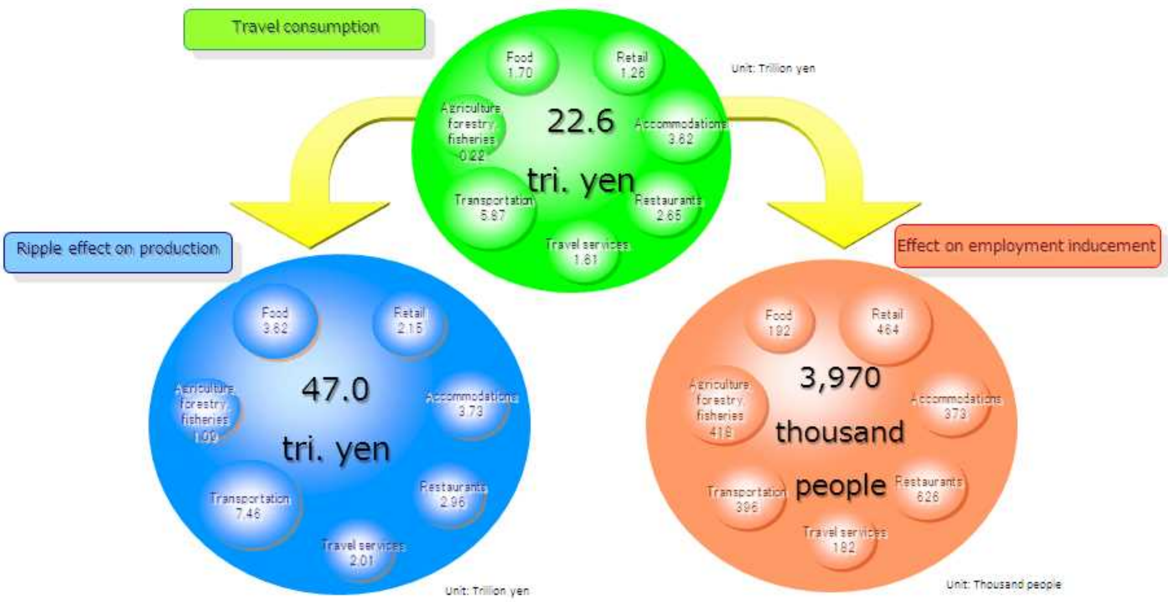


Source: *Research Study on Economic Impacts of Tourism in Japan* (JTA)

Notes:

1. Corresponds to output of 945.8 trillion yen from National Accounts of Japan (2014)
2. Corresponds to nominal GDP of 486.9 trillion yen from National Accounts of Japan (2014)
3. Corresponds to payroll employment of 65.14 million persons from National Accounts of Japan (2014).
4. Corresponds to 92.9 trillion yen of the total of national tax and local tax revenues (2014)
5. "Contribution" stands for the share of the total market.

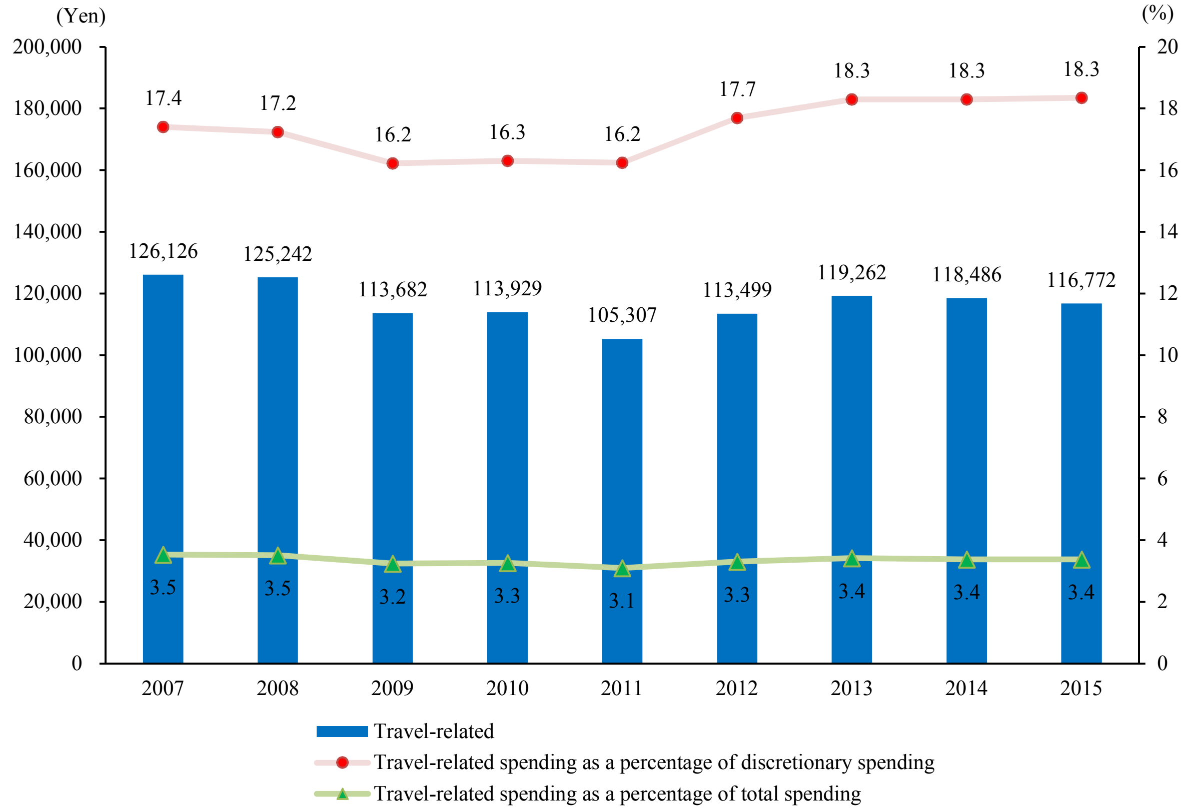
Appendix-46 Economic Impacts of Tourism Consumption has on Japan by Industry (2016)



