

White Paper on Tourism in Japan

The Tourism Situation in FY2012

On the Occasion of the Publishing of the 50th Edition of the White Paper on Tourism

The White Paper on Tourism has been being prepared since 1964, making this year the commemorative 50th Edition. At the same time, this year is also a milestone because it marks the 10th anniversary since the start of the Visit Japan Project and Japan's serious engagement in initiatives to become a Tourism Nation. In this milestone year, in order to achieve the goal of attracting 10 million foreign visitors to Japan and to pursue the even higher goal of 20 million, it will be vital for the government to work as one on fortifying initiatives.

In light of that, in a Cabinet meeting presided over by Prime Minister Shinzo Abe on the promotion of Japan as a Tourism Nation, the Action Program for Making Japan a Tourism Nation was compiled in June of this year. This program cites measures as being needed in the following four key areas:

First, to create and spread the Japan brand. The government will forge the elements that Japan should be proud of -- from its natural environment, food and traditional culture through to its cleanliness and safety -- into a Japan brand and promote it more powerfully via a range of channels.

Second, to promote travel to Japan by the easing etc. of visa requirements. From July 1 this year the government decided to implement visa exemptions for travelers from Thailand and Malaysia, multiple visas for travelers from Vietnam and the Philippines, and an extension of the period of stay for Indonesians with multiple visas.

Third, to improve the reception given to foreign travelers. Immigration procedures will be made faster and smoother, multilingual capabilities at tourism spots will be strengthened, and in these and other ways, the reception offered to foreign travelers will be improved in all areas.

Fourth, to build a unified structure for attracting MICE, at a national level. This involves promoting Japan as a venue for holding international conferences in various formats.

Measures such as this will be pursued based on a strong desire to capitalize on the potential of Japan's outstanding tourism resources and other features, in order to realize a Tourism Nation that attracts people from around the world. From here on the Ministry of Land, Infrastructure, Transport and Tourism (MLIT) will play a central role in steadily implementing this program while cooperating with the relevant ministries and agencies and eliminating various bottlenecks.

In order to powerfully rebuild the Japanese economy, it is vital that tourism, one of the main pillars of the growth strategy, leads the economy and society. Additionally, tourism also has an extremely important role to play in picking up the pace of the restoration of Tohoku, beginning with Fukushima.

The people who are active on tourism's respective front lines are the ones that will play a lead role in moving these types of initiatives forward. The MLIT too will listen carefully to the voices of those working diligently at the front lines and solidly support those efforts.

In the future, when 20 million foreign visitors a year are visiting Japan, the landscape of Japanese society will no doubt change considerably. As one of the preeminent Tourism Nations in Asia, it will be commonplace for foreign visitors to travel around Japan, where they will enjoy Japanese food and

culture and get to know Japanese people. Additionally, hosting large numbers of international events and meetings will undoubtedly lead to the amassment of people, expertize and investment. With its eyes set firmly on this future vision, the MLIT will work toward the realization of a Tourism Nation. It hopes that this White Paper will play a part in that.



Akihiro Ota, Minister of Land, Infrastructure, Transport and Tourism

Introduction

The White Paper on Tourism was first prepared in April 1964, based on the Tourism Basic Act enacted in 1963, and so the 2013 Edition is the 50th. 1964 was a significant milestone for postwar Japan, being the year that the Tokaido Shinkansen opened and the Tokyo Olympics were held. It was also the period in which Japanese tourism began to make serious leaps forward. For Japanese people at that time, overnight sightseeing trips meant domestic group travel, since traveling overseas for the purpose of tourism had only just been liberalized -- with restrictions -- on April 1, 1964. To mainstream citizens, traveling abroad was still a very distant dream, and foreign tourists visiting Japan also numbered only around 300,000 a year.

50 years have now passed. The circumstances surrounding Japanese tourism have changed considerably. In 2012 the number of people vacationing abroad exceeded 18 million and drew within sight of 20 million, but in recent years the number of domestic overnight travelers has been peaking out. Meanwhile, the number of foreign tourists visiting Japan is steadily increasing, but remains at the mid-8 million level, and the recovery of tourism in the Tohoku district is only half-complete also. In terms of the global situation, travel for tourism and business purposes continues to increase, and in 2012 the scale exceeded 1 billion people. It is no exaggeration to say that the degree to which this global flow of people can be attracted to a country, and the degree by which that flow can be given further impetus, will be of major significance to that country's future.

Amid that, 2013 is a milestone year that marks the 10th year of Japan's fully-fledged efforts to realize a Tourism Nation, and the fifth anniversary of the establishment of the Japan Tourism Agency. Now, as Japan itself is shaking off its "lost two decades" and seeking to take significant strides worldwide, is the very time that those efforts to realize a Tourism Nation must be ramped up based on the outcomes and experiences of these past 10 years. In the course of promoting growth strategies and maintaining and developing amicable international relations, and when grappling with the various challenges facing Japan such as work-life balance and children's education, it will be essential to adopt a standpoint of capitalizing on the strengths offered by tourism and travel.

The principal theme of the White Paper centers on attracting foreign tourists to Japan in order to tap -- via tourism -- the demand from new growth centers that is spreading worldwide. This year marks the 10th year since the launch of the Visit Japan Campaign. Over that period tourist numbers have increased from around 5.21 million (2003) to around 8.37 million (2012, provisional figure). However, in global ranking terms Japan's position remains in the 30s, and so it can only be said to have at last made the move from being "an undeveloped Tourism Nation" to becoming "an emerging Tourism Nation." It must aim to become a developed Tourism Nation and to strengthen efforts for establishing a robust Visit Japan brand. As the first step, a target has been set of taking the number of foreign tourists visiting Japan in 2013 to beyond the 10-million mark by encouraging a fundamental transformation in Visit Japan promotions and striving to eliminate impediments to visiting Japan. Simultaneously, efforts will be pursued to shift toward a foreign tourist structure that is less vulnerable to external factors such as natural disasters or international relations, and to develop a more receptive tourist environment. This

drive is based on a medium-term target of attracting 18 million foreign tourists by 2016 and a further long-term target of 25 million by early 2020, as set out in the Tourism Nation Promotion Basic Plan. Strategically attracting and holding international conferences and events, which in some ways has been nothing more than a slogan up to now, will likewise form a foundation for making Japan a global growth center by drawing the people of the world to Japan. The potential hosting of the Olympics in Tokyo is also highly significant in terms of encouraging foreign tourists to visit Japan. Looking ahead, Japan will work toward achieving a future vision in which it boasts one of the top positions in Asia for tourism revenue, in which foreign tourists visit regions throughout Japan, in which it is a core nation for the transmission of sports and culture, and additionally, where as the leading host country in Asia for international conferences, people and investment converge.

The second theme of the White Paper is strengthening the tourism industry. The tourism industry accounts for around 6% of Japan's GDP, but in tourism policies up to now there has been inadequate awareness of the standpoint of debating approaches to tourism and how to strengthen them. There is a need to build fresh tourism industry policies so that rather than simply responding to the diverse demands and formats of tourism, the tourism industry actually drives Japan's economic growth and rehabilitation by cultivating new tourism demand, and rises to the challenge of becoming a presence that leads the global tourism industry. In doing so, in addition to studying superior business models from overseas, it will also be necessary to proactively utilize economic integration and economic tie-ups that extend globally. Simultaneously, it will be necessary to make maximum use out of the "hospitality" that is the manifestation of Japan's service quality prowess, and to engage in cultivating human resources as well.

Naturally, linking these initiatives to real outcomes will require constant effort in regional areas to ensure that their appeal is showcased for domestic and foreign tourists. In particular, in the Tohoku district, alongside the recovery from the Great East Japan Earthquake the promotion of tourism is a pressing task. It is from this point of view also that this White Paper separately describes the tourism situation in each district. The fact that awareness of the importance of tourism is deepening domestically and various initiatives are being pursued in order to revitalize regions through the promotion of tourism is something that should be welcomed. However, in many cases those initiatives are not achieving adequate results due to a lack of core human resources and coordination between the people concerned. There is a need to extend support so that proactive initiatives capitalizing on regional originality and ingenuity generate concrete business.

In promoting tourism, ensuring that travel is safe is something that cannot be overlooked. A series of tragic accidents occurred in FY2012 also, including a high-speed tour bus accident on the Kan-etsu Expressway and a climbing accident near the Great Wall of China. The government, local public agencies and operators must work on safety measures with a sense of vigilance, to ensure that such tragic accidents are not repeated.

And finally, this White Paper focuses on discussing measures and policies based on the Tourism Nation Promotion Basic Plan, which was developed following the Tourism Nation Promotion Basic Law. However, the parameters of the challenges and policies that need to be engaged with toward realizing a Tourism Nation are broad, and so it would naturally be impossible to deal with all of them in this White

Paper. Today, with the prospect of even space travel becoming a reality, the breadth of tourism and the possibility for developing it are limitless.

Meanwhile, the economic and social environments are also changing, and so the meaning of tourism has to be constantly reviewed. What is being demanded of us now, in order to realize a Tourism Nation, is to undertake national debate on tourism from an on-site regional perspective, a global perspective, and a long-term perspective, in order to open up new frontiers in tourism through imagination, cooperation, the ability to take action, and originality and ingenuity. It is hoped that this White Paper on Tourism will be a starting point for that.

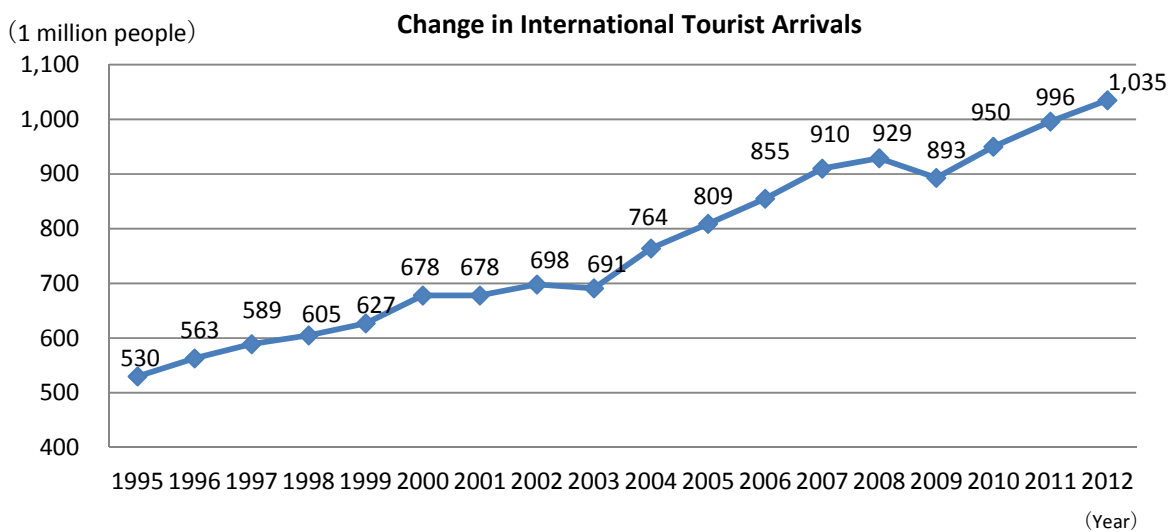
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Section 1 The Global Tourism Situation

According to the United Nations World Tourism Organization (UNWTO), in 2012 the total number of international tourists worldwide increased by around 4% from the previous year despite the severe global economic situation, and exceeded 1 billion people for the first time in history (Fig. 1-1). Steady growth of 3-4% is forecast to continue in 2013.

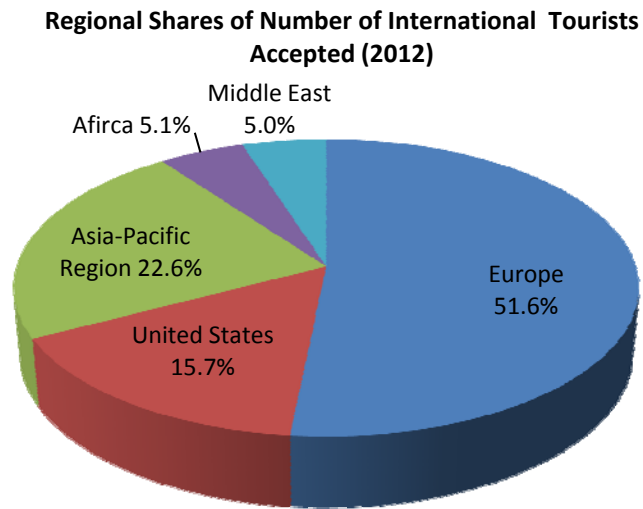
[Fig. 1-1]



(Notes) Prepared by the Japan Tourism Agency based on UNWTO materials

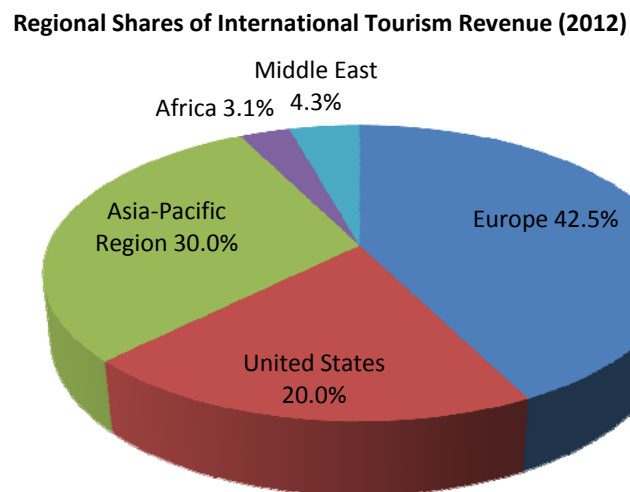
On a regional basis, Europe accounted for more than half of the international tourists accepted worldwide in 2012, at 51.6%. Accounting for the next-largest share after Europe was the Asia-Pacific region, at 22.6%. In 2012 the Asia-Pacific region accounted for a 30.0% share in terms of international tourism revenue also, the next-largest share after Europe's 42.5%.

[Fig. 1-2]



(Notes) Prepared by the Japan Tourism Agency based on UNWTO materials.

[Fig. 1-3]

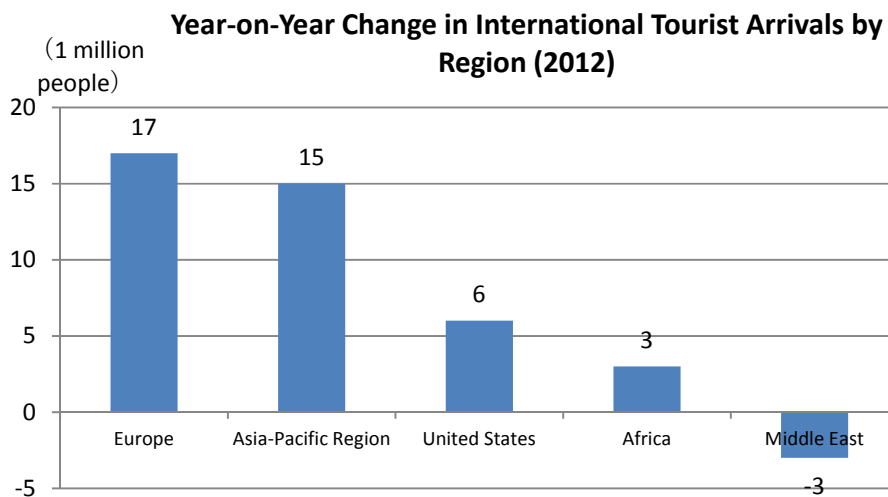


(Notes) Prepared by the Japan Tourism Agency based on UNWTO materials.

The number of international tourists who visited the Asia-Pacific region in 2012 increased substantially from 2011, rising by 15 million people or more (a year-on-year increase of 7%), which when compared to other regions was the highest rate of growth recorded. Southeast Asia in particular recorded substantial growth with a year-on-year increase of 9%. Growth in flights by LCCs (low-cost carriers) can be cited as the principal reason for this, and this growth trend is anticipated to continue from here on as well.

The number of international tourists who visited Europe in 2012 increased compared to 2011 by 17 million people or more (a year-on-year increase of 3%). This can be considered a solid result given Europe’s lackluster economic situation. The number of international tourists who visited the United States in 2012 increased compared to 2011 by 6 million people or more (a year-on-year increase of 4%). Where the Middle East region is concerned, the ongoing unstable political situation resulted in the number of international tourists dropping by 3 million people or more in 2012 compared to 2011 (a year-on-year decline of 5%) (Fig. 1-4).

[Fig. 1-4]

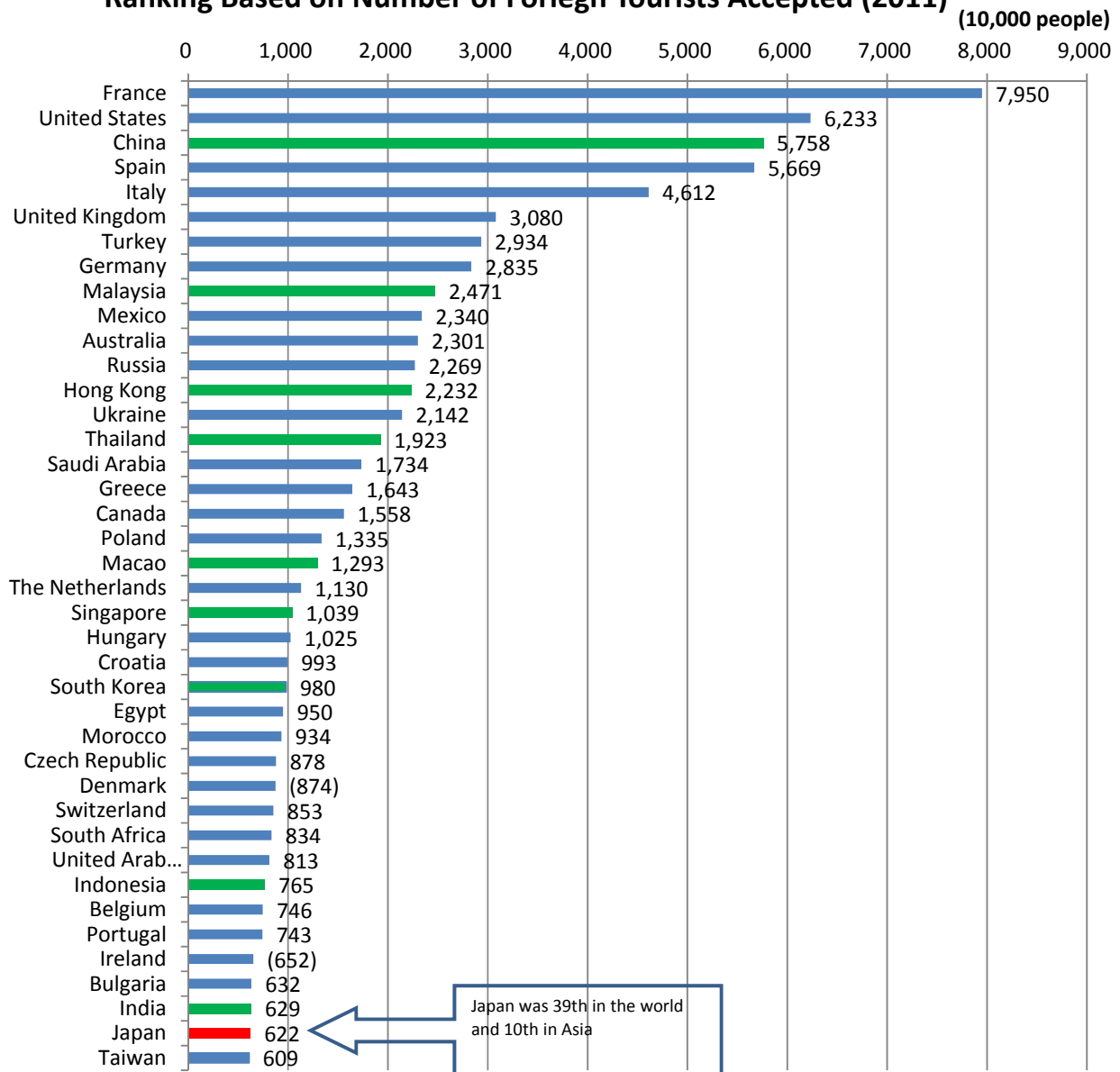


(Notes) Prepared by the Japan Tourism Agency based on UNWTO materials.

In regards to the number of foreign tourists accepted by each country and region in 2011, the lineup of the leading 10 countries remained unchanged from 2010. France retained the lead at 79.5 million people, the United States ranked second with 62.33 million, and China ranked third with 57.58 million. Japan ranked 39th in the world (and 10th in Asia) as a result of a substantial decline in foreign tourists -- from 8.61 million in 2010 to 6.22 million in 2011 -- due to the impact of the Great East Japan Earthquake. In Asia, following on from 2010 China retained its lead and remained well ahead of Malaysia, which ranked second. Hong Kong ranked third, followed by Thailand and Macao (Fig. 1-5).

[Fig. 1-5]

Ranking Based on Number of Foreign Tourists Accepted (2011)

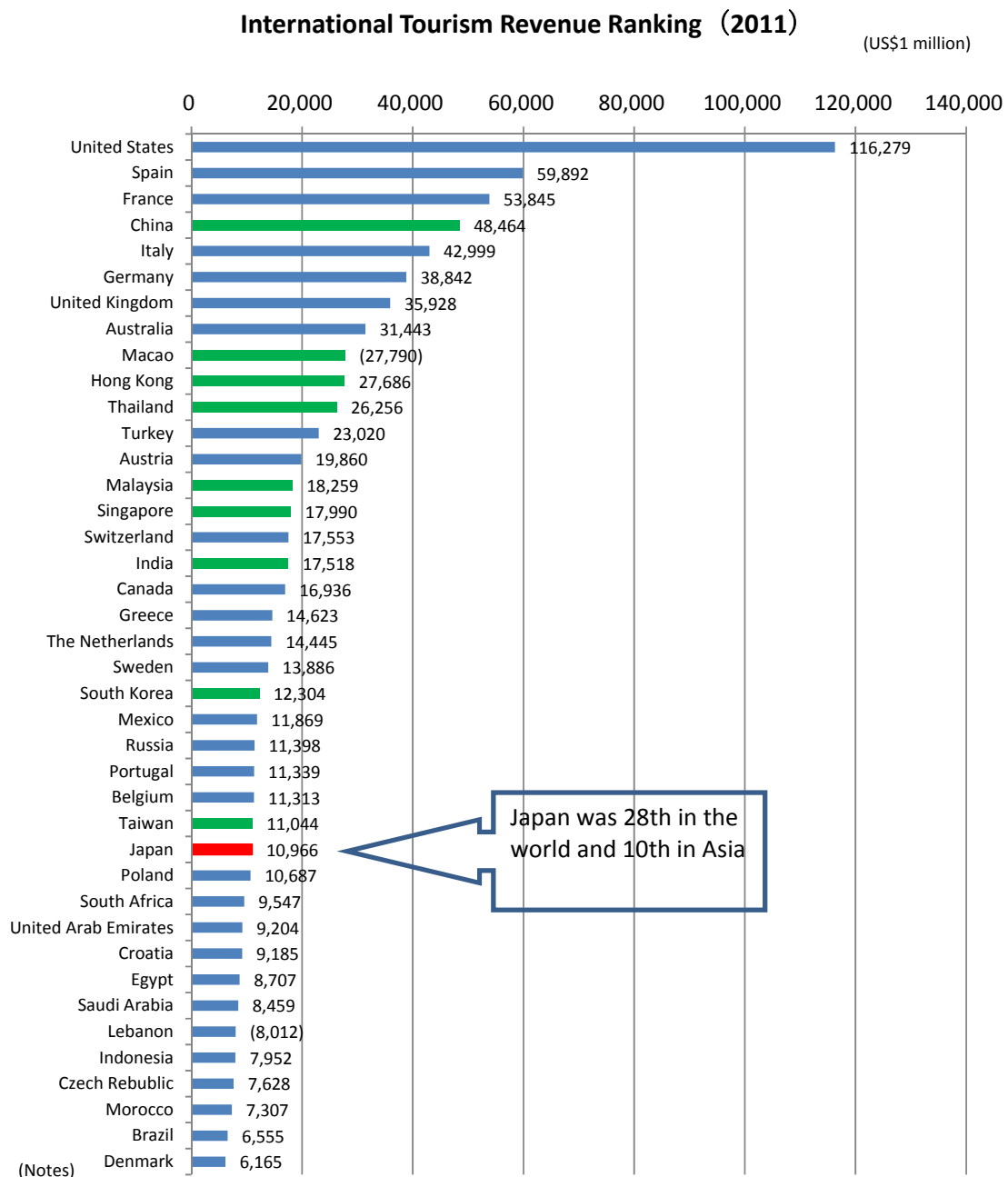


(Notes)

- 1 Prepared by the Japan National Tourism Organization based on materials from the UNWTO and each country's government tourism bureaus.
- 2 The figures shown here are provisional as of June 2012.
- 3 2010 figures were used for Denmark and Ireland because 2011 figures were unclear.
- 4 Aside from South Korea and Japan, the figures used are in principle the number of foreign tourists who stayed for one night or more.
- 5 Because foreign tourist numbers are newly announced as figures are updated, and are updated retroactively, depending on the timing of when the figures are used the order may change.
- 6 When making comparisons, please be aware that in the same country foreign tourist numbers are announced based on differing statistical bases.

In regards to the international tourism revenue of each country and region in 2011, the United States retained its 2010 lead with revenue of US\$116.279 billion, followed by Spain in second place with revenue of US\$59.892 billion and France in third place with revenue of US\$53.845 billion. Japan ranked 28th in the world (and 10th in Asia) with revenue of US\$10.966 billion, so its ranking fell compared to 2010 both in terms of international tourism revenue and the number of foreign tourists it received. Within Asia, China retained its 2010 lead in terms of international tourism revenue (Fig. 1-6).

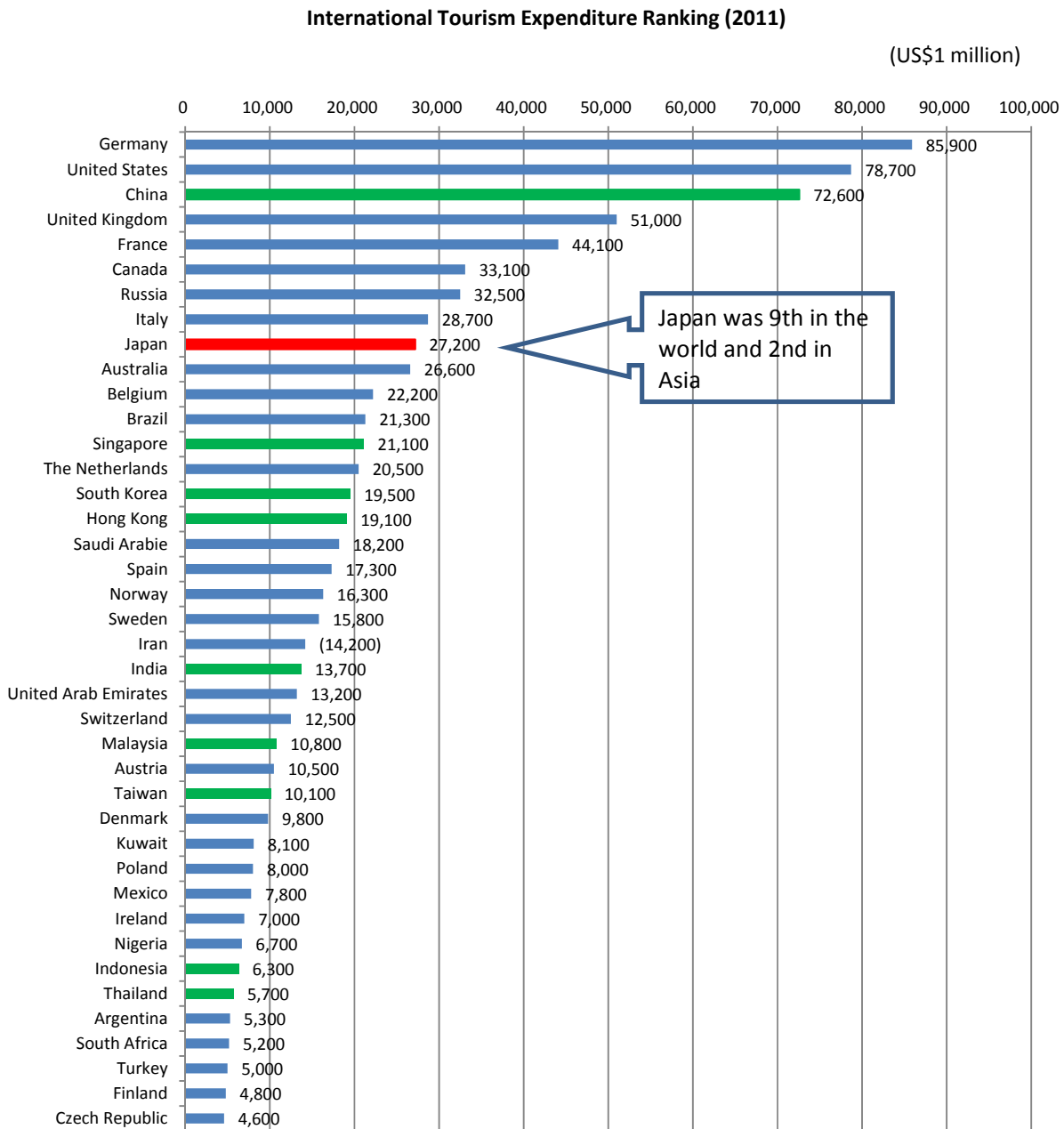
[Fig. 1-6]



- (Notes)
- 1 Prepared by the Japan National Tourism Organization based on materials from the UNWTO and each country's government tourism bureaus.
 - 2 The figures shown here are provisional as of June 2012.
 - 3 2010 figures were used for Macao and Lebanon because 2011 figures were unclear.
 - 4 The international tourism revenue shown here does not include international travelers' fares.
 - 5 In some cases international tourism revenue is newly announced as figures are updated, and is updated retroactively. Furthermore, when the figures for international tourism revenue are converted into US dollars, they will change according to the foreign exchange rates at that time. Consequently, depending on the timing of when the figures are used, the order may

Where the international tourism expenditure of each country and region in 2011 is concerned, following on from 2010 Germany ranked first with expenditure of US\$85.900 billion. The United States ranked second, having spent US\$78.700 billion, and China ranked third with US\$72.600 billion. Japan was ninth in the world (and second in Asia) with expenditure of US\$27.200 billion (Fig. 1-7). In addition, according to the UNWTO China's international tourism expenditure reached approximately US\$102.000 billion in 2012, meaning it overtook Germany (at approximately US\$83.800 billion) and the United States (at approximately US\$83.700 billion) to rank top for the first time. Japan spent approximately US\$27.900 billion in 2012, to rank eighth.

[Fig. 1-7]



(Notes) 1 Prepared by the Japan National Tourism Organization based on materials from the UNWTO and each country's government tourism bureaus.

2 The international tourism expenditure shown here does not include international travelers' fares.

3 The figures shown here are provisional as of September 2012.

4 The 2010 figure was used for Iran because its 2011 figure was unclear.

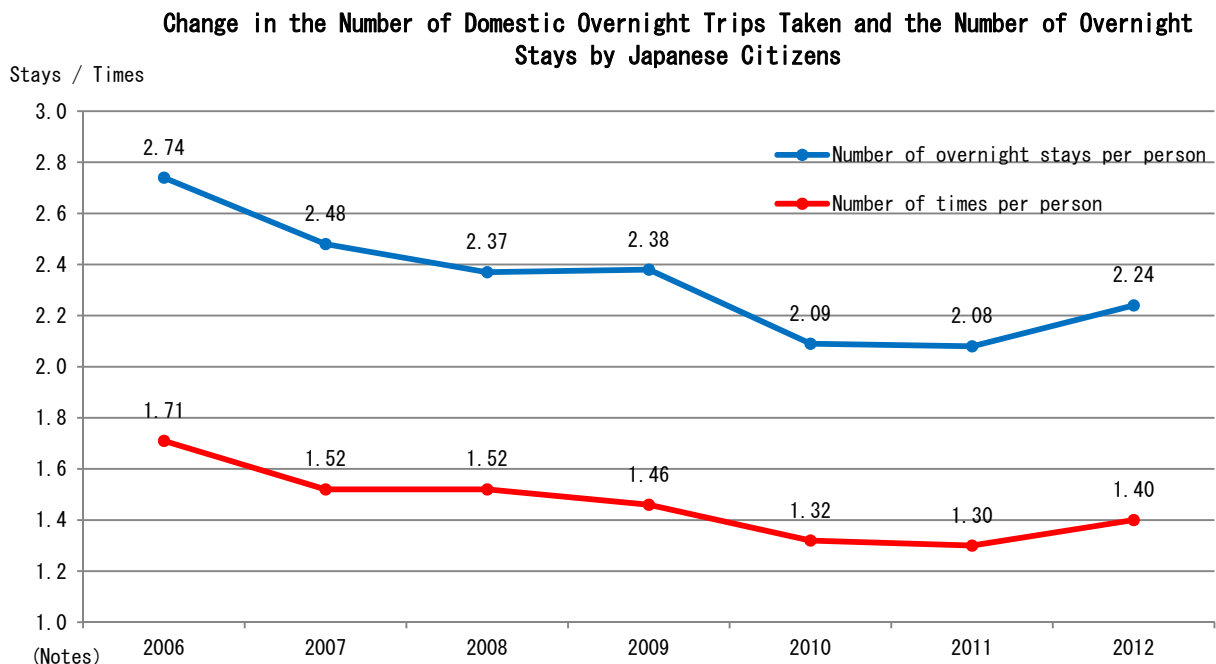
5 In some cases international tourism expenditure is newly announced as figures are updated, and is updated retroactively. Furthermore, when the figures for international tourism expenditure are converted into US dollars, they will change according to the foreign exchange rates at that time. Consequently, depending on the timing of when the figures are used, the order may change.

Section 2 Japan's Tourism Situation

1 The Situation in Domestic Travel

The number of overnight domestic trips taken by Japanese citizens per capita in 2012 was 1.40 times (a year-on-year increase of 7.7%; provisional figure). Meanwhile the number of overnight stays on domestic trips taken by Japanese citizens per capita was 2.24 nights (a year-on-year increase of 7.7%; provisional figure) (Fig. 2-1). In 2012 the number of Japanese domestic tourists taking day trips totaled 204.3 million people (an increase of 3.8% compared to the previous year and a decline of 0.6% compared to the year before the previous year), while for overnight trips the figure totaled 178.76 million people (an increase of 5.2% compared to the previous year and an increase of 4.3% compared to the year before the previous year) (Fig. 2-2, Fig. 2-3). In both cases the figures increased compared to the previous year, and recovered to almost the same levels as before the Great East Japan Earthquake or exceeded them.

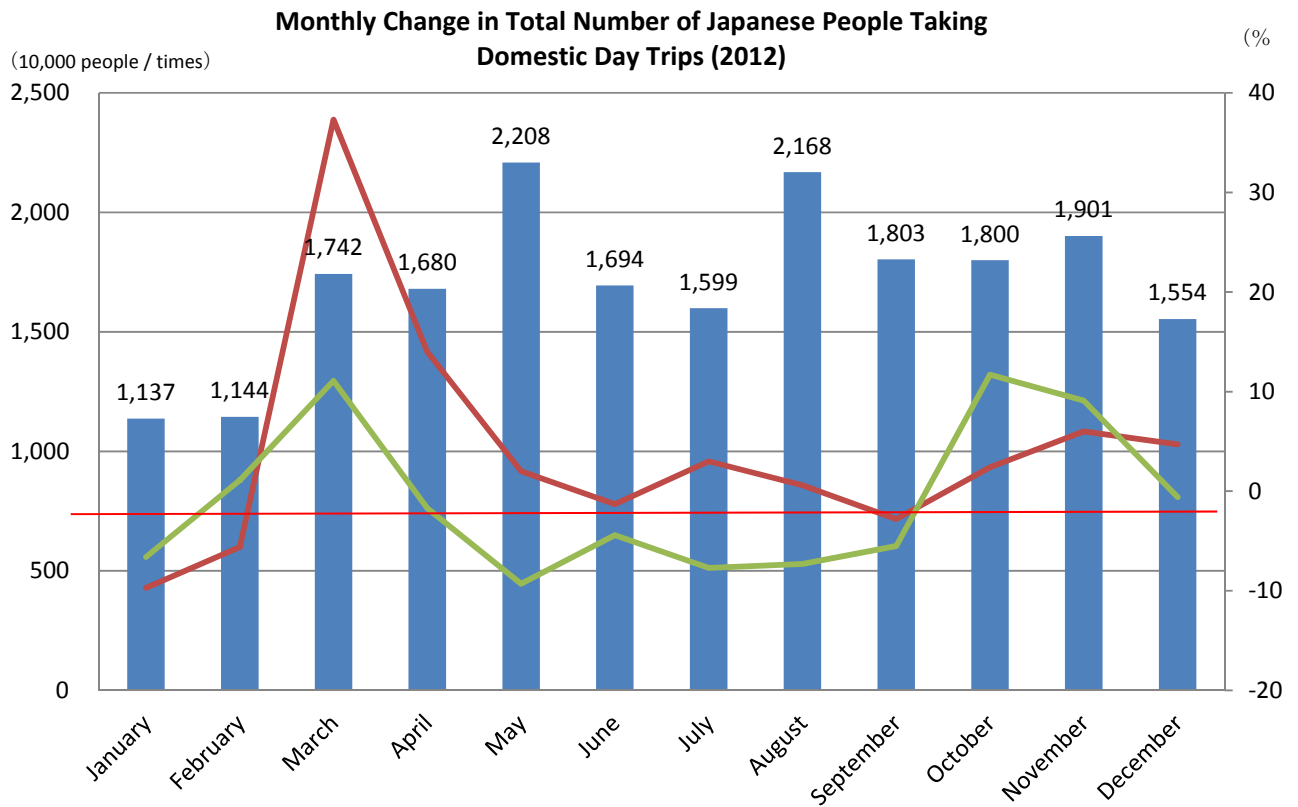
[Fig. 2-1]



1 Based on the Japan Tourism Agency's "Travel and Tourism Consumption Trend Survey."

2 Figures for 2012 are provisional.

[Fig. 2-2]

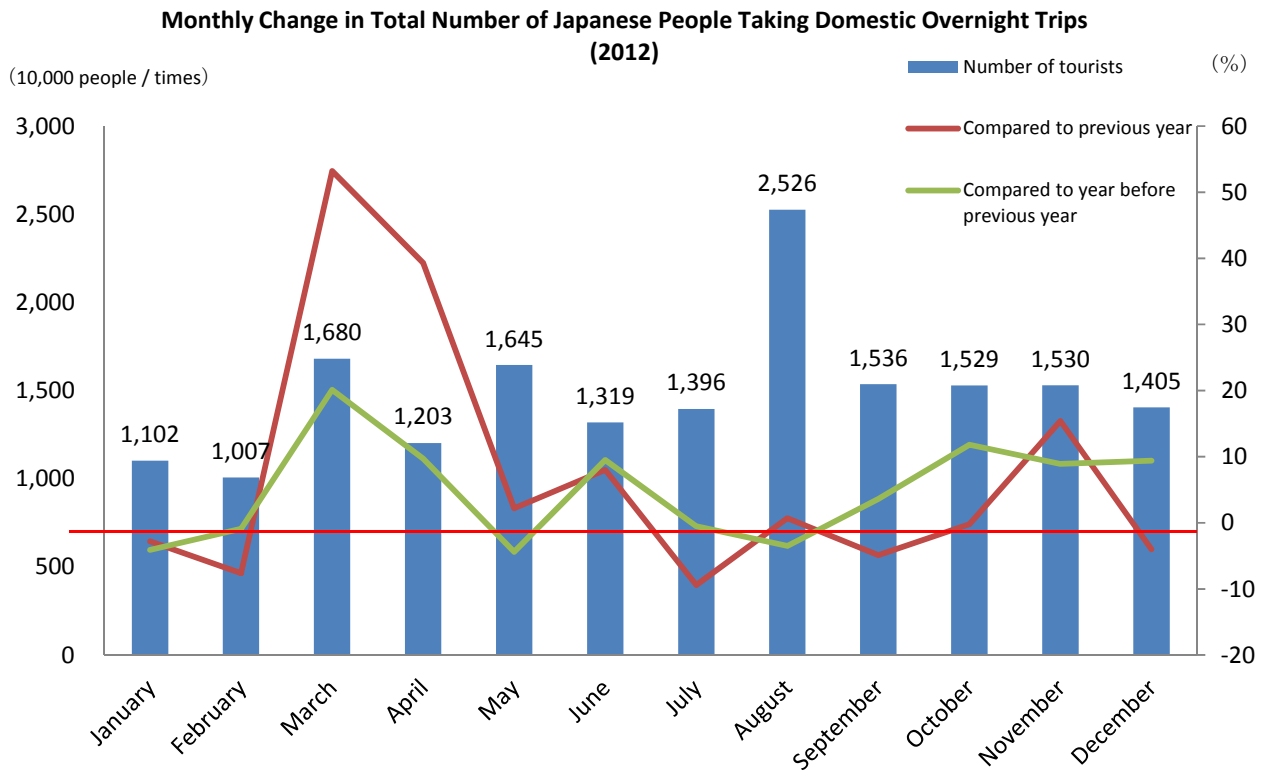


(Notes)

- 1 Based on the Japan Tourism Agency's "Travel and Tourism Consumption Trend Survey."
- 2 Figures for October-December 2012 are preliminary figures.
- 3 Estimated figures for "trips taken for purposes of tourism and recreation."

