

PRESS KIT

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ABOUT JNTO (Japan National Tourism Organization)

JNTO, Japan National Tourism Organization is an independent institution of the Japanese government which was established in 1964 when Tokyo hosted the Olympic for the first time, with the aim to enhance international tourism.

JNTO has been involved in a broad range of activities promoting travel to Japan through various activities overseas as well as tourism-promoting activities in Japan.

Corporate Name: Japan National Tourism Organization (JNTO)

Established: April, 1st 1964

Number of Employees: Approximately 250 members

The President: Satoshi Seino

Oversea Offices: 21 locations

Seoul, Beijing, Hong Kong, Shanghai, Delhi, Jakarta, Singapore,

Bangkok, Manila, Hanoi, Kuala Lumpur, Sydney, New York, Los Angeles, Toronto, Rome,

London, Madrid, Frankfurt, Paris, Moscow

Economic ripple effect of Inbound Tourism on Japan

Tourism is a significantly important industry to grow for Japan to bring back its strong economy while facing a rapid aging and shrinking population.

It is also crucial to meet the rapidly growing international tourism demand in order to contribute to the revitalization of the local economy and increase in local employment opportunities.

Spending by international tourists within local regions has a direct positive economic effects.

The ripple effects social media has on the increase in awareness of local areas as tourist destinations and the local economy can be indirectly tremendous.

Nowadays, inbound tourists discover the attractiveness of the local areas and share their own experiences in their social media.

Based on "Tourism Vision Realization Program (drawn up on 30th March 2016)", the government of Japan has set a goal of bringing the annual number of foreign travelers to Japan to 40 million by 2020 and to 60 million by 2030, in order to make Japan an "advanced

tourism country". Furthermore, with the keywords " local community " and " consumption " , the government has set a target of reaching 8 trillion yen in spending by travelers to Japan by 2020, 15 trillion yen by 2030.

The number of international tourists tripled over just 5 years from 10 million in 2013.

The increase is mainly driven by the expansion of low-cost carrier airline routes, development of airports, and relaxation of visa requirements. Depreciation of the yen since 2012 also made travel to Japan more affordable.

In 2017, 28.7 million inbound tourists visited Japan, up 19.3 % from the previous year.

Spending by inbound tourists reached a record high of 4.2 trillion yen, up 17.8 % from a year earlier.

Despite a series of natural disasters, including earthquakes and heavy rains last year, which caused a decline in the number of inbound tourists, 2018 saw that number of inbound tourists to Japan reached 30 million for the first time as of December 18th, 2018, which is the highest record ever.

About destination awareness

■National Brand Ranking2018

At the "Anholt National Brand Index (NBI) 2018" provided by the investigation company Ipsos, Japan acquired the 2nd place in the world and ranked up from 4th place in 2017.

According to the survey, the national image of Japan was ranked 1st in the category of "export", "citizen" ranked 5th rank to the top, a part from the above 7th in "culture" and "sightseeing", 9th in "migration / investment", both were in the top ten. By holding large-scale sports events such as the Olympic Games, there was a tendency to contribute to updating brand strength.

※Investigation company Ipsos "Anholt National Brand Index (NBI) 2018":

Online survey was conducted using 20 countries panel for 20,224 people aged 18 and over.

The inspection period is from 7th to 25th July 2018.

Rank : Country (Previous year ranking)

- 1 : Germany (1)
- 2 : Japan (4)
- 3 : United kingdom (3)
- 4 : France (2)
- 5 : Canada (4)
- 6 : Italy (7)
- 6 : America (6)
- 8 : Switzerland (8)
- 9 : Sweden (10)
- 10 : Australia (9)

■Awards

Japan has been awarded numerous prestigious sightseeing and travel awards as a sightseeing destination. The following is an example:

Year	Organization	Name of Award	Area
2018	Travel + Leisure (US)	Destination of the Year	Japan
2018	ITALIA TRAVEL AWARDS (IT)	Best Destination	Japan
2018	Travel + Leisure (US)	18 Best places to visit in 2018	Iya Valley
2018	Trip Advisor (US)	Top 25 Destinations World 2018	Tokyo
2018	Condé Nast Traveler (US)	Readers' Choice Award	Tokyo・Kyoto・Osaka
2018	Lonely Planet (AU)	Best in Travel 2018	Kii Peninsula
2017	Travel + Leisure (US)	The 50 Best Places to Travel in 2017	Kanazawa
2016	Travel + Leisure (US)	The 50 Best Places to Travel in 2016	Mie
2016	Lonely Planet (AU)	Best in Travel 2016	Japan

As a tourism promotion organization, JNTO acquired awards as follows:

Year	Organization	Name of Award	Target of Award
2018	Successful Meetings	25 People that are the most influential in the Meeting industry	Contribution to the MICE industry
2018	Japan Institute of Design Promotion	Good Design・Best100	Promotion movie for European market
2018	Luxperience	Destination Award	Efforts in the luxually market
2017	SPIKES ASIA	Editing Department 2nd place、 Sound Design Department 3rd place	Promotion movie for European market
2017	ONE SHOW	MERIT AWARD	Promotion movie for European market

February 20th, 2019
Satoshi Seino, President

**Number of visitor arrivals to Japan
up 7.5% YoY to 2.689 million in January 2019**
(preliminary figures estimated by JNTO)

Country/Area	Total			Total		
	2018 January	2019 January	growth rate (%)	2018 Jan. ~ Jan.	2019 Jan. ~ Jan.	growth rate (%)
Grand Total	2,501,409	2,689,400	7.5	2,501,409	2,689,400	7.5
South Korea	803,816	779,400	-3.0	803,816	779,400	-3.0
China	632,304	754,400	19.3	632,304	754,400	19.3
Taiwan	350,522	387,500	10.5	350,522	387,500	10.5
Hong Kong	160,520	154,300	-3.9	160,520	154,300	-3.9
Thailand	82,592	92,600	12.1	82,592	92,600	12.1
Singapore	21,169	22,700	7.2	21,169	22,700	7.2
Malaysia	31,112	31,400	0.9	31,112	31,400	0.9
Indonesia	29,870	32,500	8.8	29,870	32,500	8.8
Philippines	31,706	36,000	13.5	31,706	36,000	13.5
Vietnam	27,703	35,400	27.8	27,703	35,400	27.8
India	11,338	12,500	10.2	11,338	12,500	10.2
Australia	69,924	81,100	16.0	69,924	81,100	16.0
U.S.A.	92,014	103,200	12.2	92,014	103,200	12.2
Canada	20,459	22,300	9.0	20,459	22,300	9.0
United Kingdom	19,913	21,600	8.5	19,913	21,600	8.5
France	14,602	15,300	4.8	14,602	15,300	4.8
Germany	11,066	11,400	3.0	11,066	11,400	3.0
Italy	6,391	6,000	-6.1	6,391	6,000	-6.1
Russia	5,689	6,300	10.7	5,689	6,300	10.7
Spain	4,167	4,400	5.6	4,167	4,400	5.6
Others	74,532	79,100	6.1	74,532	79,100	6.1

◆Note 1. If reproduced, your credit line to JAPAN NATIONAL TOURISM ORGANIZATION is mandatory.

◆Note 2. Above figures for 2018 are provisional, those for 2019 are the preliminary ones estimated by JNTO.

◇For more information on inbound statistics:

Japan Tourism Statistics <https://statistics.jnto.go.jp/en/>

Inquiries:
Global Strategy Headquarters Research & Marketing Section
Email : data@jnto.go.jp

January 16th, 2019
Satoshi Seino, President

**Number of visitor arrivals to Japan
up 4.4% YoY to 2.632 million in December 2018,
8.7% YoY to 31.192 million in 2018
(preliminary figures estimated by JNTO)**