Source: Research Study on Economic Impacts of Tourism in Japan (JTA)

Note: The ripple effect on production illustrates the extent of resulting impacts of a new demand generated on all industries. For example, when travel/tourism spending arises, the ripple effect reflects new productions generated in the whole industry by the sales of raw materials (intermediate goods) and the salary increase of employees working for companies supplying such raw materials.

Appendix-47 Change in Travel-related Expenditure Per Household



Source: *Household Finances (housefolds with at least two members, excluding households involved in agriculture, forestry and fisheries)* (Statistics Japan)
Notes:
1. "Discretionary spending" refers to the amount spent on dining out, durable goods such as TVs/personal computers, educational entertainment such as books and sports equipment.
2. "Travel-related spending" refers to the amount spent on accommodations (hotels and tour packages), transportation (railway fares, airfare, toll roads, and fares for other transport) and travel bags.

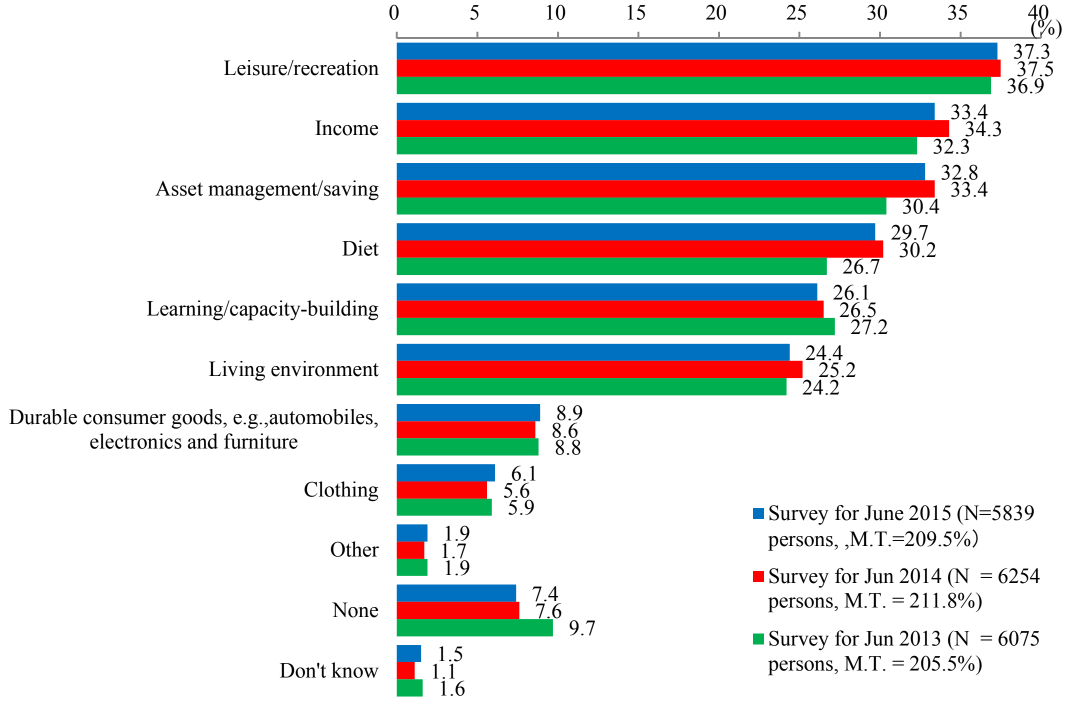
Appendix-48 Change in Passenger Traffic in Japan by Transportation Means