- No. of tourists
- Compared to previous year
- Compared to year before previous year

[Fig. 2-3]



(Notes)

- 1 Based on the Japan Tourism Agency's "Travel and Tourism Consumption Trend Survey."
- 2 Figures for October-December 2012 are preliminary figures.
- 3 Estimated figures for "trips taken for purposes of tourism and recreation."
- 4 In cases where trips spanned different months, the figures were included under the months travelers returned home.

From Japan's standpoint 2012 could be described as "the first year of LCCs." In March the first Japanese LCC, Peach Aviation, began operating flights on two routes, including Osaka-Sapporo. Subsequently, in July Jet Star Japan began operations and was followed in August by AirAsia Japan. As of the end of March 2013 three Japanese LCCs were operating flights on 11 domestic routes and five international routes.

New sightseeing spots also sprang up. In May, when many citizens looked to the skies and observed an annular solar eclipse, Tokyo Skytree opened as the world's highest freestanding tower. Between its opening and the end of March 2013 around 5.54 million people have visited Tokyo Skytree. When combined with visitors to the Tokyo Solamachi commercial facility etc., Tokyo Skytree's visitor numbers reached around 44.76 million people, and it is attracting attention as a new sightseeing spot. In addition, in October Tokyo Station was restored to the condition it was in when established in 1914. The area has come alive with activity, including commercial facilities in the vicinity.

In August the London Olympics opened and Japan had outstanding success there, winning a record number of medals. Following the Olympics a parade was held for the Japanese Olympic team in the Ginza, Tokyo, and it attracted a wildly enthusiastic crowd of around 500,000 people.

Nevertheless, not all the news was positive. 2012 was a year in which the importance of ensuring safety in tourism was recognized anew. Based on the outcome of a probe by an investigative commission that was implemented in the wake of a highway tour bus accident on the Kan-etsu Expressway in April, the “plan for restoring safety and peace of mind to highway / chartered buses” was drawn up (April 2013). The plan calls for intensive implementation of initiatives to improve safety over the following two years (FY2013 and FY2014), including completing the migration to a new shared highway bus system from the existing highway tour bus system by the end of July 2013. Furthermore, in November members of a Japanese mountain climbing tour near the Great Wall of China perished, and the tour operator that organized the trip in question was sanctioned by having its tour business registration rescinded.



Peach Aviation (photograph supplied by Peach Aviation Ltd.)



Tokyo Station following restoration to the condition it was in when established in 1914



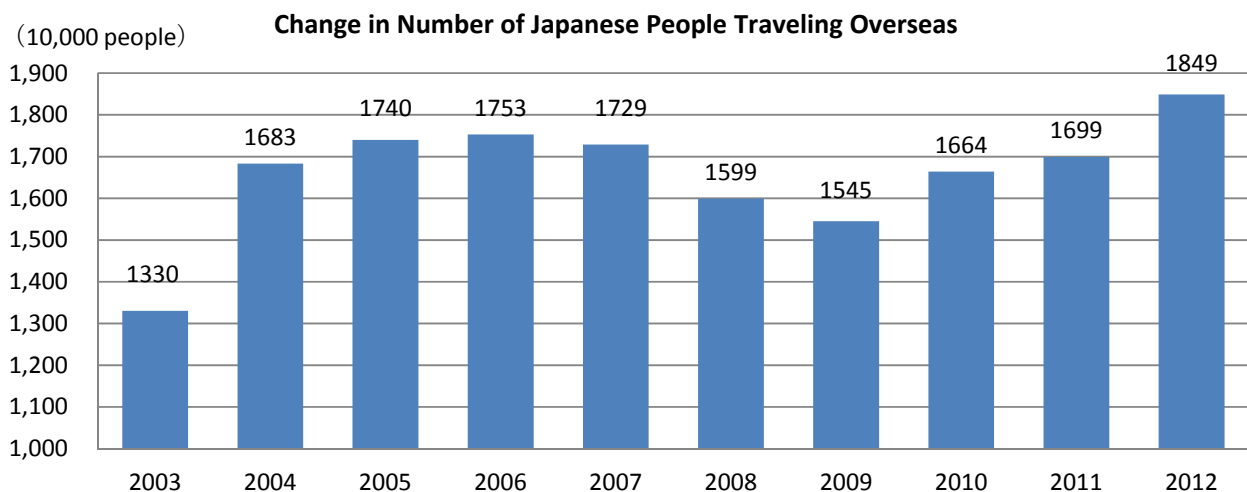
Parade for the Japanese Olympic team (photograph supplied by Photo Kishimoto Corporation)

Where developments in the tourism industry are concerned, in October two organizations -- the Japan Ryokan Association and the Japan Tourist Hotel Association -- merged to give rise to the Japan Ryokan & Hotel Association, which consists of around 3,400 member ryokan and hotels. The Japan Ryokan & Hotel Association promises to contribute to the sound development of the ryokan and hotel industry and the enhancement of reception and services at lodging facilities from here on.

2 The Situation in Foreign Travel

In 2012 the number of Japanese travelers who went overseas was 18.49 million people (an increase of 8.8% compared to the previous year and up 11.1% compared to the year before the previous), which represented a new record (Fig. 2-4).

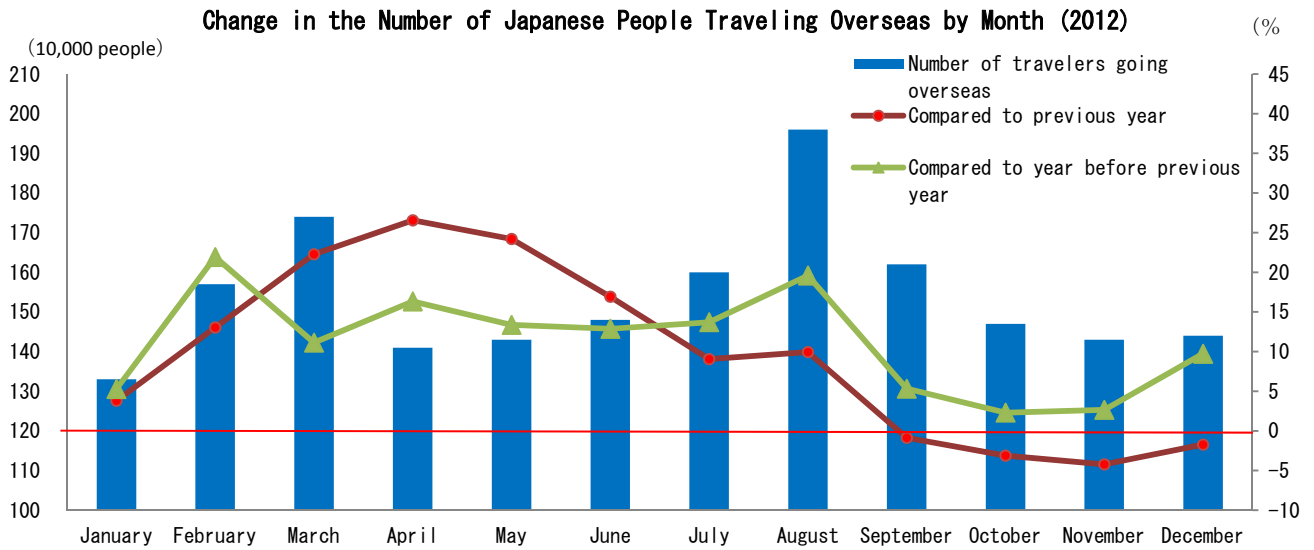
[Fig. 2-4]



(Notes) Prepared by the Japan Tourism Agency based on Ministry of Justice materials.

By month, the number of travelers who went overseas rose on a year-on-year basis for 14 consecutive months between July 2011 and August 2012. In addition to a rebound following the impact of the Great East Japan Earthquake, it is also conceivable that the strong yen influenced the figure. Nevertheless, since September 2012, when the government purchased and took possession of three of the Senkaku Islands, Japanese travelers to China declined and as a result the number of travelers who went overseas per month began declining on a year-on-year basis (Fig. 2-5).

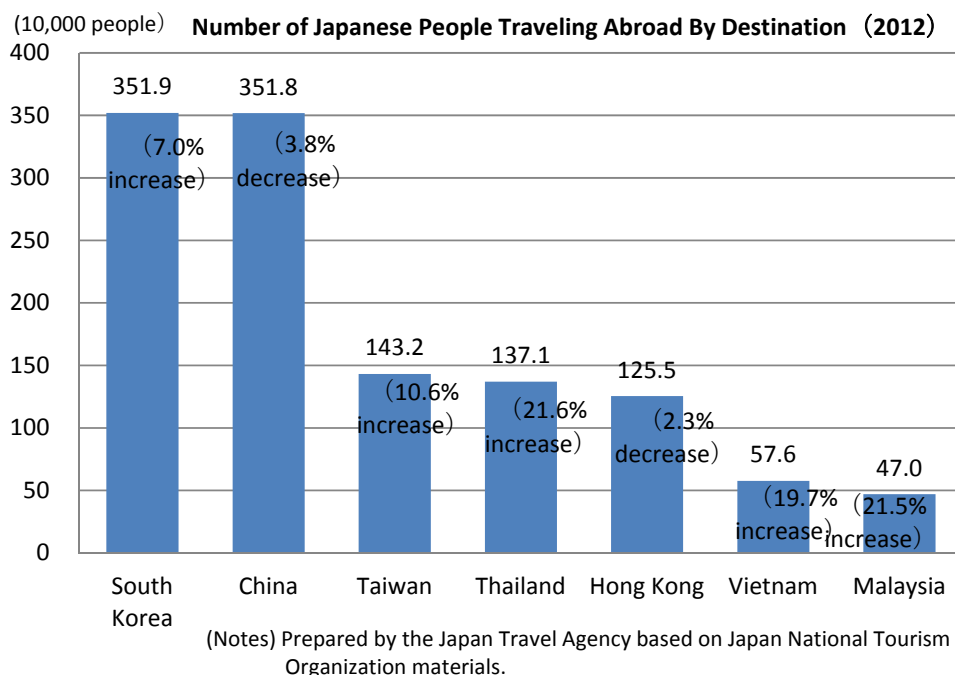
[Fig. 2-5]



- (Notes)
- 1 Prepared by the Japan Tourism Agency based on Ministry of Justice materials.
 - 2 Based on aggregate figures for people departing the country.

Examining the data in terms of travel destination, 3.519 million Japanese tourists traveled to South Korea (a year-on-year increase of 7.0%), surpassing the 3.518 million who visited China (a year-on-year decline of 3.8%), to make South Korea the top destination. This conceivably reflects the impact of a decrease in travel by Japanese people to China from September. Growth in the number of Japanese people traveling to Asia was strong: 1.371 million Japanese people traveled to Thailand, up 21.6% compared to the previous year, while the number of Japanese people traveling to Malaysia climbed 21.5% to 470,000 and the number traveling to Vietnam climbed 19.7% to 576,000 (Fig. 2-6).

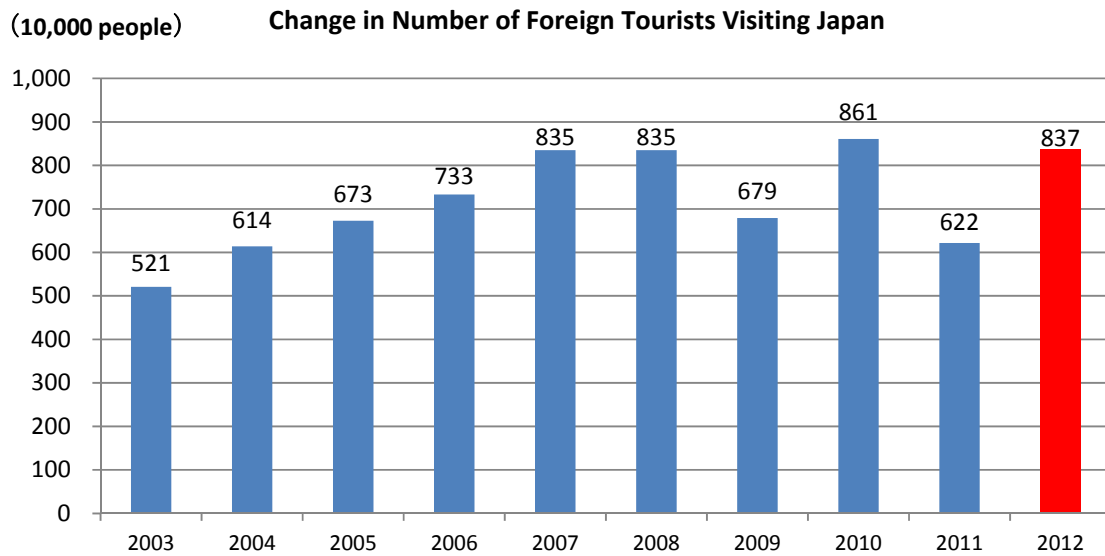
[Fig. 2-6]



3 The Situation in Travel to Japan

In 2012 the number of foreign travelers visiting Japan was 8.37 million (up 34.6% compared to the previous year and down 2.8% compared to the year before the previous year; provisional figures), the second-highest result since the current record of 2010, when 8.61 million foreign travelers visited. While the number of foreign visitors can be said to have more or less recovered from the impact of the Great East Japan Earthquake, it failed to reach the Japan Tourism Agency's target of 9 million people, in part due to the impact of external factors, such as the government purchasing and taking possession of three of the Senkaku Islands (Fig. 2-7).

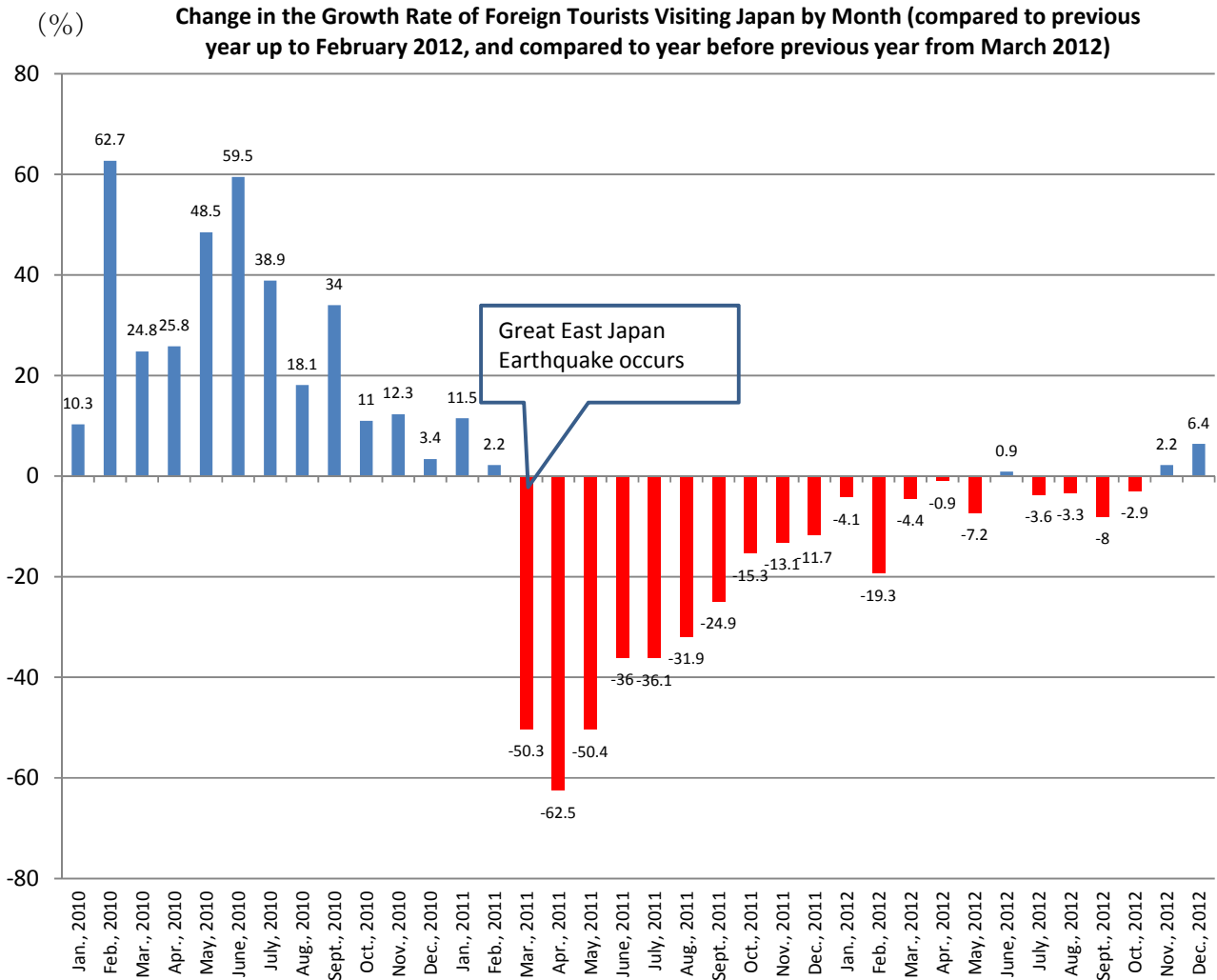
[Fig. 2-7]



(Notes) 1 Prepared by the Japan Tourism Agency based on Japan National Tourism Organization materials.
2 The 2012 figure is provisional.

Looked at on a monthly basis, from March 2011 the number of foreign tourists visiting Japan declined compared to 2010 (prior to the Great East Japan Earthquake) for 15 months running, but in June 2012 the figure rose on a year-on-year basis for the first time since the disaster and the recovery trend subsequently became more pronounced toward the end of the year (Fig. 2-8).

[Fig. 2-8]



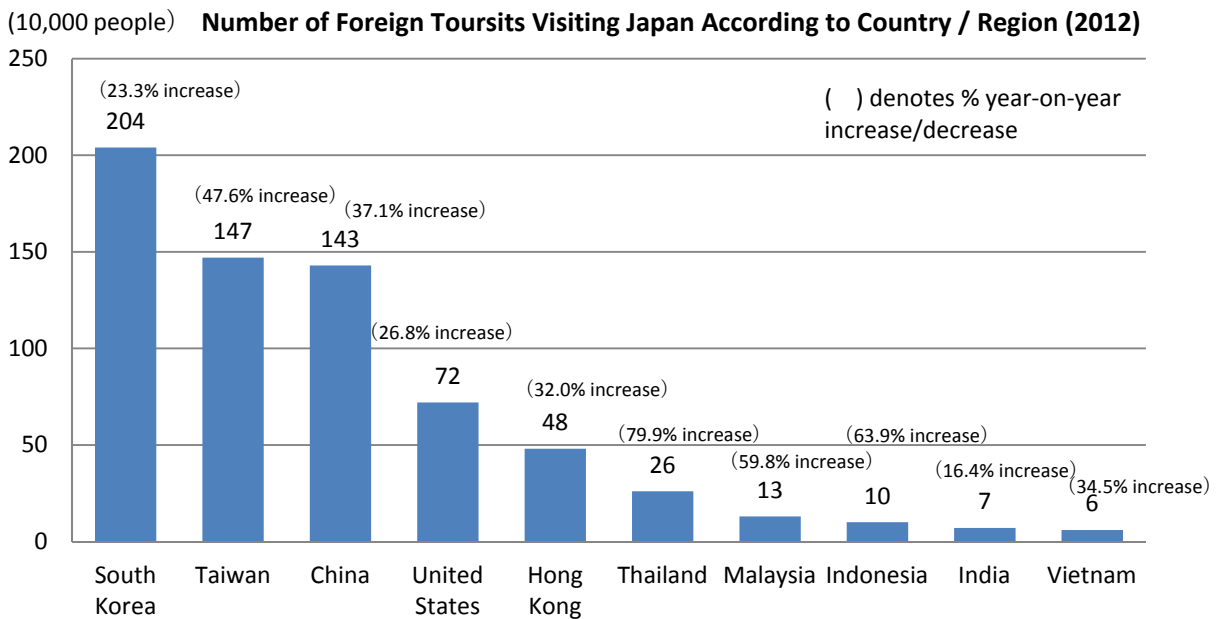
(Notes) 1 Prepared by the Japan Tourism Agency based on Japan National Tourism Organization materials.
 2 The 2012 figure is provisional.

Based on country and region, the number of tourists visiting Japan from Thailand reached 260,000, (up 79.9% compared to the previous year), and even on a monthly basis, aside from March the number of Thai tourists visiting Japan renewed highs for 11 months in succession, making Thailand the No. 6 country / region in terms of the number of tourists from there visiting Japan. The number of tourists visiting Japan from Taiwan, China, Malaysia, Indonesia, India and Vietnam likewise reached record highs in all cases (Fig. 2-9).

Among those countries, in the Southeast Asian countries that for the most part recorded high year-on-year growth rates (in terms of tourists visiting Japan) it is conceivable that those high rates were helped by their well-performing economies, growth in the supply of airline seats due to flights on new routes

and additional flights, including by LCCs, as well as charter flights, and the impact of Visit Japan promotions. Where Thailand, Malaysia and Indonesia were concerned, Japan began offering multiple visas for mainstream short-term stays and this undoubtedly had an impact also.

[Fig. 2-9]



(Notes) 1 Prepared by the Japan Tourism Agency based on Japan National Tourism Organization Materials.
 2 Figures are provisional.

Although the recovery in the number of tourists travelling to Japan from South Korea had been slow due to harmful rumors about radiation and the impact of the strong yen, the figure recovered rapidly from November thanks to declines in airfares resulting from the entry of LCCs, an ongoing project aimed at countering harmful rumors and an easing in the high yen/low won trend. Over the course of the year 2.04 million South Korean tourists visited Japan (up 23.3% compared to the previous year and down 16.2% compared to the year before the previous year; provisional figures) and remained at the 2 million visitors per year level for the 14th year in succession. South Korea thus retained its lead in terms of foreign travelers to Japan according to country or region of origin.

2012 was the 40th anniversary of the normalization of relations between Japan and China. Many Chinese tourists were expected to visit Japan and up to August their numbers grew steadily, but after the government purchased and took possession of three of the Senkaku Islands in September there was a marked decline in the number of Chinese tourists visiting Japan, centering on tour groups. Nevertheless, due to the relaxation of the issuing criteria for Japan tourism visas and growth in demand for cruises, over the course of the year the number of Chinese travelers visiting Japan exceeded the previous record

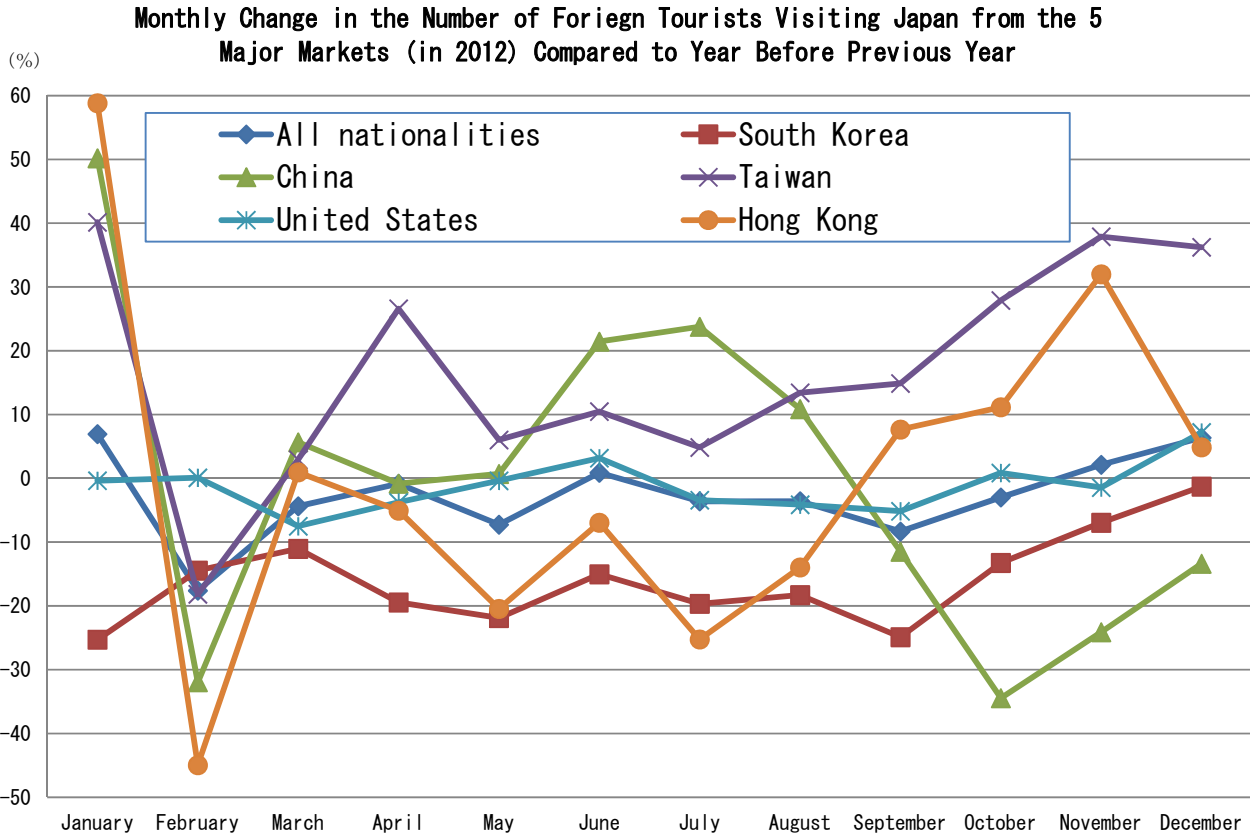
of 1.41 million people (set in 2010) to reach a new record of 1.43 million people (up 37.1% compared to the previous year and up 1.2% compared to the year before the previous year; provisional figures).

The number of tourists visiting Japan from Taiwan also exceeded a previous record of 1.39 million people (set in 2008) to reach 1.47 million people (up 47.6% compared to the previous year and up 15.6% compared to the year before the previous year; provisional figures). As a result, Taiwan overtook China to rank second in terms of foreign travelers to Japan according to country or region of origin. This conceivably reflects the effects of Visit Japan promotional activities, coupled with factors such as growth in the supply of airline seats thanks to the Open Skies policy and an increase in independent travel accompanying LCC flights.

The number of tourists visiting Japan from the United States reached 720,000 (up 26.8% compared to the previous year and down 1.4% compared to the year before the previous year; provisional figures). Although affected by the strong yen and similar influences, the impact of fears about radiation mostly disappeared and the figure recovered to roughly the same level as before the Great East Japan Earthquake.

The recovery in the number of tourists from Hong Kong was restrained due to harmful rumors about radiation and the impact of the strong yen, but from September, visitor numbers from Hong Kong became consistently positive when compared to the year before the previous year and reached 480,000 people across the course of the year (up 32.0% compared to the previous year and down 5.3% compared to the year before the previous year; provisional figures) (Fig. 2-10).

[Fig. 2-10]



(Notes)

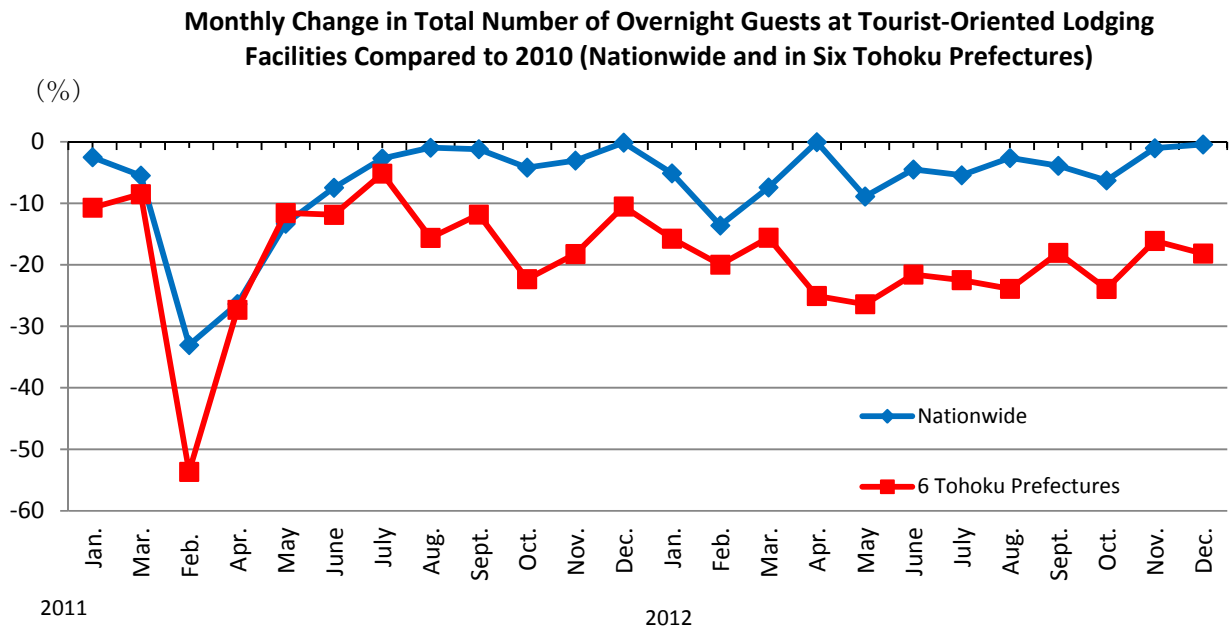
1 Prepared by the Japan Tourism Agency based on Japan National Tourism Organization materials.

Section 3 The Recovery from the Great East Japan Earthquake

With regard to tourism trends in 2012 in the six Tohoku prefectures (Aomori Prefecture, Iwate Prefecture, Miyagi Prefecture, Akita Prefecture, Yamagata Prefecture and Fukushima Prefecture), every month the total number of overnight guests at tourist-oriented lodging facilities generally remained around 20% below the figure for the year before the previous year, showing a delayed recovery compared to the nation overall (Fig. 3-1). Each month the total number of foreign overnight guests also remained around 40-80% below the figure for the year before the previous year, showing a markedly delayed recovery compared to the nation overall (Fig. 3-2).

Regarding specific prefectures, the recovery situation is varied. While some prefectures can be seen recovering to levels close to the national level, some prefectures' recoveries show a marked delay compared to other prefectures.

[Fig. 3-1]



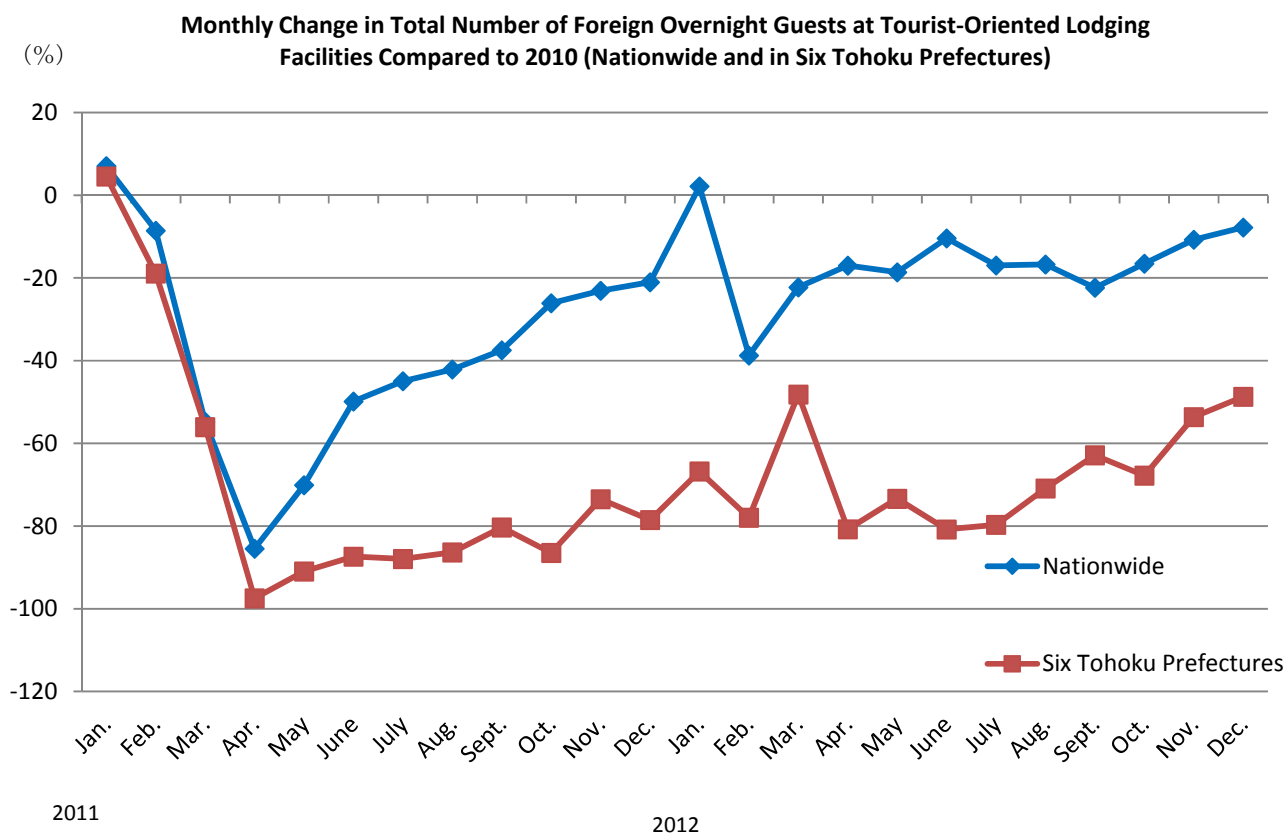
(Notes)

1 From the Japan Tourism Agency's "Statistical Survey on Overnight Travel."

2 In calculating comparisons against the same month of the year before the previous year, for January-March the results of lodging facilities with 10 or more employees were used, and for April-December the results for all facilities were used.

3 Definite figures were used for 2010 and 2011, and provisional figures were used for 2012.

[Fig. 3-2]



(Notes)

- 1 From the Japan Tourism Agency's "Statistical Survey on Overnight Travel."
- 2 In calculating comparisons against the same month of the year before the previous year, for January-March the results of lodging facilities with 10 or more employees were used, and for April-December the results for all facilities were used.
- 3 Definite figures were used for 2010 and 2011, and provisional figures were used for 2012.

In order to nurture demand for travel to the Tohoku region, which had slumped substantially in this way, between March 2012 and March 2013 a “Destination TOHOKU Campaign” was held that regarded the entire Tohoku region as an exhibition venue. In addition, the “Tohoku and North Kanto Visitation Movement” was launched to support the recovery of the region via travel to Tohoku and North Kanto.

The Destination TOHOKU Campaign sought to attract visitors to the Tohoku region in a joint public-private effort, through the designation of “zones” that centered on 30 tourism areas in the Tohoku region. In the Destination TOHOKU Campaign, each location played a central role in making the most of its history, culture and lifestyle etc. as tourism resources. They sought to establish programs enabling tourists to gain a real sense of the local everyday lifestyle, along with aiming to bring about a new tourism style based on encouraging greater interaction between the region and tourists. During the campaign, representatives from the public and private sectors collaborated to implement initiatives for restoring tourism in Tohoku, including working to encourage more tourists to be sent there and promoting Tohoku overall. Additionally, “Tohoku passports” were issued to encourage visitors to make

excursions, “regional tourism navigators” were trained to provide “hospitality” in each zone, and mechanisms such as systems for delivering information in real time were constructed so that the locations could undertake independent tourism-location building even after the campaign ended. In the Pacific Coast area, which was significantly affected by the tsunami, full consideration was given to the region’s needs and circumstances, and support was undertaken in line with the state of recovery and restoration of the region’s infrastructure, as well as seeking to boost the communication of information on regional interaction. Additionally, based on the cooperation of travel agencies and other entities, volunteer tours and other activities were implemented to encourage exchanges.