Country/Area	Total			Total		
	2017 December	2018 December	growth rate (%)	2017 Jan.~Dec.	2018 Jan.~Dec.	growth rate (%)
Grand Total	2,521,262	2,631,800	4.4	28,691,073	31,191,900	8.7
South Korea	678,905	681,600	0.4	7,140,438	7,539,000	5.6
China	564,264	599,100	6.2	7,355,818	8,380,100	13.9
Taiwan	319,516	335,800	5.1	4,564,053	4,757,300	4.2
Hong Kong	207,243	209,500	1.1	2,231,568	2,207,900	-1.1
Thailand	115,835	128,300	10.8	987,211	1,132,100	14.7
Singapore	86,433	87,100	0.8	404,132	437,300	8.2
Malaysia	64,712	67,600	4.5	439,548	468,300	6.5
Indonesia	52,343	54,000	3.2	352,330	396,900	12.7
Philippines	48,673	55,700	14.4	424,121	504,000	18.8
Vietnam	19,678	24,400	24.0	308,898	389,100	26.0
India	8,933	10,300	15.3	134,371	154,100	14.7
Australia	57,292	63,600	11.0	495,054	552,400	11.6
U.S.A.	116,164	126,900	9.2	1,374,964	1,526,500	11.0
Canada	27,055	28,100	3.9	305,591	330,500	8.2
United Kingdom	22,954	22,900	-0.2	310,499	334,000	7.6
France	17,035	17,700	3.9	268,605	304,900	13.5
Germany	11,495	12,500	8.7	195,606	215,300	10.1
Italy	9,430	8,900	-5.6	125,864	150,000	19.2
Russia	5,709	6,300	10.4	77,251	94,800	22.7
Spain	5,904	6,000	1.6	99,814	118,900	19.1
Others	81,689	85,500	4.7	1,095,337	1,198,500	9.4

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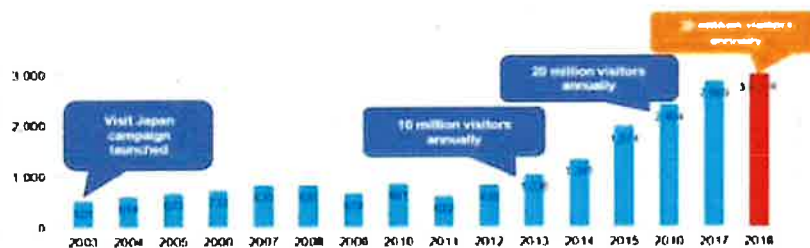
Number of visitor arrivals to Japan reached 30 million for the first time!

December 21, 2018

- Japan National Tourism Organization (JNTO) announces the number of visitor arrivals to Japan has reached 30.01 million as of December 18th, 2018.
- This number is the preliminary figure estimated by JNTO in cooperation with the Ministry of Justice

Comments from Satoshi Seino, the President of JNTO

This year, the number of international tourists visiting Japan exceeded 30 million for the first time. I wish to express my gratitude to everyone involved since the start of the Visit Japan Campaign in 2003 who has offered their support and cooperation in promoting inbound tourism to Japan. Looking back on this year, Japan experienced a number of natural disasters in succession such as earthquakes and torrential rains. Although these events affected inbound tourism, Japan has recovered so rapidly up to today thanks to the nation-wide efforts and hit the record high. I am deeply grateful for this fact. In order to achieve our goal of 40 million visitors by 2020, we will continue striving to expand inbound tourism to Japan.



Source: Changes in the number of visitor arrivals to Japan by year (2003-Dec.18, 2018)

*The figure for 2018 is a preliminary figure as of December 18, estimated by JNTO in cooperation with the Ministry of Justice.

For more information on inbound statistics: Japan Tourism Statistics

<https://statistics.jnto.go.jp/en/>

Inquiries: Global Strategy Headquarters Research & Marketing Section

Email : data@jnto.go.jp

Japan Named 2018 Destination of the Year by TRAVEL+LEISURE

20 December, 2018

Travel+Leisure Magazine announced on November 14th that Japan is its 2018 Destination of the Year.

The magazine choose Japan for the diversity of tourism attractions, its blend of tradition and modernity, delicious cuisine and more. The magazine also noted International visitors to Japan have also elevated the destination in recent years. The number of international tourists to Japan hit 28.69 million last year at record pace.