(Mil. people)

Category / Year		Railway						Airplane	Ferry
			JR			Private			
				Non-train pass (included in total)	Shinkansen (included in total)		Non-train pass (included in total)		
Passenger	2006	22,129	8,740	3,352(0.7)	303(0.8)	13,389	5,946(1.1)	96(2.0)	3.1(△6.2)
	2007	22,680	8,924	3,454(3.1)	313(3.2)	13,756	6,144(3.3)	96(△0.8)	3.0(△2.1)
	2008	23,021	9,026	3,501(1.3)	316(0.8)	13,995	6,294(2.4)	93(△2.8)	2.8(△8.6)
	2009	22,738	8,853	3,373(△3.6)	290(△8.2)	13,885	6,208(△1.4)	84(△9.6)	2.4(△13.7)
	2010	22,796	8,876	3,380(0.2)	295(2.0)	13,920	6,262(0.9)	84(0.5)	2.2(△6.5)
	2011	22,466	8,755	3,291(△2.6)	299(1.2)	13,711	6,091(△2.7)	78(△8.0)	2.2(△1.9)
	2012	23,099	8,957	3,439(4.5)	320(7.1)	14,142	6,358(4.4)	85(9.5)	2.2(△0.2)
	2013	23,281	9,019	3,492(1.5)	329(2.7)	14,262	6,401(1.6)	91(7.1)	2.3(2.7)
	2014	23,734	9,165	3,535(1.2)	339(3.2)	14,569	6,448(0.7)	95(3.9)	2.2(△4.1)
	2015	24,158	9,266	3,620(2.4)	363(7.1)	14,892	6,623(2.7)	96(1.4)	2.3(7.6)

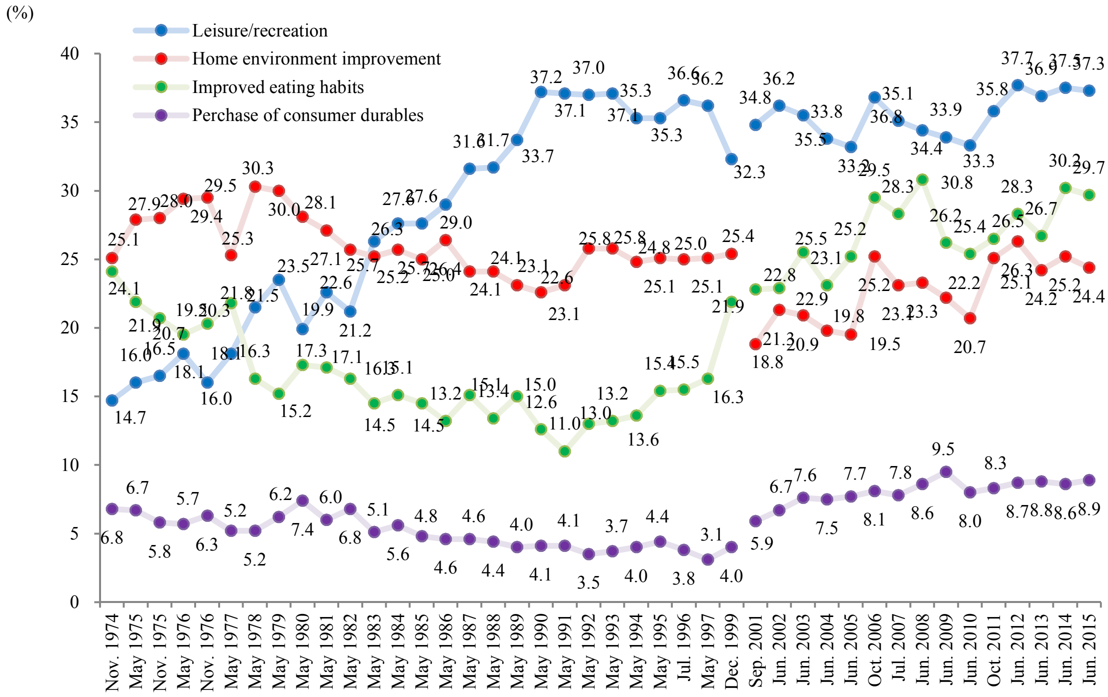
Source: Monthly Economic Report (March issue, 2016) (MLIT)
Notes:
1. Figures in ( ) indicate the percentage year on year, and the mark △ indicates a decrease.
2. Figures in 2015 are preliminary.
3. Figures for ferry service indicate the passengers for long-distance travel.