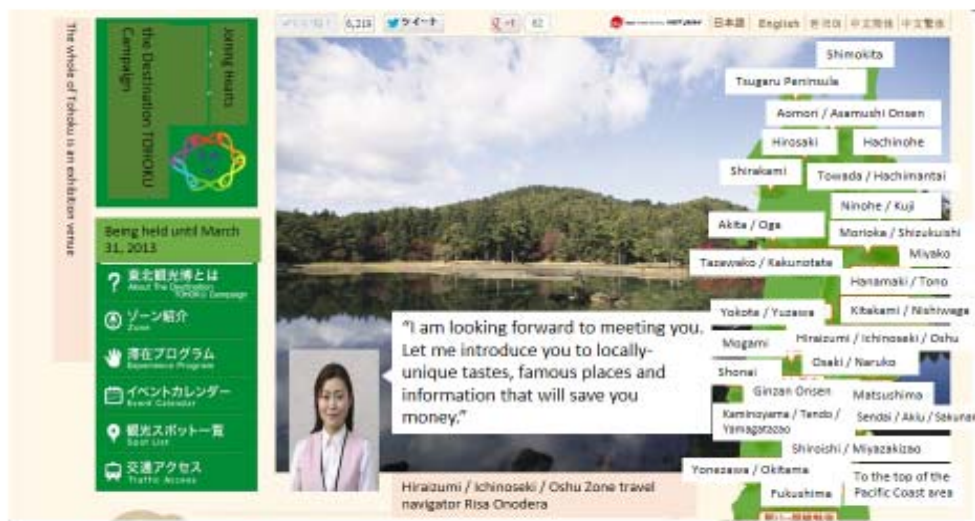
Opening the “Miyako Zone” (Miyako City, Iwaizumi Town and Yamada Town, Iwate Prefecture)

During the approximately 13 months of the Destination TOHOKU Campaign the number of tourists and the economic benefits were: 1) a total of around 49.70 million visits by tourists to the Tohoku region, of which the number of visits for the purposes of tourism accounted for around 25.70 million; 2) an increase in the number tourists visiting the Tohoku region for the purposes of tourism of roughly 3.10 million people compared to the same period a year earlier; 3) and an estimated economic knock-on effect of around JPY84 billion from tourists for whom the Destination TOHOKU Campaign was one catalyst for their trips. Additionally, comments from local people included that “links were forged as a result of the Destination TOHOKU Campaign” and that “it was an opportunity for regional development,” while comments heard from visitors included that “I became attached to the locations I visited as a result of getting to know the local travel navigators.”

In FY2013, entities such as the Tohoku Tourism Promotion Organization are seizing the initiative and will implement initiatives for carrying on the concepts etc. behind the Destination TOHOKU Campaign.

Having a large number of people visit disaster-affected areas helps in itself to support those areas to recover, and in particular, having people from younger generations, including children, visit disaster-

affected areas for school trips or as volunteers is important from the perspective of carrying memories of the disaster forward to future generations. Based on that standpoint also, FY2013 is being positioned as a year for restoring demand for tourism in the Pacific Coast area and Fukushima Prefecture, and for undertaking support for greater person-to-person exchanges. The public and private sectors will unite to promote initiatives according to the regional circumstances, such as training personnel to be narrating guides etc. in order to pass on memories of the disaster, preparing reception frameworks including establishing study programs, and coming up with travel products geared to the needs of the region, such as volunteer tours.

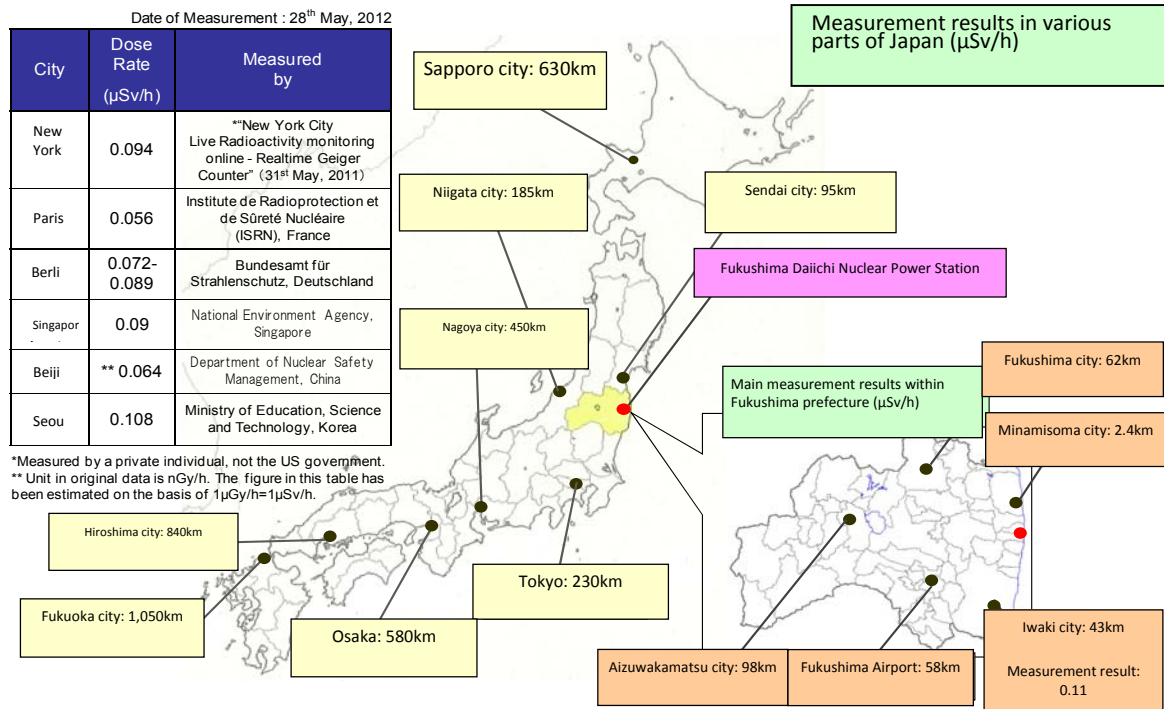


Portal site for the Destination TOHOKU Campaign

The Tohoku and North Kanto Visitation Movement is a joint public-private movement for supporting the recovery of the region by encouraging visits there. It was launched in March 2012, one year after the Great East Japan Earthquake. As of the end of March 2013, the movement was receiving support from 43 ministry and agency projects and 61 private-sector and other organizations, and these supporting bodies are holding meetings and events in Tohoku and North Kanto and running campaigns etc. to encourage trips and visits to the region.

Furthermore, in order to cultivate demand among foreign tourists to travel to the Tohoku district, the dissemination of accurate information is being carried out in order to alleviate concerns about radiation. And alongside that, major international conferences such as the WTTC (World Travel & Tourism Council) summit and the IMF-World Bank Annual Meetings were utilized as opportunities to engage in Visit Japan promotions.

Dissemination of radiation monitoring results



Transmission of information regarding the results of radioactivity monitoring surveys

* The latest figures for radiation dosages etc. are disseminated in multiple languages on the NHK World and JNTO (Japan National Tourism Organization) websites.

The 12th WTTC Global Summit, which brought together the leaders of the tourism industry from around the world, was uniquely held in one country but in two cities -- Tokyo and Sendai -- in April 2012. Around 700 people from 53 countries worldwide gathered at the Sendai Summit, and around 1,200 people participated in the Tokyo Summit. In the course of session discussions and onsite visits to disaster-affected and other areas, the state of Japan's recovery and the actual safety conditions, centering on disaster-affected areas, were communicated to the world's tourism industry leaders and the mass media. Along with dispelling concerns and other fears about the safety of Japan, cooperation was sought in increasing the number of foreign tourists visiting the country.

Meanwhile, in the interests of restoring the number of foreign tourists visiting Tohoku and North Kanto, in addition to holding business talks with foreign travel agencies locally in eight cities in seven foreign markets and implementing tourism recovery PR events for foreign consumers, foreign promotions were also implemented that brought together the Japan Tourism Agency, the JNTO (Japan

National Tourism Organization), local authorities in nine prefectures in Tohoku and North Kanto (Aomori Prefecture, Iwate Prefecture, Miyazaki Prefecture, Akita Prefecture, Yamagata Prefecture, Fukushima Prefecture, Ibaraki Prefecture, Tochigi Prefecture and Gunma Prefecture) and tourism operators. These promotions including extending invitations to foreign travel agents that had been party to those business talks and tourism recovery PR events and were interested in developing travel products to Japan that included Tohoku and North Kanto on their itineraries, and to members of the overseas media considering doing stories on these regions.

Meanwhile, based on the recent effectiveness of disseminating information via social media sites, a global campaign known as “Share your WOW! – Japan Photo Contest” was launched utilizing an SNS (social networking service) as one part of efforts to counter harmful rumors. Photographs of locations in Japan shared by foreign tourists were communicated via “word of mouth” online, thus promoting Japan’s safety, peace of mind and allure to the world. 17,070 people from 100 countries and regions worldwide took part in this campaign and submitted 38,817 photographs, with the number of people registering on the SNS used for the campaign reaching 250,000.

In addition to these efforts, via partnerships with leading foreign travel guide publishers, travel guidebooks dealing exclusively with Tohoku and North Kanto were created and distributed, as were safety and peace of mind pamphlets featuring concisely-summarized information on radiation and radioactivity, for which there was thought to be considerable demand among foreign tourists visiting Japan.

Column: Creating a tourist area and making Japan “a good country to live in”: The Takashiba Deko Yashiki settlement

The Takashiba settlement in Nishida Town, Koriyama City, Fukushima Prefecture is breathing life into a tradition of Deko (papier mache) doll-making that has been around since the Edo period. It is a settlement of artisans with Deko Yashiki (papier mache doll workshops). In the past the settlement was prosperous, but the number of tourists visiting has been dropping, and that trend became particularly severe following the Great East Japan Earthquake.

In order to revitalize the settlement, an outside advisor was called in, a move spearheaded by Deko doll artisan Syouichi Hashimoto. The people of Takashiba walked around the settlement with the advisor and in the course of holding workshops that aimed to verify where the settlement’s appeal lay, they came to the “realization” that the everyday scenes of the artisans creating Deko dolls, something that has been passed on there for around 300 years, were the very thing that made the region’s “DNA” and charm unique. The tourism concept they arrived at was “the laughter and diligent effort behind the Deko dolls that bring good fortune.”

Furthermore, until now these four Deko Yashiki and teahouses had been trying to attract visitors separately, but as a result of the workshop and the views that were exchanged between the settlement’s older and younger members, the idea of creating a tourist area by joining forces and trying to attract people as a settlement surfaced, and generated enthusiastic debate.

Having uncovered the region’s “DNA” in this way, and following discussion among the people in the settlement, a program was prepared that is known as the “Deko Walk,” whereby the artisans guide visitors around the settlement (the course takes participants on a stroll through the village forest and is guided by the artisans). Tours were carried out using monitors, and those that participated expressed a great deal of satisfaction, noting that “the commentary by the guide and the explanations at each Yashiki provided a first-hand experience of the fantastic natural environment, faith and lifestyle of the settlement.”

“The settlement’s elders as well as the younger members in my generation gained a genuine sense of both the excitement and the importance of working together to nurture the area. The fact that young people in particular were able to talk enthusiastically about ‘doing something’ and to get involved gave rise to greater pride in the region and in our roles as artisans. Even so, this is just the beginning. The challenge starts from here, and so we will become even more proactive,” Hashimoto explains passionately.

There are still points that need to be improved in terms of packaging the concept as a tourism product. Nevertheless, the people of the Takashiba settlement walked around it while listening to the advisor and undertook serious discussions regarding what the real attractions of their settlement are and how they could offer them to tourists, and they came together as one to boost the settlement’s appeal. The praise that those efforts are generating from tourists is in turn contributing to the pride and confidence of the people of the settlement. Creating a tourist area in this manner exemplifies the idea of making Japan “a good country to live in.” It is hoped that tourism-area initiatives like this will catch on nationwide in the future.



Doll artisan Syouichi Hashimoto



Deko (papier mache) dolls

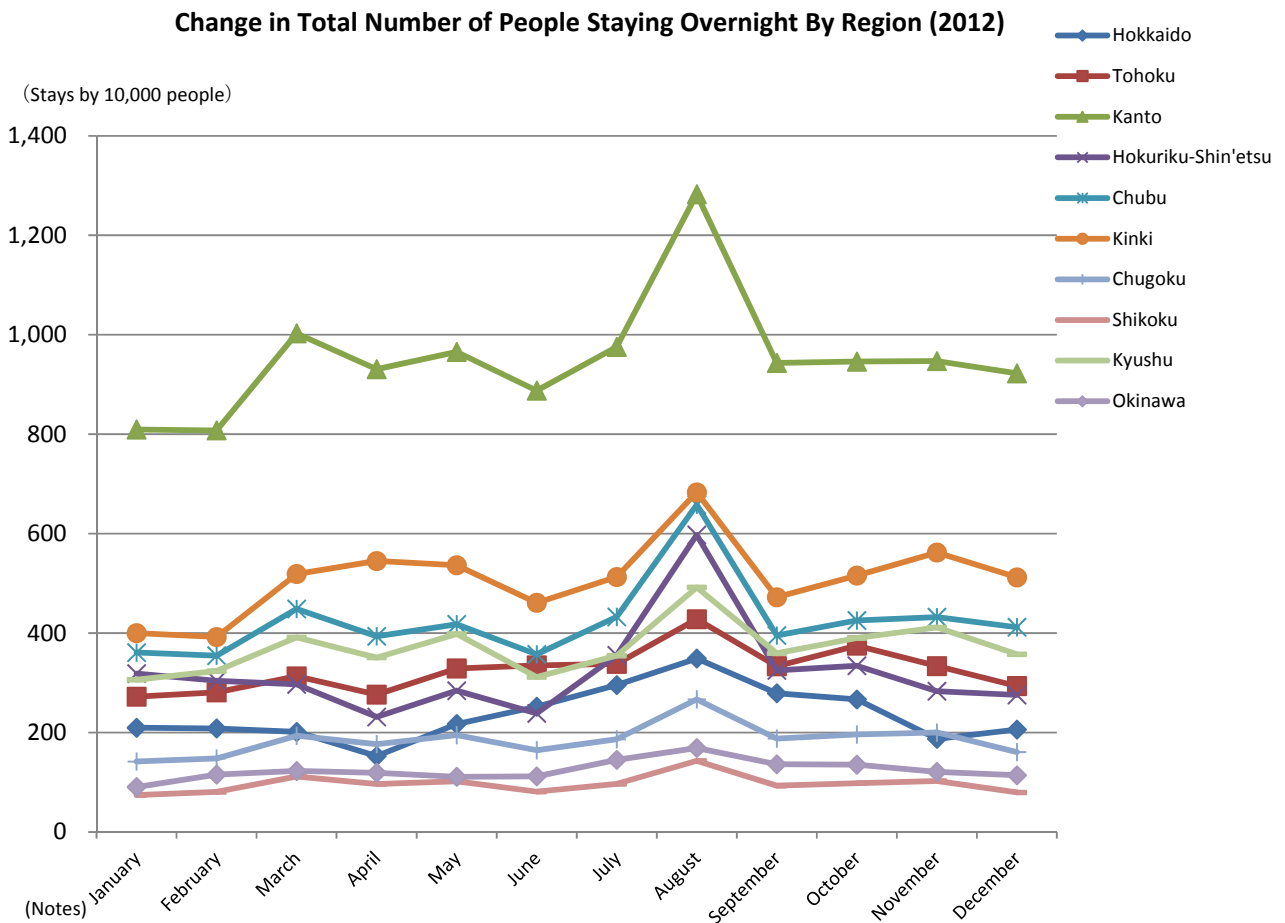


Deko Yashiki (papier mache doll workshops)

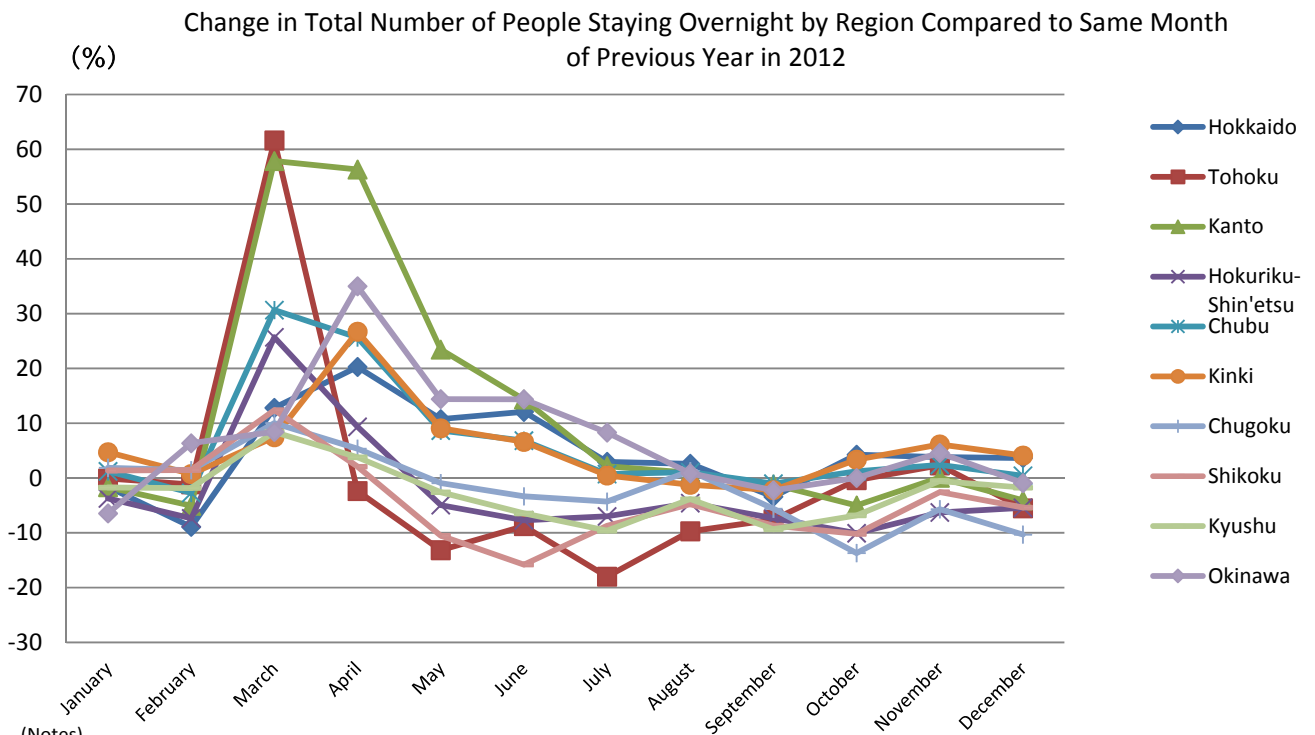
Section 4 The Tourism Situation in Regional Areas

Finally, this White Paper will discuss the tourism situation in each region from the perspective of their District Transport Bureaus and other entities.

[Fig. 4-1]



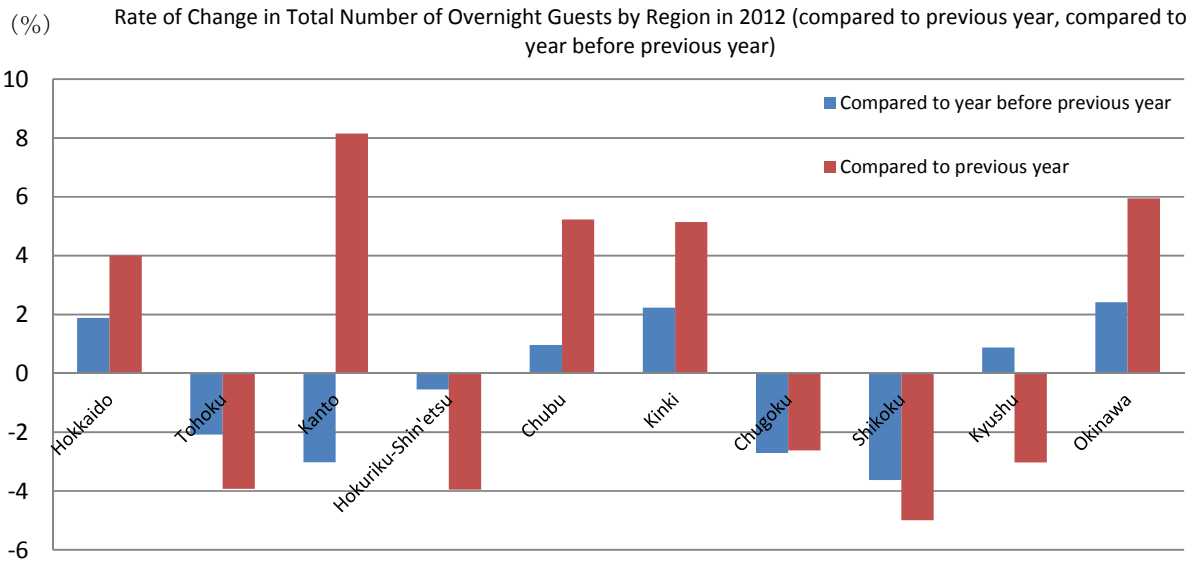
[Fig. 4-2]



(Notes)

- 1 From the Japan Tourism Agency's "Statistical Survey on Overnight Travel."
- 2 Figures for 2010 and 2011 are definite figures, figures for 2012 are provisional. For January-March the results of lodging

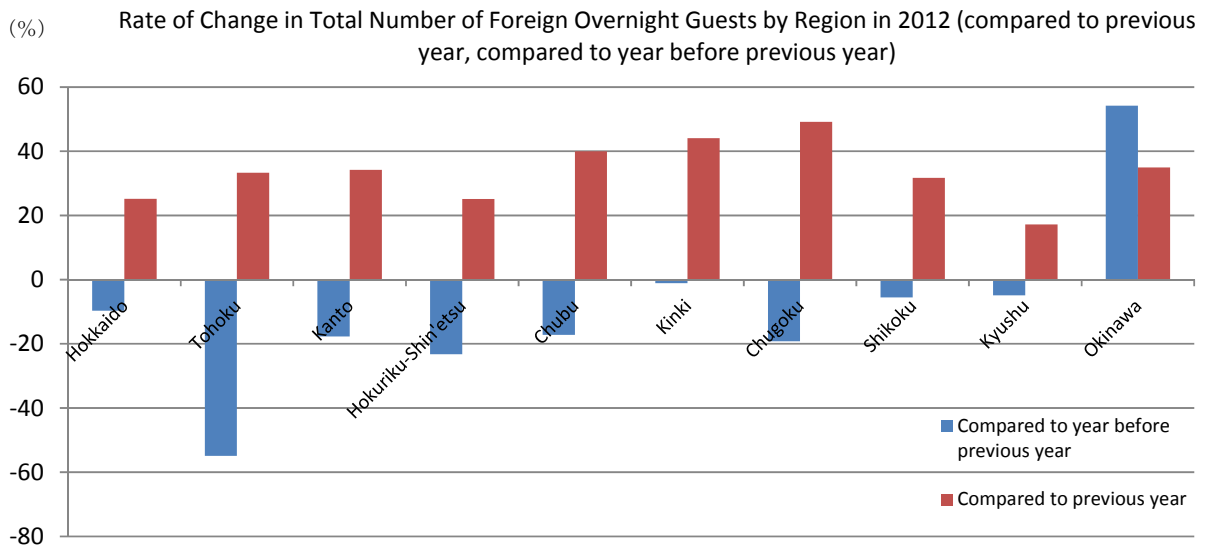
[Fig. 4-3]



(Notes)

- 1 From the Japan Tourism Agency's "Statistical Survey on Overnight Travel."
- 2 Figures for 2010 and 2011 are definite figures, figures for 2012 are provisional. For January-March the results of lodging facilities with

[Fig. 4-4]



(Notes)

- 1 From the Japan Tourism Agency's "Statistical Survey on Overnight Travel."
- 2 Figures for 2010 and 2011 are definite figures, figures for 2012 are provisional. For January-March the results of lodging facilities with 10 or more employees were used.

1 The Situation in Hokkaido

In 2012 the total number of overnight guests rose by 4.0% compared to the previous year, and rose by 19% compared to the year before the previous year. Within that, the total number of foreign overnight guests rose by 25.2% compared to the previous year but fell by 9.7% compared to the year before the previous year, so the situation has not returned to normal (i.e. the pre-disaster situation). There were some positive factors on the domestic tourism front, including demand for long-term stays as people sought relief from energy-saving measures and the accompanying heat occurring in metropolitan Tokyo and other locations, but where foreign tourism to Japan was concerned it can be surmised that the strong yen, harmful rumors arising from the Great East Japan Earthquake and other factors exerted a negative impact.

○ The promotion of sports tourism

Hokkaido is one of Japan's leading tourism areas, and is attracting growing interest as the perfect location for sports tourism, such as golf and skiing. Recently the number of people visiting Hokkaido from both inside and outside Japan for the purposes of cycling has been increasing in particular. In light of that, in FY2012 the Cycle Tourism Hokkaido Promotion Network was established and will play a central role in promoting the appeal of cycle tourism across the whole of Hokkaido.



(Left) The base of Mount Yotei; (right) A pamphlet prepared by the Cycle Tourism Hokkaido Promotion Network

○ Initiatives for promoting visits by tourists from Islamic countries

In recent years the number of tourists visiting Japan from Southeast Asian countries such as Malaysia and Indonesia has been increasing. As a result, in order to obtain accurate knowledge about -- and deepen understanding of -- Islamic culture, which is a necessity when promoting visits to Japan from these countries, the Hokkaido District Transport Bureau and other entities are holding study sessions and are working to ensure that Hokkaido provides a more "Muslim friendly" reception by making arrangements on the food front, setting aside places of worship and so on.

2 The Situation in the Tohoku District

In 2012 the total number of overnight guests declined by 3.9% compared to the previous year, and by 2.1% compared to the year before the previous year. Within that, the total number of foreign overnight guests rose by 33.3% compared to the previous year as a result of the rebound following the Great East Japan Earthquake, but fell 54.9% compared to the year before the previous year, down markedly compared to prior to the disaster. Recovery-related demand accounts for a large portion of the total number of overnight guests since 2011, and so the situation remains severe in terms of lodging demand for tourism purposes. The total number of foreign overnight guests is recovering, but nevertheless the harmful rumors arising from the Great East Japan Earthquake have not yet been dispelled.

○ “Joining hearts and creating encounters” – holding the Destination TOHOKU Campaign

In order to revitalize demand for traveling to the Tohoku region, which declined considerably after the Great East Japan Earthquake, from March 18, 2012 the Destination TOHOKU Campaign was launched in earnest. With a theme of “joining hearts and creating encounters,” the campaign regarded the entire Tohoku region as an exhibition venue.

Thanks to the Destination TOHOKU Campaign, initiatives for improving hospitality and creating links between regions moved forward. The campaign also gave rise to heartwarming exchanges throughout the region between visitors and Tohoku locals, known for being “reserved but kindhearted.”



Promotional poster showing a conceptual image for the Destination TOHOKU Campaign

The Destination TOHOKU Campaign ended on March 31, 2013, but tourism in the Tohoku region is still in the process of recovering, and so the concept underlying the campaign is being carried on. As well as working to further enhance the spirit of “hospitality” that has been cultivated over the past year or more, efforts to spread information about the abundant attractions on offer throughout Tohoku will continue.

3 The Situation in the Kanto District

In 2012 the total number of overnight guests rose by 8.2% compared to the previous year, and declined by 3.0% compared to the year before the previous year. Within that, the total number of foreign overnight guests rose by 34% compared to the previous year, but fell 17.7% compared to the year before the previous year, so the situation has not yet returned to normal. Overall, despite the major decline in 2011 arising from harmful rumors and other issues associated with the Great East Japan Earthquake, in 2012 domestic tourism more or less recovered to the level it was at the year before the previous year as a result of the opening of the Tokyo Skytree and other factors.

○ The Kanto Tourism and Regional Development Consulting Project and the East Japan Travel Products Fair in Tokyo

The Kanto District Tourism Bureau has been holding the Kanto Tourism and Regional Development Consulting Project since FY2006, with the goal of cultivating the appeal of the region by coordinating and cooperating with regions and travel agencies to create and market new travel products. In FY2012 the project was held in Odawara City, Kanagawa Prefecture, and in Nagatoro Town, Saitama Prefecture.

In both regions, working groups consisting of tourism experts, regional representatives and representatives from the Kanto District Tourism Bureau were set up, and concrete consideration given to developing regional resources and creating travel products over the course of a year. It was decided that the travel products that were planned would be marketed at the East Japan Travel Products Fair in Tokyo being held on March 13, 2013.

The East Japan Travel Products Fair was held jointly by the four District Tourism Bureaus of Kanto, Tohoku, Hokuriku-Shin'etsu and Chubu with the goal of having each region's travel product concepts transformed into actual products by travel agencies. It consisted of a presentations section and a business talk section.

A total of 12 regions participated in the presentations section, consisting of: 1) the five regions of Odawara City and Nagatoro Town, which fall under the Kanto District Transport Bureau, along with Kawagoe City, Tochigi City and Ishioka City; 2) the two regions of Kesenuma City and Aizuwakamatsu City, which fall under the jurisdiction of the Tohoku District Transport Bureau; 3) the two regions of Komatsu City and Nozawaonsen Village, will fall under the jurisdiction of the Hokuriku-Shin'etsu District Transport Bureau; and 4) the three regions of the Ise/Shima Regional Tourism Zone, the Higashi Kishu Tourism Zone and Gamagori City, which fall under the jurisdiction of the Chubu District Transport Bureau. A large number of travel agencies participated in the fair and listened with interest to the highly-polished presentations given by each region.

The business talk section was similarly successful -- the booths came alive as travel agencies intrigued by the travel products of each region held enthusiastic business discussions with the regional representatives, right up to the end of the fair.



The East Japan Travel Products Fair in Tokyo (National Olympics Memorial Youth Center)

4 The Situation in the Hokuriku-Shin'etsu District

In 2012 the total number of overnight guests fell by 3.9% compared to the previous year, and declined by 0.5% compared to the year before the previous year. Within that, the total number of foreign overnight guests rose by 25.1% compared to the previous year, but fell by 23.2% compared to the year before the previous year, so the situation has not yet returned to normal. The year-on-year decline in the number of domestic tourists is probably partly due to the impact of NHK's morning serial drama *Ohisama* the previous year.

The drama was set in Shinshu and fueled strong interest in visiting Nagano Prefecture, which resulted in the prefecture boasting the largest number of overnight guests among regions within the Hokuriku-Shin'etsu District Transport Bureau's jurisdiction in 2011.

○ A food-themed initiative aimed at enhancing the convenience of foreign travelers in Kanazawa

In the run-up to the opening of the Hokuriku Shinkansen's Kanazawa extension in spring 2015, the preparation of secondary traffic measures that also focus on creating broad tourism routes, and a framework for receiving foreigner visitors, are pressing tasks in the Hokuriku-Shin'etsu region.

In terms of secondary traffic measures, initiatives that have been implemented since autumn 2012 include linking up Kanazawa (Kenrokuen), Gokayama, Shirakawa-go and Takayama, all areas rated highly in the Michelin Green Guide Japan, as a so-called "Three Star Road," along with putting round-trip buses into trial service from Kanazawa and Takaoka, where the Hokuriku Shinkansen extension will open. A trial bus service between Takaoka and Takayama was implemented with the support of the Hokuriku-Shin'etsu District Transport Bureau, as a sightseeing zone development project.

Additionally, as a means of strengthening the region's framework for receiving foreigner visitors, in Kanazawa foreigner monitors were used to create food guidebooks in several different languages (English, French, Korean, simplified Chinese and traditional Chinese) in an attempt to provide detailed information aligned to the respective interests of foreigners regarding the charms of "Foods of Kanazawa." This project was carried out in FY2012, under the direct supervision of the Hokuriku-Shin'etsu District Transport Bureau.



[Photo] Guidebook to Kanazawa foods (English version)

5 The Situation in the Chubu District

In 2012 the total number of overnight guests rose by 5.2% compared to the previous year, and rose by 1.0% compared to the year before the previous year. Within that, the total number of foreign overnight guests rose by 40.0% compared to the previous year, but fell by 17.2% compared to the year before the previous year, so the situation has not yet returned to normal. In 2012 the total number of overnight guests visiting the nine prefectures of the “Shoryudo” area from Greater China (China, Hong Kong and Taiwan) increased by around 1.5 times compared to the previous year. While the situation has not returned to normal, it can be assumed that the Shoryudo Project is contributing to this increase.

(Note) The nine Shoryudo prefectures are: Aichi, Gifu, Mie, Shizuoka, Fukui, Toyama, Ishikawa, Nagano and Shiga.

○ The Shoryudo Project – boosting the profile and tourism appeal of the Chubu-Hokuriku region

In order to promote the appeal of visiting the Chubu-Hokuriku region to foreign tourists visiting Japan, and particularly visitors from Greater China, in January 2012 the Chubu and Hokuriku-Shin’etsu District Transport Bureaus launched the Shoryudo Project. “Shoryudo” is a nickname given to the region based on the fact that its shape resembles a dragon rising to the heavens as its body winds its way through the nine prefectures of the Chubu-Hokuriku region, with Noto Peninsula as the dragon’s head and Mie Prefecture as the dragon’s tail.

In March an association was established as a promotional body for the project, and the Chairman of the Chubu Economic Federation (Chukeiren) and the Chairman of the Hokuriku Economic Federation (Hokkeiren) were appointed as the association’s Chairman and Deputy Chairman, respectively. The two

District Transport Bureaus serve as the Secretariat, and the association has more than 400 members from the public and private sectors.



Poster for the Shoryudo Project

Panels were established for each market, and once challenges are sorted out by each panel, measures for resolving them are explored in section meetings. Under this framework, efforts are being made to implement consistent promotions of Shoryudo overseas, and the region is working as one to improve hospitality.

In July, the association's chairman led a delegation to Shanghai and Hangzhou under the "Shoryudo Mission" banner and held local business talks etc. Additionally, a tourism exchange agreement between the Chubu Economic Federation, the Chubu District Transport Bureau and the Shanghai Municipal Tourism Administration was also concluded.

Meanwhile, because Central Japan International Airport is the starting point for traveling around the Shoryudo route, a wall decoration featuring a dragon has been put up in the airport's international arrivals concourse to promote the route as a tourism resource etc. A Shoryudo tourism information center has also been set up in the arrivals lobby along with a dragon sculpture, and a "white dragon" made out of Echizen paper has also been put on display in the departure lobby.

In FY2013, Southeast Asia was added as a market to be covered by the Shoryudo Project, and in May a "Shoryudo Taiwan Mission" was dispatched to Taiwan. Other initiatives aimed at boosting the appeal of the region include coming up with the "Shoryudo Top 100 Year-Round Tourist Destinations" and creating a "Shoryudo Welcome Card" program.

6 The Situation in the Kinki District

In 2012 the total number of overnight guests rose by 5.1% compared to the previous year, and rose by 2.2% compared to the year before the previous year. Within that, the total number of foreign overnight guests rose by 44.1% compared to the previous year, and fell by 1.1% compared to the year before the previous year, indicating the situation is beginning to return to normal. Despite the negative impact of

the Great East Japan Earthquake and the Kii Peninsula flood, thanks to developments such as Shiga Prefecture and Hyogo Prefecture being used as locations for NHK's year-long historical drama series "Gou: Hime-Tachi no Sengoku" in 2011 and for "Taira no Kiyomori" in 2012, the total number of overnight guests increased. Meanwhile, the Universal Wonderland opened at the Universal Studios Japan (USJ) as an area dedicated to popular characters, and this and other news also contributed to the increase.

○ The Kansai Mega Sale

The Kansai Mega Sale has been being held since FY2011 as a way of capitalizing on Kansai's special character as a district long associated with food and shopping -- as symbolized by local phrases such as "kuidaore" (literally, "to eat oneself bankrupt"), "kidaore" ("to go bankrupt due to fine clothes") and "hakidaore" ("to go bankrupt due to fine shoes") -- in a bid to bring about effective improvements in services for foreign tourists as well as economic revitalization through consumption growth etc. The event is the result of cooperation extended by commercial facilities, department stores, tourist facilities, lodging facilities and so on, centering on New Kansai International Airport and four government ordinance cities in Kansai (Kyoto City, Osaka City, Kobe City and Sakai City). It involves offering perks to foreign tourists upon presentation of their passports in order to offer specials and small gifts at participating facilities, so that foreign travelers not only feel welcome, but get to enjoy eating and shopping in Kansai as well.

In FY2012 the Japan Tourism Agency, the four government ordinance cities in Kansai, the Osaka Convention & Tourism Bureau, the Osaka Chamber of Commerce and Industry, the New Kansai International Airport Company and the Osaka City Shopping Streets Association worked together to hold the event from December through to February of the following year as an initiative aligned to the Chinese New Year etc., and they secured the cooperation of 145 facilities and around 6,000 stores. Furthermore, in conjunction with the sale, PR events were held over the same period at New Kansai International Airport, Nipponbashi Denden Town and other locations.



A PR event held at the New Kansai International Airport for the Kansai Mega Sale

7 The Situation in the Chugoku District

In 2012 the total number of overnight guests declined by 2.6% compared to the previous year, and fell by 2.7% compared to the year before the previous year. Within that, the total number of foreign overnight guests rose by 49.2% compared to the previous year, and fell by 19.2% compared to the year before the previous year, indicating the situation is yet to return to normal. Although the number of overnight guests in the Chugoku district overall declined compared to the previous year, in Hiroshima Prefecture the number of tourists visiting Miyajima reached an all-time high thanks to events held in connection with the broadcasting of NHK's year-long historical drama series "Taira no Kiyomori," and in the first half of the year the number of overnight guests rose by 6.5% year on year.

○ Promoting the "Kagura" Shinto music and dancing of the Chugoku district domestically and offshore

In the Chugoku district, "Kagura" (Shinto music and dancing) is positioned as "an appealing tourism resource" and the region as a whole is in the process of working to further refine that resource as well as to promote it both inside and outside Japan. With the goal of revitalizing the region by promoting "Kagura tourism" and boosting the region's tourism appeal, including the appeal of its urban areas, the Association for the Promotion of Kagura Tourism in the Chugoku Region has been established, consisting of the Chugoku district's 42 local authorities, and with the Chugoku District Transport Bureau serving as the Secretariat. In FY2012 a focused effort was made to spread information in metropolitan Tokyo, and at the Tabi Fair 2012 in particular, Iwami Kagura performances saw the venue erupt with applause and cheering. These initiatives were coupled with efforts to spread information through channels such as a website showcasing the allure of Kagura in the Chugoku district.

As a means of conveying information to foreign visitors, a bilingual Japanese/English leaflet on Kagura was created with the help of Hiroshima Prefecture and Shimane Prefecture, two prefectures that are particularly enthusiastic about promoting Kagura tourism. The leaflet features an explanation of Kagura's notable points and key Kagura programs, and introduces venues where Kagura is performed regularly and sightseeing spots in the vicinity. The Chugoku district will continue to promote the attraction of Kagura inside and outside Japan and engage in initiatives aimed at encouraging visitors to travel to the district.



The bilingual Japanese/English leaflet on Kagura: “Kagura, make a new discovery among the charms of the Chugoku region!”



“Welcome to the world of Kagura,” a Chugoku District Transport Bureau website

8 The Situation in the Shikoku District

In 2012 the total number of overnight guests declined by 5.0% compared to the previous year, and fell by 3.6% compared to the year before the previous year. Within that, the total number of foreign overnight guests rose by 31.7% compared to the previous year, but fell by 5.5% compared to the year before the previous year, indicating the situation is yet to return to normal. The total number of overnight guests in Kagawa Prefecture increased as a result of efforts to promote it as “the udon (wheat noodles) prefecture,” but nevertheless, due to the impact of the ending of NHK’s highly-popular 2010 year-long historical drama series “Ryomaden” and other factors, the total number of guests in Shikoku overall declined.