The brand highly evaluated its harmonious blend of tradition and modality.

"Our audience is passionate about Japan because it offers such a rich, well-rounded travel experience: you can learn about centuries-old culture and tradition while taking in cutting-edge architecture and exquisite food." said Jacqueline Gifford, editor-in-chief of Travel + Leisure.

The brand's editors cited Tokyo for being one of the leading fashion capitals in the world with its creativity and individuality. The editor also mentioned that its rich cultural history and delicious foods are also a key reason international people want to visit Japan.

Not only major cities like Tokyo, Osaka, and Kyoto, the locals are also attracting more international tourists.

The editor said, "Japan is one of the world's fastest growing destinations for travelers, who are now pushing beyond the major cities of now pushing beyond the major cities of Tokyo and Kyoto into all corners of the country".

"And it is the people, of course, who make a destination: the graciousness and hospitality of the locals are something that truly resonates with our readers".

The travel publication has released a new monthly series in celebration of this announcement called "Locals". This series will allow true travelers to get the insider scoop on what it's like to live in a place, rather than just see it as a tourist. The first episode, "Eat Ramen Like a Local", is available on Instagram TV and TravelandLeisure.com

Tokyo, Kyoto and Osaka recognized as best cities in Condé Nast Traveler's 2018 Readers' Choice Award!

October 19, 2018

Japanese cities Tokyo and Kyoto were voted first and second best cities, followed by Osaka's twelfth in the 31st annual Readers' Choice Awards survey of Conde Nast Traveler.

It is the third consecutive year that Tokyo and Kyoto have been named as the Top 10 best cities and Osaka to be named in the ranking for the first time. This makes Japan the top among other countries to be listed with three cities for the "The Best Cities in the World: Best Big Cities" list.

Japan's capital city of Tokyo is praised for its contradictions: "ultramodern, neon-lit skyscrapers and tranquil temples, unmatched street style and centuries-old etiquette" as well as being one of the world's best food destinations. Kyoto, the former capital of Japan, offers rich history throughout the city, alongside world-class restaurants and hotels, including the forthcoming openings of the Ace Hotel and the Park Hyatt Kyoto in 2019. The second largest metropolitan area in Japan, Osaka is home to Osaka Castle, a rich local food scene and abundant nightlife offerings.

"This wonderful recognition of three of Japan's best cities demonstrates the continued interest in Japan as a top destination among US travelers," stated Naohito Ise, Executive Director of the New York Office of the Japan National Tourism Organization (JNTO). "JNTO will continue to work to inspire travelers to visit all of our cities, as well as lesser-known regions."

The number of visitors to Japan from the U.S. in 2017 hit the record of 1.38 million with 11.6 % increase from previous year, and this year has reached 1.02 million in the first eight months as the fastest 1 million ever.



Japan National
Tourism Organization

CONDE NAST TRAVELER'S TOP 10 BIG CITIES 2018

- (1) Tokyo, Japan
- (2) Kyoto, Japan
- (3) Melbourne, Australia
- (4) Vienna, Austria
- (5) Hamburg, Germany
- (6) Sydney, Australia
- (7) Singapore
- (8) Paris, France
- (9) Barcelona, Spain
- (10) Vancouver, Canada

About Japan National Tourism Organization (JNTO)

As the official tourism board of Japan, JNTO is involved in a wide range of promotional activities to encourage international travelers to visit Japan. Through a variety of campaigns and initiatives, JNTO is inspiring more international travelers to visit Tokyo, Kyoto and beyond.

About Conde Nast Traveler

As the most discerning, up-to-the-minute voice in all things travel, Cond? Nast Traveler is the global citizen's bible and muse, offering both inspiration and vital Intel. Cond? Nast Traveler is the most trusted and celebrated name in travel with 6 National Magazine Award wins and 26 nominations in its 30-year history. Advertising Age named Pilar Guzm?n Editor of the Year in 2014 and CNTraveler.com attained 3 Webby Awards in 2015.