Appendix-49 People's Priorities in the Near Future



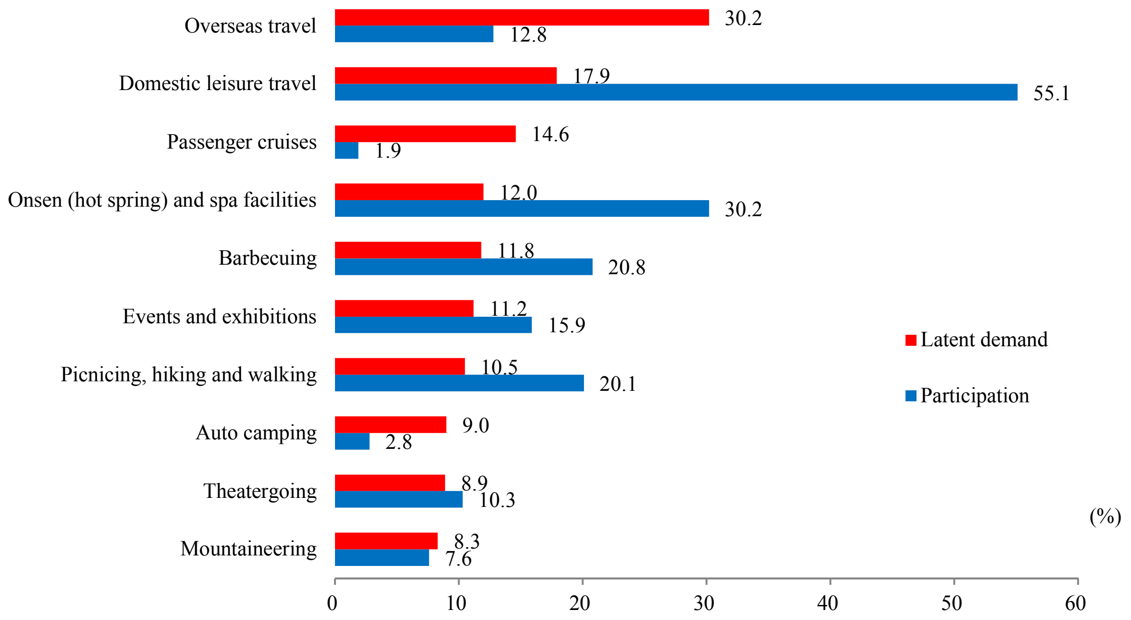
Source: Public Opinion Survey Concerning People's Lifestyles (Public Relations Office, Minister's Secretariat, Cabinet Office)

Appendix-50 Trend of People's Priorities in the Near Future



Source: *Public Opinion Survey on National Lifestyle* (Public Relations Office, Minister's Secretariat, Cabinet Office)
Notes:
1 . "Durable consumer goods" refers to automobiles, electronics, furniture and other durable consumer goods.
2. Direct comparisons may not be drawn between the results of 1999 or before and 2001 or after , because only one response was allowed in the 1999 surveys or before, whereas multiple answers were allowed from 2001.

Appendix-51 Top 10 Leisure Activities Potential Demand (2014)



Source: *White Paper of Leisure 2015* (Japan Productivity Center)
Note: "Latent demand (%)"= the percentage of those who wish to participate in an activity - the percentage of those who have participated in the activity.