○ The opening of the Setouchi Triennale 2013: “An Art and Island Journey Through the Seasons on the Seto Inland Sea”

The Setouchi Triennale 2013 opened in March 2013. It is a contemporary art festival that is rolled out across the islands of the Seto Inland Sea. The opening ceremony was held at Sunport Takamatsu in Takamatsu City, Kagawa Prefecture, and brought participating artists, local residents, supporters and other interested parties together under one roof. The Setouchi Triennale is held once every three years. To make it possible to travel from island to island at a leisurely pace while enjoying the changing of the seasons, the term of the Triennale is divided across the three seasons of spring, summer and autumn, and with the inclusion of five islands located in the mid-west part of Kagawa Prefecture, the Setouchi Triennale 2013 is taking place on 12 islands and in Takamatsu and Uno.

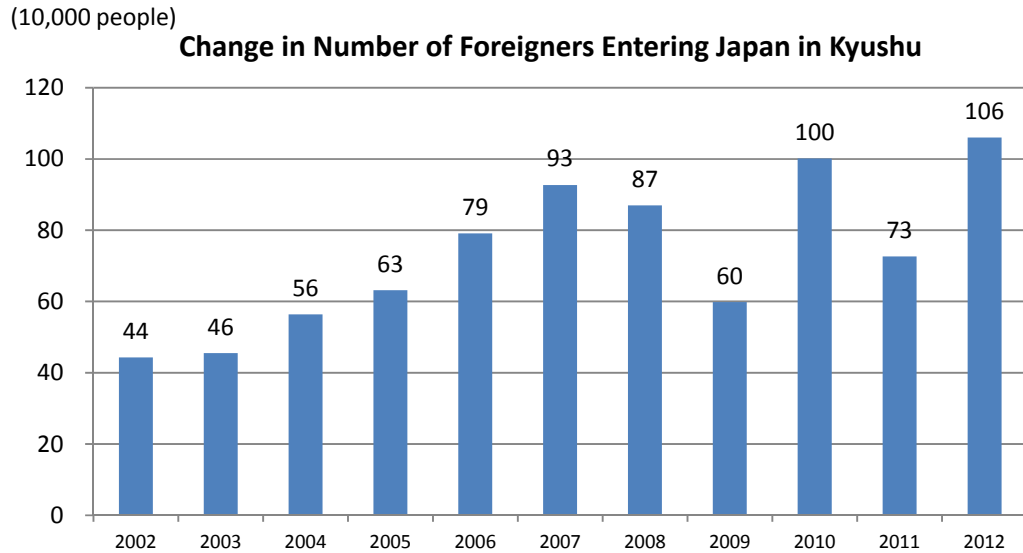
The Setouchi Triennale 2013 is showcasing around 200 art projects and events from 23 countries and regions within the beautiful scenery of the Seto Inland Sea, with the goal of restoring the vitality of the Inland Sea islands, where people and the natural environment have long coexisted, and the goal of making the Seto Inland Sea a “Sea of Hope” for all the world’s regions.



Poster for the Setouchi Triennale 2013

9 The Situation in the Kyushu District

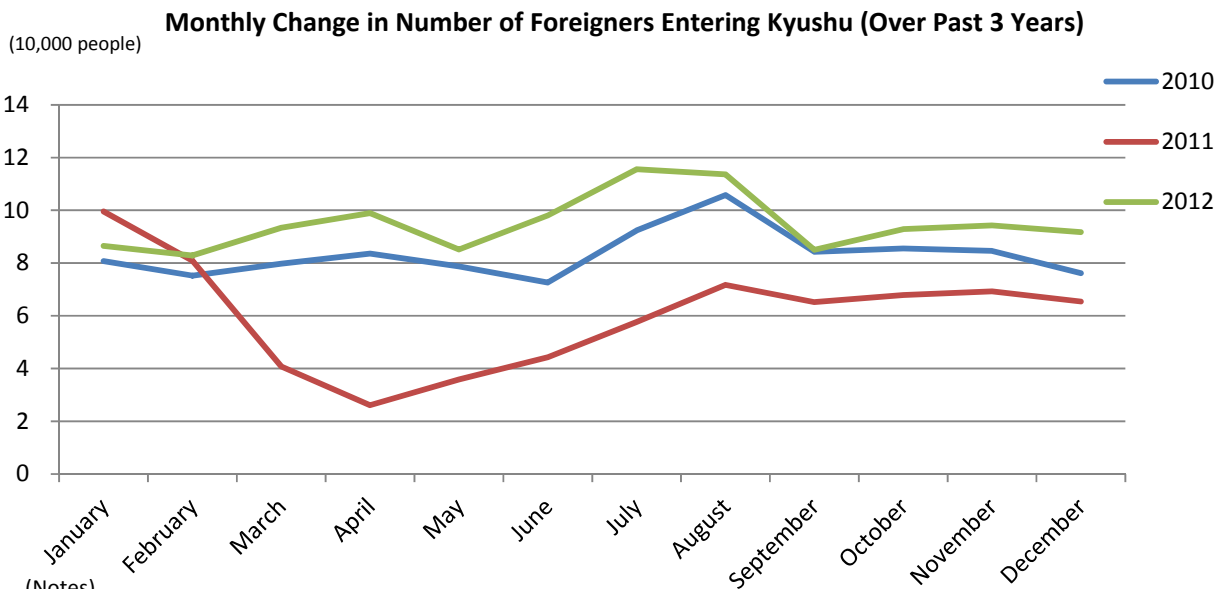
[Fig. 4-5]



(Notes)

- 1 From Ministry of Justice statistics on immigration and emigration control.
- 2 Number of foreigners who entered Japan via Kyushu's ports.

[Fig. 4-6]



(Notes)

- 1 From Ministry of Justice statistics on immigration and emigration control.
- 2 Number of foreigners who entered Japan via Kyushu's ports.

In 2012 the total number of overnight guests declined by 3.0% compared to the previous year, and rose by 0.9% compared to the year before the previous year. Within that, the total number of foreign overnight guests rose by 17.2% compared to the previous year, but fell by 4.9% compared to the year before the previous year, indicating the situation is yet to return to normal. According to immigration and emigration control statistics, where the number of foreigners entering Japan via Kyushu in 2012 was concerned, the number entering through regions other than Tsushima was around 900,000, down 3.8% compared to the year before the previous year, but the number entering through Tsushima rose by 150.0% compared to the year before the previous year, which was a record rate of growth and at around 150,000 people accounted for 10% of the overall figure. In overall terms, the figure rose by 5.6% compared to the year before the previous year, to reach a record level of around 1.06 million people (Fig. 4-5).

- The enhancement of aviation networks and the improvement in the Kyushu Shinkansen's convenience
The international aviation networks linking locations in Asia with locations in Kyushu have been enhanced, including the commencement of flights between Saga and Shanghai in January 2012, followed in March 2012 by the commencement of flights between Fukuoka and Incheon, the commencement of additional flights between Fukuoka and Taipei and the commencement of flights between Kagoshima and Taipei (the latter service was increased to four flights a week in October 2012). In April 2013 a non-stop European flight linking Fukuoka and Amsterdam also commenced.

Where domestic LCC routes are concerned, as a result of growth in routes to Kansai from locations in Kyushu, beginning with the commencement of a flight between Fukuoka and Kansai in March 2012, and coupled with the Kyushu Shinkansen, the convenience of traveling particularly from Kansai to the Kyushu district has improved.

The Kyushu Shinkansen route opened in its entirety in March 2011, and with two years having passed since then, the boom that followed the route's opening has died down somewhat. Nevertheless, in addition to tourism demand the Kyushu Shinkansen has also become established as a mode of transport for business and shopping, partially thanks to discounts on short-distance tickets.

In July 2012 torrential rain in northern Kyushu caused extensive damage particularly in the Aso area, but as a result of the subsequent progress with the recovery, tourist numbers are steadily recovering also.



The Kyushu Shinkansen Series 800

10 The Situation in Okinawa

In 2012 the total number of overnight guests rose by 5.9% compared to the previous year, and rose by 2.4% compared to the year before the previous year. Within that, the total number of foreign overnight guests rose by 35.0% compared to the previous year, and rose by 54.2% compared to the year before the previous year, so it is difficult to detect much impact from the earthquake disaster. The number of people entering Okinawa Prefecture for tourism in 2012 increased by 7.8% compared to the previous year as a result of new and additional flights by LCCs and foreign airlines. Within that, the number of foreign visitors rose 34.5% compared to the previous year, and the total number of overnight guests also increased.

○ The long-awaited opening of the New Ishigaki Airport

In March 2013 the New Ishigaki Airport opened as a new gateway to the Yaeyama region (Ishigaki City, Taketomi Town and Yonaguni Town). The facility includes a 2,000-meter runway, 500 meters longer than the runway that had existed thus far, which has made flights by medium-sized jets possible. Furthermore, in addition to domestic routes, a terminal building for international routes was also established. From here on flights on new routes and charter flights linking the airport with locations inside and outside Japan are expected to commence or be added to, and so the airport promises to make a major contribution not only by acting as a catalyst to the development and promotion of the Yaeyama region but also by providing a base for driving the promotion of industry and tourism in Okinawa Prefecture



Terminal building at the newly opened New Ishigaki Airport (photograph supplied by Ishigaki Air Terminal Co., Ltd.)

Ahead of the opening of the New Ishigaki Airport, in a bid to improve the environment for receiving foreign tourists to Japan in the Yaeyama region, in FY2012 the Okinawa General Bureau implemented a project aimed at preparing a regional foundation for receiving foreign guests. This involved initiatives

such as preparing a portal site for the Yaeyama region that offers tourism information in multiple languages, beginning with an information search on public transport connections.

Note: In this section, the regions referred to are those falling under the jurisdictions of the respective District Transport Bureaus etc.

Tohoku district (Aomori Prefecture, Iwate Prefecture, Miyagi Prefecture, Akita Prefecture, Yamagata Prefecture, Fukushima Prefecture)

Kanto district (Ibaraki Prefecture, Tochigi Prefecture, Gunma Prefecture, Saitama Prefecture, Chiba Prefecture, metropolitan Tokyo, Kanagawa Prefecture, Yamanashi Prefecture)

Hokuriku Shin'etsu district (Niigata Prefecture, Toyama Prefecture, Ishikawa Prefecture, Nagano Prefecture)

Chubu district (Fukui Prefecture, Gifu Prefecture, Shizuoka Prefecture, Aichi Prefecture, Mie Prefecture)

Kinki district (Shiga Prefecture, metropolitan Kyoto, metropolitan Osaka, Nara Prefecture, Wakayama Prefecture)

Chugoku district (Tottori Prefecture, Shimane Prefecture, Okayama Prefecture, Hiroshima Prefecture, Yamaguchi Prefecture)

Shikoku district (Tokushima Prefecture, Kagawa Prefecture, Ehime Prefecture, Kochi Prefecture)

Kyushu district (Fukuoka Prefecture, Saga Prefecture, Nagasaki Prefecture, Kumamoto Prefecture, Oita Prefecture, Miyazaki Prefecture, Kagoshima Prefecture)

Conclusion

The Japan Tourism Agency is still young, having been established in 2008, and it has a small workforce, some 140 people in total. At the same time, for the most part that workforce is made up of individuals with a wide variety of backgrounds, including from private-sector companies and regional public bodies, and it is this diverse group that attends to tourism policy on a daily basis. It is my hope that from here on also, the Agency will be an organization that capitalizes on its workforce diversity, constantly comes out with fresh ideas, and displays a spirit of tackling challenges.

As has been noted repeatedly in this document, in order to realize a Tourism Nation a concerted national effort is essential. Collaboration between members of the public and private sectors will become increasingly important going forward. As the pivotal point in that “All Japan” structure, I believe the Japan Tourism Agency must perform a leadership role in tourism policy.

In that context, in FY2012 the Japan Tourism Agency began becoming involved in sectors other than attracting foreign tourists to Japan -- sectors that it had been conscious of as important, but until now had been unable to engage with. Above all else, it embarked on making specific efforts to ramp up Japan’s international competitiveness in the MICE sector and to strengthen the tourism industry. Those efforts will continue to be pursued in FY2013, alongside focusing on implementing the Action Program for Making Japan a Tourism Nation.

Today, 50 years after the Tourism Basic Act was enacted, Japan is still an emerging Tourism Nation. Nevertheless, it is an emerging Tourism Nation with an extremely promising future. I intend to work prudently on tourism policy to ensure that in 50 years’ time Japan is a developed Tourism Nation, and furthermore, so that in 50 years’ time people will look back and say that it was our efforts today that created the foundations for Japan as a developed Tourism Nation.

Norifumi Ide, Commissioner, Japan Tourism Agency

Data

Foreign Travelers and International Tourism Revenue by Region

(Upper box: 10,000 persons; Lower box: Millions of US dollars)

Year	FY2010			FY2011		
Category	Foreign tourists	Change YoY	Share	Foreign tourists	Change YoY	Share
Region	International tourism revenue			International tourism revenue		
Europe	47,476	2.8%	50.5%	50,396	6.2%	51.3%
	409,310	-0.7%	44.1%	463,404	13.2%	45.0%
The Americas	15,071	6.4%	16.0%	15,660	3.9%	15.9%
	180,700	8.8%	19.5%	199,082	10.2%	19.3%
Asia-Pacific	20,444	12.9%	21.8%	21,700	6.1%	22.1%
	255,254	25.0%	27.5%	289,448	13.4%	28.1%
Africa	4,974	8.5%	5.3%	5,017	0.9%	5.1%
	30,373	7.1%	3.3%	32,552	7.2%	3.2%
Middle East	6,027	14.2%	6.4%	5,544	-8.0%	5.6%
	51,658	22.5%	5.6%	45,874	-11.2%	4.5%
Total	93,991	6.4%	100.0%	98,316	4.6%	100.0%
	927,295	8.7%	100.0%	1,030,360	11.1%	100.0%

(Note) Data from the UNWTO's *Tourism Highlights 2012* .

Balance of Payments on International Tourism (2011)

(Millions of US dollars)

	Revenues	Expenditures	Balance
Spain	59,892	17,300	42,592
United States	116,279	78,700	37,579
Thailand	26,256	5,700	20,556
Turkey	23,020	5,000	18,020
Italy	42,999	28,700	14,299
France	53,845	44,100	9,745
Austria	19,860	10,500	9,360
Hong Kong	27,686	19,100	8,586
Malaysia	18,256	10,800	7,456
Switzerland	17,553	12,500	5,053
Australia	31,443	26,600	4,843
South Africa	9,547	5,200	4,347
Mexico	11,869	7,800	4,069
India	17,518	13,700	3,818
Czech Republic	7,628	4,600	3,028
Poland	10,687	8,000	2,687
Indonesia	7,952	6,300	1,652
Taiwan	11,044	10,100	944
Sweden	13,886	15,800	-1,914
Singapore	17,990	21,100	-3,110
Denmark	6,165	9,800	-3,635
United Arab Emirates	9,204	13,200	-3,996
The Netherlands	14,445	20,500	-6,055
South Korea	12,304	19,500	-7,196
Saudi Arabia	8,459	18,200	-9,741
Belgium	11,313	22,200	-10,887
Brazil	6,555	21,300	-14,745
United Kingdom	35,982	51,000	-15,018
Canada	16,936	33,100	-16,164
Japan	10,996	27,200	-16,204
Russia	11,398	32,500	-21,102
China	48,464	72,600	-24,136
Germany	38,842	85,900	-47,058

(Note) Compiled by JTA based on data from the JNTO (source: UNWTO and each countries' national tourist organization).

Japan's Balance of Payments on International Tourism

(100s of millions of yen)

Year Category		2007	2008	2009	2010	2011	2012
Balance of payments on international tourism (not including passenger transport)	Receipt	10,990	11,186	9,641	11,586	8,752	11,807
	Payment	31,189	28,818	23,527	24,462	21,716	22,385
	Balance	-20,199	-17,631	-13,886	-12,875	-12,963	-10,578
Balance of payments on international tourism (including passenger transport)	Receipt	14,611	14,254	11,702	13,460	9,975	13,093
	Payment	43,844	40,275	32,487	34,393	31,673	32,772
	Balance	-29,233	-26,019	-20,785	-20,932	-21,697	-19,678
Balance of trade	Receipt	716,309	797,253	773,349	639,218	627,248	614,268
	Payment	621,665	674,030	733,071	559,429	643,412	672,320
	Balance	94,644	123,223	40,278	79,789	-16,164	-58,052

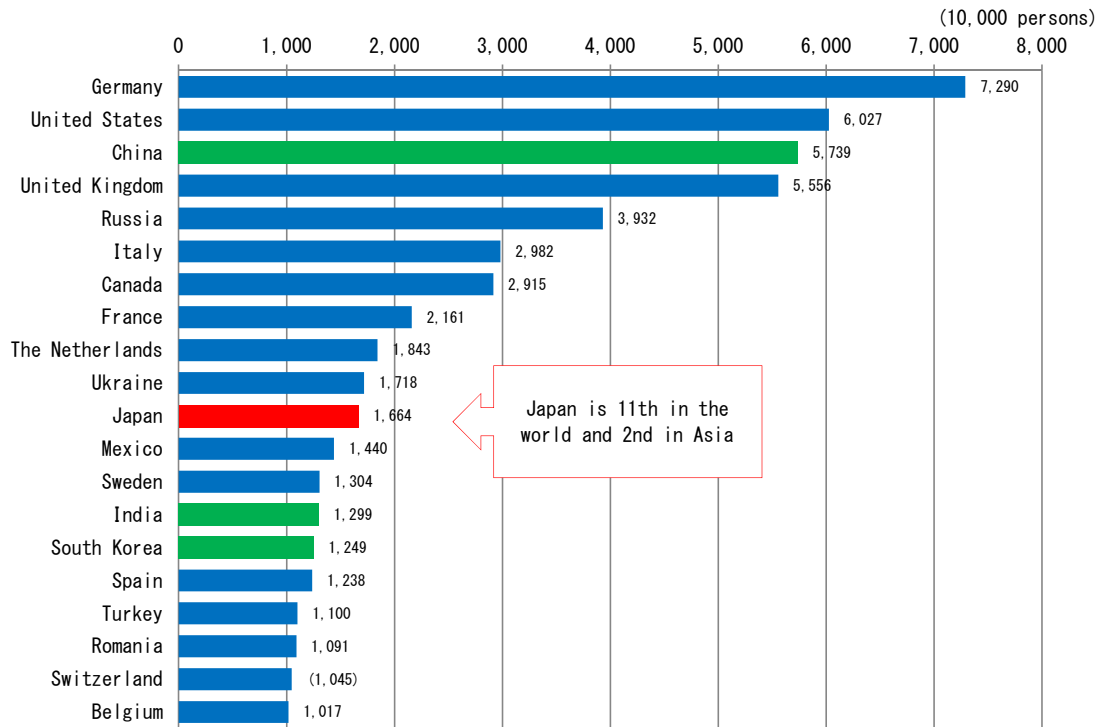
(Notes) 1. Compiled by JTA base on Ministry of Finance data.

2. The "balance of payments on international tourism" was calculated by the JTA based on the following definition:

The "balance of payments on international tourism" refers to the balance of tourism payments within the country's balance of international payments. The "balance of payments on international tourism (including passenger traffic)" is calculated by adding service receipts for passenger transport within the balance of transport payments to the balance of tourism payments.

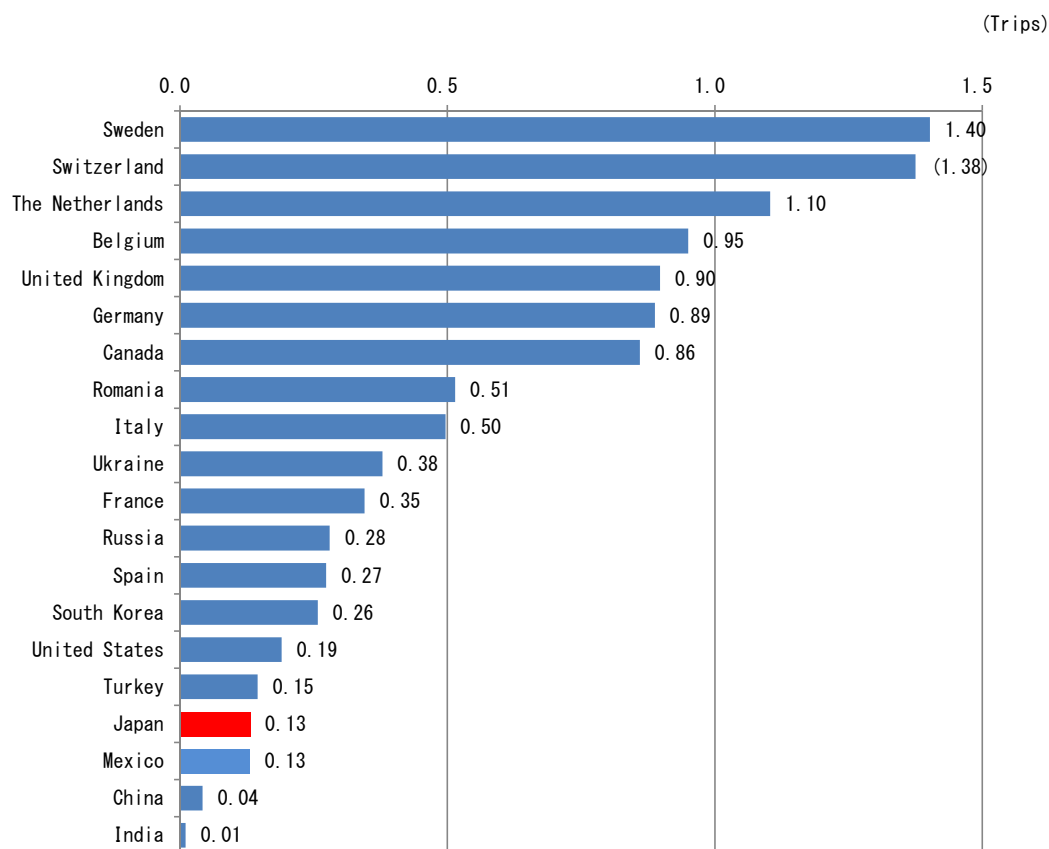
3. 2012 data represents preliminary figures.

International Outbound Traveler Rankings (2010)



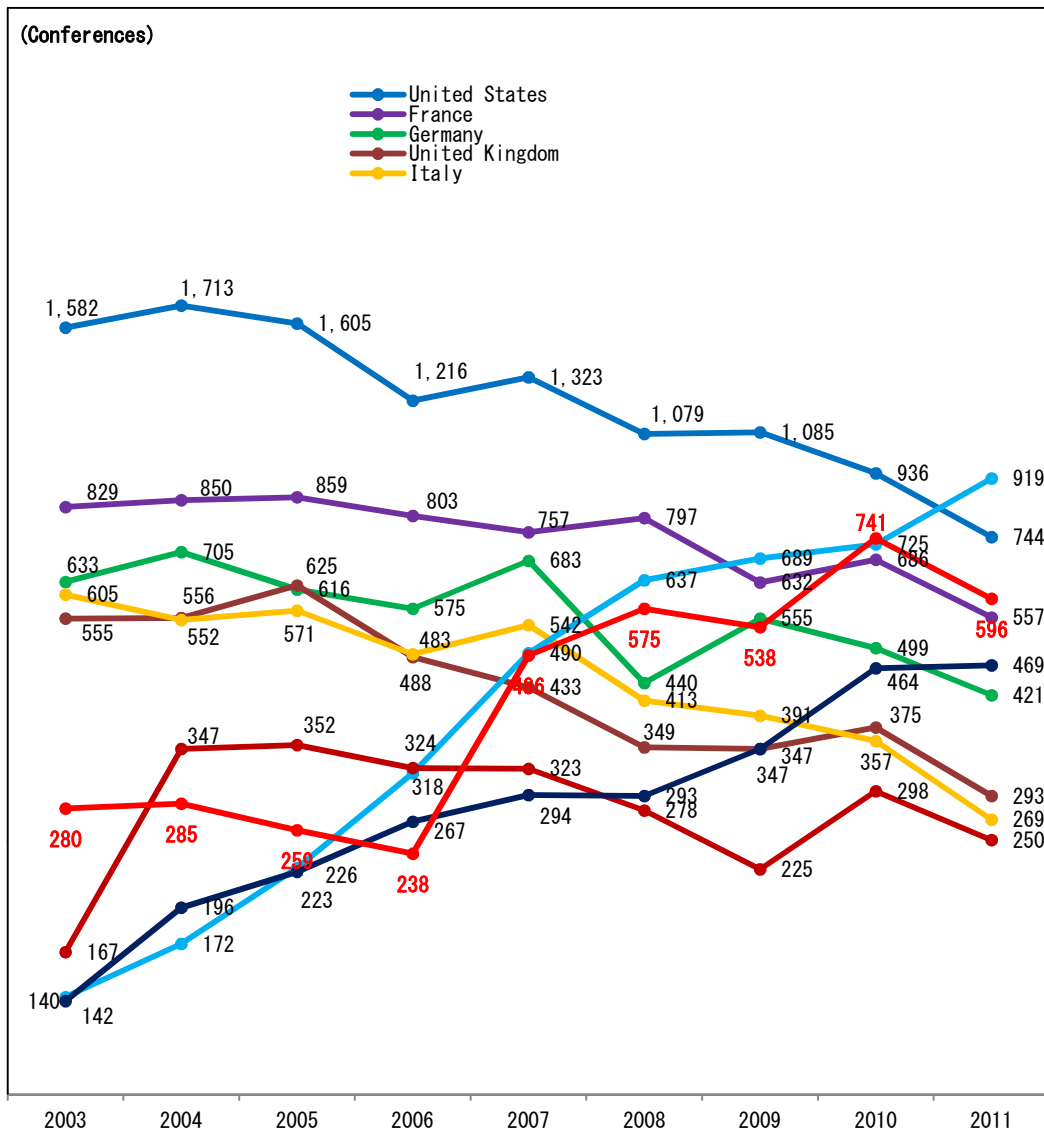
- (Notes) 1. Compiled by JTA based on data from the JNTO (source: UNWTO and each countries' national tourist organization).
 2. Quantitative data preliminary as of April 2012.
 3. 2009 data was used for Switzerland because the country has not released data for 2010.

Number of International Trips taken per Capita by the Top 20 Countries for Outbound International Travelers (2010)



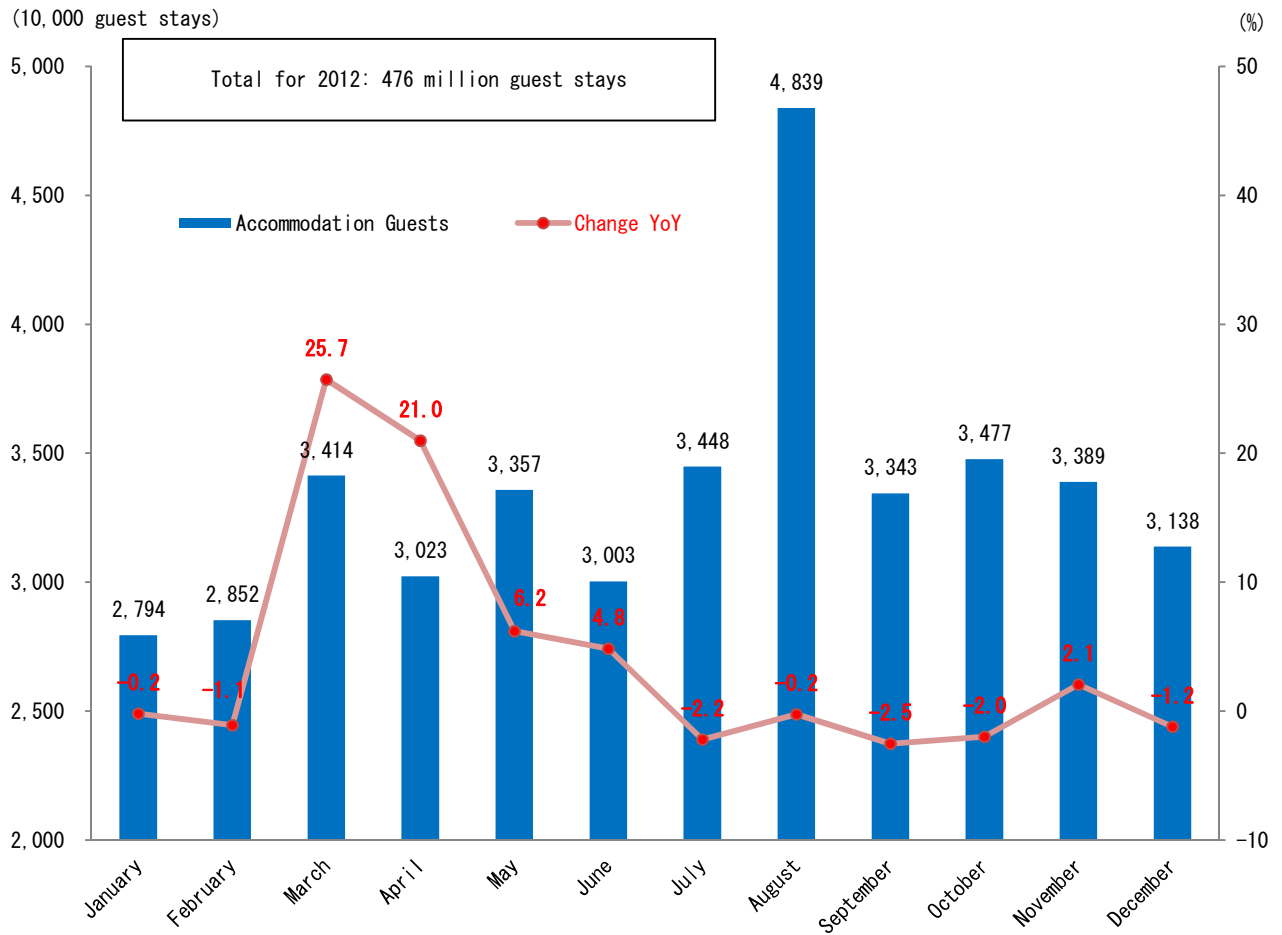
- (Notes)
1. Compiled by JTA based on data from the JNTO (source: UNWTO and each countries' national tourist organization).
 2. Calculated by subtracting the country's population from the number of outbound international travelers.
 3. Quantitative data preliminary as of April 2012.
 4. 2009 data was used for Switzerland because the country has not released data for

Number of International Conferences held in Each Country



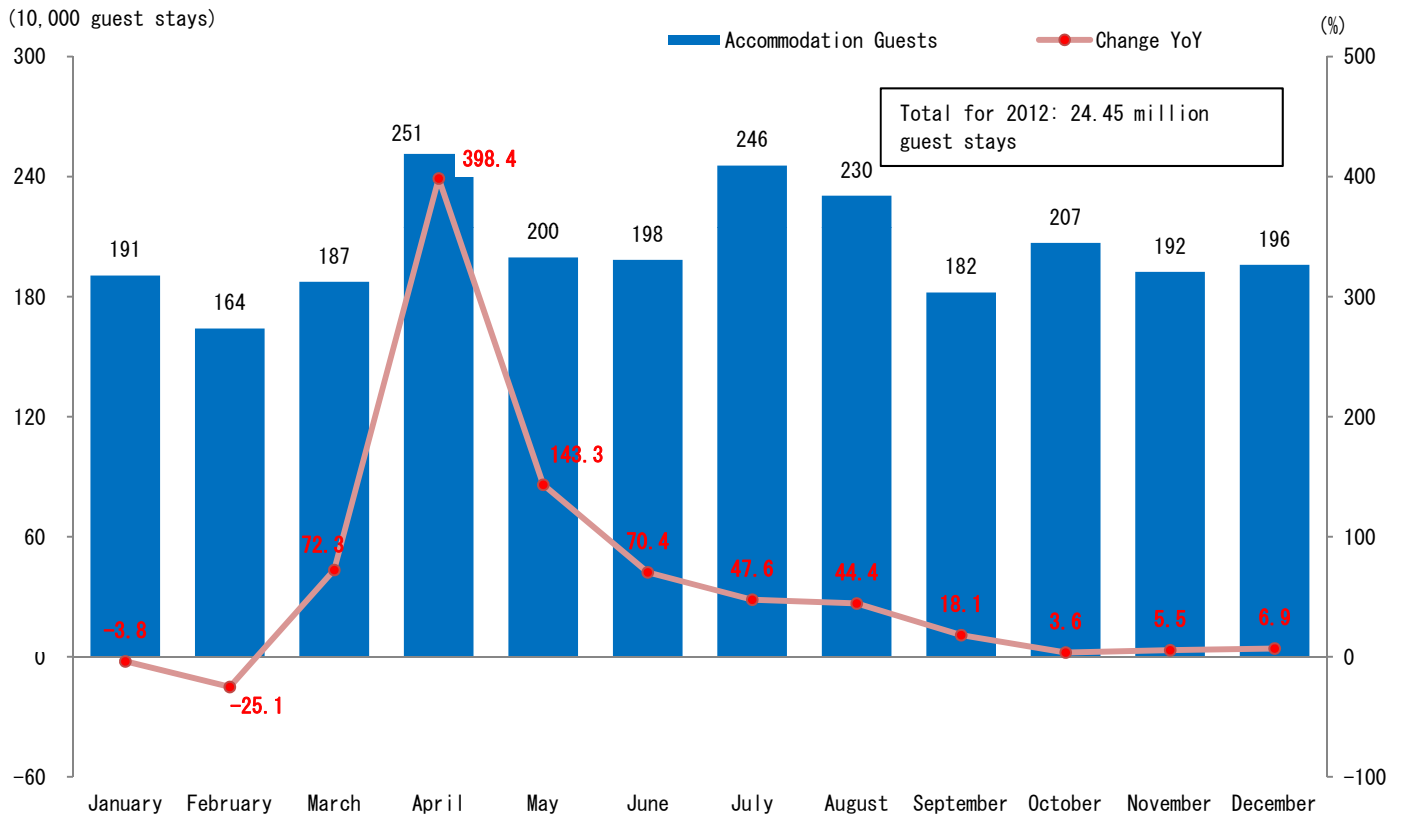
(Notes) 1. Compiled by the JNTO based on Union of International Associations data.
 2. Data for 2008 and beyond is provisional.

Monthly Accommodation Guests - Japanese Nationals (2012)



- (Notes)
1. Data based on the JTA's Statistical Survey on Overnight Travel.
 2. Data does not reflect new openings or closures during the year. Finalized data will vary slightly.
 3. Change year on year created based on a statistical survey of accommodations with more than 10 employees (data finalized for 2011 only).

Monthly Accommodation Guests - Foreign Nationals (2012)



- (Notes)
1. Data based on the JTA's Statistical Survey on Overnight Travel.
 2. "Foreign national" refers to someone that does not maintain an address in Japan.
 3. Data does not reflect new openings or closures during the year. Finalized data will vary slightly.
 4. Change year on year created based on a statistical survey of accommodations with more than 10 employees (data finalized for 2011 only).

Accommodation Guests, Accommodation Guests - Foreign Nationals, Bed Occupancy Rate and Guestroom Occupancy Rate by Prefecture (2012)

(10,000 guest stays)

	Accommodation Guests	Accommodation Guests - Foreign Nationals	Bed Occupancy rate	Guestroom Occupancy rate
Nationwide	42,521	2,445	36.3%	54.6%
Hokkaido	2,825	196	37.7%	55.1%
Aomori	424	4	31.3%	49.0%
Iwate	595	4	35.0%	55.1%
Miyagi	984	9	42.9%	65.4%
Akita	323	3	27.1%	43.5%
Yamagata	536	3	26.4%	46.1%
Fukushima	1,048	4	30.5%	50.9%
Ibaraki	500	9	31.8%	50.3%
Tochigi	922	10	26.8%	44.2%
Gunma	825	7	31.3%	45.4%
Saitama	390	9	34.2%	56.5%
Chiba	1,909	172	47.3%	60.4%
Tokyo	4,489	766	62.7%	76.4%
Kanagawa	1,708	88	47.9%	64.7%
Niigata	1,004	10	24.8%	41.1%
Toyama	342	9	29.5%	48.5%
Ishikawa	710	18	36.9%	58.3%
Fukui	346	2	22.9%	38.7%
Yamanashi	678	36	25.2%	42.3%
Nagano	1,789	29	22.0%	34.6%
Gifu	558	26	29.2%	45.6%
Shizuoka	1,995	48	32.3%	48.9%
Aichi	1,327	93	42.6%	60.0%
Mie	863	9	27.7%	43.6%
Shiga	415	11	30.8%	46.1%
Kyoto	1,534	187	46.2%	63.6%
Osaka	2,286	302	62.2%	71.1%
Hyogo	1,219	33	35.5%	54.6%
Nara	225	6	23.1%	40.8%
Wakayama	433	13	24.9%	41.1%
Tottori	306	4	27.9%	45.2%
Shimane	264	2	28.8%	48.5%
Okayama	455	7	30.8%	49.0%
Hiroshima	771	31	39.3%	59.2%
Yamaguchi	422	5	36.2%	52.8%
Tokushima	170	3	25.4%	42.4%
Kagawa	342	4	34.5%	50.0%
Ehime	380	6	33.8%	49.7%
Kochi	268	2	29.4%	45.2%
Fukuoka	1,316	75	46.0%	61.0%
Saga	258	4	29.2%	49.3%
Nagasaki	628	33	32.8%	49.0%
Kumamoto	683	29	33.0%	50.3%
Oita	610	31	34.5%	49.8%
Miyazaki	287	5	34.7%	48.1%
Kagoshima	666	15	33.9%	47.3%
Okinawa	1,492	75	43.9%	55.2%

(Notes) 1. Data based on the JTA's Statistical Survey on Overnight Travel.