URL: <https://www.cntraveler.com>

December 19th, 2018
Satoshi Seino, President

**Number of visitor arrivals to Japan
up 3.1% YoY to 2.451 million in November 2018**
(preliminary figures estimated by JNTO)

Country/Area	Total			Total		
	2017 November	2018 November	growth rate (%)	2017 Jan.~Nov.	2018 Jan.~Nov.	growth rate (%)
Grand Total	2,378,079	2,450,800	3.1	26,169,811	28,560,100	9.1
South Korea	622,604	588,200	-5.5	6,461,533	6,857,400	6.1
China	567,149	617,300	8.8	6,791,554	7,781,000	14.6
Taiwan	363,178	351,900	-3.1	4,244,537	4,421,400	4.2
Hong Kong	172,926	167,200	-3.3	2,024,325	1,998,400	-1.3
Thailand	94,533	102,900	8.9	871,376	1,003,800	15.2
Singapore	50,521	54,300	7.5	317,699	350,200	10.2
Malaysia	52,219	55,500	6.3	374,836	400,700	6.9
Indonesia	28,549	32,100	12.4	299,987	342,900	14.3
Philippines	40,597	47,000	15.8	375,448	448,300	19.4
Vietnam	24,880	34,000	36.7	289,220	364,600	26.1
India	10,870	13,300	22.4	125,438	143,800	14.6
Australia	39,189	39,800	1.6	437,762	488,700	11.6
U.S.A.	114,910	127,000	10.5	1,258,800	1,399,600	11.2
Canada	25,005	27,600	10.4	278,536	302,500	8.6
United Kingdom	25,001	27,400	9.6	287,545	311,100	8.2
France	19,125	22,100	15.6	251,570	287,200	14.2
Germany	15,911	18,500	16.3	184,111	202,900	10.2
Italy	9,308	11,600	24.6	116,434	141,100	21.2
Russia	7,842	9,300	18.6	71,542	88,600	23.8
Spain	7,059	8,800	24.7	93,910	112,900	20.2
Others	86,703	95,000	9.6	1,013,648	1,113,000	9.8

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November 21st, 2018
Satoshi Seino, President

**Number of visitor arrivals to Japan
up 1.8% YoY to 2.641 million in October 2018**
(preliminary figures estimated by JNTO)

Country/Area	Total			Total		
	2017 October	2018 October	growth rate (%)	2017 Jan.~Oct.	2018 Jan.~Oct.	growth rate (%)
Grand Total	2,595,148	2,640,600	1.8	23,791,732	26,109,300	9.7
South Korea	620,936	571,200	-8.0	5,838,929	6,269,200	7.4
China	663,815	715,300	7.8	6,224,405	7,163,700	15.1
Taiwan	421,094	379,600	-9.9	3,881,359	4,069,500	4.8
Hong Kong	171,103	169,500	-0.9	1,851,399	1,831,200	-1.1
Thailand	103,536	117,900	13.9	776,843	900,900	16.0
Singapore	32,090	35,100	9.4	267,178	295,900	10.8
Malaysia	39,356	39,100	-0.7	322,617	345,200	7.0
Indonesia	27,116	28,300	4.4	271,438	310,800	14.5
Philippines	42,097	47,300	12.4	334,851	401,400	19.9
Vietnam	32,461	39,400	21.4	264,340	330,700	25.1
India	12,497	13,700	9.6	114,568	130,400	13.8
Australia	39,421	47,400	20.2	398,573	448,900	12.6
U.S.A.	125,930	144,000	14.3	1,143,890	1,272,500	11.2
Canada	29,398	33,800	15.0	253,531	274,900	8.4
United Kingdom	33,227	36,900	11.1	262,544	283,700	8.1
France	30,173	34,300	13.7	232,445	265,000	14.0
Germany	22,081	24,900	12.8	168,200	184,400	9.6
Italy	12,555	15,100	20.3	107,126	129,600	21.0
Russia	9,315	10,800	15.9	63,700	79,300	24.5
Spain	12,047	14,100	17.0	86,851	104,100	19.9
Others	114,900	122,900	7.0	926,945	1,018,000	9.8

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