Appendix-52 Satisfaction with Current Lifestyle（2015）

	Applicable persons	Satisfied	Satisfied	Overall satisfied	Dissatisfied	Relatively dissatisfied	Somewhat dissatisfied	Neither	Don't know
Unit	persons	%	%	%	%	%	%	%	%
Total	5,839	70.1	10.1	60.0	29.0	23.0	6.0	0.7	0.2
[Sex]									
Man	2,714	68.1	9.0	59.1	30.9	24.5	6.3	0.8	0.2
Woman	3,125	71.8	11.1	60.7	27.4	21.7	5.7	0.7	0.1
[Age]									
20-29	453	79.2	16.6	62.7	20.1	15.9	4.2	-	0.7
30-39	746	72.8	11.8	61.0	27.1	22.5	4.6	0.1	-
40-49	1,057	67.1	8.0	59.0	32.0	27.0	5.0	0.9	0.1
50-59	1,016	66.6	10.0	56.6	33.1	27.0	6.1	0.3	-
60-69	1,281	69.2	7.9	61.4	29.4	22.3	7.1	1.0	0.3
70+	1,286	71.4	10.9	60.5	27.2	20.1	7.2	1.3	0.1
[Sex/Age]									
(Man)	2,714	68.1	9.0	59.1	30.9	24.5	6.3	0.8	0.2
20-29	221	74.7	13.1	61.5	24.9	19.9	5.0	-	0.5
30-39	334	70.4	11.4	59.0	29.6	24.6	5.1	-	-
40-49	488	64.3	8.6	55.7	34.4	29.1	5.3	1.0	0.2
50-59	473	66.6	9.5	57.1	33.0	26.8	6.1	0.4	-
60-69	622	68.2	6.9	61.3	30.2	21.9	8.4	1.1	0.5
70+	576	68.8	8.2	60.6	29.9	23.4	6.4	1.4	-
(Woman)	3,125	71.8	11.1	60.7	27.4	21.7	5.7	0.7	0.1
20-29	232	83.6	19.8	63.8	15.5	12.1	3.4	-	0.9
30-39	412	74.8	12.1	62.6	25.0	20.9	4.1	0.2	-
40-49	569	69.4	7.6	61.9	29.9	25.1	4.7	0.7	-
50-59	543	66.7	10.5	56.2	33.1	27.1	6.1	0.2	-
60-69	659	70.3	8.8	61.5	28.7	22.8	5.9	0.9	0.2
70+	710	73.5	13.1	60.4	25.1	17.3	7.7	1.3	0.1

Source: *Public Opinion Survey on National Lifestyle* (June 2015) (Public Relations Office, Minister's Secretariat, Cabinet Office)

Appendix-53 Working Hours and Salary of Accommodation Industry (2015)

Divigion		Enterprize size:10 employees or more						
		Age	Length of Service	Actual number of Scheduled Hours Worked	Actual number of Overtime Worked	Contractual Cash Earnings	Scheduled Cash Earnings	Annual Special Cash Earnings
Units		years	years	hours	hours	1,000 yen	1,000 yen	1,000 yen
Accommodations industry		41.3	8.6	171	12	257.5	236.7	317.9
Sex	Male	43	9.8	172	13	288.7	264.8	390.5
	Female	38.9	6.9	169	11	212.8	196.3	213.5
Education	Junior high school graduate	53.3	10.2	170	11	225.7	209.4	148.4
	High school graduate	43.4	8.8	172	11	239.2	221.0	238.0
	(technical) college graduate	37.3	8.2	170	14	265.9	241.0	375.4
	University/postgraduate school graduate	39.5	8.5	170	12	292.8	269.9	453.9
Age	0-19	19.1	0.9	173	12	171.5	157.1	44.8
	20-24	22.6	2.0	170	15	198.6	178.3	163.1
	25-29	27.4	4.2	170	16	223.2	197.7	279.2
	30-34	32.5	6.1	170	16	246.4	219.3	329.9
	35-39	37.6	8.2	170	14	275.2	248.2	390.1
	40-44	42.5	10.7	171	13	294.2	269.6	435.6
	45-49	47.4	11.6	172	11	304.1	283.7	428.3
	50-54	52.5	12.3	172	9	307.5	290.9	439.8
	55-59	57.4	13.5	173	8	292.8	278.1	361.6
	60-64	62.4	13.4	170	7	234.7	222.6	199.3
	65-69	67	11.7	168	6	198.1	189.4	69.2
	70-	72.8	14.2	168	5	178.1	171.3	30.1
c.f., All industries		42.3	12.1	164	13	333.3	304.0	892.7
Sex	Man	43.1	13.5	165	16	370.3	335.1	1033.4
	Woman	40.7	9.4	162	8	259.6	242.0	611.9
Education	Junior high school graduate	50.7	14.6	169	16	273.2	244.2	405.5
	High school graduate	44.1	13.0	166	16	294.9	263.2	665.2
	(technical) college graduate	40.1	10.6	164	11	300.4	276.1	763.6
	University/postgraduate school graduate	40.4	11.7	162	12	403.6	374.6	1285.9
Age	0-19	19.1	0.9	169	12	189.0	171.8	113.5
	20-24	23.0	2.2	166	14	225.2	201.0	358.5
	25-29	27.5	4.5	164	17	267.2	234.5	641.0
	30-34	32.5	7.1	164	17	303.5	267.8	772.5
	35-39	37.6	9.9	164	16	334.3	298.6	889.5
	40-44	42.5	13.1	165	14	363.6	329.8	1,028.5
	45-49	47.4	15.9	164	13	392.5	361.7	1,185.2
	50-54	52.4	18.6	164	11	405.0	378.5	1,267.0
	55-59	57.4	20.6	164	10	387.5	364.6	1,147.7
	60-64	62.3	18.0	164	8	287.0	273.0	602.6
	65-69	66.9	15.6	166	7	264.9	253.9	377.3
	70-	73.4	19.4	168	5	266.0	258.0	288.4