2. Data does not reflect new openings or closures during the year. Finalized data will vary slightly.

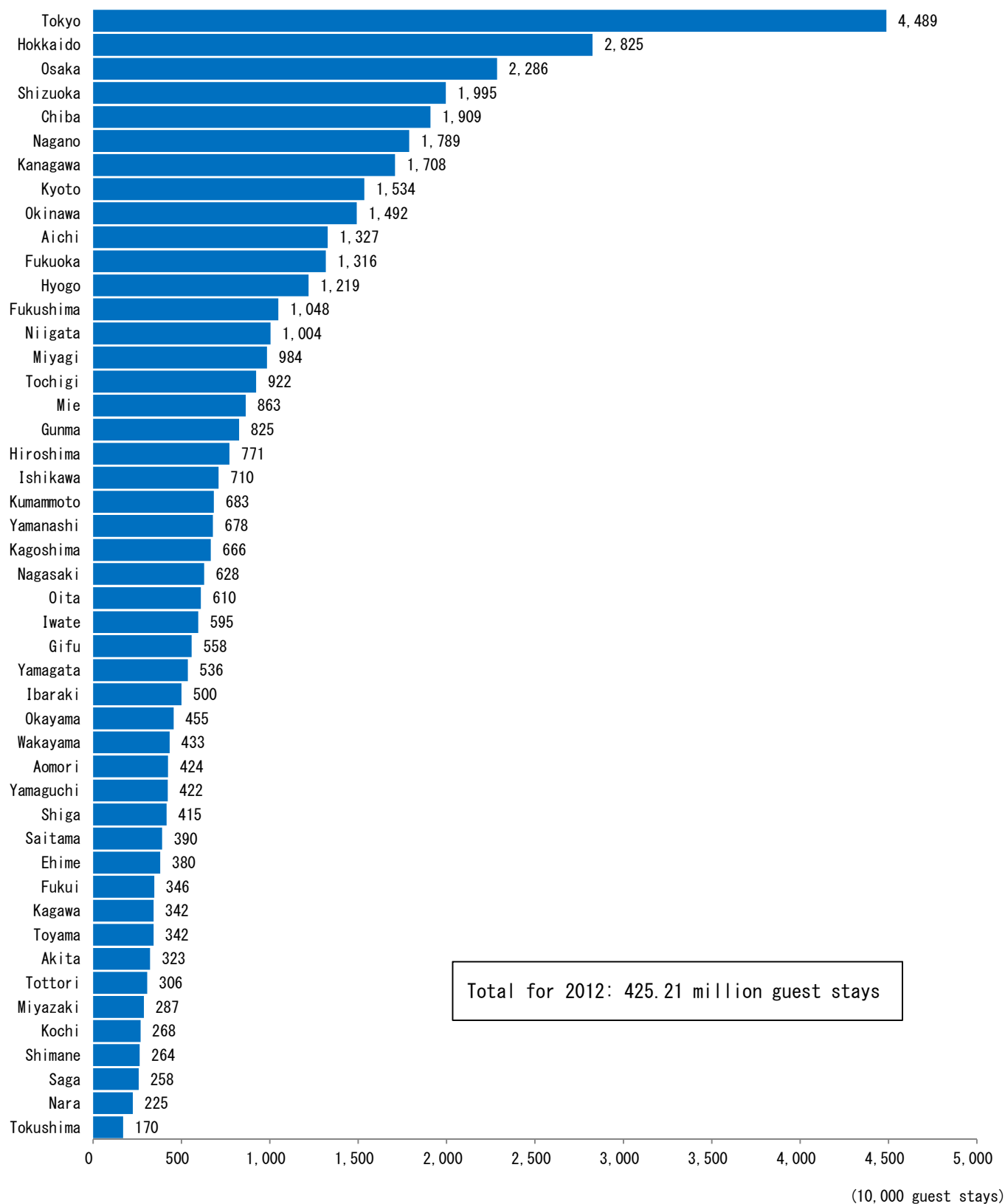
3. Includes foreign nationals of unknown countries/regions (origin).

4. The bed occupancy rate is the utilization rate of accommodation guests compared to guestroom capacity. For example, if one guest stayed in a guestroom with two guest capacity, the bed occupancy rate would be 50%.

5. The guestroom occupancy rate is utilization rate of guestrooms compared to total guestrooms in the accommodation. For example, if one of the accommodation's two guestrooms was occupied, the guestroom occupancy rate would be 50%.

6. Accommodation guests includes foreign nationals in this table.

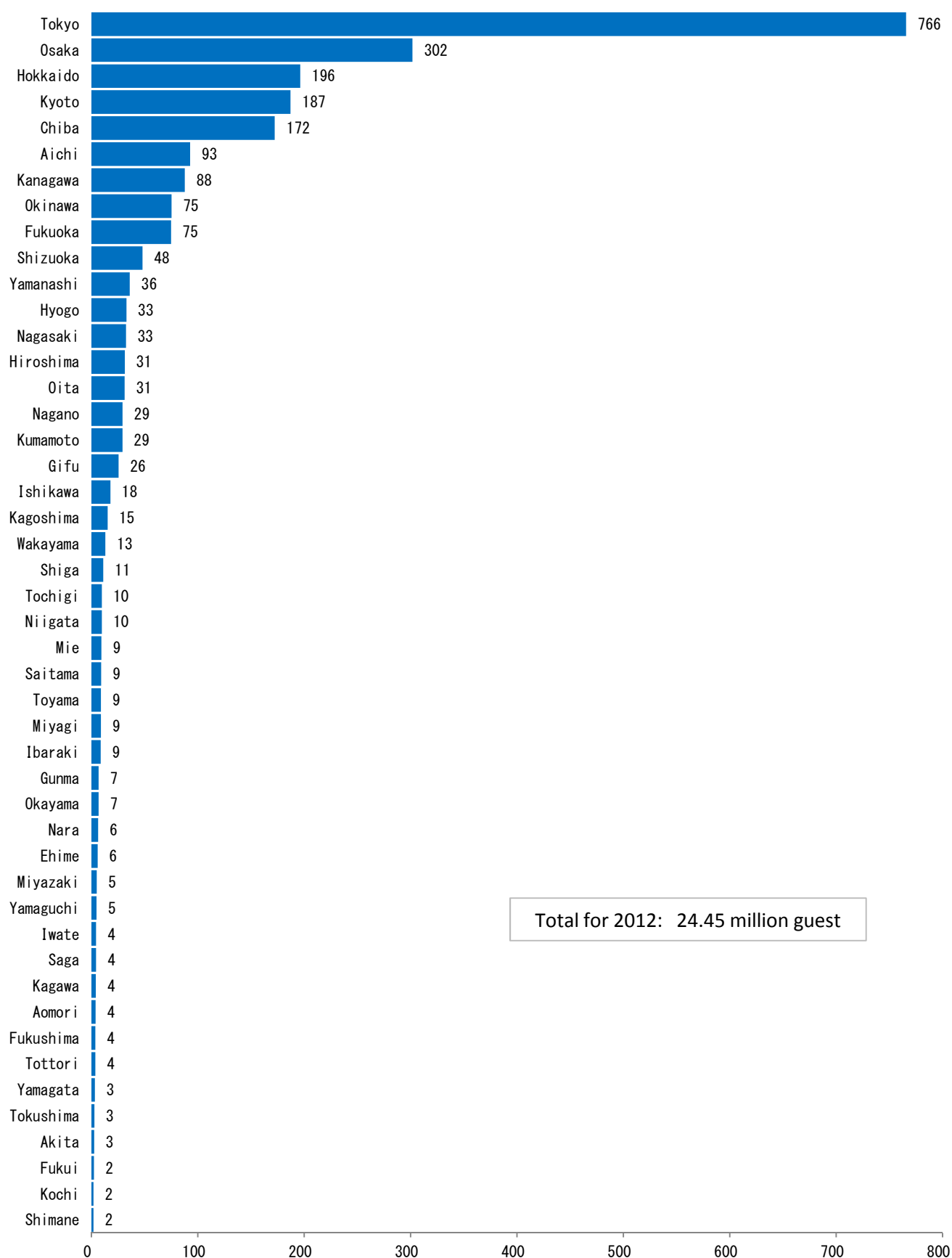
Accommodation Guests by Prefecture (2012)



(Notes) 1. Data based on the JTA's Statistical Survey on Overnight Travel.

2. Data does not reflect new openings or closures during the year. Finalized data will vary slightly.

Accommodation Guests by Prefecture - Foreign Nationals (2012)

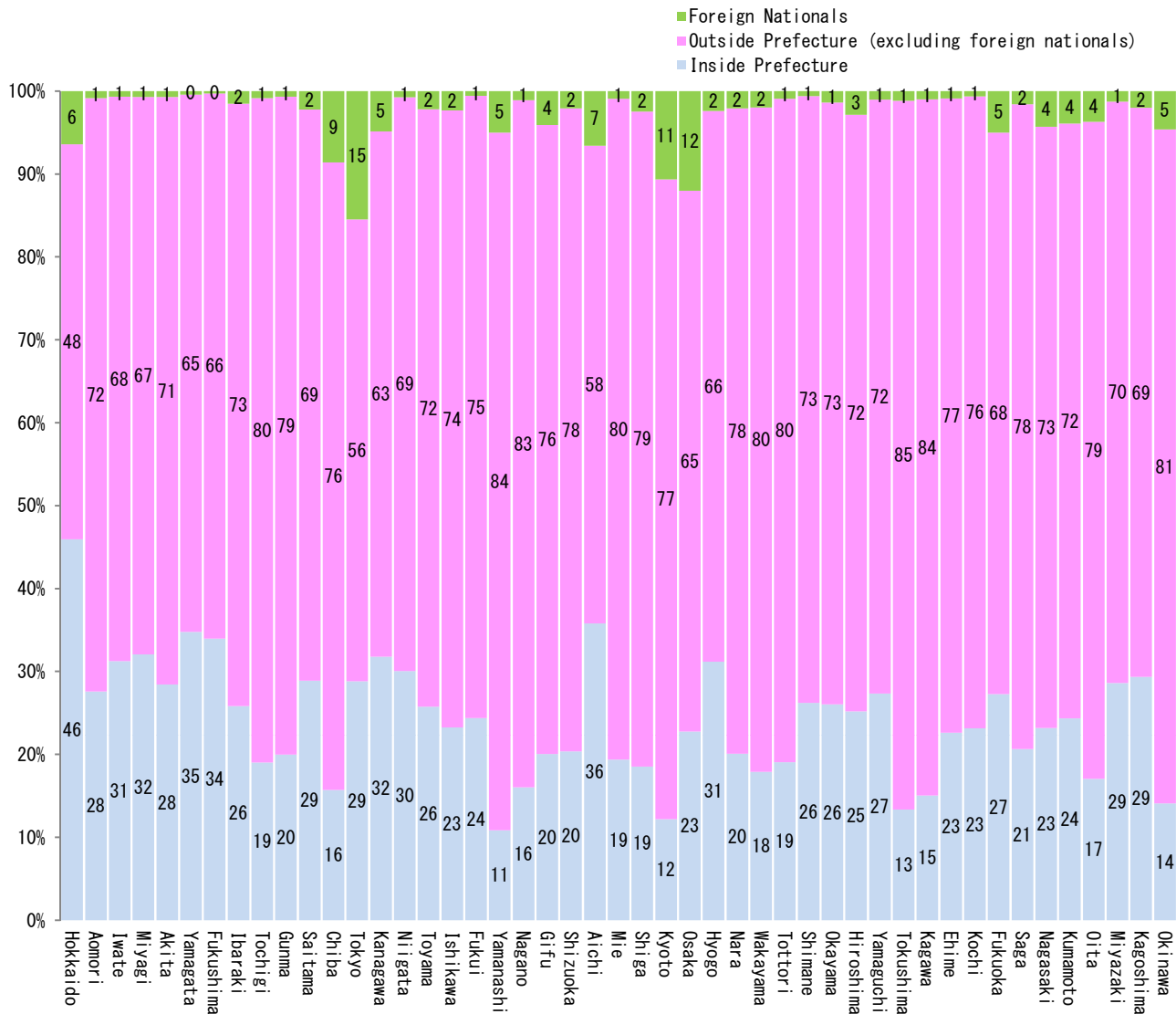


(Notes) 1. Data based on the JTA's Statistical Survey on Overnight Travel.

2. "Foreign national" refers to someone that does not maintain an address in Japan.

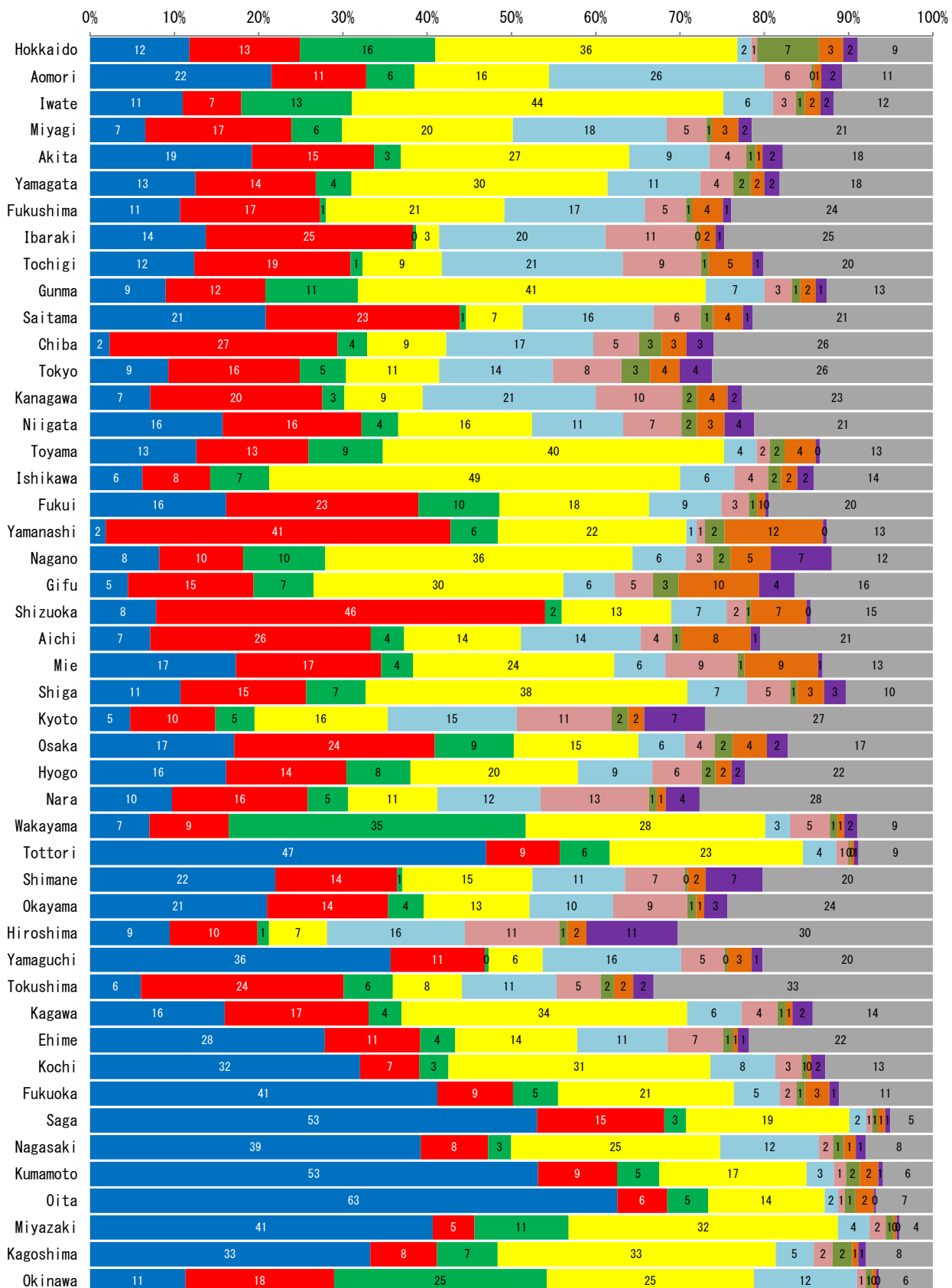
3. Data does not reflect new openings or closures during the year. Finalized data will vary slightly.

Share of Accommodation Guests by Prefecture (2012)



- (Notes)
1. Data based on the JTA's Statistical Survey on Overnight Travel.
 2. The unknown portion of Japanese national accommodation guests by inside/outside the prefecture was calculated by prorating the ratio by inside/outside the prefecture and allocating the results to each.
 3. "Foreign national" refers to someone that does not maintain an address in Japan.
 4. Data does not reflect new openings or closures during the year. Finalized data will vary slightly.

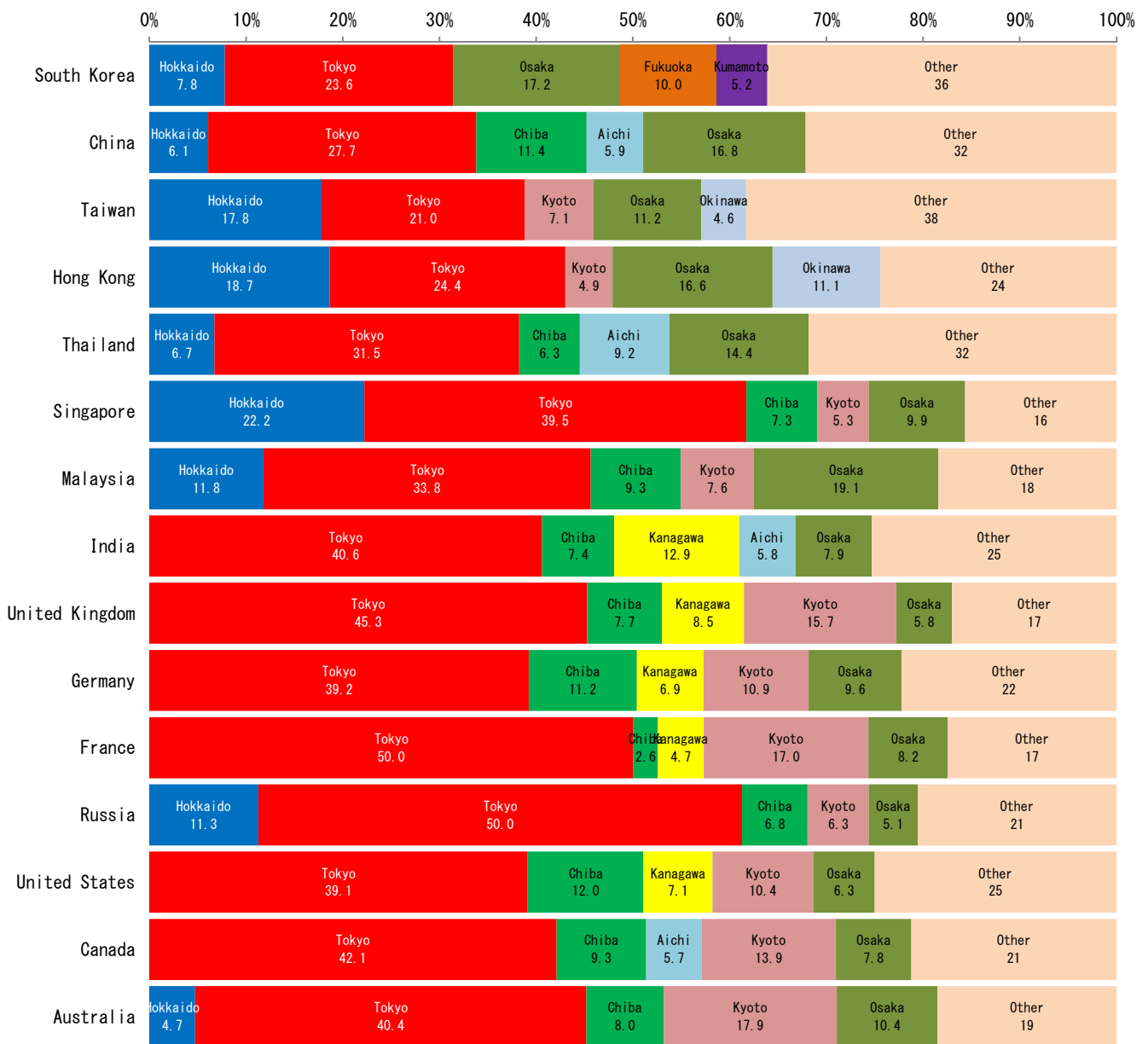
Share of Foreign National Accommodation Guests by Prefecture (2012)



■ South Korea ■ China ■ Hong Kong ■ Taiwan ■ United States ■ Europe ■ Singapore ■ Thailand ■ Australia ■ Other

- (Notes) 1. Data based on the JTA's Statistical Survey on Overnight Travel.
 2. "Foreign national" refers to someone that does not maintain an address in Japan.
 3. Europe is Germany, United Kingdom and France.
 4. Created based on survey of accommodation facilities with more than 10 employees.
 5. Data does not reflect new openings or closures during the year. Finalized data will vary slightly.

Share of Foreign National Accommodation Guests by Country/Region (Top 5 Prefectures) (2012)



(Notes) 1. Data based on the JTA's Statistical Survey on Overnight Travel.

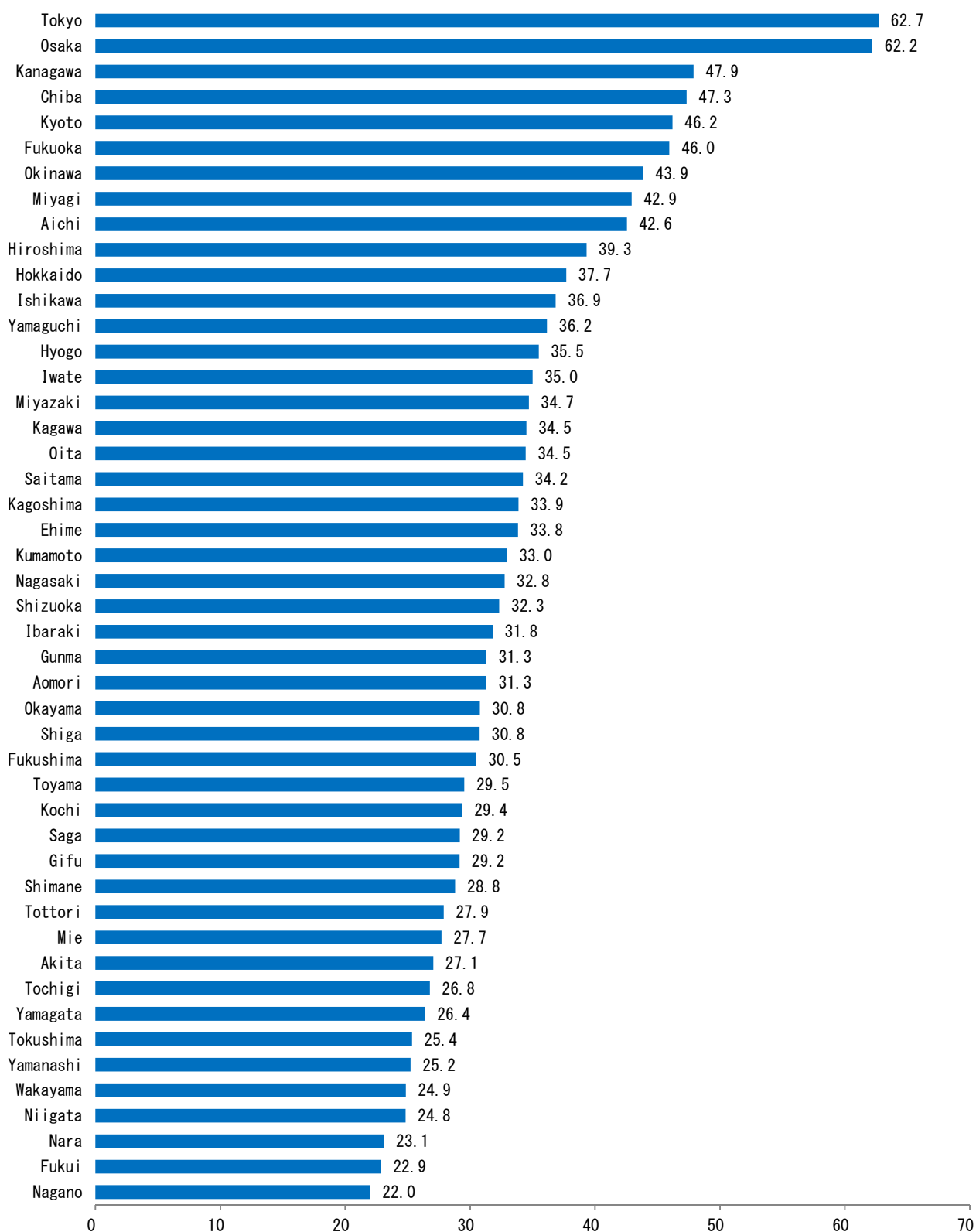
2. "Foreign national" refers to someone that does not maintain an address in Japan. However, persons for which it was unknown if they had an address in Japan

but did not have Japanese nationality were counted as foreign nationals.

3. Created based on survey of accommodation facilities with more than 10 employees.

4. Data does not reflect new openings or closures during the year. Finalized data will vary slightly.

Accommodation Facility Bed Occupancy Rate by Prefecture (2012)



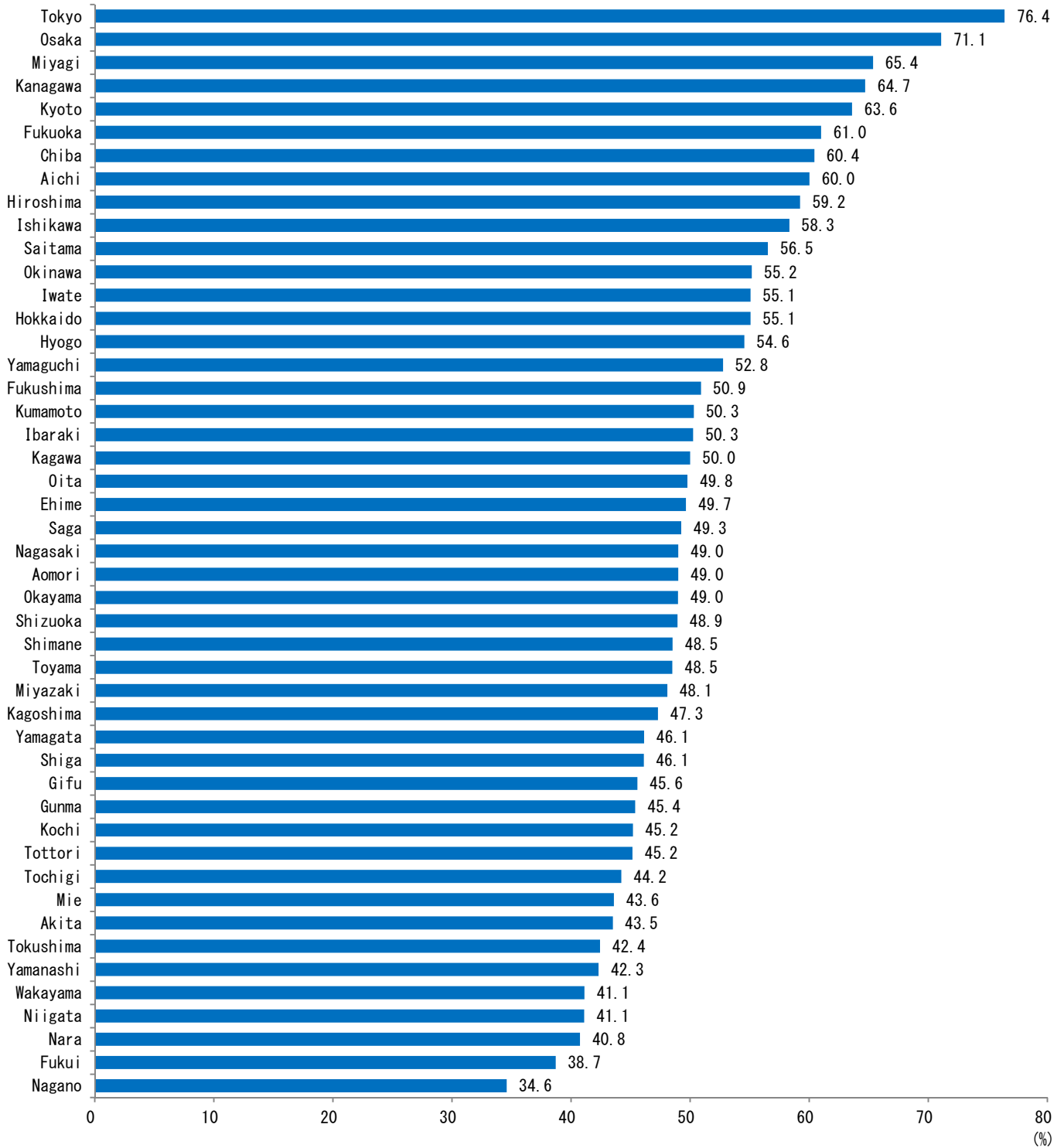
(Notes) 1. Data based on the JTA's Statistical Survey on Overnight Travel.

2. The bed occupancy rate is the utilization rate of accommodation guests compared to guestroom capacity. For example, if one guest stayed in a guestroom with two guest capacity, the bed occupancy rate would be 50%.

3. Data does not reflect new openings or closures during the year. Finalized data will vary slightly.

(%)

Accommodation Guestroom Occupancy Rate by Prefecture (2012)



- (Notes) 1. Data based on the JTA's Statistical Survey on Overnight Travel.
 2. The guestroom occupancy rate is utilization rate of guestrooms compared to total guestrooms in the accommodation. For example, if one of the accommodation's two guestrooms was occupied, the guestroom occupancy rate would be 50%.
 3. Data does not reflect new openings or closures during the year. Finalized data will vary slightly.

Real Accommodation Guests, Average Stays per Person, Foreign National Real Accommodation Guests and Average Stays per Foreign National by Prefecture (2012)

	Real Accommodation Guests (Persons)	Average Stays per Person	Foreign National Real Accommodation Guests (Persons)	Average Stays per Foreign National
Total	321,114,590	1.32	15,596,690	1.57
Hokkaido	21,854,570	1.29	1,519,950	1.29
Aomori	3,364,090	1.26	25,700	1.54
Iwate	4,512,960	1.32	33,620	1.26
Miyagi	7,492,310	1.31	50,480	1.74
Akita	2,381,610	1.35	15,240	1.65
Yamagata	4,159,000	1.29	18,260	1.80
Fukushima	7,242,880	1.45	25,400	1.46
Ibaraki	3,543,340	1.41	54,120	1.62
Tochigi	7,593,080	1.21	70,610	1.37
Gunma	6,776,800	1.22	51,160	1.33
Saitama	2,821,870	1.38	45,620	2.00
Chiba	14,748,220	1.29	1,422,240	1.21
Tokyo	30,023,910	1.50	3,920,480	1.95
Kanagawa	12,721,960	1.34	552,290	1.59
Niigata	7,610,040	1.32	56,440	1.71
Toyama	2,815,780	1.21	64,860	1.36
Ishikawa	5,743,660	1.24	135,250	1.31
Fukui	2,696,030	1.28	17,450	1.36
Yamanashi	5,546,050	1.22	343,260	1.05
Nagano	13,210,110	1.35	182,750	1.60
Gifu	4,570,710	1.22	201,900	1.27
Shizuoka	15,984,960	1.25	367,330	1.31
Aichi	9,938,090	1.33	604,580	1.53
Mie	6,913,820	1.25	65,480	1.44
Shiga	3,280,750	1.27	82,540	1.34
Kyoto	10,691,240	1.43	995,370	1.88
Osaka	16,731,330	1.37	1,990,450	1.52
Hyogo	9,713,230	1.26	218,110	1.51
Nara	1,845,010	1.22	39,090	1.62
Wakayama	3,745,500	1.16	115,110	1.14
Tottori	2,454,600	1.25	29,500	1.23
Shimane	2,111,760	1.25	12,460	1.48
Okayama	3,629,720	1.25	46,980	1.44
Hiroshima	5,999,750	1.29	207,480	1.51
Yamaguchi	3,283,020	1.29	32,230	1.45
Tokushima	1,348,880	1.26	20,320	1.41
Kagawa	2,680,570	1.28	32,310	1.26
Ehime	2,969,680	1.28	28,690	2.03
Kochi	2,216,950	1.21	13,330	1.47
Fukuoka	10,115,480	1.30	528,780	1.41
Saga	2,149,020	1.20	36,510	1.15
Nagasaki	4,939,280	1.27	260,430	1.25
Kumamoto	5,756,590	1.19	242,990	1.20
Oita	5,012,850	1.22	260,770	1.19
Miyazaki	2,090,180	1.37	28,250	1.79
Kagoshima	4,995,500	1.33	117,780	1.28
Okinawa	9,087,900	1.64	412,830	1.82

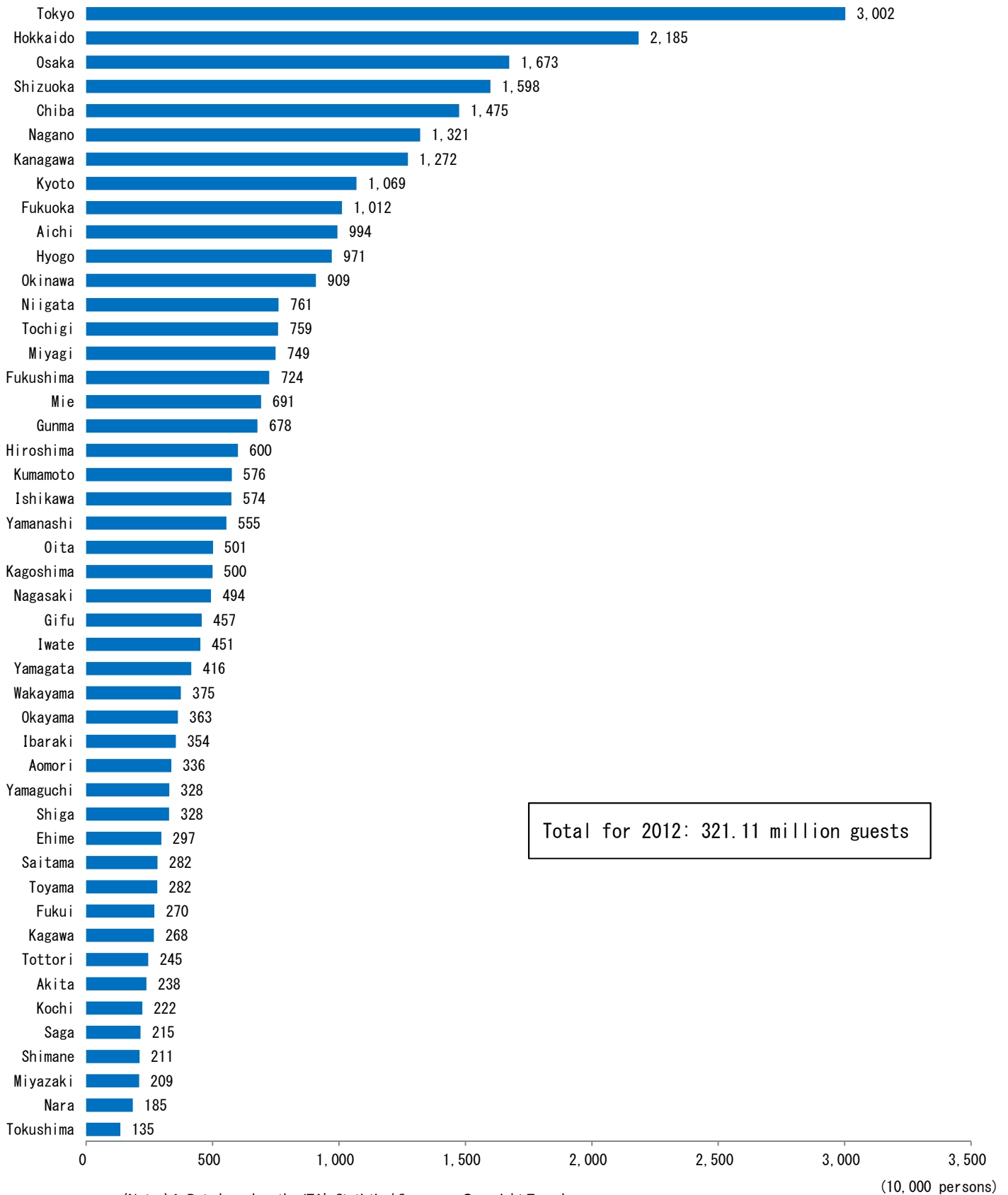
(Notes) 1. Data based on the JTA's Statistical Survey on Overnight Travel.

2. The average accommodation stays in this charge indicates the average number of stays made per person at the same accommodation facility.

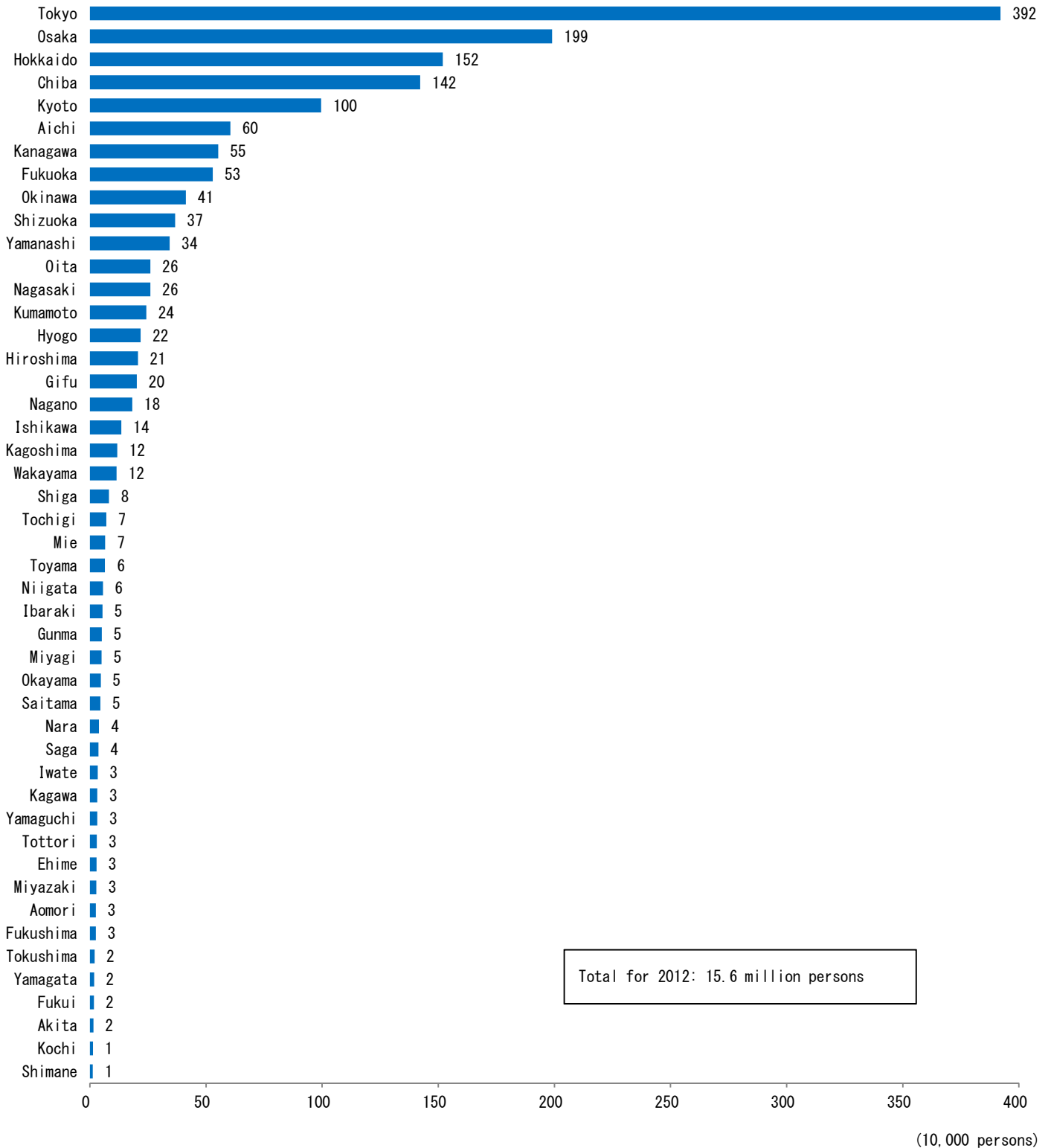
3. Data does not reflect new openings or closures during the year. Finalized data will vary slightly.

4. Real accommodation guests includes real foreign national accommodation guests in this chart.

Real Accommodation Guests by Prefecture (2012)



Real Foreign National Accommodation Guests by Prefecture (2012)



(Notes) 1. Data based on the JTA's Statistical Survey on Overnight Travel.
 2. Data does not reflect new openings or closures during the year. Finalized data will vary slightly.