Source: *Basic Survey on Wage Structure FY 2015* (Ministry of Health, Labour and Welfare)

Notes:

1. The survey was of ordinary workers (excluding part-time workers) who are employed by private enterprises with at least 10 regular workers.
2. Figures of "Actual number of scheduled hours worked", "Actual number of overtime worked" and "Contractual cash earnings" are as of June 2015.
3. "Annual special cash earnings" refers to the combined amount of annual bonus from January to December 2014 with other special bonuses (e.g., term-end allowance).

Appendix-54 Aggregated Data on Business-Cross-Industrial Aggregated Data (Sales (Revenue), etc.) (2013)

Standard industrial classification of minor industries	Number of establishments	Number of employees (persons)	Sales (revenue) (million yen)	Number of employees per establishment (persons)	Sales (revenue) amount per business (10,000 yen)	Sales (revenue) amount per employee (10,000 yen)
M Accommodations, eating and drinking services	560,552	4,049,441	19,934,138	7.2	3,675	511
75 Accommodations	41,261	529,933	4,699,197	12.8	12,031	913
750 Establishments engaged in administrative and ancillary economic activities (75 accommodations)	208	2,032	-	9.8	-	-
751 Ryokans, hotels	33,852	484,270	4,340,224	14.3	13,065	911
752 Common lodging houses	1,322	6,134	28,912	4.6	2,246	482
753 Boarding houses	996	2,875	11,686	2.9	1,194	411
759 Miscellaneous lodging places	4,883	34,622	318,375	7.1	8,911	1,078
76 Eating and drinking places	474,502	3,092,035	13,159,877	6.5	2,859	442
760 Establishments engaged in administrative and ancillary economic activities (76 enterprises)	2,045	23,650	-	11.6	-	-
761 Eating places, except specialized restaurants	43,812	358,345	1,550,731	8.2	3,614	454
762 Specialized restaurants	133,477	1,089,770	5,202,021	8.2	3,989	489
763 "Soba" and "udon" (Japanese noodle) restaurants	26,228	176,877	667,598	6.7	2,578	382
764 "Sushi" bars	20,265	208,296	1,003,807	10.3	5,015	494
765 Drinking houses and beer halls	96,990	478,376	2,088,324	4.9	2,220	450
766 Bars, cabarets and night clubs	71,308	231,022	709,683	3.2	1,031	319
767 Coffee shops	57,246	254,103	893,029	4.4	1,599	359
769 Miscellaneous eating and drinking places	23,131	271,596	1,044,683	11.7	4,687	405
77 Food take out and delivery services	44,789	427,473	2,075,064	9.5	4,817	506
770 Establishments engaged in administrative and ancillary econ	273	3,880	-	14.2	-	-
771 Food take out services	9,682	64,003	366,904	6.6	3,883	587
772 Food delivery services	34,834	359,590	1,708,160	10.3	5,079	492
N Living-related and personal services, and amusement services	400,095	1,839,048	35,425,077	4.6	9,101	2,009
78 Laundry, beauty and bath services	315,797	897,894	4,165,090	2.8	1,344	478
780 Enterprises engaged in administrative and ancillary economi	433	2,626	-	6.1	-	-
781 Laundries	47,583	240,770	1,498,303	5.1	3,233	653
782 Barbershops	95,377	184,498	472,433	1.9	500	259
783 Hair-dressing and beauty salons	151,650	356,695	1,464,505	2.4	982	419
784 Public bathhouses	2,763	14,179	66,269	5.1	2,417	473
785 Miscellaneous public bathhouses	2,016	39,254	252,324	19.5	12,861	652
789 Miscellaneous laundry, beauty and bath services	15,975	59,872	411,256	3.7	2,706	718
79 Miscellaneous living-related and personal services	43,068	303,161	6,575,691	7.0	16,263	2,344
790 Establishments engaged in administrative and ancillary economic activities (79 enterprises)	166	2,562	-	15.4	-	-
791 Travel sub-agencies	7,398	72,023	3,692,972	9.7	52,779	5,545
793 Garment sewing services and repairs	5,873	17,938	45,093	3.1	788	264
794 Checkrooms, safety deposit services	2,459	10,605	45,443	4.3	1,991	482
795 Crematories and graveyard custodians	887	5,332	61,070	6.0	7,672	1,249
796 Ceremonial occasions	8,619	115,765	1,914,000	13.4	24,404	1,752
799 Living-related and personal services, n.e.c.	17,666	78,936	817,113	4.5	4,866	1,116
80 Services for amusement and recreation	41,230	637,993	24,684,296	15.5	63,379	4,041
800 Establishments engaged in administrative and ancillary economic activities (80 amusement and recreation)	549	6,480	-	11.8	-	-
801 Cinemas	439	12,994	205,000	29.6	47,897	1,613
802 Performances (except otherwise classified), theatrical companies	2,057	25,076	718,791	12.2	36,339	2,994
803 Bicycle, horse, motorcar and motorboat race track operations and companies	638	13,180	1,795,815	20.7	289,648	14,345
804 Sports facilities	11,489	230,391	1,686,841	20.1	15,447	747
805 Public gardens and amusement parks	1,242	58,231	760,544	46.9	69,203	1,373
806 Amusement and recreational facilities	14,245	204,037	18,132,046	14.3	132,651	9,299
809 Miscellaneous amusement and recreation services	10,571	87,604	1,385,261	8.3	13,537	1,621

Source: *Basic Economic Census FY 2014* (MIC, METI)

Appendix-55 Share of GDP in Each Industry(2014)

	GDP by Economic Activity (billion yen)	Share of GDP (%)
Agriculture, Forestry and Fisheries	5,666.0	1.2
Mining	342.3	0.1
Manufacturing	90,148.7	18.5
Food	13,065.0	2.7
Textiles	570.0	0.1
Pulp / paper	2,086.4	0.4
Chemicals	7,313.1	1.5
Petrolium / coal products	4,431.5	0.9
Ceramics / stone / clay products	2,732.3	0.6
Iron / Steel	6,877.1	1.4
Non-ferrous metals	1,549.9	0.3
Metal products	4,991.8	1.0
General machinery	10,227.3	2.1
Electric machinery	12,492.1	2.6
Transport machinery	11,849.6	2.4
Precision machinery	1,603.6	0.3
Clothing / Personal Commodities	589.9	0.1
Lumber /wooden products	843.7	0.2
Furniture	646.4	0.1
Printing	2,395.6	0.5
Leather / leather products	121.5	0.0
Rubber products	1,232.9	0.3
Other manufacturing	4,529.1	0.9
Construction	29,563.8	6.1
Utilities	9,631.2	2.0
Electricity	4,892.0	1.0
Gas / water / heat supply	4,739.2	1.0
Wholesale/retail	68,577.1	14.1
Wholesale	39,308.8	8.1
Retail	29,268.2	6.0
Finance/insurance	21,089.4	4.3
Real estate	56,306.8	11.6
Housing	49,255.4	10.1
Other real estate	7,051.4	1.4
Transportation	24,401.7	5.0
Information and Communications	26,668.9	5.5
Communications	10,815.6	2.2
Broadcasting	1,551.6	0.3
Information services / Video picture and character information production	14,301.7	2.9
Services	95,385.1	19.6
Public services	30,891.5	6.3
Professional and Business services	34,208.1	7.0
Personal services	30,285.5	6.2

Added-value for travel consumption	11,035.8	2.3

Sources: *Research Study on Economic Impacts of Tourism in Japan* (JTA) for added value according to travel spending, and *System of National Accounts* (Cabinet Office) for other figures.

Notes:

1. The added value according to travel spending has been based on the tourism satellite account, calculated by multiplying the domestic production for consumed goods and services by the percentage of the added-value.
2. Pink-colored figures indicate that the GDP of such industries fall under the ratio of the added-value according to travel spending to GDP.