Inbound Guests(2011)

Prefecture	Inbound Guests (10,000 stays)	Tourism Spending (100 million yen)
Hokkaido	4,748	6,700
Aomori	1,350	1,422
Iwate	1,453	3,015
Miyagi	2,180	2,316
Akita	1,207	1,526
Yamagata	1,670	1,375
Fukushima	1,814	2,333
Ibaraki	2,664	1,784
Tochigi	3,547	3,283
Gunma	2,888	2,465
Saitama	8,651	3,038
Chiba	8,342	9,529
Tokyo	42,420	39,987
Kanagawa *1	-	-
Niigata	3,048	3,534
Toyama *1	-	-
Ishikawa	1,549	1,858
Fukui *1	-	-
Yamanashi	2,411	2,537
Nagano	3,556	4,905
Gifu	3,589	2,372
Shizuoka	6,442	8,741
Aichi	8,175	5,252
Mie	2,909	2,420
Shiga	2,369	2,164
Kyoto *1	-	-
Osaka *3	-	-
Hyogo	6,896	4,943
Nara	1,886	1,126
Wakayama	1,026	1,194
Tottori	936	611
Shimane	1,035	841
Okayama	1,459	1,257
Hiroshima	2,088	1,871
Yamaguchi	1,466	1,285
Tokushima	903	595
Kagawa	1,407	1,349
Ehime	1,259	1,242
Kochi	631	918
Fukuoka *2	-	-
Saga	1,346	853
Nagasaki	972	2,623
Kumamoto	1,957	2,090
Oita	1,983	1,875
Miyazaki	1,254	1,283
Kagoshima	1,664	2,281
Okinawa	1,097	5,436

(Notes)

1. Compiled by the JTA based on the "Inbound Tourism Statistics based on the Common Standard used for Inbound Tourism Statistics" for each prefecture.

2. Data represents the combined total for Japanese nationals (business or pleasure purposes) and foreign nationals.

*1 Data still being compiled for Kanagawa, Toyama, Fukui and Kyoto prefectures .

*2 Fukuoka Prefecture began using the common standard in January 2013, so data is not available for the period from January to December 2011 period.

*3 Osaka Prefecture has yet to introduce the common standard for its statistics.

Destinations of Japanese International Travelers by Country/Region (Statistics from Inbound Country [Region])

	Destination	Standards	2008		2009		2010		2011		2012	
			Persons	Change YoY	Persons	Change YoY	Persons	Change YoY	Persons	Change YoY	Persons	Change YoY
Asia	China	N/F/V	3,446,117	-13.4	3,317,459	-3.7	3,731,200	12.5	3,658,200	-2.0	3,518,200	-3.8
	South Korea	N/F/V	2,378,102	6.4	3,053,311	28.4	3,023,009	-1.0	3,289,051	8.8	3,518,792	7.0
	Hong Kong	R/F/V	1,324,797	0.0	1,204,490	-9.1	1,316,618	9.3	1,283,687	-2.5	1,254,602	-2.3
	Taiwan	R/F/V	1,086,691	-6.8	1,000,661	-7.9	1,080,153	7.9	1,294,758	19.9	1,432,315	10.6
	Thailand	N/F/T	1,153,868	-9.7	1,004,453	-12.9	993,674	-1.1	1,127,893	13.5	1,371,253	21.6
	Singapore	R/F/V	571,040	-3.9	489,987	-14.2	528,817	7.9	656,417	24.1		
	Vietnam	R/F/V	393,091	-4.5	359,231	-8.6	442,089	23.1	481,519	8.9	576,386	19.7
	Malaysia	R/F/T	433,462	17.9	395,746	-8.7	415,881	5.1	386,974	-7.0	470,008	21.5
	Macau	R/F/V	366,920	22.6	379,241	3.4	413,507	9.0	396,023	-4.2	395,989	0.0
	Indonesia	R/F/T	546,713	7.4	475,766	-13.0	418,971	-11.9	412,623	-1.5		
	The Philippines	R/F/T	359,306	-9.0	324,980	-9.6	358,744	10.4	375,496	4.7	412,474	9.8
	India	N/F/T	145,352	-0.1	124,756	-14.2	168,019	34.7	193,525	15.2		
	Cambodia	R/F/V	163,806	1.1	146,286	-10.7	151,795	3.8	161,804	6.6	179,327	10.8
	Maldives	N/F/T	38,193	-7.1	36,641	-4.1	38,791	5.9	35,782	-7.8	36,438	1.8
	Laos	N/F/V	31,569	6.0	28,081	-11.0	34,076	21.3	37,833	11.0		
	Nepal	N/F/T	23,383	-13.6	22,445	-4.0	23,332	4.0	26,283	12.6		
	Myanmar	N/F/T	10,881	-30.4	13,809	26.9	16,186	17.2	21,321	31.7	47,690	123.7
	Mongolia	N/F/V	15,036	-13.1	11,496	-23.5	14,279	24.2	15,336	7.4	17,642	15.0
	Sri Lanka	R/F/T	10,578	-25.9	10,931	3.3	14,998	37.2	20,951	39.7	26,085	24.5
	Pakistan	N/F/T	8,294	-24.8	6,705	-19.2	7,090	5.7				
Bangladesh	N/F/T	N.A.	-	N.A.	-	N.A.	-					
Oceania	Guam	R/F/T	850,034	-8.7	825,129	-2.9	893,667	8.3	824,005	-7.8	928,991	12.7
	Australia	R/F/V	457,232	-20.2	355,456	-22.3	398,188	12.0	332,700	-16.4	353,900	6.4
	Northern Mariana Island	N/F/V	213,299	6.6	191,111	-10.4	185,032	-3.2	142,946	-22.7	153,259	7.2
	New Zealand	R/F/V	102,482	-15.8	78,426	-23.5	87,735	11.9	68,963	-21.4	72,080	4.5
	Palau	R/F/V	30,018	2.8	26,688	-11.1	29,318	9.9	37,800	28.9	39,353	4.1
	New Caledonia	R/F/T	20,225	-24.4	18,926	-6.4	18,534	-2.1	18,455	-0.4		
	Tahiti	R/F/T	18,769	-19.2	16,353	-12.9	13,761	-15.9	12,990	-5.6		
	Fiji	R/F/T	21,918	-3.9	14,975	-31.7	12,011	-19.8	9,616	19.9		
Central Asia, Middle East and North Africa	Turkey	N/F/V	149,731	-11.3	147,641	-1.4	195,404	32.4	188,312	-3.6	203,592	8.1
	Morocco	N/F/T	15,607	-7.7	19,149	22.7	24,366	27.2	22,861	-6.2		
	Jordan	N/F/V	13,810	7.7	13,052	-5.5	19,052	46.0	12,829	-32.7		
	Bahrain	N/F/V	N.A.	-	N.A.	-	N.A.	-	17,129	-		
	Israel	R/F/T	14,506	35.9	9,768	-32.7	13,957	42.9	14,112	1.1	16,481	16.8
	Armenia	R/F/T	11,110	9.5	11,900	7.1	11,730	-1.4	12,973	10.6		
	Oman	N/HA/T	10,275	33.1	12,953	26.1	8,982	-30.7				
	Tunisia	N/F/T	11,206	-1.8	11,073	-1.2	13,385	20.9	3,120	-76.7		
	Saudi Arabia	N/F/T	14,590	17.3	6,539	-55.2	9,210	40.8	16,410	78.2		
	Libya	N/F/V	8,325	19.6	8,764	5.3	11,600	32.4				
	Kazakhstan	R/F/V	5,013	-4.0	4,292	-14.4	4,528	5.5				
	Kuwait	N/F/V	6,215	-5.1	4,606	-25.9	4,959	7.7	4,798	-3.2		
Africa	Egypt	N/F/V	108,225	-16.5	92,409	-14.6	126,393	36.8	27,635	-78.1		
	South Africa	R/F/T	27,621	-13.3	20,513	-25.7	27,577	34.4	26,284	-4.7		
	Nigeria	N/F/V	26,087	11.1	27,130	4.0	27,340	0.8	26,300	-3.8		
	Zimbabwe	R/F/V	14,803	14.3	18,389	24.2	18,593	1.1	32,784	76.3		
	Kenya	R/F/V	7,411	-41.8	10,150	37.0	10,866	7.1				
	Zambia	R/F/T	4,241	-12.3	5,373	26.7	8,341	55.2				
Europe	Madagascar	N/F/T	7,500	1.4	1,627	-78.3	1,960	20.5	2,925	49.2		
	France	R/F/T	674,000	-3.4	697,000	3.4	595,977	-14.5	621,541	4.3		
	Germany	R/AA/T	597,655	-9.7	537,984	-10.0	605,231	12.5	642,542	6.2		
	Spain	R/F/T	237,493	-31.4	229,856	-3.2	332,930	44.8	334,314	0.4		
	Italy	N/F/T	283,819	-11.5	320,591	13.0	340,210	6.1	314,239	-7.6		
	Switzerland	R/HA/T	277,657	-14.4	275,505	-0.8	297,562	8.0	275,923	-7.3		
	United Kingdom	R/F/V	238,910	-22.3	235,471	-1.4	223,000	-5.3	237,000	6.3		
	Austria	R/AA/T	200,791	-12.5	191,321	-4.7	206,217	7.8	220,691	7.0		
	Croatia	R/AA/T	143,704	66.3	163,400	13.7	147,119	-10.0	131,630	-10.5		
	Czech Republic	N/AA/T	123,275	-9.7	114,777	-6.9	133,052	15.9	121,663	-8.6		
	The Netherlands	R/HA/T	114,400	-11.2	99,300	-13.2	119,000	19.8	110,500	-7.1		
	Belgium	R/AA/T	94,948	-8.2	74,509	-21.5	75,976	2.0	86,778	14.2		
	Russia	N/F/V	86,237	3.1	74,159	-14.0	78,188	5.4				
	Hungary	N/AA/T	75,261	-20.7	71,124	-5.5	76,862	8.1	69,724	-9.3		
	Finland	R/AA/T	80,180	-2.8	65,949	-17.7	68,747	4.2	75,680	10.1		
	Portugal	R/AA/T	63,486	-4.5	57,641	-9.2	61,690	7.0	60,700	-1.6		
	Sweden	R/AA/T	50,020	-3.4	45,549	-8.9	48,377	6.2	46,718	-3.4		
	Slovenia	N/AA/T	39,733	62.1	48,182	21.3	40,428	-16.1	35,292	-12.7		
	Poland	N/F/T	42,000	-11.6	35,000	-16.7	60,000	71.4	45,000	-25.0		
	Denmark	R/AA/T	33,233	-3.9	30,726	-7.5	33,837	10.1	20,687	-38.9		
	Norway	N/F/T	29,000	-9.4	25,000	-13.8	28,000	12.0	27,000	-3.6		
	Slovakia	N/AA/T	13,743	1.8	11,351	-17.4	11,523	1.5	8,865	-23.1		
	Ireland	R/F/T	14,000	-12.5	11,000	-21.4						
	Romania	R/F/V	13,095	-15.6	10,345	-21.0	12,333	19.2	13,544	9.8		
	Bulgaria	R/F/V	9,830	-19.1	8,458	-14.0	9,969	17.9	10,236	2.7		
	Iceland	N/AA/T	11,205	3.8	12,454	11.1	9,842	-21.0	12,683	28.9		

	Lithuania	R/AA/T	9,349	2.7	7,599	-18.7	7,654	0.7	8,528	11.4			
	Estonia	R/AA/T	6,862	0.9	7,253	5.7	7,235	-0.2	8,732	20.7			
	Greece	N/F/T	10,926	-62.0	6,765	-38.1	10,021	48.1	10,125	1.0			
	Latvia	R/AA/T	6,043	-0.4	6,690	10.7	5,428	-18.9	5,843	7.6			
	Ukraine	R/F/T	6,437	-6.8	5,439	-15.5	6,206	14.1	7,585	22.2			
	Monaco	N/HA/T	6,017	-6.6	5,124	-14.8	4,526	-11.7	4,997	10.4			
	San Marino	N/F/V	3,170	-4.1	N.A.	-	N.A.	-					
	United States	R/F/T	3,249,578	-8.0	2,918,268	-10.2	3,386,076	16.0	3,249,569	-4.0			
	(Hawaii)	R/F/T	1,175,199	-9.4	1,168,080	-0.6	1,239,307	6.1	1,241,805	0.2	1,452,563	17.0	
	Canada	R/F/V	287,198	-16.4	205,639	-28.4	243,040	18.2	218,813	-10.0	240,025	9.7	
North America	Mexico	N/F/T	69,716	-3.0	52,229	-25.1	66,164	26.7	72,338	9.3			
	Brazil	R/F/T	81,270	28.2	66,655	-18.0	59,742	-10.4	63,247	5.9			
	Peru	R/F/T	46,059	15.5	40,018	-13.1	30,604	-23.5	43,794	43.1			
	Latin America	Argentina	N/F/T	N.A.	-	N.A.	-						
		Chile	N/F/T	15,553	6.0	14,065	-9.6	15,760	12.1	13,615	-13.6		
		Bolivia	N/HA/T	8,631	25.9	8,035	-6.9	6,683	-16.8				
		Guatemala	N/F/V	6,521	-4.0	5,110	-21.6	7,081	38.6	6,956	-1.8		
		Cuba	R/F/V	5,550	-16.5	5,460	-1.6	6,372	16.7	5,420	-14.9		
		Colombia	N/F/V	5,302	8.9	4,987	-5.9	4,312	-13.5				
		Ecuador	N/F/V	5,533	16.2	4,868	-12.0	5,106	4.9	5,113	0.1		
		Costa Rica	N/F/T	5,368	-1.3	4,746	-11.6	5,026	5.9	4,758	-5.3		
		Panama	R/F/V	6,475	13.8	3,133	-51.6	3,988	27.3	4,525	13.5		

Prepared by: JNTO / Source: UNWTO, PATA, tourism/statistics bureaus of each country

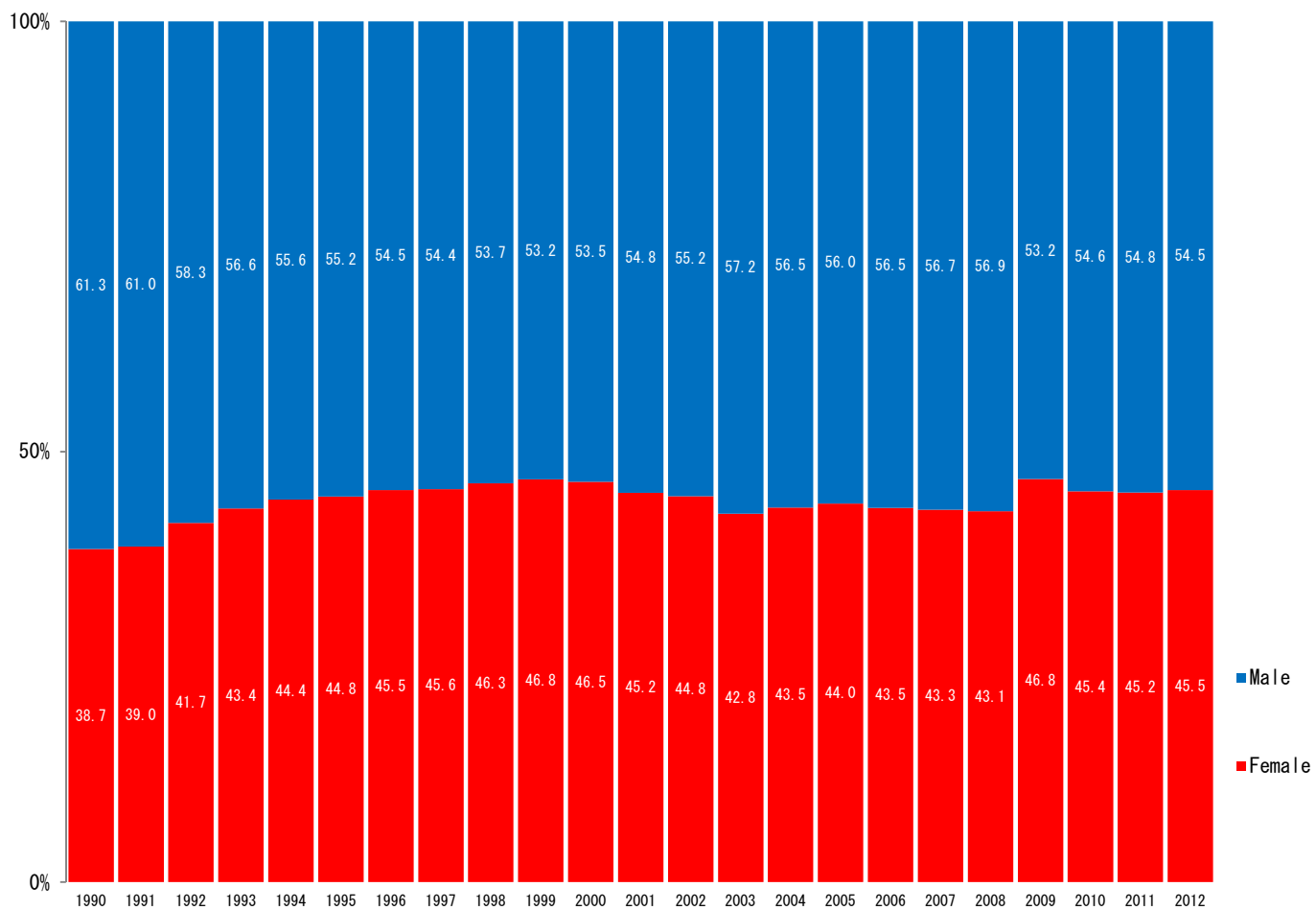
◆ **Remarks: Standards**

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: Both same-day and overnight visitors / T: Overnight visitors only

◆ **Notes:**

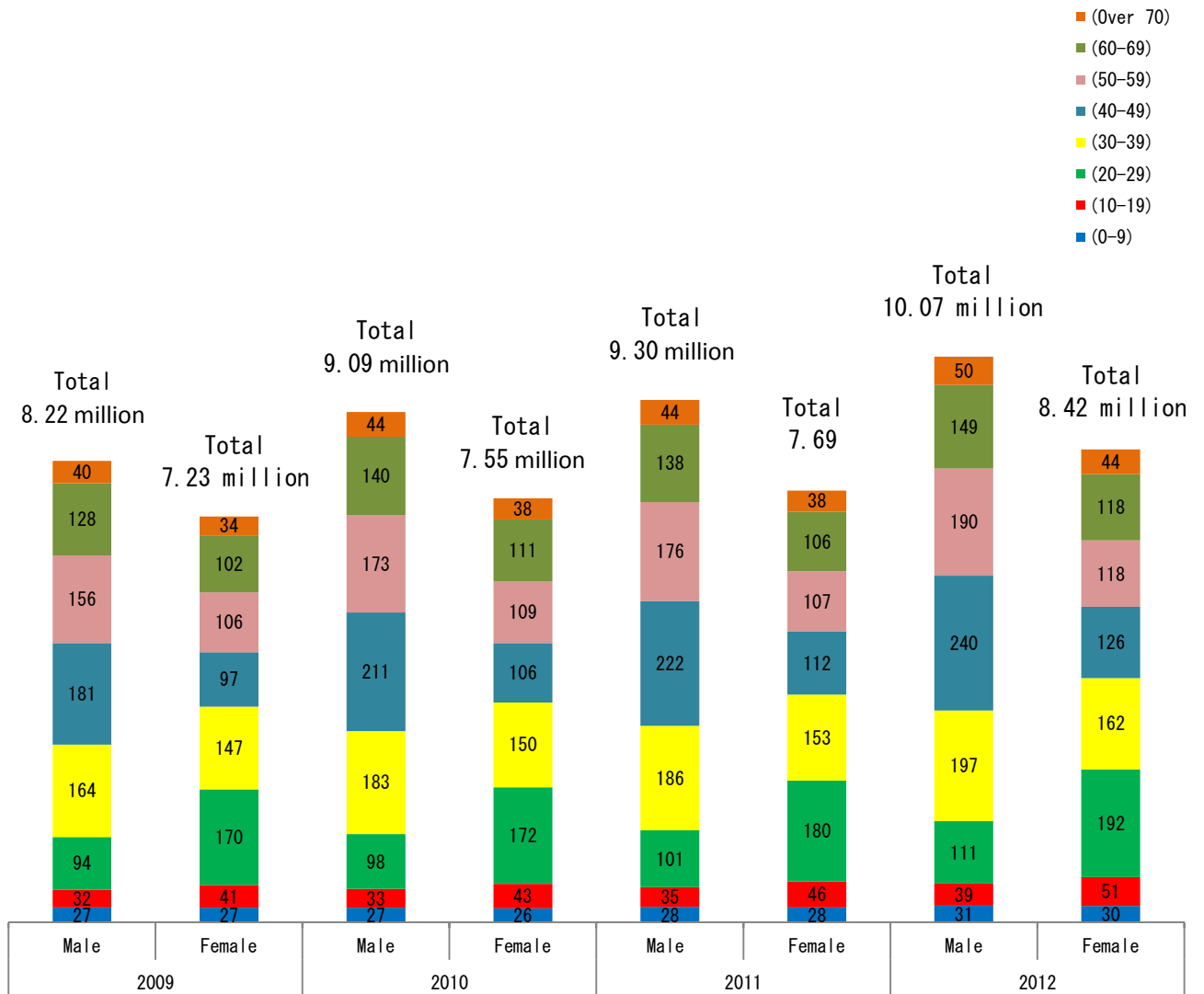
- This table contains countries/regions to which more than 5,000 Japanese nationals traveled.
- Data for frontier arrivals and hotel arrivals is combined in this table, and tabulation standards differ, making it impossible to compare the same indicator. Particular caution should be heeded when comparing with data for Europe.
- Data for the United States includes 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.
- Saipan is located in the Northern Mariana Islands.
- The number of Japanese nationals visiting North Korea, Uzbekistan, Iran, United Arab Emirates, Qatar, Luxembourg, Malta, Belize, Haiti, Sudan, Mozambique, Namibia, Côte d'Ivoire and Senegal is unknown.
- Quantitative data for each country may be changed retroactively because of changes made from estimate to finalized data, changes to statistical standards, or data inconsistencies.
- The quantitative data in this table represents provisional information as of May 1, 2013.

Share of Japanese International Travelers by Gender



(Note) Compiled by the JTA based on Ministry of Justice data

Age and Gender of Japanese International Travelers by Age and Gender Group



(Note) Compiled by the JTA based on Ministry of Justice documents.

Passenger Traffic of Departing Japanese Nationals

(Thousands of people)

Airport Year	By air									By sea	Total
	Subtotal	New Chitose	Narita	Haneda	Chubu	Kansai	Fukuoka	Naha	Other regional 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	18,490
	(98.9)	(0.8)	(45.0)	(15.3)	(9.0)	(19.6)	(5.0)	(0.3)	(3.8)	(1.1)	(100.0)

(Notes)

1. Compiled by the JTA based on Ministry of Justice documents.
2. Parenthesis indicates share (percentage).

Comparison of Japanese International Travelers' Duration of Stay



(Notes) 1. Compiled by the JTA based on Ministry of Justice documents.

2. Calculated based on the number of returning Japanese nationals whose duration of stay was less than six months.

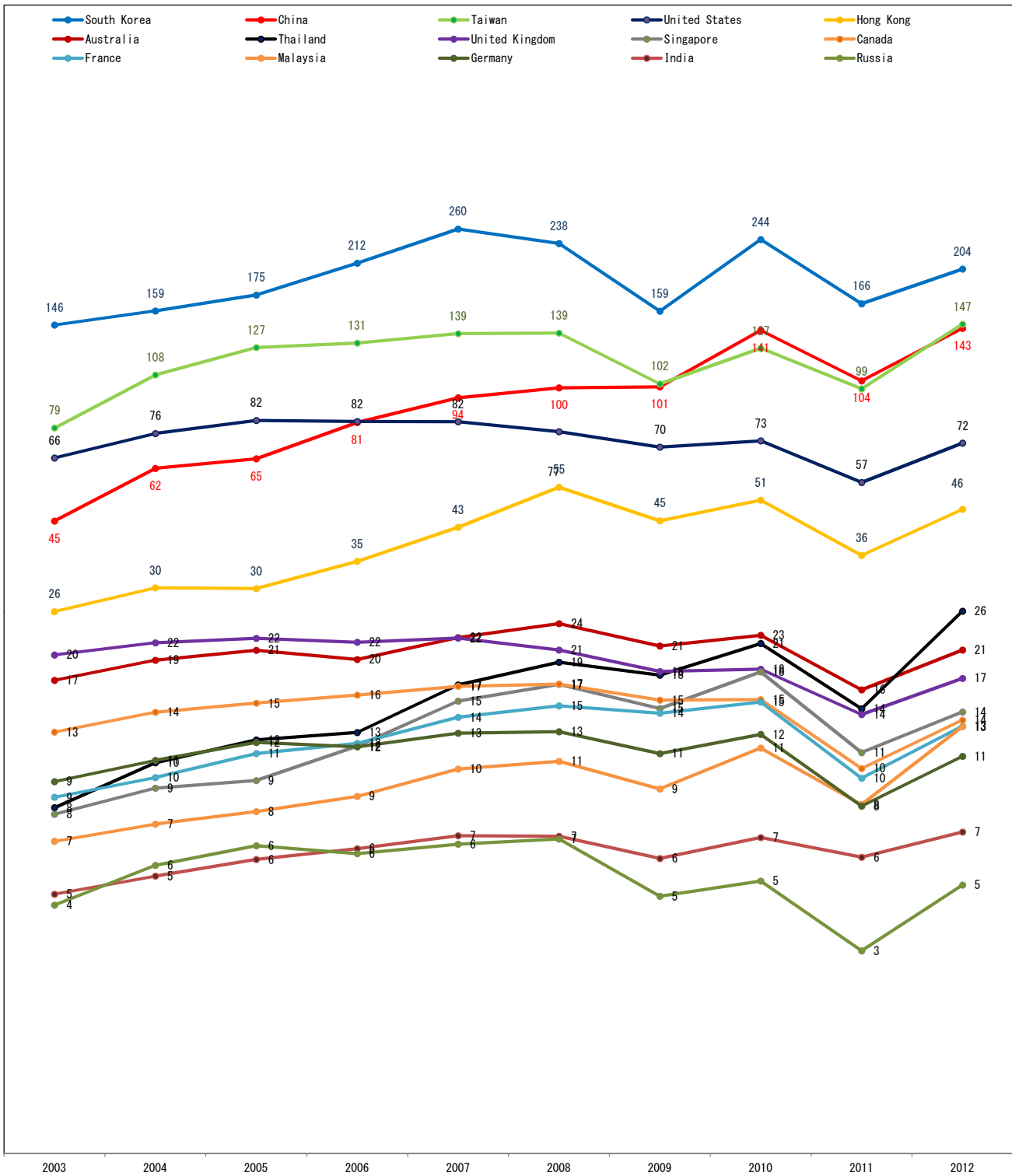
Number of Foreign Travelers Visiting Japan by Country/Region

Region	Country	2007			2008			2009			2010			2011			2012		
		Number of persons	Share (%)	Change YoY (%)	Number of persons	Share (%)	Change YoY (%)	Number of persons	Share (%)	Change YoY (%)	Number of persons	Share (%)	Change YoY (%)	Number of persons	Share (%)	Change YoY (%)	Number of persons	Share (%)	Change YoY (%)
North America	United States	815,882	9.8	99.9	768,345	9.2	94.2	699,919	10.3	91.1	727,234	8.4	103.9	565,887	9.1	77.8	717,372	8.6	126.8
	Canada	165,993	2.0	105.4	168,307	2.0	101.4	152,756	2.2	90.8	153,303	1.8	100.4	101,299	1.6	66.1	135,481	1.6	133.7
	Mexico	28,203	0.3	138.4	24,194	0.3	85.8	16,454	0.2	68.0	19,248	0.2	117.0	13,080	0.2	68.0	18,517	0.2	141.6
	Other	6,940	0.1	99.7	6,279	0.1	90.5	5,488	0.1	87.4	6,111	0.1	111.4	4,780	0.1	78.2	5,843	0.1	122.2
	Subtotal	1,017,018	12.2	101.5	967,125	11.6	95.1	874,617	12.9	90.4	905,896	10.5	103.6	685,046	11.0	75.6	877,213	10.5	128.1
South America	Brazil	18,853	0.2	104.0	20,981	0.3	111.3	16,899	0.2	80.5	21,393	0.2	126.6	18,470	0.3	86.3	32,119	0.4	173.9
	Other	18,148	0.2	115.9	17,586	0.2	96.9	16,582	0.2	94.3	18,088	0.2	109.1	13,292	0.2	73.5	19,041	0.2	143.3
	Subtotal	37,001	0.4	109.5	38,567	0.5	104.2	33,481	0.5	86.8	39,481	0.5	117.9	31,762	0.5	80.4	51,160	0.6	161.1
Europe	United Kingdom	221,945	2.7	102.5	206,564	2.5	93.1	181,460	2.7	87.8	184,045	2.1	101.4	140,099	2.3	76.1	174,159	2.1	124.3
	France	137,787	1.7	117.0	147,580	1.8	107.1	141,251	2.1	95.7	151,011	1.8	106.9	95,438	1.5	63.2	130,520	1.6	136.8
	Germany	125,193	1.5	108.5	126,207	1.5	100.8	110,692	1.6	87.7	124,360	1.4	112.3	80,772	1.3	65.0	108,953	1.3	134.9
	Italy	54,022	0.6	116.4	56,243	0.7	104.1	59,607	0.9	106.0	62,394	0.7	104.7	34,035	0.5	54.5	51,825	0.6	152.3
	Russia	64,244	0.8	105.9	66,270	0.8	103.2	46,952	0.7	70.8	51,457	0.6	109.6	33,793	0.5	65.7	50,244	0.6	148.7
	Spain	33,478	0.4	125.5	40,852	0.5	122.0	42,484	0.6	104.0	44,076	0.5	103.7	20,814	0.3	47.2	35,235	0.4	169.3
	The Netherlands	33,290	0.4	108.8	34,487	0.4	103.6	31,186	0.5	90.4	32,837	0.4	105.3	23,450	0.4	71.4	30,283	0.4	129.1
	Sweden	29,792	0.4	117.8	30,129	0.4	101.1	26,384	0.4	87.6	29,188	0.3	110.6	21,806	0.3	72.2	30,485	0.4	139.8
	Switzerland	23,996	0.3	106.6	24,364	0.3	101.5	23,091	0.3	94.8	26,005	0.3	112.6	16,410	0.3	63.1	24,341	0.3	148.3
	Belgium	14,828	0.2	112.9	15,773	0.2	106.4	13,899	0.2	88.1	15,981	0.2	115.0	10,708	0.2	67.0	14,620	0.2	136.5
	Denmark	14,305	0.2	110.1	14,486	0.2	101.3	13,116	0.2	90.5	14,606	0.2	111.4	10,821	0.2	74.1	13,599	0.2	125.7
	Ireland	13,681	0.2	108.4	12,513	0.1	91.5	10,450	0.2	83.5	10,738	0.1	102.8	8,294	0.1	77.2	10,368	0.1	125.0
	Other	110,970	1.3	113.9	111,255	1.3	100.3	99,513	1.5	89.4	106,468	1.2	107.0	72,839	1.2	69.1	101,798	1.2	139.8
	Subtotal	877,531	10.5	110.0	886,723	10.6	101.0	800,085	11.8	90.2	853,166	9.9	106.6	569,279	9.2	66.7	776,430	9.3	136.4
Africa		23,408	0.3	106.9	24,498	0.3	104.7	20,621	0.3	84.2	22,665	0.3	109.9	19,361	0.3	85.4	24,729	0.3	127.7
Asia	South Korea	2,600,694	31.2	122.8	2,382,397	28.5	91.6	1,586,772	23.4	66.6	2,439,816	28.3	153.8	1,658,073	26.7	68.0	2,044,249	24.4	123.3
	China	942,439	11.3	116.1	1,000,416	12.0	106.2	1,006,085	14.8	100.6	1,412,875	16.4	140.4	1,043,246	16.8	73.8	1,429,855	17.1	137.1
	Taiwan	1,385,255	16.6	105.8	1,390,228	16.6	100.4	1,024,292	15.1	73.7	1,268,278	14.7	123.8	993,974	16.0	78.4	1,466,688	17.5	147.6
	Hong Kong	432,042	5.2	122.6	550,190	6.6	127.3	449,568	6.6	81.7	508,691	5.9	113.2	364,865	5.9	71.7	481,704	5.8	132.0
	Thailand	167,481	2.0	133.2	191,881	2.3	114.6	177,541	2.6	92.5	214,881	2.5	121.0	144,969	2.3	67.5	260,859	3.1	179.9
	Singapore	151,860	1.8	131.1	167,894	2.0	110.6	145,224	2.1	86.5	180,960	2.1	124.6	111,354	1.8	61.5	142,253	1.7	127.7
	Malaysia	100,890	1.2	117.8	105,663	1.3	104.7	89,509	1.3	84.7	114,519	1.3	127.9	81,516	1.3	71.2	130,288	1.6	159.8
	Indonesia	64,178	0.8	107.1	66,593	0.8	103.8	63,617	0.9	95.5	80,632	0.9	126.7	61,911	1.0	76.8	101,498	1.2	163.9
	The Philippines	89,532	1.1	93.7	82,177	1.0	91.8	71,485	1.1	87.0	77,377	0.9	108.2	63,099	1.0	81.5	85,127	1.0	134.9
	India	67,583	0.8	108.1	67,323	0.8	99.6	58,918	0.9	87.5	66,819	0.8	113.4	59,354	1.0	88.8	69,097	0.8	116.4
	Other	128,329	1.5	115.0	149,065	1.8	116.2	140,990	2.1	94.6	163,584	1.9	116.0	141,300	2.3	86.4	184,608	2.2	130.6
	Subtotal	6,130,283	73.4	116.8	6,153,827	73.7	100.4	4,814,001	70.9	78.2	6,528,432	75.8	135.6	4,723,661	76.0	72.4	6,396,226	76.4	135.4
	Oceania	Australia	222,518	2.7	114.1	242,031	2.9	108.8	211,659	3.1	87.5	225,751	2.6	106.7	162,578	2.6	72.0	206,537	2.5
New Zealand		34,737	0.4	107.4	33,682	0.4	97.0	31,567	0.5	93.7	32,061	0.4	101.6	23,996	0.4	74.8	31,899	0.4	132.9
Other		3,533	0.0	106.6	3,275	0.0	92.7	2,987	0.0	91.2	3,060	0.0	102.4	2,576	0.0	84.2	3,264	0.0	126.7
Subtotal		260,788	3.1	113.0	278,988	3.3	107.0	246,213	3.6	88.3	260,872	3.0	106.0	189,150	3.0	72.5	241,700	2.9	127.8
No nationality		940	0.0	89.7	1,107	0.0	117.8	640	0.0	57.8	663	0.0	103.6	493	0.0	74.4	414	0.0	84.0
Total		8,346,969	100.0	113.8	8,350,835	100.0	100.0	6,789,658	100.0	81.3	8,611,175	100.0	126.8	6,218,752	100.0	72.2	8,367,872	100.0	134.6

(Notes) 1. Created by JTA based on JNTO documents.
2. Figures for 2012 provisional.

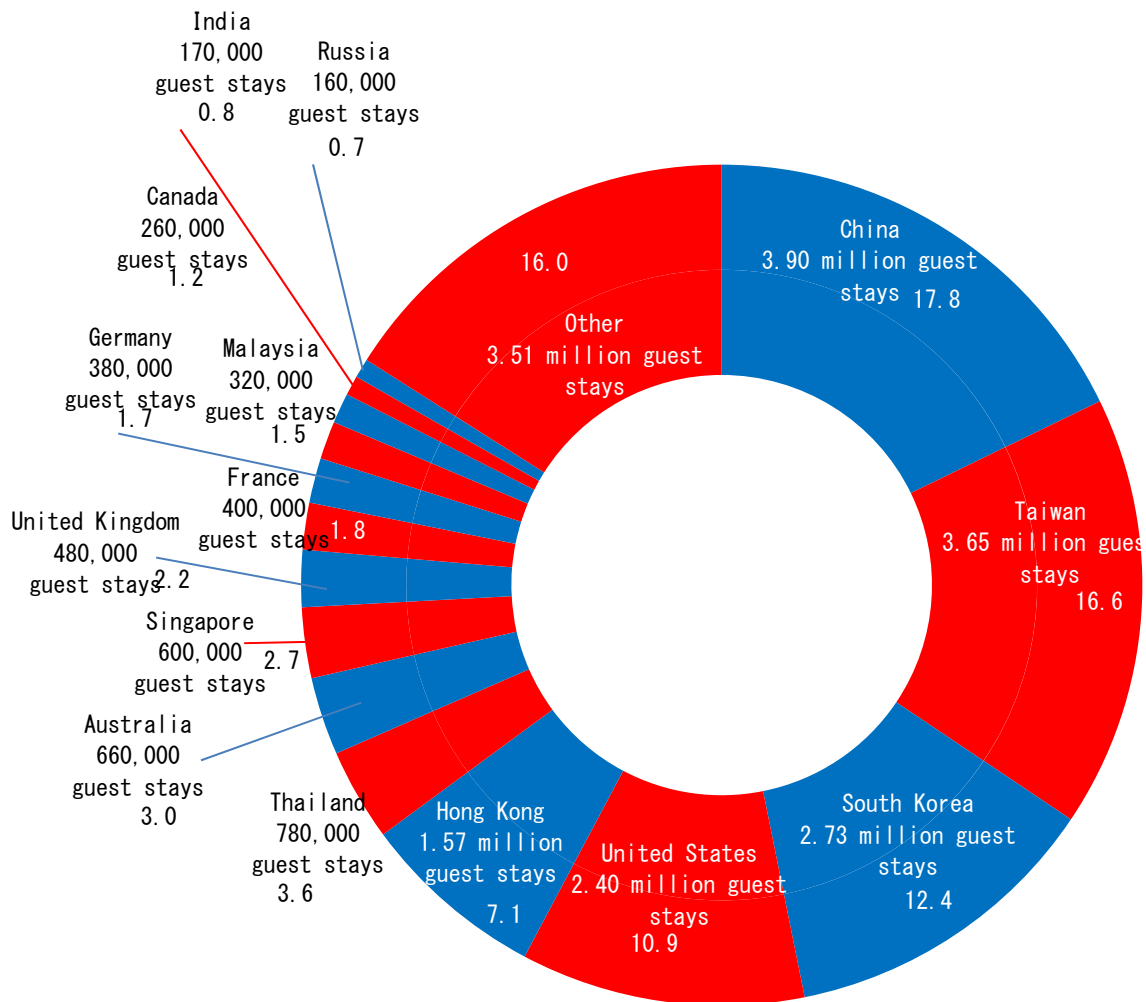
Number of Foreign Travelers Visiting Japan by Country/Region

(10,000 persons)



(Notes) 1. Created by JTA based on JNTO documents.
 2. Figures for 2012 provisional.

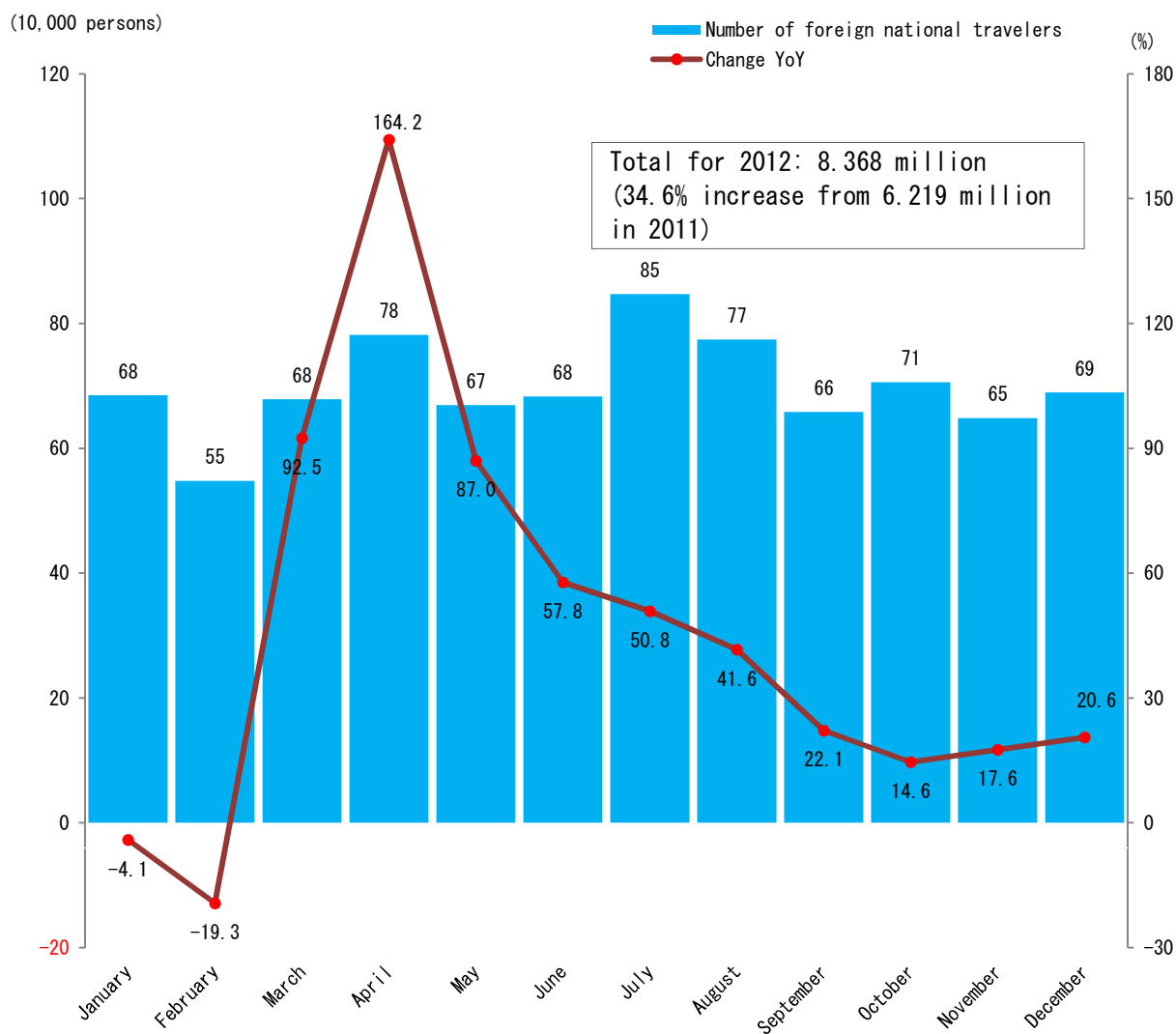
Number of Foreign National Accommodation Guests by Country/Region (2012)



(Notes)

1. Data based on the JTA's Statistical Survey on Overnight Travel.
2. "Foreign national" refers to someone that does not maintain an address in Japan.
3. Created based on survey of accommodation facilities with more than 10 employees.
4. Data does not reflect new openings or closures during the year. Finalized data will vary slightly.

Number of Foreign National Travelers Visiting Japan by Month (2012)



(Notes) 1. Created by JTA based on JNTO documents.
2. Figures for 2012 provisional.

Top Destinations for Foreign National Travelers Visiting Japan by Prefecture

(%)

	2007		2008		2009		2010		2011		2013	
1	Tokyo	58.2	Tokyo	58.9	Tokyo	58.8	Tokyo	60.3	Tokyo	50.6	Tokyo	51.3
2	Osaka	25.8	Osaka	25.0	Osaka	24.4	Osaka	26.1	Osaka	25.2	Osaka	24.0
3	Kyoto	21.8	Kyoto	21.4	Kyoto	20.6	Kyoto	24.0	Kyoto	16.7	Kyoto	17.3
4	Kanagawa	16.3	Kanagawa	16.0	Kanagawa	16.7	Kanagawa	17.8	Kanagawa	11.8	Kanagawa	12.7
5	Chiba	11.4	Chiba	11.8	Chiba	12.7	Chiba	15.0	Chiba	9.7	Chiba	9.8
Total Visitor Rate		235.0		234.3		230.2		248.4		192.9		198.8

(Notes)

1. Compiled based on the MLITT's Spending of Foreign Visitors to Japan and the JNTO's Visitor Arrivals Survey 2011.
2. The visitor rate is calculated by dividing the number of people responding that they visited the certain area during their trip by the total number of responses multiplied by 100.
3. Total visitor rate calculated by adding the visitor rate of each prefecture.
4. Data is for fiscal years until 2007. Data is for calendar years for 2008 and beyond.
5. Data cannot be directly compared with past results because the JNTO's Visitor Arrivals Survey is used up to 2010 and the MLITT's Spending of Foreign Visitors in Japan is used for 2011 and beyond.

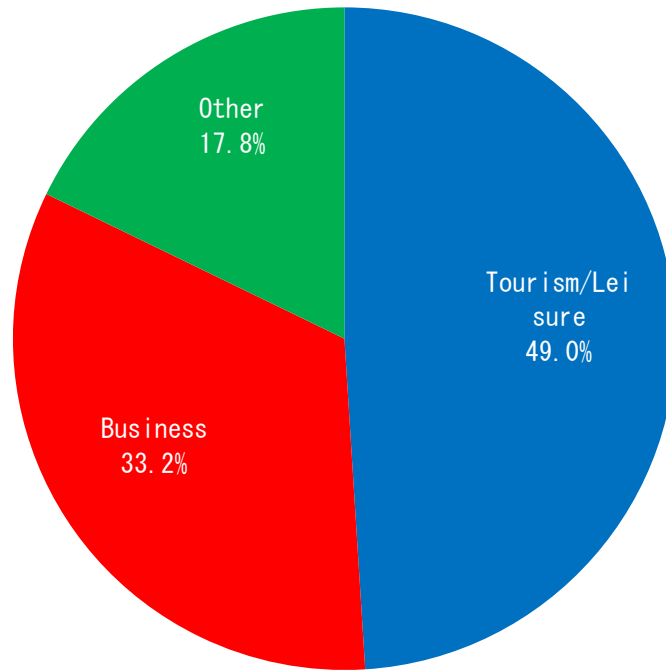
Number of Foreign National Travelers Visiting Japan by Purpose

(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	8,367,872 [100.0] (134.6)	6,040,729 [72.2] (148.9)	2,327,143 [27.8] (107.7)

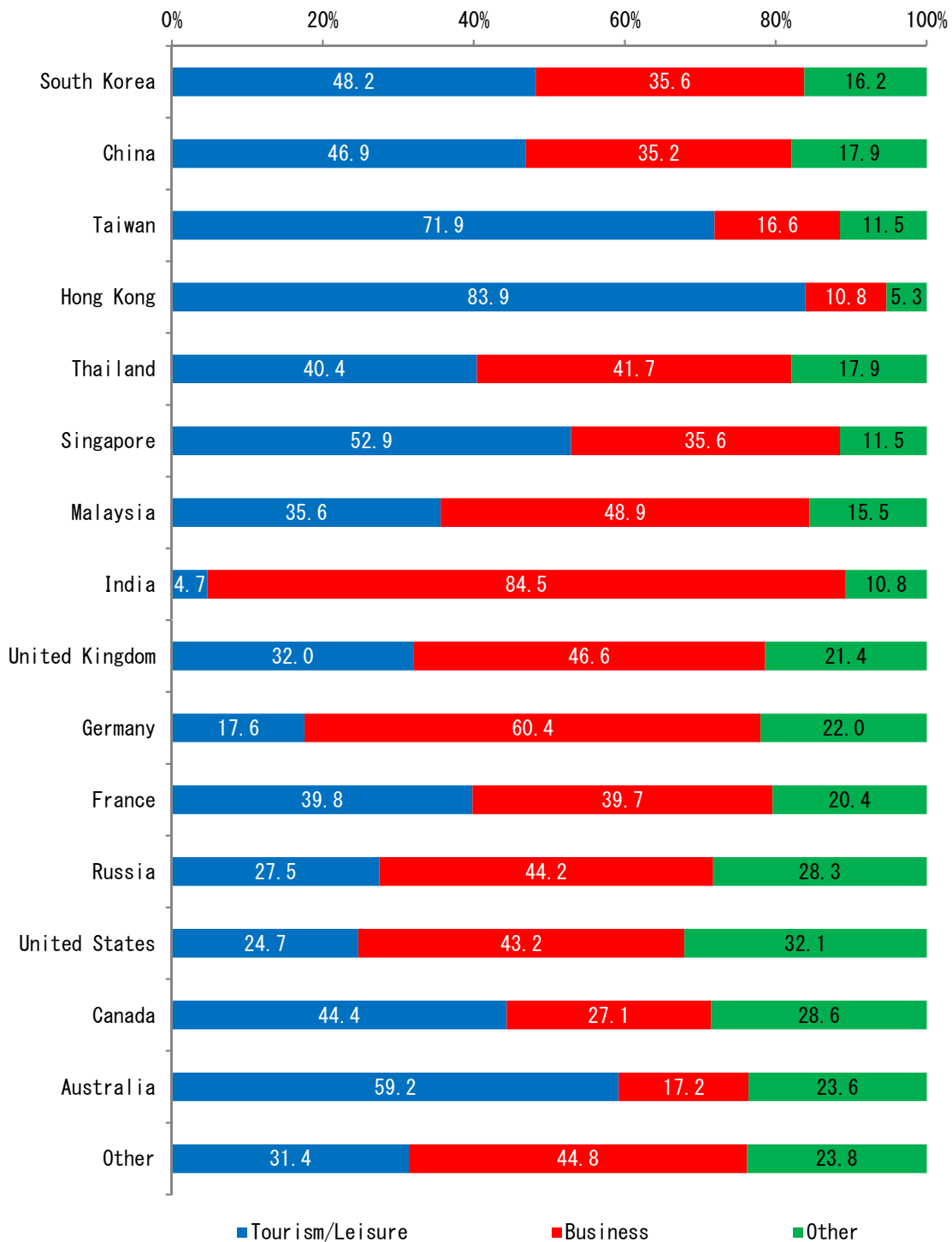
- (Notes) 1. Created by JTA based on JNTO documents.
 2. Brackets indicate share, while parentheses show year on year change.
 3. Figures for 2012 provisional.

**Share of Foreign National Travelers Visiting Japan by Purpose
(2012)**



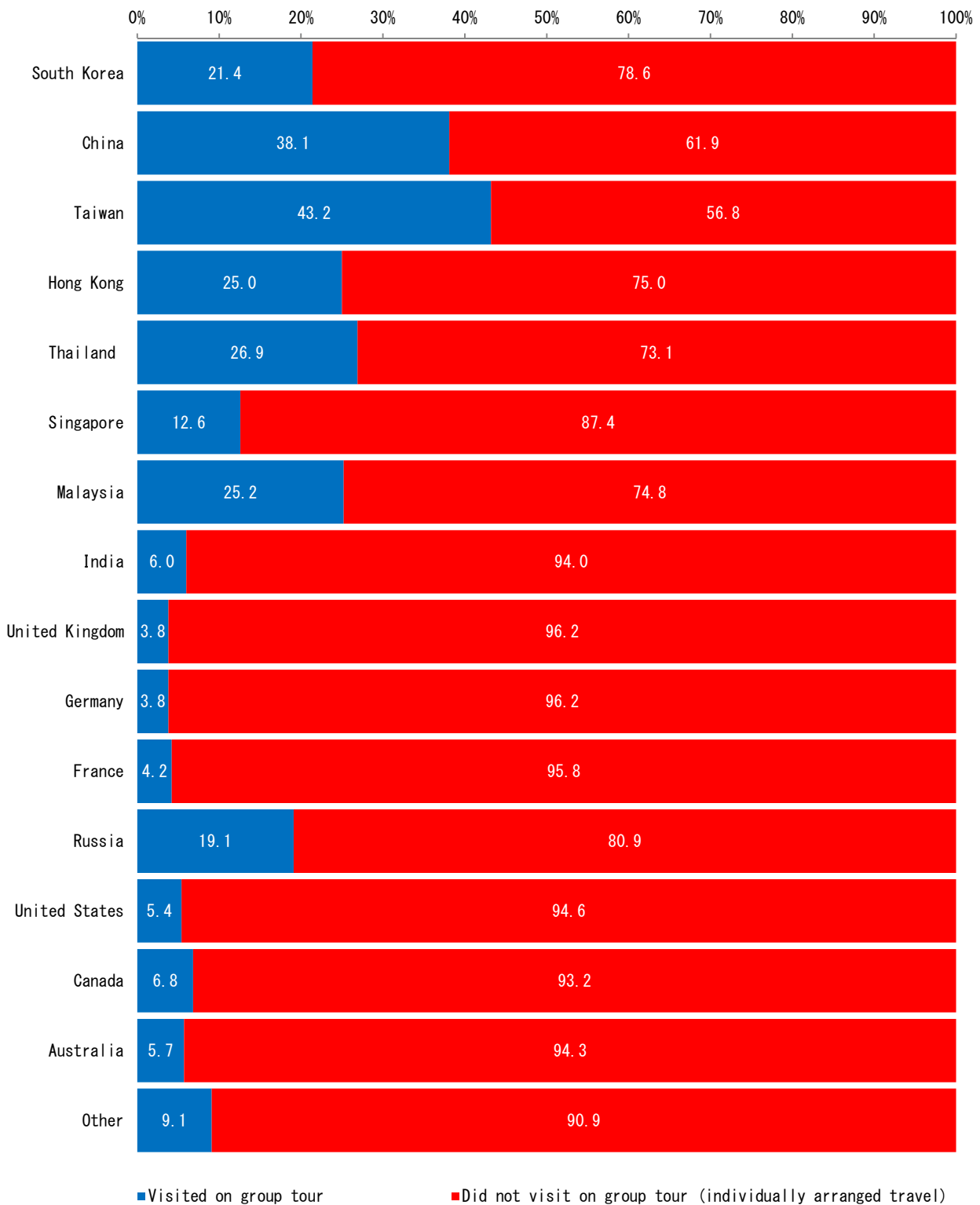
(Note) Created by the JTA based on *Spending of Foreign Visitors to Japan*

Share of Foreign National Travelers Visiting Japan by Purpose and by Country/Region (2012)



(Note) Created by the JTA based on *Spending of Foreign Visitors to Japan*

Share of Foreign National Travelers Visiting Japan by Travel Format and by Country/Region (2012)



(Note) Created by the JTA based on *Spending of Foreign Visitors to Japan*

Passenger Traffic of Inbound Foreign National Travelers

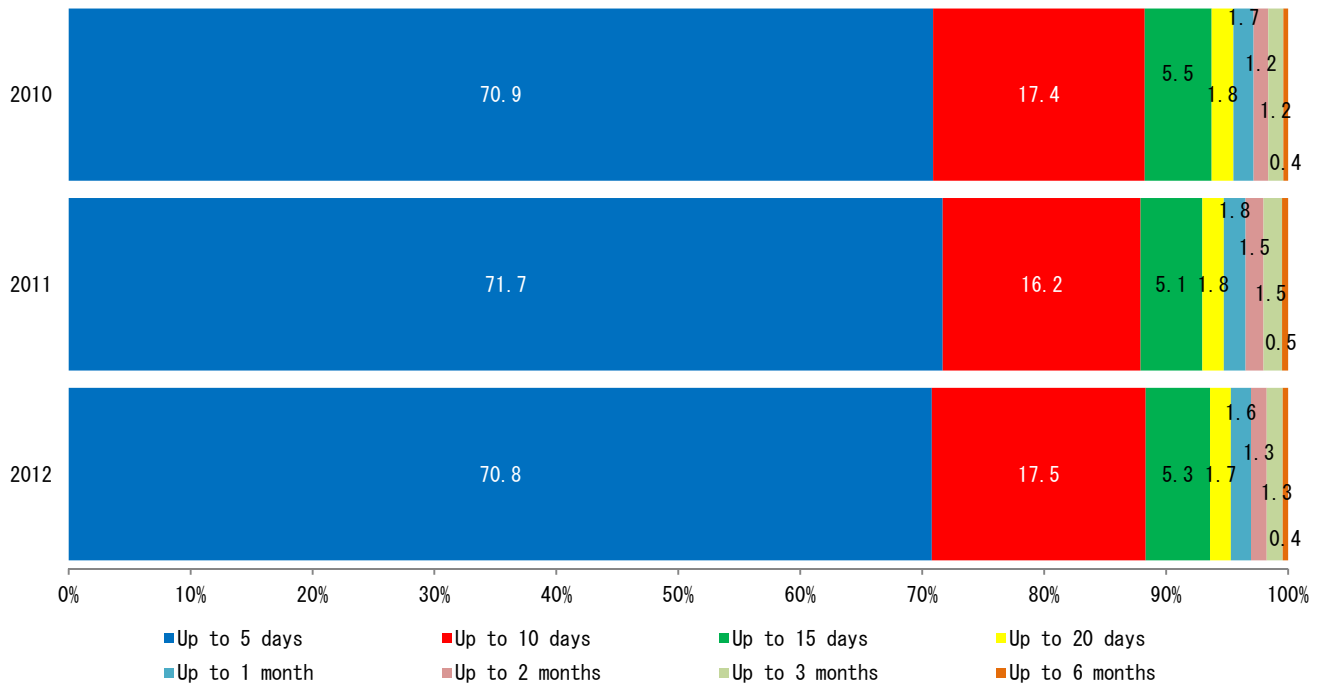
(Thousands of persons)

Airport Year	By air									By sea	Total
	Subtotal	New Chitose	Narita	Haneda	Chubu	Kansai	Fukuoka	Naha	Other regional 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)

(Notes)

1. Created by the JTA based on Ministry of Justice documents.
2. Figures in parentheses indicates share (percentage).
3. The number of foreign national travelers in Figure I-1-2-7 does not match the above table because it subtracts the number of foreign national residing in Japan from the number legally admitted in Ministry of Justice data in accordance with nationality and then adds the number of foreign national travelers landing in Japan on a temporary basis.

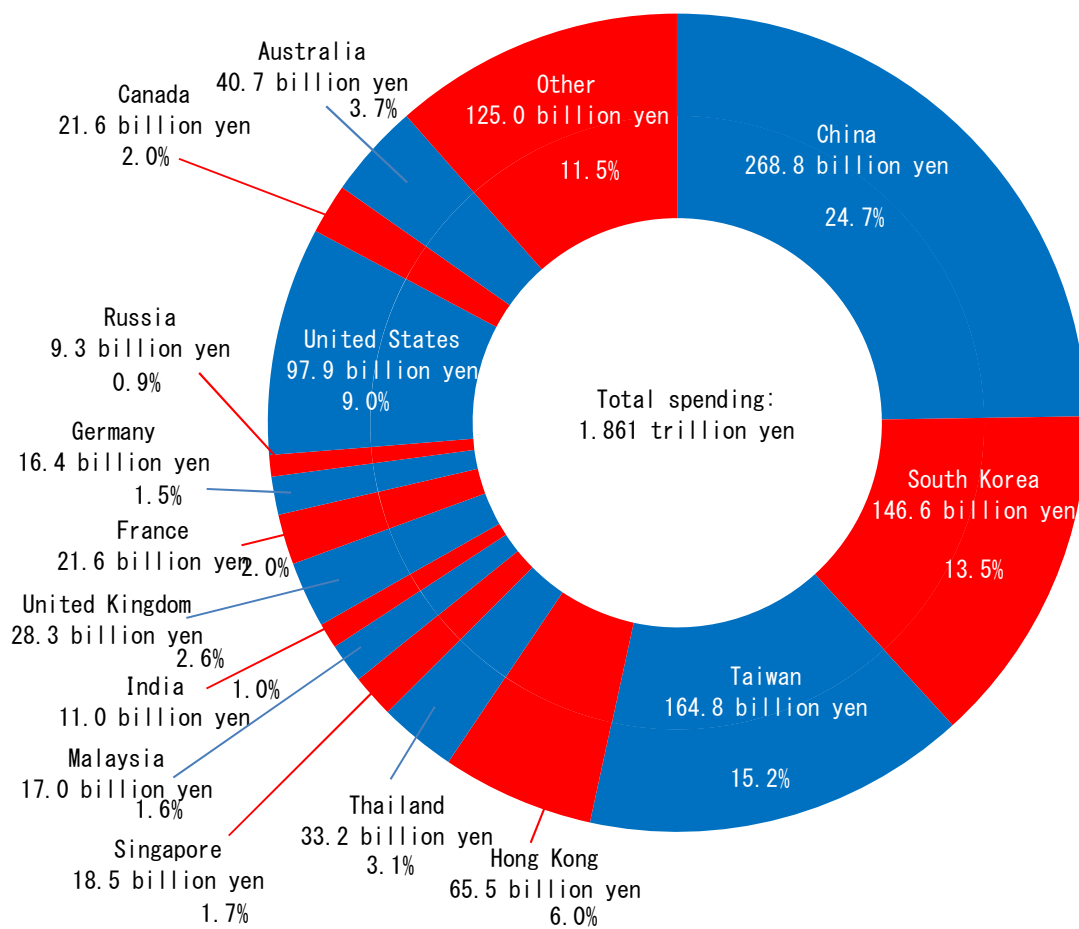
Foreign National Travelers Visiting Japan by Duration of Stay



(Notes) 1. Created by the JTA based on Ministry of Justice data.

2. The above figures represent data for the number of foreign national travelers admitted to Japan for durations of less than six months.

Spending of Foreign National Travelers Visiting Japan by Country/Region (2012)



(Notes) 1. Created by the JTA based on *Spending of Foreign Visitors to Japan*
 2. Figures for 2012 provisional.

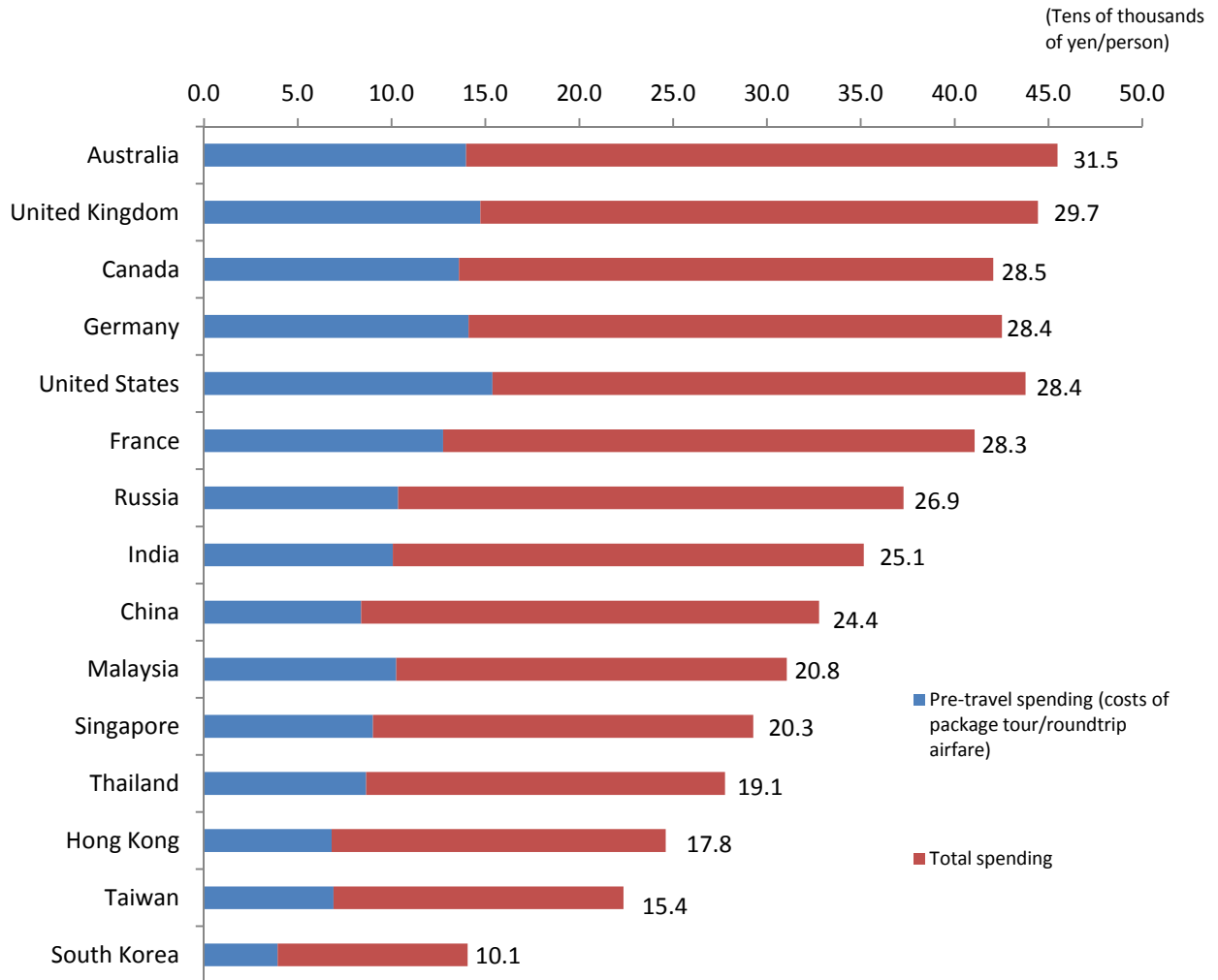
Total Travel Spending per Person by Foreign National Travelers Visiting Japan

Yen/person

	Pre-travel spending (costs of package tour/roundtrip)	Spending during travel (in Japan)	Total spending
Foreign nationals visiting Japan (all nationalities)			
2010	94,946	113,005	207,952
2011	86,820	113,917	200,737
2012	86,823	111,983	198,806
Visitors on package tours			
2010	121,039	68,191	189,230
2011	99,845	59,929	159,773
2012	106,102	63,619	169,720
Visitors on individually arranged trips			
2010	82,815	135,860	218,675
2011	81,384	139,828	221,211
2012	79,277	134,551	213,827

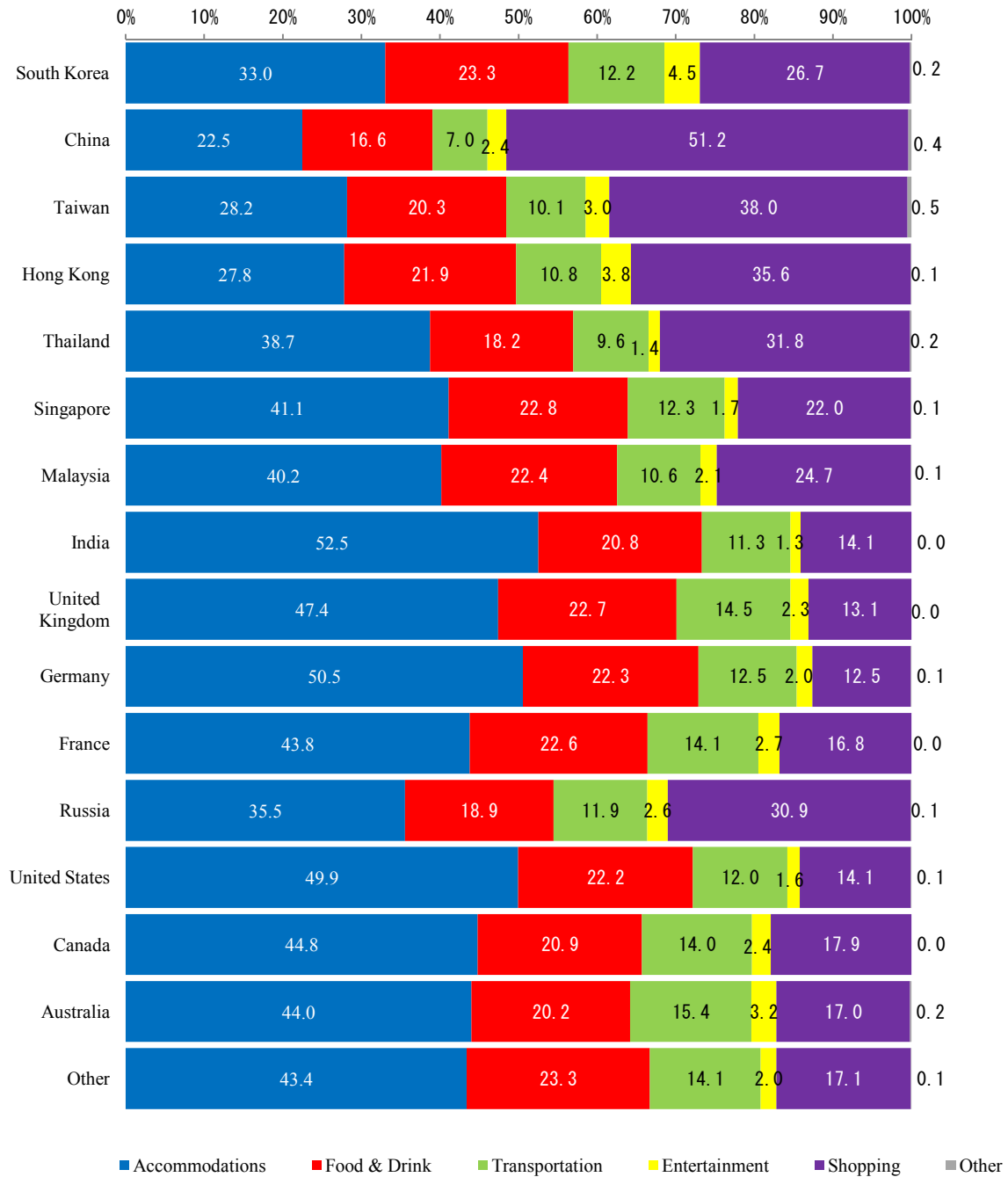
(Notes) 1. Created by the JTA based on Spending of Foreign Visitors to Japan
 2. For 2010, survey was began in the April-to-June quarter.

Total Spending per Person by Foreign National Travelers Visiting Japan by Country/Region (2012)



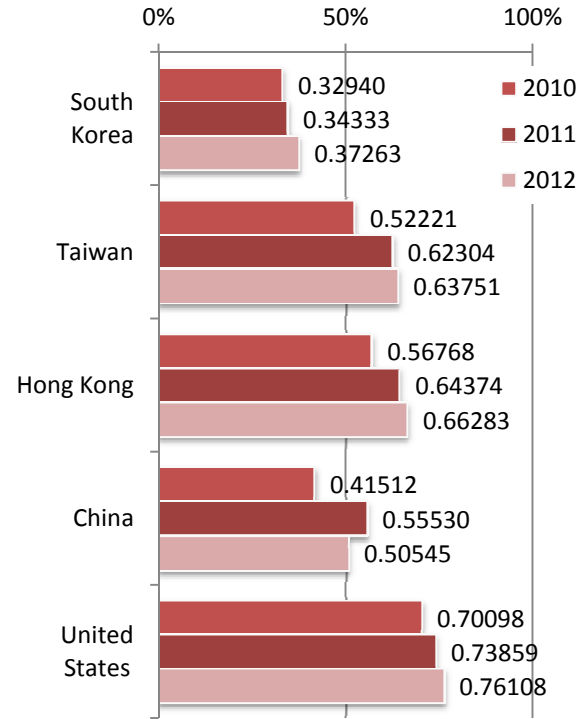
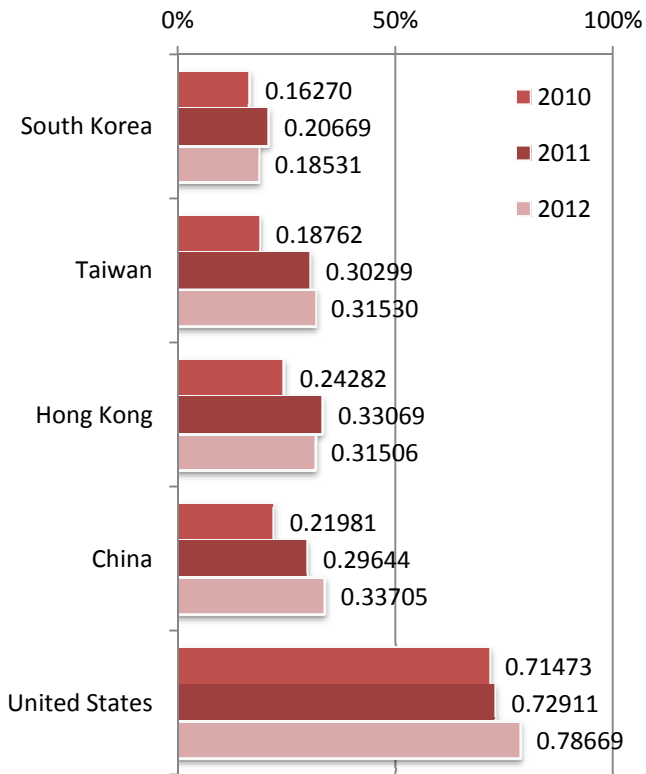
(Notes) 1. Created by the JTA based on Spending of Foreign Visitors to Japan

Breakdown of Foreign National Traveler Spending in Japan by Country/Region (2012)



- (Notes) 1. Created by the JTA based on Spending of Foreign Visitors to Japan
 2. Travel spending includes the amount paid in Japan as part of a package tour fee added to the amount spent while in Japan.