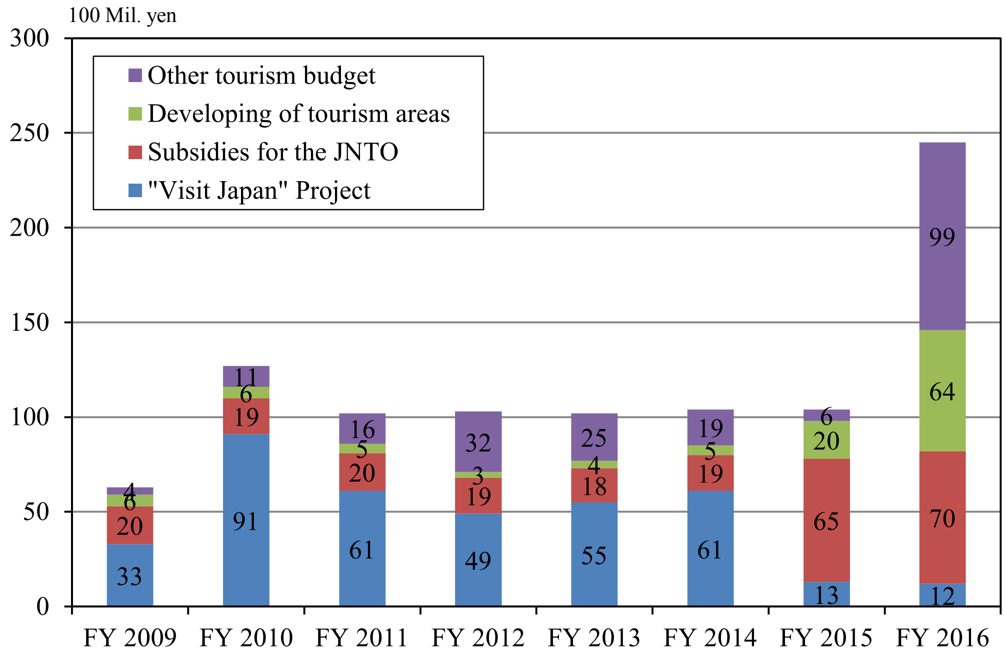
Appendix-56 Budget for the JTA (FY 2016)

(Mil. yen)

	FY 2016 Budget (A)	FY 2015 Budget (B)	Change YoY (A/B)
1. Development of Service to inbound visitors and revitalization of tourism industry towards the coming era	**8,374**	**82**	**102.5**
Imperative measures to develop the environment to serve foreign travelers visiting Japan	8,000	0	New
Project to develop accommodation managers through business-academic collaboration	322	27	12.0
Project to promote universal tourism	32	35	0.90
Enhancement/reinforcement of the tour guide interpreter system	20	20	0.99
Exclusive to the previous fiscal year	0	0	-
2. Support for the tourism development intended to revitalize the region	**6,367**	**1,972**	**3.23**
Promotional project for forming extensive tour routes	1,640	304	5.40
Support project for branding tourist destinations	251	257	0.98
Project to creat attractiveness of tourist destinations by leveraging local resources	338	290	1.17
Project for inviting tourists by setting specific themes of the destination	70	0	New
Support for statistical survey towards the tourist destination	500	460	1.09
Survey of Tourism region trend	38	38	1.01
Tohoku Restoration project by promoting inbound tourism to Tohoku【Subsidy for measures on Tohoku tourism recovery, within the "reconstruction" framework】	3,265	0	New
Support for recovering tourism in Fukushima【within the "reconstruction" framework】	266	374	0.71
Exclusive to the previous fiscal year	0	144	New
Exclusive to the previous fiscal year【within the "reconstruction" framework】	0	106	New
3. Strategic Visit Japan promotion and attracting MICE organizers	**9,482**	**8,028**	**1.18**
Visit Japan Project by JNTO【Subsidy for management】	7,037	6,542	1.08
Collaborative Visit Japan Project by the central and local governments	1,245	1,297	0.96
Tourism restration project through promotion of inbound tourism to Tohoku area【Subsidy for management, within the "reconstruction" framework】	1,000	0	New
Promotion of MICE opportunities	199	190	1.05
Exclusive to the previous fiscal year	0	0	-
4. Other (administrative cost, etc.)	**322**	**309**	**1.04**

Total	**24,545**	**10,390**	**2.36**

Appendix-57 Change in JTA Budget (FY 2009 - 2016)



Note: Regarding the "Other tourism budget" of FY 2016, 800 million yen is to be spent on imperative measures to develop the environment for foreign tourists in Japan.