Satisfaction and Intent



Spending of Japanese Travelers Per Person Per Trip

(Yen/Person per Trip)	2010	2011
Domestic travel		
Overnight travel	48,412	47,149
Tourism/recreation	53,993	53,166
Hometown visit / Visit	39,830	38,787
Business	45,573	42,963
Same day travel	16,122	16,567
Tourism/recreation	16,588	16,314
Hometown visit / Visit	17,783	17,730
Business	13,085	16,357
Overseas travel	246,457	249,522
Tourism/recreation	247,278	241,758
Hometown visit / Visit	267,650	214,820
Business	232,663	280,674

(Notes)

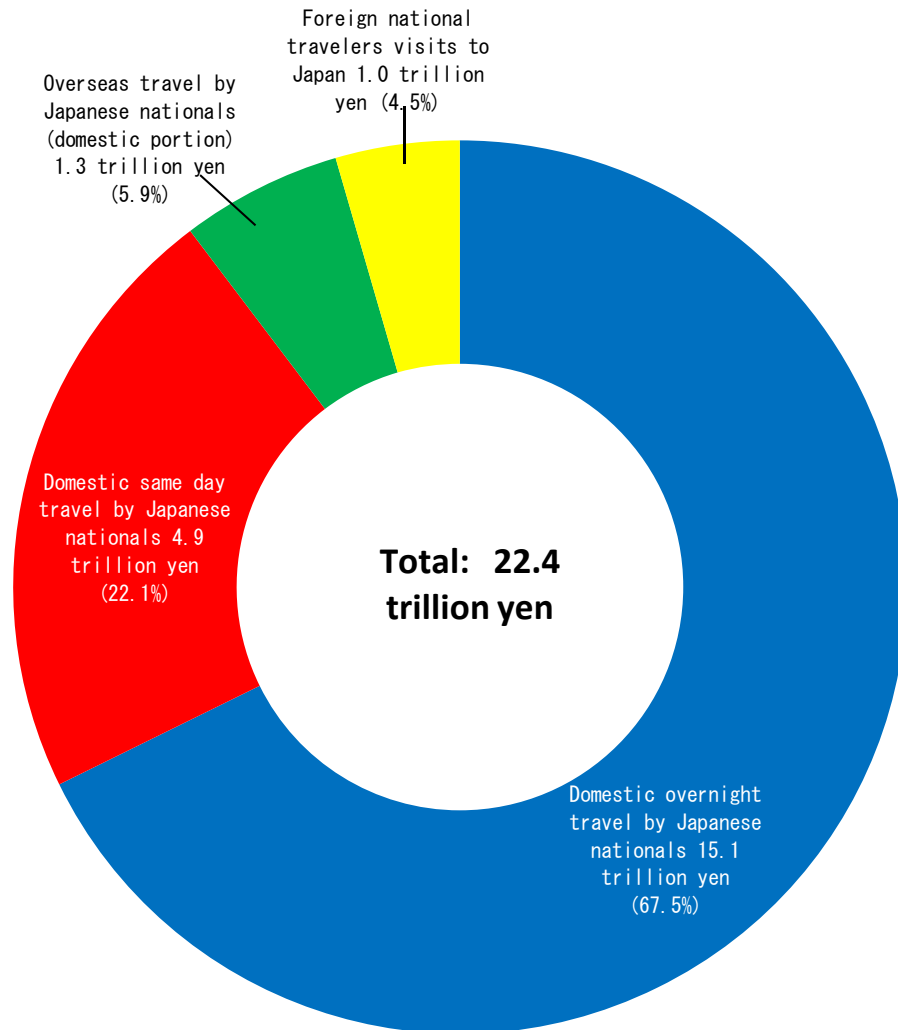
1. (Note) 1. Created by the JTA based on the *Survey on Travel / Tourist*
2. Overseas travel spending includes amount spent in Japan and during the period of

Estimated Travel Spending (2011)

Cost	a	b	c	d=a+b+c	e	f=d+e
	Overnight trips (domestic)	Same day trips (domestic)	Overseas travel (domestic portion)	Travel spending by Japanese nationals (domestic portion)	Foreign national travelers visiting Japan	Travel spending in Japan
Travel spending (during and before/after travel)	15,107	4,943	1,330	21,381	998	22,378
Change YoY	-4.1%	-2.3%	10.6%	-2.9%	-25.9%	-4.2%
Spending before/after travel	2,360	857	341	3,559		
Before travel	2,221	800	323	3,344		
After travel	139	58	19	215		
Spending during travel	12,340	4,086	989	17,415		
Travel company income	229	37	144	410		
Transportation	4,851	2,052	694	7,597		
Accommodations	3,152	0	24	3,176		
Food and beverage	1,563	557	22	2,142		
Gifts and shopping	1,880	988	93	2,961		
Facility admissions fees	499	393	0	892		
Other	166	58	11	236		
Vacation home rent	407	0	0	407		
			g	h=d+g		
			Overseas travel (overseas portion)	Travel spending by Japanese nationals (including overseas portion)		
			3,171	24,552		

(Note) Created by the JTA based on the *Survey on Travel / Tourist Spending Trends*

Breakdown of Domestic Travel Spending by Market (2011)



(Note) Created by the JTA based on the *Survey on Travel / Tourist Spending Trends* and the Bank of Japan's

International Balance of Payments Information (Finalized)

Economic Impacts of Travel Spending in Japan (2011)

	Travel spending (end demand)	(Trillions of yen)			(Trillions of yen)			(10,000 persons)		
		Ripple effect on industry			Value added effect			Effect on employment		
		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 travel/tourism spending in Japan (2011)	22.4	21.4	37.0	46.4	10.8	18.4	23.7	213	323	397
Share of all industries*		2.4%	4.1%	5.1%	2.3%	3.9%	5.0%	3.3%	5.0%	6.2%
Multiplier factor (ripple effect/direct effect)			1.7	2.2		1.7	2.2		1.5	1.9
2010 estimates	23.4	22.4	38.8	48.7	11.4	19.3	24.9	225	340	418
Change YoY (2011/2010)	-4.3%	-4.5%	-4.6%	-4.7%	-5.3%	-4.7%	-4.8%	-5.3%	-5.0%	-5.0%

*Figures are for all industries

2011 output

903.3 trillion yen

2011 GDP (nominal)

470.6 trillion yen

2011 payroll employment

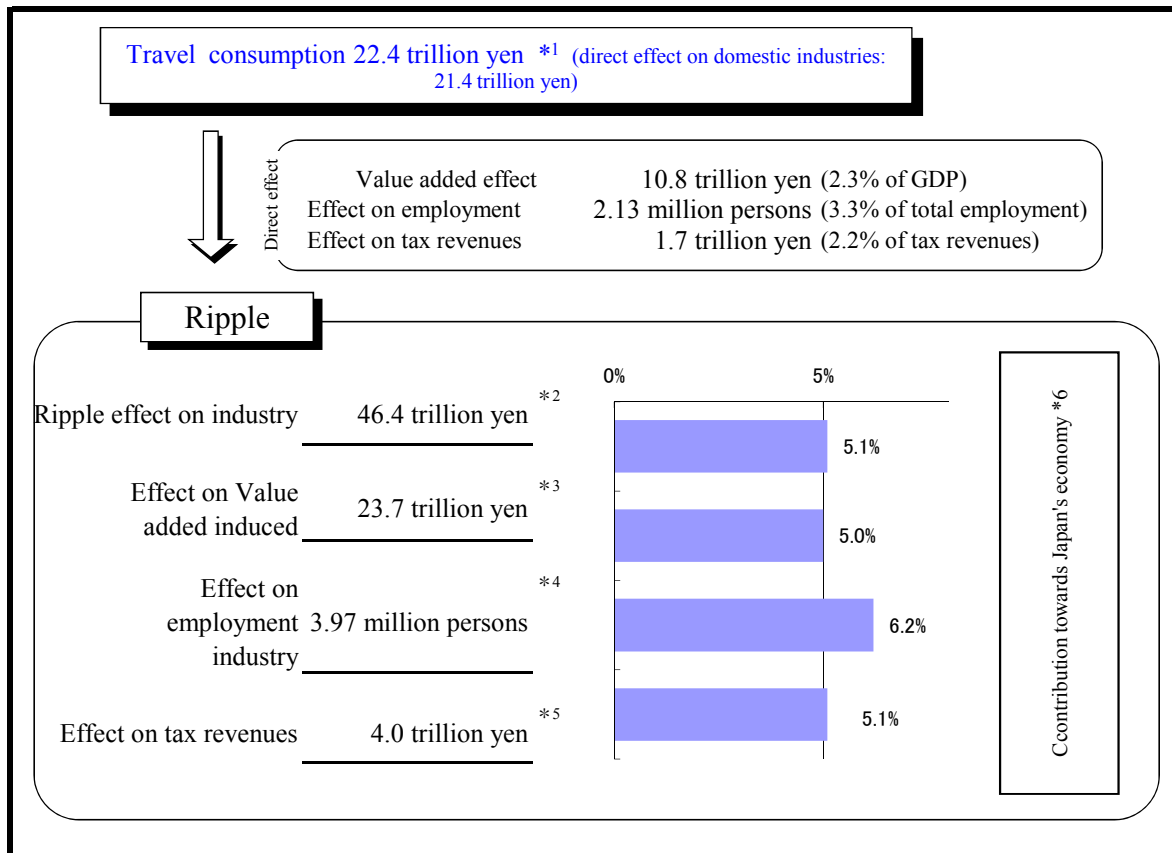
64.36 million persons

		(Billions of yen)			
	Effective Tax Rate	Direct Effect	Ripple effect		
			Ripple effect (direct + primary effect)	Ripple effect (direct + primary + secondary effect)	
Indirect taxes		4.9%	532	907	1,163
Direct tax	Individual	13.3%	773	1,283	1,587
	Corporate	25.2%	442	869	1,225
Total		-	1,747	3,059	3,975
Share of 2011 tax revenues (78.6 trillion yen)			2.2%	3.9%	5.1%

(Notes) 1. Created by the JTA based on the *Survey on Travel / Tourist Spending Trends* and the Bank of Japan's *International Balance of Payments Information* (Finalized)

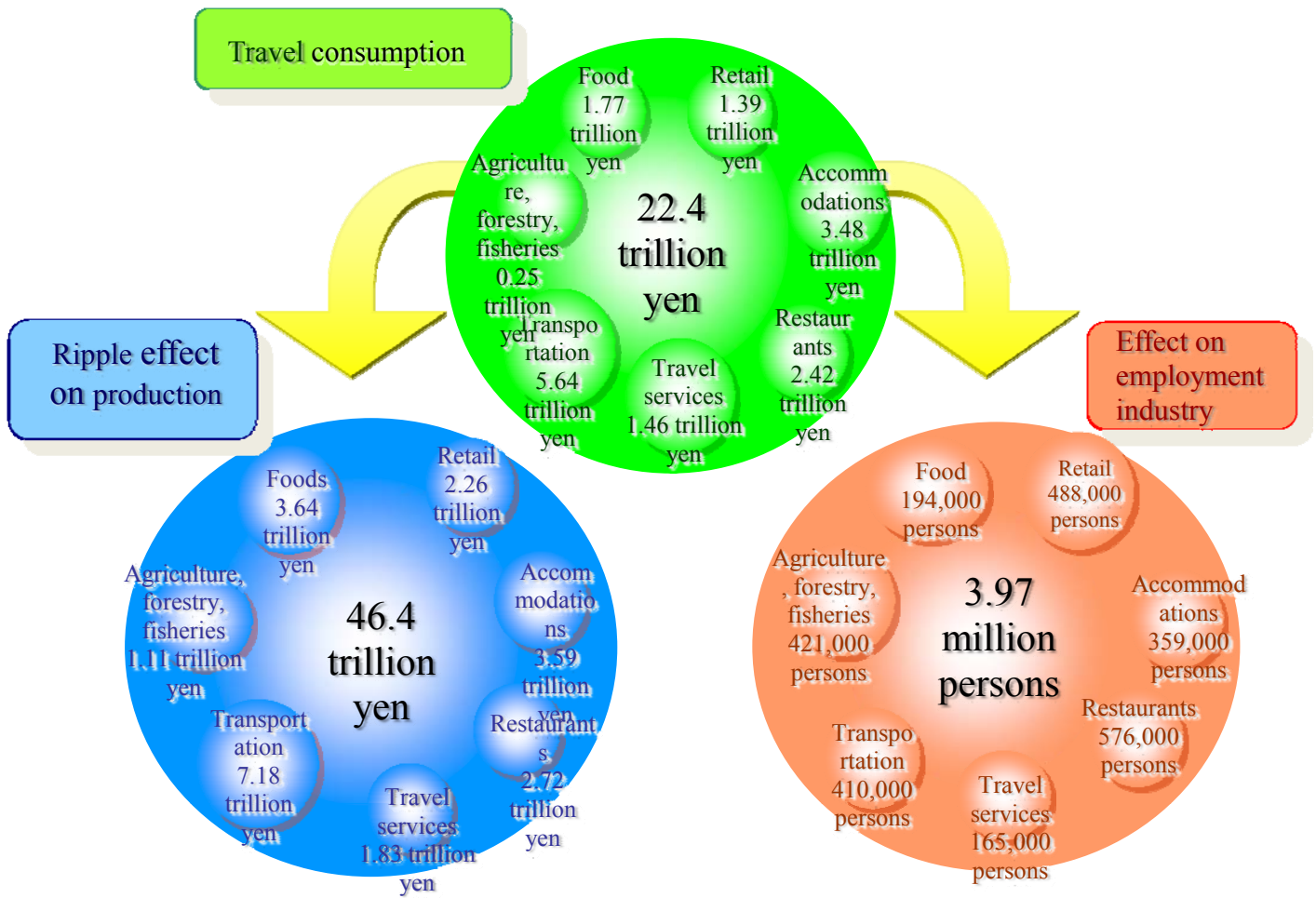
2. 2011 tax revenues represent the total of national tax revenues (paid) and local tax revenues (estimated).

Economic Impacts of Travel Spending on Japan (2011)



- (Notes) 1. Created by the JTA based on *the Survey on Travel / Tourist Spending Trends*
 2. Corresponds to output of 903.3 trillion yen from Japanese economic calculations (2011)
 3. Corresponds to nominal GDP of 470.6 trillion yen from Japanese economic calculations (2011)
 4. Corresponds to payroll employment of 64.36 million persons from Japanese economic calculations (2011)
 5. Corresponds to total tax revenues of 78.6 trillion yen when combining national and local taxes (2011)
 6. The degree of contribution refers to the percentage of all industries

Economic Impacts Travel Spending has on Japan by Industry (2011)



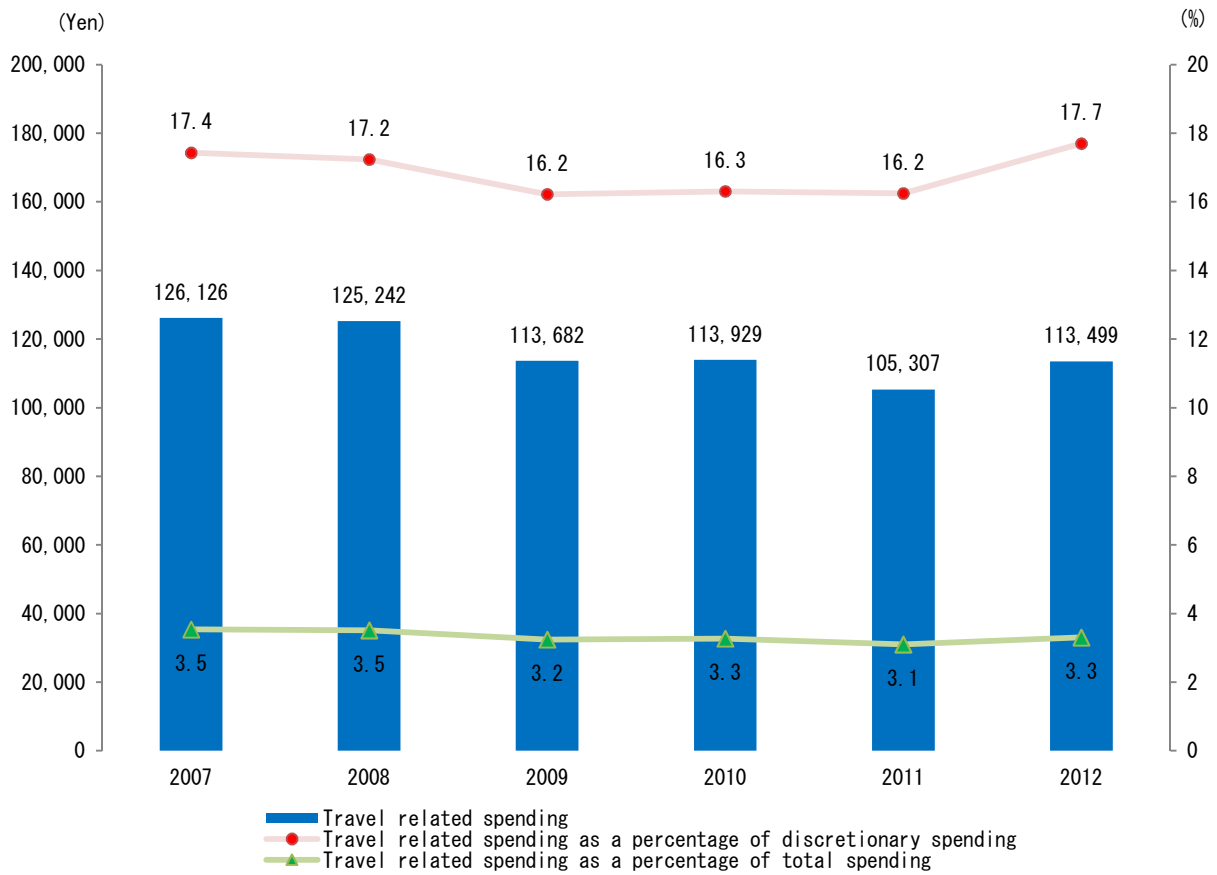
(Notes)

1. Created by the JTA based on the *Research Study on Economic Impacts of Tourism in Japan*

2. The ripple effect on production illustrates the extent of impacts on all industries as a result of new demand.

(For example, this reflects the extent of new production in all industries created by an increase in company sales when demand is created for raw

Travel Related Spending



(Notes)

1. Created by the JTA based on *Household Finances* published by Statistics Japan (households with more than two members [excluding households involved in agriculture, forestry or fisheries])
2. Discretionary related spending refers to the amount spent on eating out, durable goods like TV/computer games, educational and entertainment like books, and sports equipment, etc.
3. Travel related spending refers to the amount spent on accommodations (hotels and package tours), transportation (railway fares, airfare, toll roads, other transportation), and on travel bags, etc.

Passenger Traffic in Japan by Mode

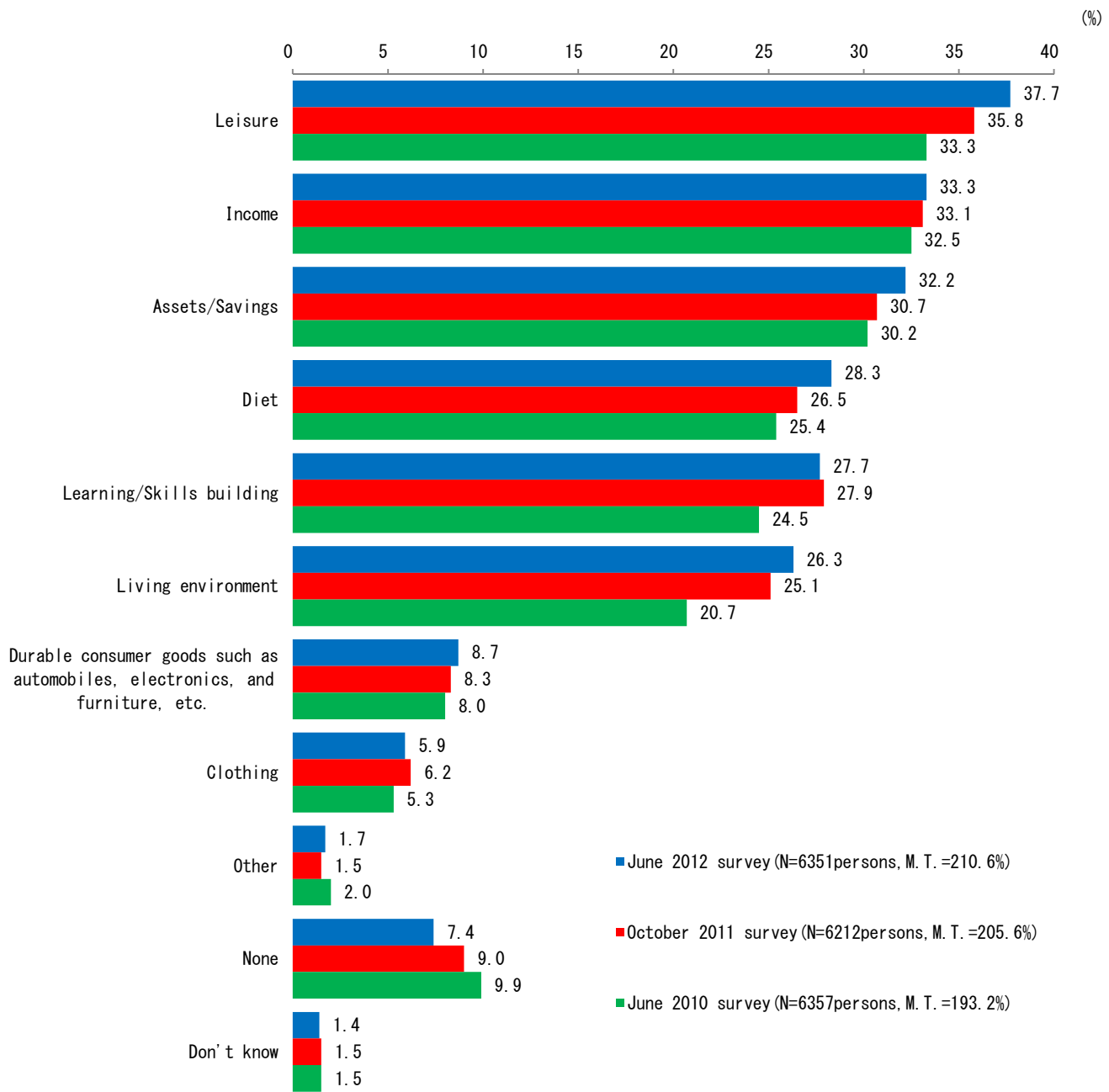
(Millions of persons)

Category	Year	Railway						Airplane	Ferry
		JR			Private				
		Non-train pass (included in total)	Shinkansen (included in total)	Non-train pass (included in total)					
Passengers	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 (2.3)	320 (7.1)	14,142	6,358 (4.4)	85 (9.4)	2.2 (-0.2)

(Notes)

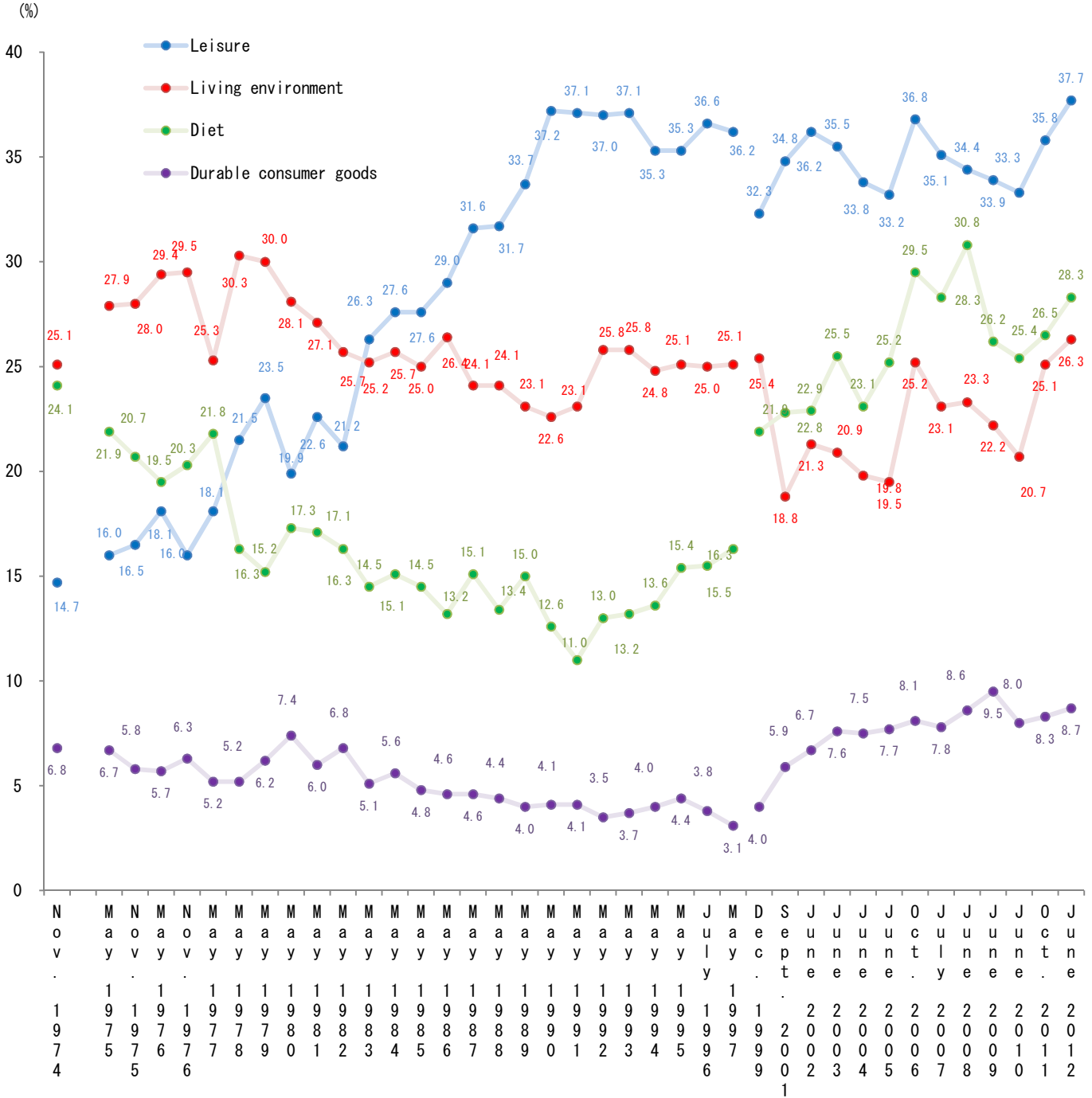
1. Created by the JTA based on MLITT Monthly Economic Report (March 2013).
2. Parenthesises indicates the percentage of change year on year.
- 3 2012 data from flash report.
- 4 Ferry data for long-distance passenger traffic.

Main Emphasis of Life Going Forward



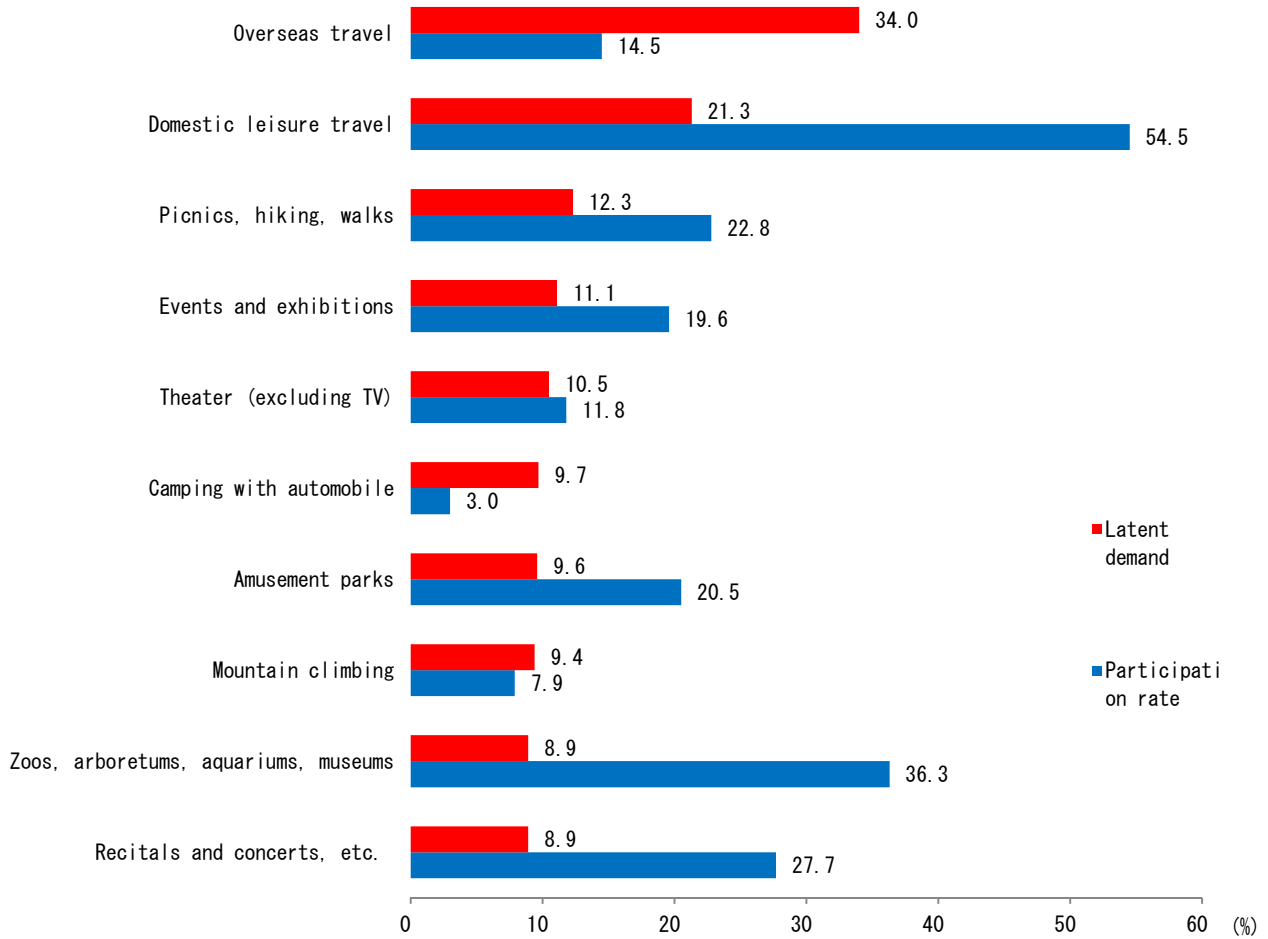
(Note) Created by the JTA based on the *Public Survey about Living for Citizen* published

Main Emphasis of Life Going Forward



(Notes) 1. Created by the JTA based on the *Public Survey about Living for Citizen* published by the Public Relations Office.
 2. Durable consumer goods refer to automobiles, electronics and furniture, etc.
 3. Direct comparisons cannot be drawn between past surveys because prior to 1999 only one response was allowed, but

Top 10 Leisure Activities for Latent Demand (2012)



(Note) Created by the JTA based on the White Paper of Leisure 2012 published by the Japan Productivity Center.

Satisfaction with Current Life Style

	Applicable persons	Satisfaction			Dissatisfied			Neither	Don't know
		Satisfied	Overall satisfied	Dissatisfied	Somewhat dissatisfied	Dissatisfied			
Unit	Persons	%	%	%	%	%	%	%	
Total	6,351	67.3	10.4	56.9	32.0	24.7	7.3	0.7	0.0
[Gender]									
Male	3,001	64.9	8.4	56.5	34.5	26.5	7.9	0.7	-
Female	3,350	69.4	12.1	57.3	29.8	23.0	6.7	0.8	0.1
[Age]									
20 to 29	569	75.4	16.7	58.7	24.1	20.2	3.9	0.5	-
30 to 39	950	69.4	9.3	60.1	29.9	23.4	6.5	0.7	-
40 to 49	1,042	64.7	8.6	56.0	34.7	27.6	7.1	0.6	-
50 to 59	1,116	60.6	7.0	53.6	38.8	32.1	6.7	0.6	-
60 to 69	1,396	66.0	11.2	54.7	33.3	24.6	8.7	0.7	-
Over 70	1,278	71.4	11.7	59.7	27.4	18.9	8.5	1.0	0.2
[Gender/Age]									
(Male)	3,001	64.9	8.4	56.5	34.5	26.5	7.9	0.7	-
20 to 29	258	71.3	16.3	55.0	28.7	24.8	3.9	-	-
30 to 39	421	68.4	6.9	61.5	31.4	23.5	7.8	0.2	-
40 to 49	474	61.6	5.5	56.1	37.8	30.2	7.6	0.6	-
50 to 59	519	57.8	4.4	53.4	41.6	35.3	6.4	0.6	-
60 to 69	716	65.2	11.0	54.2	33.9	24.9	9.1	0.8	-
Over 70	613	67.9	8.6	59.2	31.0	21.0	10.0	1.1	-
(Female)	3,350	69.4	12.1	57.3	29.8	23.0	6.7	0.8	0.1
20 to 29	311	78.8	17.0	61.7	20.3	16.4	3.9	1.0	-
30 to 39	529	70.1	11.2	59.0	28.7	23.3	5.5	1.1	-
40 to 49	568	67.3	11.3	56.0	32.2	25.5	6.7	0.5	-
50 to 59	597	63.0	9.2	53.8	36.3	29.3	7.0	0.7	-
60 to 69	680	66.8	11.5	55.3	32.6	24.3	8.4	0.6	-
Over 70	665	74.7	14.6	60.2	24.1	16.8	7.2	0.9	0.3

(Note) (Notes) 1. Created by the JTA based on the Public Survey about Living for Citizen published by the Public Relations Office (June 2012)

JTA Budget (Fiscal 2013)

(Millions of yen)

	Fiscal 2013 Budget (A)	Previous Year's Budget (B)	Change YoY factor (A/B)
1. Phase 1 of "30 million international visitors" program	8,208	8,290	0.99
○ Promotional programs for international visitors (Visit J)	5,491	4,927	1.11
○ Emergency program for revitalizing inbound tourism to	599	0	New
○ Programs to develop an environment suited to inbound	280	854	0.33
○ JTNO operating cost subsidy	1,837	1,884	0.98
Exclusive to the previous fiscal year	0	624	Eliminated
2. Regional renewal and revitalization base on tourism	430	297	1.45
○ Support program for establishing local tourism brands	343	0	New
○ Program for evaluating tourism areas	49	0	New
○ Tourist area statistical survey program	38	39	0.97
Exclusive to the previous fiscal year	0	258	Eliminated
3. Renew and revitalize the tourism industry	199	170	1.17
○ Universal tourism promotion program	39	9	4.33
○ Regional accommodation industry revitalization support	20	0	New
○ Investigative surveys to ensure travel safety and exami	25	0	New
○ Regional tourism environment improvement program	99	15	6.60
○ Model program for promoting new types of tourism	16	22	0.73
Exclusive to the previous fiscal year	0	124	Eliminated
4. Encourage workers in Japan to take paid holiday to act	16	80	0.20
○ Program encouraging family's in regional areas to mak	16	30	0.53
Exclusive to the previous fiscal year	0	50	Eliminated
5. Compilation of statistics on tourism	518	887	0.58
6. Other (ordinary administrative expenses, etc.)	284	281	1.01
Total	9,655	10,004	0.97

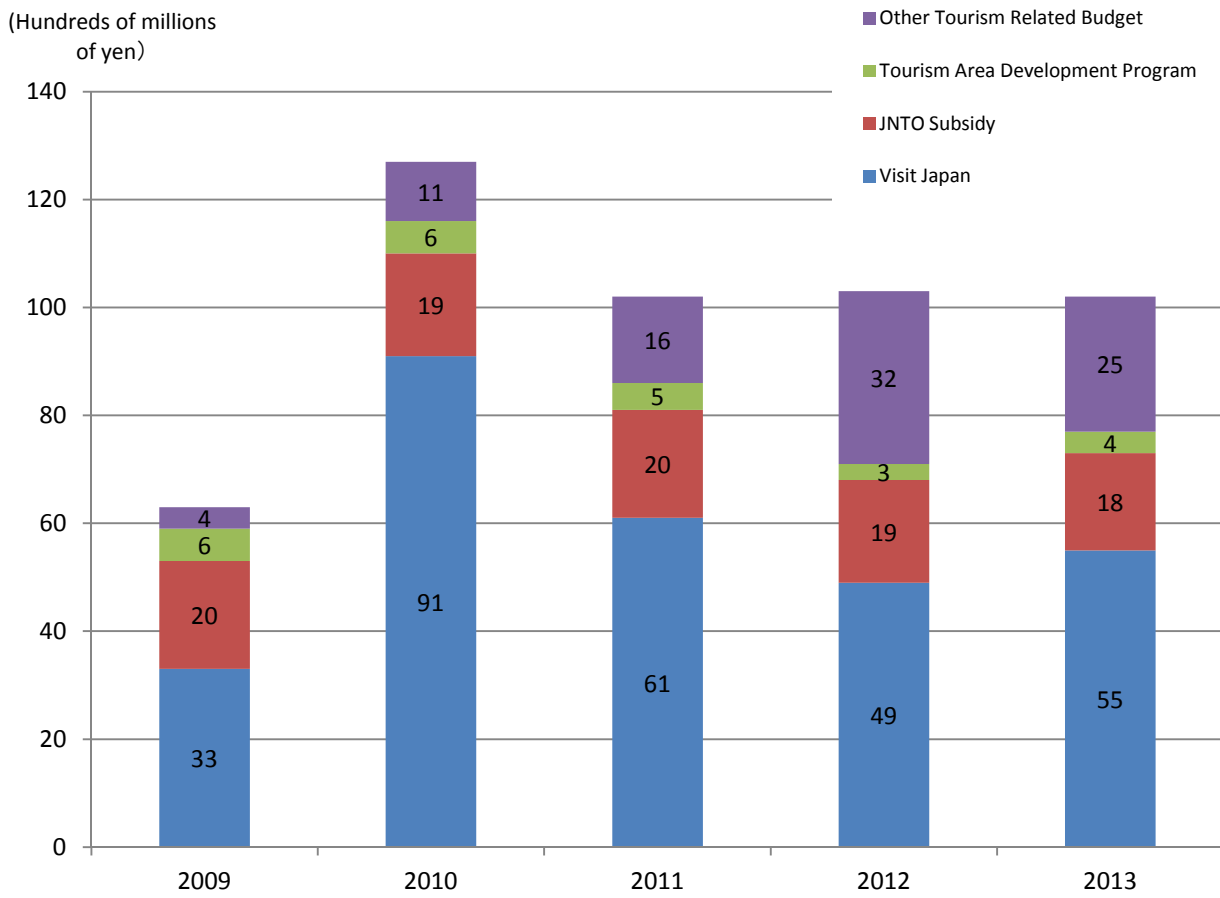
[Allocation for earthquake reconstruction]

●: represents amount allocated to the Reconstruction Agency

● Tourism recovery program for the Tohoku region	199	0	New
● Tourism related recovery assistance program for Fukus	378	0	New
Exclusive to previous fiscal year	0	334	Eliminated
Total	577	334	1.73

Grand Total	10,232	10,339	0.99
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JTA Budget



(Notes) 1. Figures for fiscal 2012 and fiscal 2013 include Reconstruction Agency budget portion.

2. In addition to the initial budget above, a supplementary budget is also allocated for each fiscal year (including reserve funds).

Comparison of National Tourism Organizations (NTO) Around the World

	Japan	South Korea	China	Taiwan	Hong Kong
Name of NTO	Japan National Tourism Organization	Korea Tourism Organization (KTO)	China National Tourism Administration (CNTA)	Tourism Bureau *3 OR Taiwan Tourism Association	Hong Kong Tourism Board (HKTB)
Staff head count (As of)	132 *2 (April 2010)	613 (March 2010)	Unknown	606 (August 2010)	325 (March 2009)
Number of overseas	13	31	19	12	23
Total NTO budget *1	2.8 billion yen (Fiscal 2013)	39.7 billion yen (Fiscal 2012)	3.5 billion yen (Fiscal 2011)	29.4 billion yen *4 (Fiscal 2011)	6.8 billion yen (Fiscal 2012)
National expenditures	1.8 billion yen	10.1 billion yen (Fiscal 2012)		29.4 billion yen	5.2 billion yen
Other	900 million yen	29.6 billion yen			1.6 billion yen
Number of foreign national visitors (2011)	6.219 million	9.795 million	57.581 million	6.087 million	22.316 million

	Thailand	Singapore	Malaysia	United Kingdom	France
Name of NTO	Tourism Authority of Thailand (TAT)	Singapore Tourism Board (STB)	Malaysia Tourism Promotion Board (MTPB)	Visit Britain	Atout France
Staff head count (As of)	918 (May 2010)	580 (August 2010)	1,000 (July 2010)	250 (May 2010)	430 (December 2009)
Number of overseas	26	20	36	21	36
Total NTO budget *1	15.6 billion yen (Fiscal 2011)	13.8 billion yen (Fiscal 2011)	13.3 billion yen (Fiscal 2011)	7.6 billion yen (Fiscal 2011)	13.3 billion yen (Fiscal 2012)
National expenditures only	Unknown	12.2 billion yen	Unknown	5.0 billion yen	4.4 billion yen
Other		1.6 billion yen		1.6 billion yen	8.9 billion yen
Number of foreign national visitors (2011)	19.098 million	10.39 million	24.71 million	29.192 million	79.50 million

	Germany	Italy	Spain	The Netherlands	Switzerland
Name of NTO	German National Tourist Board (DZT) *5	Agenzia Nazionale del Turismo (ENIT)	Spanish National Tourism Board	Netherlands Board of Tourism	Swiss National Tourist Office
Staff head count (As of)	156 (December 2009)	245 (August 2010)	505 (May 2009)	150 (July 2010)	223 (May 2010)
Number of overseas	29	26	32	13	35
Total NTO budget *1	4.3 billion yen (Fiscal 2010)	2.4 billion yen (Fiscal 2011)	Unknown	2.0 billion yen (Fiscal 2010)	8.0 billion yen (Fiscal 2009)
National expenditures only	3.4 billion yen	Unknown		900 million yen	5.1 billion yen
Other	900 million yen			1.1 billion yen	2.9 billion yen
Number of foreign national visitors (2011)	28.352 million	46.119 million	56.694 million	11.30 million	8.534 million

	Austria	United States	Canada	Australia	New Zealand
Name of NTO	Austrian National Tourist Office	Brand USA *6	Canada Tourism Commission	Tourism Australia (TA)	Tourism New Zealand
Staff head count (As of)	230 (July 2010)	Unknown	154 (December 2009)	216 (June 2010)	130 (July 2010)
Number of overseas	30	None	21	12	9
Total NTO budget *1	6.1 billion yen (Fiscal 2010)	Over 8.8 billion yen *7 (Fiscal 2012)	7.7 billion yen (Fiscal 2011)	13.9 billion yen (Fiscal 2012)	6.6 billion yen (Fiscal 2010)
National expenditures only	8.0 billion yen	8.0 billion yen	7.2 billion yen	9.6 billion yen	6.3 billion yen
Other	800 million yen	800 million yen	500 million yen	4.3 billion yen	300 million yen
Number of foreign national visitors (2011)	23.01 million	62.325 million	15.976 million	5.875 million	2.601 million

(Notes) 1. Calculated based on the average annual exchange rate for each year (however, the fiscal 2011 budget uses the average rate for 2010, and

the fiscal 2012 budget use the average rate for 2011).

2. Including executive officers and local employees.

3. Inbound tourism promotion programs are directly implemented by the Tourism Bureau, but the Taiwan Tourism Association has been placed in charge of promotions overseas based on the conditions in each country.

4. Total amount when including budget as national government agency.

5. In Germany, each state government has its own tourism bureau.

6. In the United States, each state has its own tourism bureau, and the Corporation for Travel Promotion was established in 2010 to be in charge of promoting visits to the United States. In November 2011, the name of the organization was changed to Brand USA and campaign was launched from the spring of 2012.

7. Private sector donations enable it to spend up to 16.0 billion yen on marketing.

8. Foreign national visitor data created based on UNWTO data (2011).